
COMMUNITY PARTICIPATION PROGRAM

Submission

Please use this template as a guide to developing your submission for funding from the Community Participation Program. The level of detail should be appropriate to your organization's proposed activities, and to the level of funding allocated for your organization.

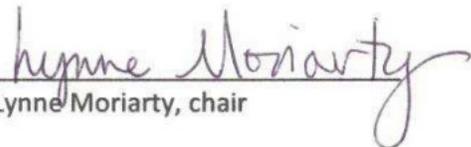
You may provide this submission electronically to ncr@minneapolismn.gov. Please include a copy of your bylaws.

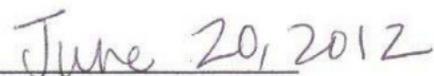
CONTACT INFORMATION:

Organization Name:	Cleveland Neighborhood Association
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Board Contact:	Name: Lynne Moriarty Phone: 612-588-1155 Email: cna@clevelandneighborhood.org Address: PO Box 11635 Minneapolis, MN 55411
Staff Contact:	Name: Aria Fine Phone: 612-588-1155 Email: cna@clevelandneighborhood.org Address: PO Box 11635 Minneapolis, MN 55411

Who should be the primary contact for this submission? ___Aria Fine___

Date of Board review and approval: ___6/18/12___


Lynne Moriarty, chair


Date

FUNDING ACTIVITIES.

Use the following questions as a guide for your submission. For questions 1-8, please limit each response to no more than 3 paragraphs.

- 1. Eligibility. If your organization has not previously been funded through the Community Participation Program, please provide evidence of the organization's eligibility, as identified in Section II.A of the Guidelines.**

N/A

- 2. Community participation efforts. Describe proposed outreach activity in the neighborhood, and methods to involve residents and other stakeholders in one or more of the three key program purposes. How will you engage residents and other stakeholders of their neighborhood in developing a Neighborhood Priority Plan?**

We believe strongly that personal relationships between neighbors is the best opportunity to encourage participation and involve residents in the work of the neighborhood organization. This principal guides our outreach and participation efforts and how we leverage them for further resident engagement.

CNA has a strong history of established written communication channels. These include a quarterly newsletter that is delivered to all Cleveland neighborhood addresses, a monthly publication in the Camden News and an established, up-to-date website. In addition to these channels we will continue to engage in doorknocking, tabling at community events, open committee meetings and other outreach activities we have traditionally participated in. CNA also conducts regular community wide surveys to gain insight into resident interest and concerns and will be conducting our next survey in the fall of 2012 which will help CNA develop its neighborhood priority plan and follow-up with residents to approve any priorities that we adopt.

In addition, to further leverage these outreach and engagement strategies, we are utilizing tools, online and offline to establish deeper relationships with residents and two-way communication channels. This includes 1-on-1 meetings with key residents, a block club network, tracking and incentivizing volunteer engagement, using texting, social media, online forums and more. One of our current surveying tools is called Neighborland.com, utilizing both online and offline tools to gather input and gauge community priorities in an effort to work toward a neighborhood priority plan. Our hope is that we can continue to use traditional outreach methods but with a keen eye on how to leverage them even further with new tools for engagement.

- 3. Building organizational capacity. How will you work to: (1) provide opportunities for the direct involvement of members, (2) build your membership and volunteer base, (3) encourage and develop new leadership, and (4) expand the organization's capacity through self-assessment and other activities.**

CNA has a well-established method for residents to become involved in the civic process, allowing for residents of all commitment levels to actively participate in the organization. Several one-time and ongoing volunteer opportunities provide

opportunity for low-level engagement. The Community Development, Crime and Safety, and Events committees all provide residents an opportunity to both give input into CNA decision-making and bring new ideas to the organization without making a significant commitment of time or resources. Additionally, ad hoc committees around specific projects or activities give low-commitment opportunities for residents to engage in an area they are passionate about. Finally, becoming a board member is a valuable opportunity for residents to commit to engaging with the organization.

CNA Staff's current strategic plan has as its main focus building the base of residents actively engaged with the organization through volunteering, attending activities or personal relationships. We are currently building an up-to-date block club network to provide support to block club leaders and increase the number of blocks with resident leaders, as well as provide support and leadership building opportunities for those leaders.

Finally, CNA is setting measurable goals in the above areas and actively reporting on them at monthly meetings in an effort to self-assess our engagement and prioritize those goals in our engagement process. The following are our current 6 month goals:

- Connection with block club leaders on 20 of the 50 blocks (North-South)
- Triple CNA's general email list (from 96 to 288 recipients)
- Double monthly website traffic (from 160 visitors to 320 visitors average)
- Doorknock of all 1333 houses in the Cleveland Neighborhood
- Track and broaden our demographic engagement in all categories
- Increase attendance at community meetings and committees by 50% on average.

4. Building neighborhood relationships. Describe your outreach, networking, and inclusivity efforts to: (1) build a sense of a whole neighborhood among residents, (2) build bridges among neighbors and diverse communities within the neighborhood, (3) work with other neighborhoods and organizations on issues of common interest, (4) build partnerships with private and public entities, and (5) benefit the neighborhood as a whole.

We use our events as an opportunity to engage residents across diverse groups in safe spaces and build relationships amongst those neighbors. In the coming year we will leverage the trust and respect we are currently building amongst a variety of residents to bring them together to build community relationships across a variety of backgrounds.

We are also in the midst of launching a block club network called "Cleveland Connects" and recruiting residents to be "Connectors." Breaking away from the term "block club leader" has allowed us to recruit more interested residents and expand beyond the typical notion of block clubs being only for National Night out and addressing crime. We are actively expanding this network to build neighborhood relationships and bridges.

We are actively involved in the Northside Neighborhood Council, a coalition of neighborhood organizations working together to address issues of common interest. In

addition, we actively participate in the Lowry Corridor Implementation Committee and other collaborative efforts for a strong northside. The Lowry Corridor group has been instrumental in the annual Harvest festival and the creation of the Lowry Business Association. Additionally, CNA staff work and support several organizations including the Northside Community Reinvestment Coalition, North First, Equity Now Twin Cities and more.

5. Involvement of under-engaged stakeholders. Organizations should discuss which stakeholder groups are typically un-engaged or under-engaged in their work, and how they will work to involve those groups. Organizations should also discuss how the NCR Department can help with this work.

Through a historical assessment of the Cleveland Neighborhood, we've concluded that the organization has had difficulty engaging residents of color, renters, youth and immigrant communities. We see addressing this deficit in the organization as a priority in the coming years. As an example, though African American's make up nearly 30% of the Cleveland neighborhood population, they are under-engaged in CNA's work and we are prioritizing outreach efforts to address that disparity.

With a full time staff person now at the organization, we have the staff capacity to better leverage resources, from NCR and other entities to more actively engage under-engaged resident communities. This includes active outreach, doorknocking and follow-up, building strategic partnerships with established community organizations within different cultural groups and utilizing translation technology and other resources to bridge language barriers as well.

As mentioned above, we have set strategic objectives to increase our engagement and are actively prioritizing these objectives to ensure we are engaging under-represented stakeholders. As an example, we recently received a grant to host a series of community meals where we will reach out to residents from a variety of ethnic and cultural backgrounds to come together to learn about and provide feedback to CNA.

6. Housing Activities. Neighborhood organizations should discuss their work on housing and housing related activities. Organizations should estimate the percentage of time to be spent on these issues.

As the majority of our work is resident engagement, much of our outreach and resident relationships has a housing component. This will include a significant amount of indirect housing related activities as well as several direct activities.

When doorknocking and meeting residents, we will be assessing their housing concerns. This may range from assistance with repair loans or home-buyer programs to addressing landlord concerns for themselves or a neighbor. We will assess the housing stock when out in the community and bring concerns to the appropriate committee. These as well as the many emails and phone calls we field related to housing concerns will be active and ongoing.

In addition, we actively run a landscaping grant program that has direct impact on housing. Our organization participate with NCRC in foreclosure prevention doorknocking to promote housing stability in the neighborhood. Finally, our Community Development Committee meets monthly to discuss concerns and community issues related to housing and moves appropriate actions on to our board. As a result of these efforts, Cleveland has the 2nd strongest housing stock in north Minneapolis according to the recent Housing Market Assessment.

7. Unused funds. Organizations should discuss how they plan to use unused funds from the previous cycle for community engagement or implementation of neighborhood priorities.

Though our 2011 CPP plans were ambitious, we did not have the staff capacity to carry them out in the timeline we previously had proposed. Since then we have added a full-time staff member who is actively engaging in the activities we hoped to begin implementing in the previous year. For this reason, we have unused funds from the previous cycle that we are ready and intend to utilize for our community engagement in the rest of 2012 and in 2013.

8. Budgets. Submissions should include a budget showing how Community Participation Program funds will support the organization’s community participation work and an amount set-aside for implementation of Neighborhood Priority Plans. An annual budget for the organization should also be provided.

Staff Expenses	\$45,000.00
Employee Benefits	\$5,000.00
Professional Services	\$2,200.00
Occupancy	\$4,350.00
Communications/Outreach	\$5,000.00
Supplies and Materials	\$2,000.00
Festivals and events	\$3,500.00
Development	\$1,000.00
Fundraising	\$
Other Services	\$
Neighborhood Priorities	\$10,680.00
TOTAL:	\$78,730.00

Notes:

- Staff expenses should include payroll, FICA, and withholding, or contract staff.
- Employee benefits should include any health insurance, retirement, or other benefits.
- Professional services should include the cost of temporary contractors, bookkeepers, accountants, etc.
- Occupancy should reflect costs related to rent, utilities, phone, websites and email expenses, and other similar expenses.
- Communications/Outreach should include costs of publications, printing, postage, delivery, flyers, etc.
- Supplies and materials should include office supplies as well as expenses for supplies related to ongoing programs such as block patrols, etc.
- Festivals and events can include any costs related to community events and festivals. Food is not an eligible expense.
- Development expenses could include costs related to training, education, recognition, or orientation for board, staff and volunteers.
- Fundraising could include any costs related to fundraising for your organization (hiring of consultants, costs of materials, postage, events, etc).
- Neighborhood Priorities: at this point you do not need to know what the priorities are. Just indicate what the organization would like to set aside at this time for future priorities.