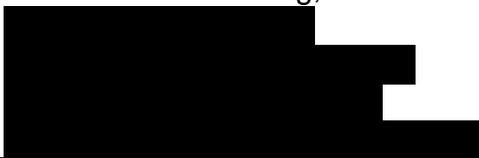


COMMUNITY PARTICIPATION PROGRAM
Application for 2012-13 Funds

CONTACT INFORMATION:

Organization Name:	SENA – Standish Ericsson Neighborhood Association
Address:	1830 East 42 nd Street Minneapolis MN 55407
Website url:	www:standish-ericsson.org
Organization email:	office@standish-ericsson.org
Federal EIN:	41-1735421
Board Contact:	Name: Sam Newberg, President 
Staff Contacts:	Name: Bob Kambeitz Phone: 612-721-1601 Email: bobk@standish-ericsson.org Name: Shirley Yeoman Phone: 612-721-1601 Email: shirleyy@standish-ericsson.org Address: 1830 East 42 nd Street Minneapolis MN 55407

Who should be the primary contact for this submission? Shirley Yeoman

Date of Board review and approval: May 14, 2012

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.**

SENA has received prior funding through the CPP program. We meet all of the eligibility criteria as outlined in Section II, A of the CPP guidelines. SENAs:

- Represents the Standish and Ericsson neighborhoods of south Minneapolis in their entirety.
- Anyone who lives, works or owns property in the Standish or Ericsson neighborhood is welcome to participate (including voting) in SENAs activities.
- No membership dues or attendance requirements are imposed.
- SENAs holds monthly Board meetings which are open to the public, as well as additional special-focused meetings as the need arises. All committee meetings are open to the public. The only exception to open meetings would be in cases of employee or legal disputes, which to-date, have not occurred.
- SENAs is legally incorporated in the state of Minnesota as a 501(c)(3) non-profit corporation. We have adopted by-laws, grievance procedures, conflict of interest policies, EOE/AA Plan, a Sexual Harassment Policy and Procedures, a Diversity Statement and an ADA plan and policy.
- A board of directors provides governance for the organization. Directors are elected annually at the SENAs Annual Meeting. At this point all directors are neighborhood residents. The only non-residents who would be eligible to serve on the Board would be people who either own a business/property in the neighborhoods or who work in the neighborhoods.
- SENAs has demonstrated we have excellent capacity for managing the funds. All reports are submitted in a timely manner. There are no reports due.
- SENAs strives to represent the concerns of all segments of our population.

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. (1) Identifying and Acting on Neighborhood Priorities; (2) Influencing City Decisions and Priorities; (3) Increasing Involvement

All of the activities SENAs engages in are designed to identify and act on neighborhood priorities. That's what we do; it's our purpose as a neighborhood organization.

We will continue to do the things we know work well:

- SENAs will continue to produce our NUSA Gold Award winning neighborhood newsletter, *SENA News*. This newsletter, which began regular publication in 1994, is our most important neighborhood connection tool. *SENA News* is produced bi-monthly and is mailed to every mailing address in both neighborhoods (approximately 4400 addresses). Even though we are looking for more ways to make electronic connections, it is important for us to continue this piece because it reaches those people who don't, can't or choose not to communicate electronically.

- SENA will continue to use the Minneapolis *Standish Ericsson Neighbors Forum* on e-democracy. Although this not a SENA - managed forum, it has become one of the most widely used methods of communication among a wide mix of neighbors. We use the forum to notify neighbors of meetings or events, to solicit information or opinions and to pass on pertinent information that we receive in our office.
- SENA's Board of Directors meets regularly on the second Monday of the month. Any community member is welcome to attend a Board meeting to bring their neighborhood concerns to the governing body of the organization.
- SENA maintains contacts with Roosevelt High School and Northrop Urban Environmental Learning Center (K-5). We will work to develop similar contacts with Ramsey Fine Arts Magnet (5-8) when it opens in our neighborhood for the 2012-13 school year.
- As this proposal is being written, we are in the process of updating our agency website, www.standish-ericsson.org. The updated version is designed to be more inviting, attractive and easy to use.

We are also seeking new ways to engage those who may be missed by our tried-and-true methods. We are exploring ways to build our connections and communications by:

- Increasing connections with block clubs – SENA has very good working relationships with the CCP/SAFE community liaisons who work in our neighborhood. We will continue to seek ways to work together to increase direct connections with the block clubs themselves
- Increasing connection with churches – We have already begun to make connections with the churches in our neighborhoods. We hope to help facilitate a local pastors' group to also increase the connections among the local churches. Our Redeemer Oromo Lutheran Church and Greater Friendship Missionary Baptist Church are churches which bring a large number of people into the neighborhood. While these people contribute significantly to the neighborhood, many of them do not live here. We hope to find ways build stronger connections.
- SENA has long-term working relationships with both neighborhood parks – Sibley Park and Lake Hiawatha Park.
- SENA will continue to be a partner with the Southside Star Community Garden.
- SENA will continue to partner with and provide support for the West of the Rail Business Association.

At every level of our organization, we seek new ways to increase citizen involvement. We use all of the methods listed above to solicit new members and strive to always welcome new people and new ideas. One of our most successful involvement ideas will be explained more fully in the following question.

3. How will you engage residents and other stakeholders of their neighborhood in developing a Neighborhood Priority Plan?

One of our recent successful community engagement ideas was developed as part of our 2011 Annual Meeting – “What’s the Big Idea?”- an idea auction. Neighbors were asked to bring their own “Big Idea” to the annual meeting. Ideas were presented to those in attendance. At least four people had to agree to help work on the idea in order for the idea to move forward to the final voting round. Those in attendance voted to decide which idea would become the “Big Idea”. The winning project received \$1,000 in support from SENA.

Six ideas were presented at the meeting; all of them received enough support to move to the final voting. The winning idea was adding raised beds at the Southside Star Community Garden. Following the meeting, some expressed support for ideas that didn’t win, and SENA received financial donations in support of one of the ideas – installing American flags on local businesses. With those donations and funds provided by our current CPP contract for supporting community projects, we were able to proceed with a limited version of the project.

Our first “Big Idea” auction was very successful. The event generated some unique ideas and generated a great deal of energy and excitement. We learned some things the first time we did this, and believe we could make improvements on the process. We plan to repeat the Idea Auction again in 2012.

4. **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(4) expand the organization's capacity through self-assessment and other activities.

Since our membership is defined by the geographic boundaries of our neighborhood, we are really not able to see an increase in membership. We are always working to increase our volunteer base. We are a volunteer-driven organization and we cannot continue to serve our neighborhoods without the involvement of those who live and work here.

Serving on SENA Boards and committees is a leadership development activity in itself. We are hoping to partner with other neighborhood organizations to provide an enhanced Board training session and to build connections among area volunteers.

The SENA Board of Directors is in the process of identifying a Board self-evaluation tool and process which we plan to have in place within the next 3-4 months. This will help identify our strengths and also areas for improvement.

5. **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.

SENA is partnering with six other neighborhood organizations in a joint venture called “The SUN Project”. We are exploring ways we can work together to build capacity and stronger partnerships. All participating neighborhood organizations are involved in an organizational evaluation process. Although the work is not yet completed, we have already strengthened our connections and have begun to work together.

Our connections with schools, churches and parks are defined elsewhere in this document.

The value and importance of the *SENA News* is also defined earlier in the document. The *SENA News* has helped us build and sustain a neighborhood identity. Standish and Ericsson, although really two different neighborhoods, are now linked together in the minds of residents, community partners and also with city and other public entities.

- 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.

The chart below is a quick comparison of some demographic information from the 2000 and 2010 US Census.

Census 2010 - 2000: Overview Population, Race Ethnicity & Housing Units																		
Standish & Ericsson Neighborhoods																		
Source: Census Bureau, 2010 Census Population and Housing redistricting data, PL 94-171, released 3/16/2011, CPED Research, March 2011.																		
2000 Census information from http://www.ci.minneapolis.mn.us/census/2000.asp w/edits by Shirley Yeoman																		
Neighborhood Name	2010 Population, Race and Ethnicity													2010 Housing				
	Total Population	White	Percent of Total	Hispanic or Latino	Percent of Total	Black or African American	Percent of Total	American Indian and Alaska Native	Percent of Total	Asian	Percent of Total	Native Hawaiian or Some Other Race	Percent of Total	Two or More Races	Percent of Total	Total housing units	Occupied housing units	Vacant housing units
<i>Ericsson</i>	3,192	2,568	80%	217	7%	170	5%	42	1%	82	3%	22	1%	91	3%	1,453	1,394	59
<i>Ericsson-2000</i>	3,149	2,526	80%	180	6%	210	7%	40	1%	72	2%	43	1%	78	2%	1,450	1,420	30
<i>Standish</i>	6,527	4,605	71%	922	14%	455	7%	154	2%	148	2%	18	< 1%	225	3%	2,818	2,681	137
<i>Standish-2000</i>	6,632	4,565	69%	466	7%	586	9%	262	4%	195	3%	258	4%	300	5%	2,800	2,745	55
Total	9,719	7,173	74%	1,139	12%	625	6%	196	2%	230	2%	40	< 1%	316	3%	4,271	4,075	196
Total - 2000	9,781	7,091	72%	646	7%	796	8%	302	3%	267	3%	301	3%	378	4%	4,250	4,165	85
Change																		
<i>Ericsson</i>	↑43	↑42		↑37		↓40		↑2		↑10		↓21		↑3		↑3	↓26	↑29
<i>Standish</i>	↓105	↑40		↑456		↓131		↓108		↓47		↓240		↓75		↑18	↓64	↑82

The census figures show a very stable neighborhood, with little significant change over the decade. In addition to the statistics above, the latest census shows an owner-occupancy rate of nearly 80%.

Although it may not show up in census statistics for several years, we know that one area of change in our neighborhood statistics will be an increase in renters. Two new apartments (The Waters of Minnehaha & Station 38 Apartments) have opened in the last several months. Another complex (Oaks Station Place) will be opening in early 2013. These three units bring nearly 250 new residences to our neighborhood. Until now we have had little experience with larger concentrations of rental units. We will be developing plans and strategies for making sure we include these new residents to the neighborhood and to involvement with SENA. We will make sure all new addresses are incorporated into our mailing lists for the *SENA News* and other neighborhood mailings. We are exploring the possibility of special welcome packets for new renters. We have developed strong relationships with the developers and management of the new complexes.

The 2010 Census also shows an increase in the Latino population in our neighborhoods. (See chart above) We will be seeking to develop partnerships with nearby neighborhood organizations that have some programs in place. This is one area where we could use assistance from NCR staff in making contacts and developing strategies to reach the Latino residents in our neighborhoods.

7. **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.

SENA has fully met all NRP requirements for spending on housing and housing related activities. With no new funding provided for larger projects, we have no plans to initiate any new housing activities. We will continue to monitor and complete NRP contracts already in process: Emergency Housing Funds, Program Income funds.

We will also continue to provide our contractor referral information, collected from neighborhood residents; information and referral to other agencies providing services; participate in the South Minneapolis Housing Fair; and we will use the *SENA News* to disseminate housing information.

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

SENA does not anticipate having any unused funds from the previous cycle.

<u>ESTIMATED BUDGET</u>		
Staff Expenses		\$65,100
▪ Salary	\$64,800	
▪ Training	\$300	
Employee Benefits		\$8,244
Health reimbursement	\$6,300	\$
IRA contributions	\$1,944	
Professional Services		
Occupancy		\$10,800
Rent	\$9,600	
Utilities & Phone	\$1,200	
Communications/Outreach		\$14,000
SENA News	\$14,000	
Supplies and Materials		\$1,000
Festivals and events		\$1,000
Hiawatha HeartWarmer	\$500	
Lake Hiawatha Festival		
Annual Meeting	\$500	
Development (staff time included above)		\$
Fundraising (activities and training)		
Other Services		\$
Neighborhood Priorities		\$10,006.00
TOTAL:		\$110,150.00