

---

2014-2016 COMMUNITY PARTICIPATION PROGRAM

**Northside Residents Redevelopment Council (NRRC)**

**Willard Hay and Near North Neighborhoods**

CONTACT INFORMATION:

Organization Name: NORTHSIDE RESIDENTS REDEVELOPMENT COUNCIL  
Address: 1315 PENN AVE N, MINNEAPOLIS, MN 55411

Website url: [WWW.NRRC.ORG](http://WWW.NRRC.ORG)

Organization email: [OFFICEMANAGER@NRRC.ORG](mailto:OFFICEMANAGER@NRRC.ORG)

Federal EIN: 41-0975381

Board Contact: Name: CRAIG PIER

Email: CPIER@NRRC.ORG

Address: C/O NRRC, 1315 PENN AVE N, MINNEAPOLIS, MN 55411

Staff Contact: Name: ISHMAEL ISRAEL

Phone: 612.335.5924

Email: IISRAEL@NRRC.ORG

Address: C/O NRRC MGMT, 1315 PENN AVE N, MINNEAPOLIS, MN 55411

Who should be the primary contact for this submission? ISHMAEL ISRAEL

Date of Board review and approval: November 18, 2013

---

## 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.
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?
  - a. NRRC will continue its block by block, one resident at a time outreach effort to identify additional block club leaders and interested resident leaders who have the interest in becoming micro-conduits for distributing information on city, county, state and neighborhood activities including but not limited to: policy changes, providing public comments on proposed developments, zoning changes, building variances and other issues affecting livability.
  - b. Continue to organize leaders and encourage them to participate in the agenda of NRRC's annual strategic planning session. With the goal of continually enhancing the overall strategic plan to broaden citizen participation.
  - c. 2013 resident outreach efforts along with regional development initiatives of the MET Council and Hennepin County influenced NRRC's adoption of prioritizing 3 corridors for developing community development priorities and standards. Over the next three years design charrettes and visioning sessions will result in a definitive Neighborhood Priority Plan that includes Plymouth Avenue, Penn Avenue and West Broadway. The development of the Priority Plan will be inclusive of the general resident constituency and under represented resident segments.
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.
  - a. Opportunities for direct involvement of board members has been infused into the structuring of the Community Benefits Agreement (CBA) Committee. The CBA Committee consists of NRRC board members and rotating resident participants who work with developers and governmental agencies to shape projects planned for the community so that there is mutual benefits for the broader neighborhood population other than the intended clientele, customers of the respective developments.
  - b. We continue our membership base building by participating in the organizing and marketing of neighborhood events hosted by other neighborhood, faith based, and cultural organizations.

---

Most of whom have members and leaders from under represented groups that NRRC seeks to embed into its own organizational activities.

- c. New leadership will be developed by working with our newly formed youth committee members to prepare them for board participation and connecting them with other youth organizations. NRRC youth committee members will be paired up with willing NRRC board members who will serve as board and leadership mentors who encourage youth to become more entrenched in leadership opportunities within external organizations of interest to the respective youth member.
  - d. NRRC will expand it's organizational capacity by holding a strategic revisioning session. The purpose will be to bring new board members into the fold and introduce them to the strategic plan of the organization. New members will be encouraged to identify those existing goals that align with their respective interests. NRRC's 5 year Strategic Plan will be reviewed for progress, accomplishments to date as well as short-comings that need to be identified and re-assessed for relevance and the likelihood of being carried out over the next two years.
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.
- a. NRRC will continue to work across neighborhood boundries with resident organizations, block clubs, cultural and faith-based organizations to accomplished shared goals that coalesce around community development.
  - b. NRRC works to bridge the Latino community to community planning by recruiting Spanish speaking board members who have a demonstrated leadership history within this community. Through such relationships neighborhood priorities will be indentified and shaped by a broader representation of the neighborhood.
  - c. NRRC will continue to insert itself onto platforms suitable for advocating for identified shared interests that are valued by other faith-based and cultural communities. From the platform NRRC can encourage members from other organizations to self-advocate for their respective interests. A past example is the voter ID amendment that stood to disproportionately negatively affect voter participation among Latino, senior and youth populations.
  - d. NRRC staff and leadership will continue to infuse itself into Minneapolis boards, commissions and task forces to expedite more meaningful relationships with city staff and elected officials; private partnerships will be forged by including private entities in planning neighborhood events as well as reaching out to private entities that are in need of community engagement services.
  - e. NRRC staff and board leadership are encouraged to continually engage with governmental, non-profit agencies and foundations so each remain abreast with the activities of one another so opportunities to create synergistic partnerships are more likely. This will lead to additional

---

outreach opportunities; as well as outreach efforts having a broader base of communication and consequently increase resident participation. As a result of building public and private partnerships and infusing staff and board members into decision making tables, the neighborhood will be more broadly represented and community development will better reflect the goals and viewpoints of the residents that are most affected by each respective action by private and public entities.

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.

**i. Youth Groups:**

1. Juxtaposition-include Juxtaposition programming in NRRC's community development process. Currently this initiative has resulted in Juxtaposition being contracted to provide services to development projects along Plymouth Ave;
2. North Commons Recreation Center- (a) including North Commons on NRRC's information flyer drop so youth are aware of NRRC youth engagement opportunities and activities; (b)holding NRRC Youth Committee meetings at north Commons; (c) hosting events at North Commons to engage with the youth in a healthy environment they are already familiar with
3. Minneapolis Youth Congress-collaborate MYC activities with NRRC's newly formed youth council

**ii. Senior Populations:**

1. Near Northside Senior Collaborative – Provide staff support for NNSC activities; partner with NNSC with NRRC summer Step Up programming, creating natural intergenerational interaction and engagement between youth and senior populations;
2. Grandparents Shaping Communities- Provide fiscal agency services and administrative support services for this senior population; provides us an ongoing platform to engage with seniors around topics relevant to that population: walkability, accessible housing

**iii. Residents without internet services within the household:**

1. Comcast Affordable Broadband Access Program – ongoing engagement to bring internet access to communities of color, specifically African American households (African Americans constitute over 40% of the resident population of Willard Hay and Near North)
2. Northpoint Health and Wellness-Broadband Access Program – Partner with Northpoint to provide computer programming education opportunities for area residents

---

**iv. Residents whose primary language is not English:**

1. Lao Assistance Center (Lao);
2. Masjid An-Nur and Somali Success School (Somali).

**v. How NCR Department Can aid implementation:**

1. Provide language interpreting services for larger community gatherings;
2. Make its Access and Outreach staff members available to NRRC to build collaborative programming with NRRC's partner organizations that have constituents from under-represented ethnic and cultural groups;
  - a. Work with these same partner organizations to create engagement strategies that allow under-represented stakeholders to participate more effectively at decision making tables (ie embed their input into the Blueprint For Equity framework)

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.

The challenge of identifying partner agencies and private landlords that offer informing affordable, quality rental and for sale housing in Willard Hay and Near North remain. In part due to the devastation caused by the foreclosure crises and the condemnation/demolition of well over 100 rental units. This has intensified the housing crises for the respective neighborhoods. While two high density apartment buildings are being built on West Broadway, quality, affordable 1-4 family rental and for sale homes remain illusive for long-time north Minneapolis residents. Particularly that portion that is seeking affordable single level dwelling options. 10-20% of staff time will be spend working with community developers to increase the amount of affordable rental and for sale housing stock in NRRC's service district. With respect to community developers, in addition to quality affordable housing, NRRC's intent is to ensure that the broader community receives benefits from the business enterprises that these developers are placing in the community. This will materialize by way of NRRC negotiating Community Benefits Agreements on behalf of the community.

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.

Unused funds will transfer directly into the same strategies for the following cycle. When programming permits unused funds will be allocated to neighborhood priority plan strategies.

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.

Please use this budget template when submitting your Community Participation Plan for approval.

Please note that not all expenses are eligible for reimbursement. Expenses related to neighborhood celebrations and events are only eligible if the event’s purpose is to increase neighborhood awareness and involvement in the organization’s planning and implementation efforts. Expenses such as pony rides, food, and entertainment are not eligible for funding and will not be reimbursed.

Expenses related to projects may only be eligible if they are related to implementation of an approved Neighborhood Priority Plan, and are identified in a CPP contract or an NRP contract or MoU.

Contact your Neighborhood Support Specialist at NCR for further details.

**ESTIMATED BUDGET-**

<b>CPP Budget</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
Staff Expenses	95,850.00	95,850.00	95,850.00
Employee Benefits	4,500.00	4,500.00	4,500.00
Professional Services	24,000.00	24,000.00	24,000.00
Occupancy	8,300.00	8,300.00	8,300.00
Communications/Outreach	7,000.00	7,000.00	7,000.00
Supplies and Materials	12,000.00	12,000.00	12,000.00
Meetings/community building events	2,200.00	2,200.00	2,200.00
Development	2,000.00	2,000.00	2,000.00
Fundraising	0.00	0.00	0.00
Other Services	0.00	0.00	0.00
<b>Total for contract:</b>	<b>155,850.00</b>	<b>155,850.00</b>	<b>155,850.00</b>
Neighborhood Priorities	3,634.00	3,634.00	3,634.00
<b>TOTAL:</b>	<b>159,484.00</b>	<b>159,484.00</b>	<b>159,484.00</b>

**Notes:**

- Staff expenses should include payroll, FICA, and withholding, and 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.
  - Meetings and community building events can include those costs related to community meetings and events (excluding food and entertainment).
  - 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.).