

CITIZENS FOR A LORING PARK COMMUNITY

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NRP Phase II Citizen Participation Plan

Approved by the CLPC Neighborhood Board on August 9, 2006

Summary of Plan

This plan describes the process by which Citizens for a Loring Park Community (CLPC) will gather community input to develop its NRP Phase II Action Plan. It outlines 1) participation objectives, 2) target populations and outreach strategies, and 3) formal procedures that will be used to address amendments and grievances, should they occur. It also includes a proposed timeline for development, review, and approval to help ensure that the plan is completed in a timely manner so that the neighborhood may begin implementation by 1st Quarter 2007. CLPC is committed to a fair and open planning process that provides participation opportunities for all of Loring Park's residents.

Neighborhood Profile

I) Boundaries

Loring Park neighborhood is located in the southwest portion of downtown Minneapolis. The neighborhood is bound on the west by West Lyndale North, Lyndale South and Hennepin avenues; on the south by Interstate 94 and on the east by Highway 65. Interstate 394 and 12th Street North and South form the northern and northeastern borders.

II) Demographics and total population

According to the 2000 U.S. Census, Loring Park's total population was 7,501. Loring Park's population grew faster than Minneapolis' between 1980 and 2000. The neighborhood population increased by approximately 1,600 people (27 percent.)

Population growth during the 1980s and 1990s brought more working-age residents to the neighborhood. The number of people aged 18 to 45 increased, while the number over age 65 decreased slightly in 2000. There are relatively few children in the neighborhood given the large number of people ages 25 to 44.

The neighborhood population has historically had a White majority, but the proportion of other racial groups is increasing. Whites comprised 78 % of the neighborhood population in 2000. The number of Blacks living in Loring Park increased steadily between 1980 and 2000, as did the Asian and Latino populations. The number of American Indians has been in decline since 1990. According to the U.S. Census, the neighborhood's population was comprised of Whites (78%), Blacks (9.5%), Asians (3.8%) and Latinos (5.1%) in 2000.

The median household income in Loring Park was \$28,078 in 1999. Incomes in the neighborhood increased at a similar rate as that of the City of Minneapolis between 1979 and 1999, but the dollar amounts for the neighborhood were consistently lower.

III) Physical environment and key institutions

The neighborhood is named for its park, Loring Park, which was known as Central Park until its name was changed in honor of Charles Loring, the first superintendent of the Minneapolis park system. Turn-of-the-century brick walk-up apartments and a row of businesses surround the park. The neighborhood is home to important institutions and buildings such as the Basilica of Saint Mary, the Hennepin Avenue United Methodist Church and the Woman's Club. The Walker Art Center and Guthrie Theater nearby and many restaurants and cafés ensure an active social and cultural life.

Participation Objectives

CLPC has established the following objectives for citizen participation during NRP Phase II planning:

- Develop questions that will identify neighborhood assets, challenges, and revitalization priorities.
- Employ outreach strategies that target the collection of input from homeowners, renters, business owners, social service organizations, religious institutions, non-resident property owners, seniors, immigrants, and neighborhood visitors.
- Use the input gathered to develop a comprehensive Phase II Action Plan that will capture the neighborhood's vision for housing, parking and transportation, physical infrastructure, commercial development, parks and green space, social services, and other areas of community development deemed important by neighborhood residents. This plan will be used to advise the City of Minneapolis and guide the work of CLPC through 2017.

Target populations and outreach strategies

CLPC will establish input goals for the overall neighborhood and each subpopulation based upon U.S. Census and American Community Survey data. CLPC will track the amount of input it receives from each population. This data will be used to 1) measure progress and modify outreach strategies as needed to achieve broad participation and 2) document evidence of broad participation.

Electronic outreach

- Establish an **NRP Phase II specific web page** that citizens can link to through CLPC's current homepage.
- Establish an **email address to receive NRP Phase II community input** that citizens can link to through the NRP Phase II Action Page. This email will provide an auto-reply to all those who submit comments.
- Design an **online questionnaire/survey** through Survey Monkey that citizens can link to through the NRP Phase II Action Page.
- Distribution information through the **Virtual Block Club list-serve**.

Informal outreach

- Construct two **portable informational displays** to educate residents about NRP and encourage them to visit the NRP Phase II Action Page and participate in other input opportunities. These displays will be located in high traffic public areas. (*Will include a questionnaire/comments box to encourage people to submit input.*)
- Design and distribute a **short pamphlet/brochure** to educate residents about NRP and encourage them to visit the NRP Phase II Action Page. These brochures will be distributed through neighborhood businesses and rental property offices.

Events outreach

- **Table at community events** to reach residents and neighborhood visitors. Possible events include GLBT Pride Festival, Loring Park Art Fair, Pops Orchestra Concert, Movies and Music in the Park, and National Night Out. (*Will include a questionnaire/comments box to encourage people to submit input.*)
- Will hold a **dinner or ice cream social** to encourage community discussion and gather input.

- Will gather input at pre-scheduled **CLPC livability and land use meetings**.

Population-specific outreach

CLPC will reach out to:

- **Condominium residents** through the condo associations. CLPC will conduct a presentation and distribute questionnaires at monthly association meetings.
- **Business owners** through the business association. CLPC will conduct a presentation and distribute questionnaires at a monthly meeting.
- **Immigrants** by identifying Russian and Somali leaders who can advise on the best ways to reach members of their respective communities.
- **Renters** by distributing information through property management offices.
- **Seniors** through intentional outreach in senior buildings.

Participation incentives

- Will conduct a **whisper campaign** using print or other media to generate curiosity and encourage participation. This may include the use of slogans such as, *“It’s Your Money, You Decide.”*
- Will contact neighborhood businesses to donate **giveaway prizes**. Each time a citizen submits input, his/her name will be entered into the drawing.

Amendment Procedure

Grievance Procedure

Timeline for Plan Development and Ratification

Aug. 2006	CLPC Board Approval of Phase II Citizen Participation Plan and budget
Sept. 2006	NRP Policy Board approval of CLPC Phase II Citizen Participation Plan
Oct. 2006	City Council approval of CLPC Phase II Citizen Participation Plan
Aug-Sept. 2006	Recruitment of Phase II Steering Committee members
Oct. 2006	CLPC Board approval of Phase II steering committee members
Nov. 2006-Jan. 2007	Input gathering; surveys, focus groups, walking tours, discussion items at CLPC Committee/Task Force meetings
Jan-Apr. 2007	Plan Development - take pieces back and forth thru existing CLPC Committee structure and on website for ongoing feedback as it develops
Apr. 2007	Community Meeting to review draft Phase II Plan
May 2007	Revisions made to Phase II Plan per community input
Jun-Aug. 2007	Constituent review throughout summer utilizing community events
Sept. 2007	Final approval of NRP Phase II Plan
Oct. 2007	NRP Policy Board submission of Phase II Plan
Nov. 2007	City Council approval of CLPC Phase II Plan
Dec. 2007	Contracting to begin NRP Phase II implementation

Proposed Budget

Expenses	
Staffing/Plan Development	\$45,000 (1 FTE)
Printing/Flyers/Postage	2,500
Advertising	2,500
Rent	4,800
Insurance/General Liability	2,000
Telephone/Internet	2,400
Community Meeting Space/Food	2,500
Survey Tools	1,000
TOTAL	\$62,700
Income	
CPED/Citizen Participation	2,000
NRP Citizen Participation	31,000
NRP Phase I Funds	25,000
Independent Contributions	4,700
TOTAL	\$62,700