

MINNEAPOLIS NEIGHBORHOOD REVITALIZATION PROGRAM

**East Phillips
NRP PHASE II
NEIGHBORHOOD ACTION PLAN**

Date Adopted by the Policy Board: November 21, 2011

Date Adopted by the City Council: December 9, 2011

Published in Finance & Commerce: December 17, 2011

Document Number: 2011R-632

EAST PHILLIPS IMPROVEMENT COALITION NRP PHASE II NEIGHBORHOOD ACTION PLAN

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Approved by the East Phillips Improvement Coalition Board, September 3rd, 2011

Approved by the East Phillips Improvement Coalition members, October 13th, 2011

The mission of EPIC/NRP is to promote the social, educational and economic health of the community, and do so involving all East Phillips residents in its activities and reaching out to all segments of the community including traditionally under-represented groups to create, from our global roots, a safe community that fosters open communication, mutual support among neighbors and a positive and uplifting future for all.

Acknowledgements

The East Phillips Improvement Coalition (EPIC) would like to thank the individuals involved with the Phase II planning process. These people spent many meetings and conversations at the Board/NRP Steering Committee and elsewhere to help gel the first ideas and to create an inclusive planning process and survey. They worked to formulate an outreach plan to hear from people of every language and ethnic group in East Phillips. They spent days and nights coming to meetings, volunteering to listen to the community and collecting data. They flyered, hosted focus groups and helped coalesce hopes, dreams and needs with real possibilities. With such extensive data and limited, ever-changing funds, it was no small task to work this all into a Neighborhood Action Plan fully responsive to the information....but we believe this was accomplished, given the unanimous endorsement by the East Phillips Community at the EPIC General Membership of October 13th, 2011.

Jennie Bjorgo
Mahamed Cali
Rosie Cruz
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Earl Simms
Chiffon Williams

Also, thanks to all residents and business owners as well as managers, to all those who attended focus groups and to all took the survey and provided feedback. The Plan could not exist without your input.

Again, on behalf of EPIC, thanks to all.

Carol Pass, EPIC Board President



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East Phillips Park Cultural & Community Center Grand Opening January 22nd, 2011



East Phillips Improvement Coalition (EPIC): EPIC/NRP Phase II Action Plan, Goals 1 thru 7

HOUSING	Goal. Objective. Strategy	\$342,454	\$225,827
Emergency Home Repair DLs	1.1.1	\$34,454	\$20,827
Foreclosure Assistance DLs	1.1.2	\$50,000	\$20,000
Home Re-Hab DLs	1.2.1	\$100,000	\$100,000
Greenway Hts. Affordable Housing	1.3.1	\$50,000	\$50,000
Home Buyer Assistance - Existing Homes	1.4.1	\$50,000	\$35,000
Home Buyer Assistance - New Homes	1.4.2	\$58,000	\$0
Community Enhancement		\$146,766	\$96,783
Foster a Unified & Healthy Community, Goal 2			
Youth Sports & Rec.	2.1.1		
After School Tutoring & Homework Help	2.1.2		
Art, Poetry, Music Classes for Youth	2.1.3		
Employment Readiness for Teens	2.1.4		
		\$50,000	\$30,000
Elder Needs	2.2.1		
Elder Events	2.2.2		
Elder Culture	2.2.3		
		\$10,000	\$5,000
Adult Events & Evening Classes	2.3.1		
Women's Issues - Health, Child Safety, etc.	2.3.2		
		\$10,000	\$5,000
Crime and Safety, Goal 3			
Safety - Block Clubs, Patrols, etc.	3.1.1	\$500	\$500
Safety - Phillips Clean Sweep	3.1.2	\$500	\$500
Provide Infrastructure for Empowered Living, Goal 4			
Phillips Community Center Swimming Pool	4.1.1	\$25,000	\$25,000
East Phillips Park Cultural & Community Center	4.1.2	\$10,000	\$10,000
Increase & Enhance Commercial Investment, Goal 5			
Business Façade Deferred Loans	5.1.1	\$10,000	\$10,000
Corridor Revitalization	5.1.2	\$0	\$0
Employment Readiness for Youth & Young Adults	5.2.1	\$10,000	\$4,000
Business & Community Crime Collaborative	5.3.1	\$0	\$0
Empower the Neighborhood by St. Identity, Goal 6			
Create Neighborhood Promotional Materials	6.1.1	\$1,000	\$500
EPIC Website improvement	6.1.2	\$1,000	\$500
Create Positive St. Identity w Banners, Signage etc.	6.2.1	\$5,766	\$2,783
Empower Capacity for Community Building, Goal 7			
Implementation of EPIC Action Plan	7.1.1	\$10,000	\$2,000
Diversify EPIC Funding	7.2.1	\$2,000	\$500
Seek Partnerships for Resource Sharing	7.2.1	\$0	\$0
Volunteer Training	7.2.2	\$1,000	\$500

Background

Neighborhood description and history

The East Phillips Neighborhood

Located in South Minneapolis, MN

East Phillips Neighborhood is comprised of the southeast quadrant of the greater Phillips Neighborhood. It is a 35-block area which has a population of approximately 4,269 residents, according to the 2000 census. It is bounded by the following:

- Hiawatha Ave. on the East
- Lake St. on the South
- Bloomington Ave. on the West &
- 24th St. East on the North with a jog North on
- 17th Ave. to 22nd St. to include East Phillips Park.



One of the distinctive features of East Phillips is the great diversity of its population. It may be the most diverse neighborhood in Minneapolis, possibly even in the state of Minnesota. Another distinction is that Greater Phillips has always been, since its inception, a major landing place for the Minneapolis immigrant population. It has been referred to by some as the “Ellis Island of the Midwest” and initially employed thousands of immigrants in the railroad yards and nearby factories. Those are gone now, but the area continues to retain this same attraction to immigrants. Now they are Hispanic, Somali and Asian instead of Irish, Poles and Norwegians joining the African Americans, Native Americans and EuroAmericans already here.

Population statistics from the 1990 census covered all of Greater Phillips and so are not particularly helpful when the focus is only East Phillips. However, one notable aspect is that between 1990 and 2000, the Phillips neighborhood population grew by 13.7 percent. Greater Phillips’ population rose at a faster rate than that of the City of Minneapolis during this period. Population growth brought more working-age residents and many more children to the four Phillips neighborhoods. Between 1980 and 2000, the population of those over the age of 65 years decreased by almost half. The population of those 18 to 24 declined sharply in 1990 but rebounded in 2000. The number of families with children increased by 48 % since 1990 in the same time frame. The number of children from 10 to 14 increased by 39.2%, children from 15 to 19 increased by 42.3% and the young adults from 20 to 24 increased by 58.6%, making the neighborhood much more youth-oriented and creating related special challenges and needs.

The following is a breakdown of the East Phillips population by race from the 2010 census,

RACE	2000 TOTAL	% of TOTAL
Total Population	4,269	100%
Hispanic/Latino	1,622	38%
Black including Somali/Oromo	871	20.4%
Native American	777	18.2%
European American	692	16.61%
Asian	?	?%
Total % Non-EuroAmerican	3,561	83.4%

The most dramatic and significant changes since the 1990 census have been the huge increases in both the youth and the Hispanic populations (+ 557.4%). Currently, this is even a greater number. On the other hand, there has been a 43% drop in the Native American population and a 50% drop in the over 65 population, both shown in the 2000 census. Another trend of recent years is a very large increase in the number of Somali immigrants for which it is impossible to get even a vaguely accurate reading, because they are merged with the African American population. Given these unusual demographics, it is easy to imagine what many of the severe challenges are: unemployment, second language education, youth programming, family services, public safety issues, and race/ethnic relations, to mention a few of the more obvious.

Poverty is a serious problem in East Phillips. The statistics for economic categories are not available from the 2010 Census. However, it appears that things haven't changed significantly since 1999, when the East Phillips median family income was \$23,779, compared to the citywide median family income of \$37,974, so East Phillips income was 36% less than the average Minneapolis income. 35% of families and 40% of children in East Phillips live in poverty. Also East Phillips has struggled with a very old housing stock. Quite a few homes date back to before 1887, when record keeping began. Yet despite aging homes and obvious difficulties relating to poverty and often racism, the people in Phillips have been remarkably resilient in making a life for themselves.

However, in the years leading to 1999, Phillips in general, and East Phillips in particular, was experiencing more serious crime and a full-scale collapse in housing. A radical increase in boarded buildings and 'tear-downs' resulted in a huge number of vacant lots. Consider the following comparisons:

Section	May of 1997	December of 1998	Percent Growth
Boarded West Side	20	27	35% growth
Boarded East Side	31	49	58.1% growth
Vacant West Side	28	50	78.6% growth
Vacant East Side	86	154	79.1% growth

(Figures from Phillips Neighborhood Network 'State of the Neighborhood')

While the number of boarded properties on the Avenues has grown in both sides of Phillips during those eighteen months, the rate of deterioration in the east side was 23.1% greater than in the west side. In addition, the overall number of vacant lots (read 'demolished homes') in the east side was three times greater than in the west side. Also the west side was showing an 'uptick' in private investment, which the east side was not. We saw the hard truth with these figures.

We were in danger of disappearing as a neighborhood, and with this disappearance would go the wonderful heritage of affordable single-family multi-ethnic home ownership that had been characteristic of this neighborhood since it began in the mid-nineteenth century.

The EPIC organization responded with resolution to the housing crises and struggles by the following actions:

- building 29 new homes to fill our vacant lots,
- 28 town homes also filling vacant lots,
- one 37 unit affordable apartment building
- the East Phillips Park cultural and Community Center
- 43 homeownership rehabs and
- another new 46 unit affordable family apartment building is on its way.

These actions and projects are charted in the EPIC/NRP Phase I Review. The EPIC organization leveraged buildings worth approximately \$25,000,000 in new or restored housing with only about \$700,000 EPIC NRP dollars and no paid staff. These projects bring in close to \$200,000 every year in new tax revenue that did not exist from the vacant lots these buildings replaced, plus ending the police calls they generated and

providing homes for families. **By last year, since these projects were finished, they have generated close to \$1.2 million dollars in tax revenue, much more than their initial NRP investment and they will continue providing tax revenue to the City of Minneapolis for many years.**

In addition, under EPIC/NRP Phase I, EPIC began major sports programs for kids as well as after school homework help at Anderson School. Several ethnically specific organizations were helped by EPIC to get off the ground, the Liga Hispana de Beisbol and the Somali American Community Organization, so East Phillips became more diverse, not just within its own organization, but across the board.

Now the EPIC organization will embark on another challenging few years to implement the EPIC/NRP Phase II, as the East Phillips Community and EPIC continue these efforts to maintain and rebuild East Phillips as a great and remarkable place to live. East Phillips appears to be remaining as it has been, the “Ellis Island” of the Midwest with new and old populations, learning from one another and continuing to extend our global roots.

EPIC supported sports teams: Liga Hispana de Beisbol, Somali American Community Org, & East/Midtown Sports



EPIC/NRP Phase II Planning and Information Gathering Process

Difficult Beginnings:

EPIC's NRP Phase II planning process began several times, beginnings interrupted and aborted by new neighborhood crises. The board began fledgling work on a Phase II Plan in 2008. However, that was the year of the Midtown Burner struggle and we were all immersed in public speaking, many meetings and continuous lobbying at the legislature for passage of the Clark/Berglin Environmental Protection Bill...after which exhaustion and regrouping took place. We had just begun again in late 2009, when this time the Board was scooped by the Xcel Energy's High Voltage Power Lines that were to come through and lay waste our community again. Once more, we were months at the legislature for new laws to protect the community. In addition, several of us were involved in the protracted court case that ensued requiring us to be in hearing room before the judge every day, 9 to 5, for over a month. This occurred right after we again got a head of steam going for Phase II NRP. We had just had a great community-wide brainstorming session at the EPIC April, 2010 Annual Meeting designing the NRP Phase II project when the demands of the Xcel Energy forced EPIC to again put NRP Phase II on hold.

All of us learned from this.....that one reason it is hard to get things done and prosper in old industrial neighborhoods where many of the low income diverse people live is because of the continual parade of massive and negative challenges like this. Thankfully the past allocation of NRP dollars was wisely tilted toward such neighborhoods as Phillips to partially offset these problems.

This past 2010 Christmas Time, EPIC was spurred anew, but this time by the dire consequences of the Mayor and City Council action removing half of the NRP funding from the neighborhoods for property tax relief and to finance a new organization to replace the Neighborhood Revitalization Program. While EPIC had begun working away at plans, we went into high gear out of sheer fear. The EPIC Board and community knew how badly we needed these funds and how carefully we had spent them, going without staff, carefully saving until we had perfectly designed projects. Now EPIC and many other low income neighborhoods were going to be penalized for their care and the extra time it took to do a good job in a challenged setting.

The EPIC Board formed a cadre with members of the neighborhood to finish our NRP Phase I Review. This involved gathering the beginnings of the effort from the previous year and then launching a final survey. The Phase I survey was carried out in late December 2010 and January, 2011. The writing of the narrative proceeded more slowly.

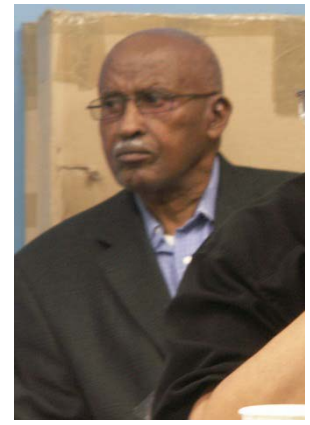
Looking to salvage our remaining Phase II NRP dollars, the EPIC Board began creating a draft Participation Agreement in January, 2011, while winding up the information gathering for the Phase I Review. A series of meetings took place in January and February, both at the Board and community level with calls going out for anyone who wanted to be on the NRP Steering Committee. The group that coalesced to do this work was a combination of the EPIC Board and several community members. People joined for a time and helped move us ahead as they were able. Though the composition of the group working on the Participation Agreement and Action Plan changed somewhat from time to time, it remained consistently diverse and well-informed.



October 13th EPIC community meeting passed NRP Phase II Plan



October 13th EPIC community meeting passing the EPIC/ NRP Phase II Action Plan



Elder Aden Awil

The Participation Agreement and survey were reviewed in draft form at the EPIC membership meeting on Jan. 20th. These documents were worked on at the EPIC Board/Steering Committee meeting of February 5th, finalized and approved by the Board and Steering Committee at a special working meeting held at Perkins for just this purpose on February 12th and both were approved by the EPIC membership at the regular meeting of February 17th. Notice of these proceedings went out to the neighborhood in the Alley and by EPIC E-News, our broadcast e-mail news letter to 200 East Phillips residents and businesses.

The approach and information gathering:

By the time EPIC undertook the Phase II Plan there were many stories from other neighborhoods from which to learn. Since East Phillips had been formed from the ruins of the People Of Phillips and used the old NRP Action Plan from that organization, the community of East Phillips and the EPIC Board, unlike other neighborhood organizations, had no experience in actually creating a Neighborhood Action Plan of our own.

The EPIC Board/Steering Committee began by consulting the work of other similar neighborhoods, looking at copies of their Action Plans to see what seemed to work and what didn't. The desire of the committee was to try to reach those that rarely or next-to-never get consulted, those linguistically, educationally, culturally remote, 'siloed' and isolated in multiple ways...and to listen to them. This would take a survey carried out in special ways, probably multiply different ways. The survey instrument would have to stay the same to give the outcome validity, but the opinion collection method might need to vary, the group concluded. We did not know how extensively true that would be.

As the members of the committee suspected and learned from their study, mailed-out surveys gathered few responses and overwhelmingly Euro-centric populations, even in neighborhoods with almost 80% diverse populations. They almost entirely missed the neighborhood's diversity. The committee was surprised at the extent of this. Then looking at website surveys, the committee found the same thing. So EPIC knew that going personally to speak to the households and businesses themselves with multiple translations was necessary if the proposed aim was to be achieved, and it became clear, as the process went on, that bilingual and multicultural surveyors were needed to go with the translated surveys.

The Board/NRP Steering Committee was comprised of most of the EPIC Board plus several residents that wished to join and help. A Latino woman, a Somali man, an African American man and woman, and four EuroAmerican women made up the consistent group with a Latino man, a Kurdish man, a EuroAmerican man and two Native Americans participating off and on. As these documents and approaches were consistently brought to the larger community meetings, many people helped forge these plans and guided the work with their input, critiques and commentary. (See Appendix F for the full accounting of the Plan and surveying activities) Our surveyors included Somalis with a Somali translation, a person bilingual in

Spanish, an African American woman with many community ties, a person familiar with the Nepalese group and a board member closely connected to the Native American community. The committee found that to really reach many underrepresented people, it was very helpful to have some people actually from the respective community who were doing the survey. It was also discovered that very many people could not read or write, especially immigrants, so the survey needed to be read to them in their own language, usually by a member of their own community. So the EPIC committee realized that the challenge of meeting our goal was much bigger, more labor intensive and more complex than initially thought.

Despite these challenges, 241 complete surveys were gathered, involving residents of 12 language groups. Many, even most, had never done anything like this before or been asked their opinions and listened to.

Generalizations from what was learned

The Somali Population:

The EPIC/NRP Steering Committee also hosted several focus groups as well to supplement the door-to-door surveying. These proved again to be exciting, fun, illuminating and a considerable amount of work. Two Somali focus groups were held at a large apartment building with an entirely Somali population. Good food and Somali tea was provided each time. Jay Clark from the Univ. of Minnesota assisted with these as did Mahamed Cali, who translated. A white board was set up and notes were taken. Rep. Karen Clark came to the second one and listened to concerns. The people were wonderfully expressive and an enormous amount of valuable information was gathered. In that sense, the meetings were very valuable and we learned of many hardships that we must try to help the Somalis overcome. The meetings also were quite chaotic due to the presence of a large number of small children and we found that people did not wish to try the survey in public because many did not wish to demonstrate that they could not read or write. So while these meetings were very valuable, it was determined that the only way to survey the Somalis would be to spend time in the building going door-to-door in a concerted fashion. This was done in early October as a sort of moving focus group from apartment to apartment. Unfortunately for documentation, photos were not permitted of any of these efforts.

The Hispanic population:

EPIC's surveyor of the Hispanic Community accomplished much of that in a straight house-to-house approach. The problems encountered were 1) many are working two jobs and not home, 2) many are fearful of anything appearing official, and many simply will not answer the door for someone they don't know, for fear the person is an immigration official. Nevertheless, the personality of EPIC's surveyor is such that she overcame many of these obstacles much of the time and the survey includes a good number of Spanish speakers in its final tally.

To increase EPIC's visibility and connect with more Latinos a big party/focus groups was held in Rosie Cruz's garage. The neighborhood was heavily flyer'd in Spanish. Sherzad Kordian cooked. The food and celebratory cake was fabulous and many took part in discussing EPIC, NRP and took the survey. Good food and a party atmosphere among safe friends appears especially useful for hearing the opinions of the Latino population. It was well attended, fun, and the committee got a lot of good information.

The Native American population:

The EPIC surveyors met many Native American renters and some homeowners as they door-knocked. Many were willing to take the survey and had strong opinions about a lot of neighborhood issues. However, the committee was committed to listening the voices of the residents of Little Earth. The EPIC board member with connections there was our guide as to how to proceed. She spent 5 long afternoons gathering small groups to talk at the Cedar Field Park tables in August. Many came by to offer opinions about multiple topics. They took the survey and discussed their responses with one another and asked questions of our committee member and got answers. Though they didn't always agree with each other, their answers were distinctive in general and tended to reflect a definite point of view. They coalesced around wanting programs for youth and elders, less about material things with the exception of the swimming pool item. This is a valued project to them, as opposed to housing, in which they did not show a lot of interest. It is interesting that several Native Americans have started attending at monthly EPIC meetings since then.

The African American population:

The committee received a strong sampling of African Americans due to the EPIC board member who took that on. Most of the surveys were filled out in EPIC's door-to-door campaign. These members of the community are sometimes homeowners or would like to be, so their interest in those questions on the survey was fairly sizable, especially in the home buyer loans and the revolving rehab loans. They seem to have been fairly reachable through the door-to-door process, however, the fact that an enthusiastic African American was the surveyor was definitely a plus. They also were worried about the future of their children and wanted programs to help keep them off the street and to assist with role models and school.

The Asian population:

The Asian population has shrunk considerably in recent years and voiced feeling somewhat intimidated by the general tempo of Phillips. They commented that they wish it were quieter and safer. They welcomed the door-to-door approach and were interested in supporting home ownership and rehab, especially since many of them own homes.

The Nepalese:

The Nepalese are very new arrivals from an agrarian setting. The children talk fondly of their home at the feet of the Himalayas and long to go back. The parents do not share the same wishes, though they also are homesick. The population is based in East Phillips and St. Paul and here it is about 60 people and rising. A focus group was held in an apartment and several families came. They were fascinated by the idea of the survey and that they actually will be listened to. They have many concerns and taking the survey helped to articulate some of them. This was painstakingly slow, with the oldest children translating and many surprised looks and laughter. It was their first experience with a democratic approach and they were very excited. Some said they saw what was described in their 'citizen classes'. They want help with employment, after school homework help, and advice on coping with crime. Housing is a value to them, but they see it as far off.

The EuroAmerican population:

The number of EuroAmericans in East Phillips continues to drop, although that drop is slowing. Most find the strong diversity part of the reason they choose to be here. They were usually anxious to take the survey and all the portions pertaining to housing rehab, home ownership support, and new construction, they are for it. They believe, probably rightly so, that it fosters stability and lessens crime. Many of them expressed strong feelings about various political and current economic concerns and real anger at various people, ethnic groups and/or practices. This is the only group from which the EPIC surveyors received any threats, swear words or had doors slammed in their faces. Most, however, were glad to take the survey and be consulted.

The 'other' category:

As time goes on there will be more and more 'others'. It appears that they reflect most strongly that ethnic group in their lineage that they most identify with. So this means the one they looked to as they grew up. From the brief exposure of the surveyors, their views tended toward those of the previous groups as they identified with one or the other of them.

The survey brought out and allowed the collection of an enormous amount of information that EPIC will be culling for some time. But the opinions directly relevant to the EPIC/NRP Neighborhood Action were very helpful in weighting where NRP and other resources should go. Remarks are contained in the Plan to that effect. An important observation is that the people here care much about each other. They do not want 'outsiders' coming in and damaging or buying up the community for their own designs. They expressed fairly fierce opinions about this. While they often do not fully trust and sometimes dislike members of the other groups, they have generally expressed much stronger feelings about those outside Phillips who would disrespect, damage, takeover or destroy any part of the community.

The EPIC/NRP Committee also found that an all-housing agenda in no way reflected the desires of the neighborhood and that funding would need to be apportioned to reflect this if there were to be any claim to fairness and a democratic process. The Committee believes that the final funding allocations carefully reflect the expressed desires of the East Phillips Community.

Meetings and Approvals

The EPIC Annual Meeting on April 30th, 2011, involved a major review of the Plan and was accompanied by a very large audience. The response was very positive with unanimous votes to that effect. This and the previous April 14th meeting were announced in the Alley newspaper and through all-neighborhood flyering. The Plan was in draft form and could be moved around, especially the allocations. Also those there took more surveys. The Plan made its appearance at every EPIC meeting all summer for review. Copies of the Plan were attached with every announcement to EPIC E-news, our neighborhood e-news letter. The September and October issues of the Alley carried announcements of meetings where preliminary and final votes were to take place. The September 3rd. It was, then, sent to the whole neighborhood for 30-day notice and final approval on October 13th, 2011.

On the past Thursday, October 13th, 2011, the EPIC community assembled a large and wonderfully multi--ethnic group of resident members and unanimously approved the East Phillips NRP Phase II Neighborhood Action Plan. This was followed by applause and a huge cake congratulating the community, appropriately in Spanish, East Phillips largest language group.

October 13th, 2011, EPIC/NRP Phase II Plan Completion Celebratory Cake



Goals, objectives and strategies for EPIC's NRP Phase II Action Plan

In preparation for creating the first Phase II Action Plan, EPIC undertook an in depth process of public meetings, focus groups, a survey, door knocking and other outreach methods to determine the interests, needs and desires of its constituents. In reviewing the results the EPIC Board and NRP Steering Committee concluded that the specific interests for neighborhood residents fall under the following areas of concern:

- Housing,
- Programs for People; youth, adults and elders,
- Crime and Safety,
- Restoration of the Phillips Swimming Pool,
- Completion of the East Phillips Park Community Center Kitchen,
- Administration Finance for East Phillips,
- Business Façade Improvement and Streetscape Beautification and
- Strengthening the neighborhood through the Action of the Organization.

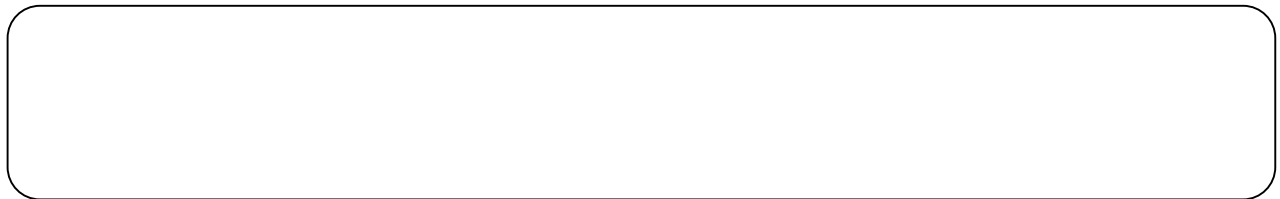
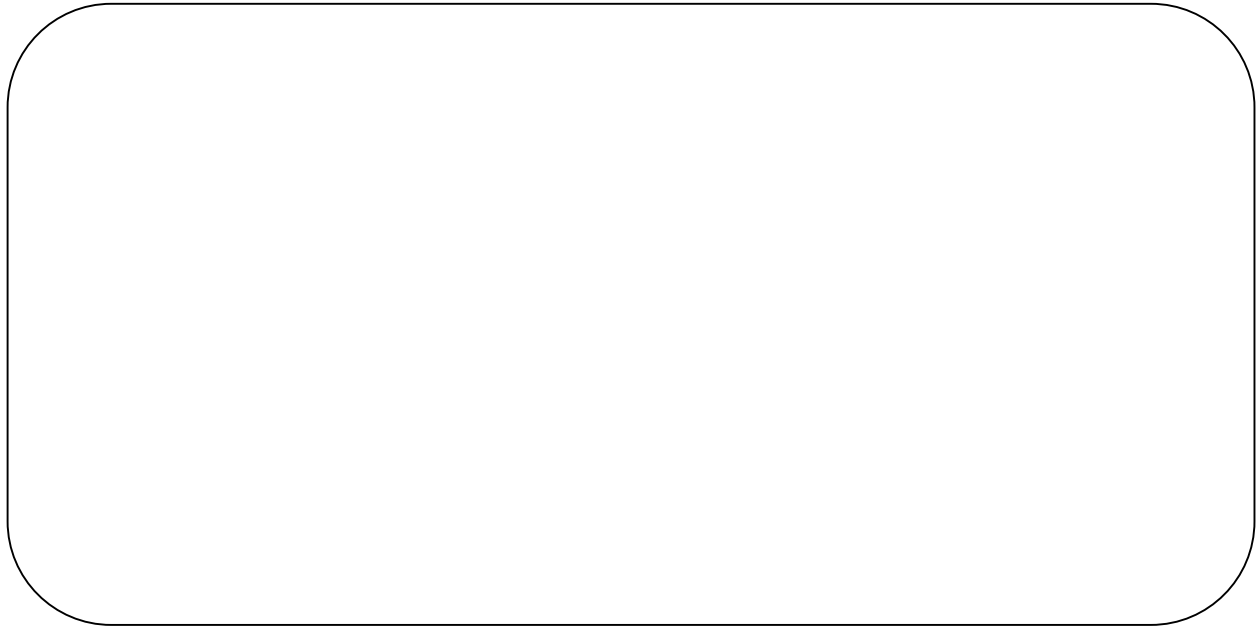
Each of these areas of concern fall under two large Categories:

- HOUSING and
- COMMUNITY ENHANCEMENT

Minneapolis City Goals

Each of these areas of interest also fit within the Goals developed by the City of Minneapolis, as listed below.

1. Build communities where all people feel safe and trust the City's public safety professionals and systems.
2. Maintain the physical infrastructure to ensure a healthy, vital and safe City.
3. Deliver consistently high quality services at a good value to our tax payers.
4. Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets.
5. Foster the development and preservation of a mix of quality housing types that are available, affordable, meet current needs and promote future growth.
6. Preserve and enhance our natural and historic environment and promote a clean, sustainable Minneapolis.
7. Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.
8. Strengthen City government management and enhance community engagement.



HISTORY, RESPONSE and CHALLENGE:

For the past decade East Phillips has been experiencing major change throughout its roughly 35 block area. We expect this to continue for the foreseeable future. East Phillips now has two light rail transit stations, one at either end of the neighborhood, on Franklin Avenue near its northern boundary and the other on Lake Street, its southern boundary. East Phillips' demographics have changed dramatically from an upward surge in immigrant population, which initially drove land speculation and an increase in property values to the results of the current deep recession, which has now been followed by a multiplicity of foreclosures and a new surge of boarded and vacant property. This has damaged EPIC's major effort to respond to earlier serious issues with its housing stock, such as extensive deferred-maintenance and aging housing.

EPIC's members have shown in their response to our major survey that they wish for Phase II housing efforts to be guided by a concern for the already existing neighborhood population and its needs and desires, especially with regard to protecting the neighborhood from being captive to the highest bidder for vacant land and the resulting rampant cheap, high density developments that follow, displacing many who call East Phillips their home. The renter population also desires more family affordable rental housing.

The challenge for the East Phillips Neighborhood has been and will continue to be to protect and preserve its long heritage of affordable home ownership and rental housing, while mastering change and opportunity in the face of these pressures. EPIC has endeavored to create a broadly inclusive response essential to meet this and other challenges.

Housing

Total Pre-Dec. 2010 NRP Housing Funds: \$342,454

Current NRP Housing Funds: \$225,827

GOAL 1:

Protect neighborhood stability by maintaining, improving and adding to housing inventory, in addition to retaining homeownership through financial support and implementing strong emergency housing assistance.

Objective 1:

Protect against further increase in vacant and boarded homes and assist in the retention of East Phillips' diverse families.

Strategy 1: EMERGENCY HOME REPAIR LOANS:

Develop and Implement a program of small deferred loans to home owners facing emergency home repairs to address problems that could cause immediate loss of housing livability for home owners in need, who have no other current financial resources. Emergency is defined as a condition that makes a home uninhabitable, extremely dangerous to the occupants or is capable of causing severe health problems.

How: EPIC will work with the homeowner, Mpls. Housing Inspections, the EPIC Housing Task Force and CEE to craft a program for small, immediate short-term loans to be either paid back within a year or to be due on sale. Owners will be asked to replace equipment with energy efficient products.

Why The East Phillips Neighborhood residents have experienced unprecedented job loss and property tax hikes. The housing stock here is, in many cases quite old, however, even new homes, of which we have many, have roof leaks and water heater or furnace failures, etc., these apparently small things can actually become so severe, they can force low income people from their home. EPIC has a commitment to assist our neighbors in remaining in tact and in Phillips.

Partners: EPIC volunteers on Housing Task Force, Mpls. Inspections, CEE, Energy companies (i.e. Center Point, Xcel Energy) and the home owner.

When: 2011 – ongoing

Implements City Goals:

- Maintain the physical infrastructure to ensure a healthy, vital and safe City.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities

***Resources: Pre-Dec 2010: \$34,454 from NRP,
Current NRP Funds: \$20,827***

Contract Administrator: CPED, CEE, Development Finance Division

Strategy 2: FORECLOSURE ASSISTANCE:

Develop a program of deferred loans for foreclosure assistance for low-income homeowners who have the possibility of regaining solvency in the immediate future.

How: EPIC Housing Task Force will work with PRG in an effort to locate families facing foreclosure early enough to see if the process can be arrested and if the family wants to save their home. EPIC will assist the family in working with Habitat for Humanity and PRG will provide information to the banking institution to determine possible actions.

Why: Many East Phillips Neighborhood residents, in particular new Americans, have experienced the unprecedented foreclosure crisis, along with job loss and property tax hikes. Too much of the housing stock is going vacant. There has been an increase in crime, home invasions, burglaries, robberies and property damage. EPIC's mission to create, protect and maintain the neighborhood and its inhabitants mandates this effort on behalf of its most besieged inhabitants.

Partners: EPIC volunteers on Housing Task Force, PRG, Habitat for Humanity, Banks and mortgage companies, and the home owner.

When: 2011 – ongoing

Implements City Goals:

- Maintain the physical infrastructure to ensure a healthy, vital and safe City.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.

Resources: *Pre-Dec 2010: \$50,000 from NRP*
Current NRP Funds: \$20,000, Also
Habitat for Humanity, foundations

Contract Administrator: NRP, Development Finance Division

Objective 2:

Maintain and improve the quality, durability of the housing stock of East Phillips and create improved, safe livable space for families.

Strategy 1: DEFERRED REHAB LOANS For SINGLE & MULTI FAMILY HOMES:

Develop and implement programs for larger home rehabilitation of;

- owner-occupied single family homes with revolving loans due on sale.
- owner-occupant 1-4 unit rental properties with revolving loans due on sale.
- Non-owner-occupant 1-4 unit rental properties with a matching grant program.

How: Given EPIC's limited funds, EPIC will conduct a lottery for home rehab deferred loans using CEE as its partnering loan holder. Referring back to EPIC's very successful Rehab Lottery in the past, EPIC will duplicate this process, using the same selection of possible projects that allow meeting code compliance and mandatory housing needs. For larger projects, a match may be required. Investments that apply green technology and upgrade energy conservation will be encouraged. Applicants will be informed of other financing tools and available programs.

Why: East Phillips has some of the oldest housing stock in the City. The houses of East Phillips were nominated to the Preservation Alliance of Minnesota for the “Ten Most Endangered Sites for 1999”. It is also the case that East Phillips has one of the poorest and most diverse populations of the City. The people here frequently do not have the resources to maintain these older buildings they call home. If we are to honor EPIC’s commitment to retain the neighborhood’s heritage of affordable home ownership and rental, it is necessary to both seed in newer homes and retain many of the older ones. In addition, 75% are non-owner occupied. All housing units need to be kept in tact if the neighborhood is not to suffer serious loss of vitality. EPIC’s housing lottery made a significant dent in correcting the problem of the number of homes in serious decline the last time around. The hope is to continue that successful process.

Partners: EPIC volunteers on Housing Task Force, NRP, CEE, Development Finance Division of the City, Banks and mortgage companies, and the home owner.

When: 2011- Fall

Implements City Goals:

- Maintain the physical infrastructure to ensure a healthy, vital and safe City.
- Foster the development and preservation of a mix of quality housing types that are available, affordable, meet current needs and promote future growth.

Resources: *Pre-Dec 2010: \$100,000 from NRP*

Current NRP Funds: \$100,000

Additional leveraged dollars through Habitat for Humanity

Contract Administrator: NRP, Development Finance Division

Objective 3:

Respond to East Phillips’ need for more safe, affordable rental family housing.

Strategy 1: GREENWAY HEIGHTS AFFORDABLE FAMILY HOUSING:

Assist in the design and completion of the EPIC project: Greenway Heights , a 46-unit affordable apartment building project. Provide funding for design and preconstruction work to assist in the creation of this transit-oriented affordable family rental housing on the Greenway.

How: This project is the continuation of an EPIC Phase I project, part of the East Phillips Commons, which began with the 2909 Bloomington apartment building. EPIC invested \$50,000 Phase I NRP dollars and a huge amount of community volunteer time to secure this site, from its being used for a much larger building of single units. The EPIC board worked to honor the preferences of East Phillips residents in the

immediate area for more affordable family housing of a less dense nature. PRG has been holding this land for EPIC for several years, while a developer was sought who would build what the residents wanted. EPIC found that builder and now we are partnering with PRG to create the building envisioned by the EPIC members in that area. PRG, EPIC NRP, and Loren Bruegemann from Phoenix Builders will work together to raise additional money for this premier site.

Why: There is an immense need for affordable family housing and especially on the Greenway where a car is not necessary to get to work. Many families in Phillips cannot afford a car and cannot find work on the bus or LRT routes. Biking is not a luxury to many Phillips families. It is an economic necessity. However, the fully transit-oriented character of this site with the proximity of LRT and bus routes adds to its value for the many new Americans and other frequently low-income residents in the area. This building can be seen as an economic necessity for the diverse people of Phillips.

Partners: EPIC volunteers on Housing Task Force, NRP, PRG, Phoenix Development, Development Finance Division of the City.

When: 2011- 2012

Implements City Goals:

- Build communities where all people feel safe and trust the City's public safety professionals and systems.
- Foster the development and preservation of a mix of quality housing types that are available, affordable, meet current needs and promote future growth.

Resources: Pre-Dec 2010: \$50,000 from NRP

Current NRP Funds: \$50,000

Additional from MHFA, GMHC, City Affordable Housing Trust Fund, County Affordable Housing Investment Fund, Transit-Oriented Development Fund

Contract Administrator: NRP, City Development Finance Division

Objective 4:

Promote home ownership opportunities to foster neighborhood stability, provide safe, inclusive affordable housing for all people and continue EPIC's commitment to East Phillips heritage of affordable home ownership.

Strategy 1: HOME BUYER ASSISTANCE FOR OWNER OCCUPANTS:

Provide an incentive for owner-occupants to purchase existing homes in East Phillips.

Establish a deferred revolving loan program for down payment assistance targeting East Phillips' already existing homes for first time home buyers.

How: EPIC provide a grant of up to \$5,000 for each first-time home buyer for purchase/rehab to facilitate moving the market for East Phillips existing homes, EPIC will work with CEE to seek additional matching funds and create a deferred loan program which will be due on future sale of the home. EPIC volunteers will work with neighbors and CEE to market the homes.

Why: Concerns were raised in the neighborhood survey about the number of good homes that are standing empty. From experience in the past, residents know that these often become sites of criminal activity. They also know that a home that is livable and valuable can become vandalized to the degree that it cannot be restored, creating a loss to the infrastructure and stability of the neighborhood. Again, it is EPIC's commitment to the stability and future of the neighborhood that mandates assisting a solution to this problem. It is both a crime problem and an infrastructure problem.

Partners: EPIC, CEE, Banks, Real Estate Companies, future homeowners.

When: 2011 – ongoing

Implements City Goals:

- Maintain the physical infrastructure to ensure a healthy, vital and safe City.
- Foster the development and preservation of a mix of quality housing types that are available, affordable, meet current needs and promote future growth.

Resources: Pre-Dec, 2010: \$50,000 from NRP

Current NRP Funds: \$35,000,

MHFA, GMHC, City Affordable Housing Trust Fund, County Affordable Housing Investment Fund, Transit-Oriented Development Fund

Contract Administrator: NRP, City Development Finance Division

Strategy 2: HOME BUYER ASSISTANCE for NEW CONSTRUCTION:

Assist in the construction of new single family housing by providing subsidy in the form of first time home-buyer deferred loans or by providing subsidy to lower the construction cost of the house.(In Phillips the cost to build a single family house often exceeds the market value. A subsidy is then required to cover the gap.)

How: EPIC will work with GMHC, PPL, PRG or other financial partners to cover the gap with NRP funds and potentially to seek additional matching dollars to be used for covering the construction cost gap.

Why: East Phillips has experienced a major increase of families with children. It has tended to be an immigrant neighborhood, often meaning large numbers of children per family. However, in the last decade it has been difficult to find appropriate housing for these families, whether rental or home ownership. With the foreclosure crisis, East Phillips is also seeing a large number of vacant lots, which, as was noted, provides opportunities for criminal activity. So Phillips has many reasons to seek to fill these vacant lots with new homes. The City also has great interest in this, since it increases the tax base.

Partners: EPIC volunteers on Housing Task Force, NRP, PRG, GMHC, PPL, and others. Development Finance Division of the City.

When: 2011- ongoing

Implements City Goals:

- Build communities where all people feel safe and trust the City's public safety professionals and systems.
- Foster the development and preservation of a mix of quality housing types that are available, affordable, meet current needs and promote future growth.
- Maintain the physical infrastructure to ensure a healthy, vital and safe City.

Resources: Pre-Dec, 2010: \$58,000 from NRP

Current NRP Funds: \$0, MHFA, GMHC, City Affordable Housing Trust Fund, County Affordable Housing Fund, Transit-Oriented Development Fund

Contract Administrator: NRP, City Development Finance Division

Community Enhancement

Empowering People for Empowered Living

Community Survey Results:

The EPIC Phase II survey results show that, both residents and business respondents placed YOUTH PROGRAMS in first place in importance and ELDER PROGRAMS in third place in their ranking. Both of these plus other programs involve directly empowering the lives of East Phillips people and responding to their needs and hopes for quality of life and a joyful place to be with opportunities to advance their lives.

- *Most Important' Rating for youth programming = 86%*
- *Most Important' Rating for elder programming = 79%*

Goal 2:

Foster a unified and healthy local community from our global roots, providing multicultural and intergenerational resources for personal, social and community development.

Resources for Goal 2: NRP Funds Pre-Dec, 2010 Funds: \$70,000
Current NRP Funds: \$40,000

Rationale: East Phillips' intense diversity means that we take seriously the celebration all our cultures, embrace and understand difference and help the appreciation of different approaches, cultures and understandings of life avoid centrifugal force and bring us together. What East Phillips residents have proved in the past is that the universal struggle of poverty, parenting many children and facing harsh conditions that are often present in East Phillips can bring us together if approached rightly. All residents here in Phillips share the same needs and, if shouldered together, they can find a response that achieves their goals and results in greater community, but, shouldered separately, these goals have been much harder to achieve. Our history shows that East Phillips residents must progress together or achieve little. The work of EPIC is to foster that progress and unity.

Objective 1:

Provide programs for children and youth that foster strengthened life-skills, as well as social, academic, and cultural values and healthy actions.

Strategy 1: CHILDREN AND YOUTH SPORTS

Soccer, baseball, swimming, lacrosse and basketball team support

Strategy 2: AFTER SCHOOL TUTORING AND HOMEWORK HELP.

Strategy 3: ART, POETRY, MUSIC CLASSES

Strategy 4: EMPLOYMENT READINESS FOR TEENS.

Implements City Goals:

- Deliver consistently high quality services at a good value to our tax payers.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.

Resources: *Pre-Dec, 2010: \$50,000 from NRP*
Current NRP Funds: \$30,000

Objective 2:

Provide programs for elders that foster strengthened life-skills, support for healthy living, and a safe place to learn and to enjoy interaction with others.

Strategy 1: ELDER NEEDS:

Provide events that focus on the needs and desires elder residents.

- Personal safety, tenant/ landlord relations classes
- Language Learner classes
- Financial and Cultural Literacy classes

Strategy 2: ELDER EVENTS:

Provide a safe place and events to socialize with other elders and friends.

- Grandparent Days
- Special ethnic celebrations

Strategy 3: ELDER CULTURE:

Provide art, poetry, and music classes for elders.

- Pottery classes for elders
- Story telling, writing, publishing
- Game nights

Implements City Goals:

- Deliver consistently high quality services at a good value to our tax payers.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.
- Strengthen City government and enhance community engagement.

Resources: *Pre-Dec, 2010: \$10,000 from NRP*
Current NRP Funds: \$5,000

Objective 3:

Provide programs that offer assistance to both young adults and adults to respond to the economic, social and academic needs of the families, parents and employment seekers in East Phillips.

Strategy 1: ADULT EVENTS & CLASSES:

Provide events that focus on the employment, social and cultural needs and desires of young adults, adults and families.

- Employment Readiness Classes
- Personal safety, Rental issues, tenant/landlord relations classes
- Language Learner classes
- Financial and Cultural Literacy classes

Strategy 2: .WOMEN'S ISSUES:

Provide a safe place for women to socialize and learn from others regarding special problems they face.

- Choosing and working with your children's school
- Women's health and family living
- Domestic abuse issues

Implements City Goals:

- Deliver consistently high quality services at a good value to our tax payers.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.

Resources: Pre-Dec, 2010: \$10,000 from NRP
Current NRP Funds: \$5,000



Mayan Dancers, 2011 MayDay Parade, Bloomington Avenue

Crime and Safety

GOAL 3:

Improve the quality of life that comes from public safety and security.

Total Resources for Goal 3: NRP Funds: Pre-Dec, 2010: \$1,000 from NRP
Current NRP Funds: \$1,000

Community Survey Results:

Crime Prevention Strategies had a high of 83% in importance, second only to “Youth Programs” in the neighborhood wide survey. This is an area in which community organizing and grant writing can take the place of money. While this area is of high importance, with the loss of a large portion of NRP dollars, EPIC does not have a large enough financial package to do a meaningful community funded policing program or other expensive, but useful options. EPIC will have to turn to the community and rely on organizing, but we know how to do this.

Objective 1:

Create partnerships, and infrastructure to oversee and assure the safety of that portion of East Phillips surrounding the East Phillips Park Cultural and Community Center & Cedar Field Park.

Strategy 1: ASSURE SAFETY IN PUBLIC PLACES:

Assure the safety of all adults, youth and children who frequent our parks and public places.

How: Appoint a coordinator who will meet with the Park Police, the MPD Third Precinct and the MPRB to develop a strategy that includes working with local block clubs, youth and surrounding neighborhood organizations to create positive relations and trust amongst these groups leading to a reduction of tension and an increase in public safety.

Implements City Goals:

- Build communities where all people feel safe and trust the Cities public safety professionals and system.
- Deliver consistently high quality services at a good value to our tax payers.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.

Resources: Pre-Dec, 2010: \$500 from NRP
Current NRP Funds: \$500

Strategy 2: SAFETY IS ENHANCED BY A CLEAN ENVIRONMENT:

How: Continue East Phillips' leadership role in planning and supporting the Annual Phillips Clean Sweep.

Why: A clean environment is known to fosters respect and community pride, the antithesis of crime and vandalism. Phillips residents deserve to live in an attractive, appealing setting that inspires community pride.

Partners: EPIC volunteers on the Phillips Clean Sweep Planning Committee, Midtown Phillips, West Phillips, Ventura Village, Little Earth and the hundreds of contributors, exhibitors and volunteers.

Resources: ***Pre-Dec, 2010: \$500 from NRP***
 Current NRP Funds: \$500



Phillips Clean Sweep Volunteers with Rep. Karen Clark

Equipment for Well-Equipped Living

Goal 4:

Provide the infrastructure and physical tools and other necessities for carrying out the programmatic vision stated in Goal 2.

Total Goal 4 NRP Funds,

Pre-Dec, 2010: \$35,000

Current NRP Funding: \$35,000

Community Survey Results: The EPIC Phase II survey designated two capital projects for 4th and 5th place in relative importance to the community. Saving the Phillips Swimming Pool was in 4th place and completing the community kitchen in the new East Phillips Park Cultural and Community Center was 5th. These are both costly and the kitchen, at least was proposed by the Park Board to be paid for, as were the additional basketball hoops in the gym. If this occurs it would free up this money for other needs of the building.

- Most Important' Rating for the swimming pool = 75%
- Most Important' Rating for stove & kitchen completion = 61%

Objective 1:

Create spaces and facilities where programs for youth, adults and elders that foster strengthened life-skills can be learned and enhanced.

Strategy 1: FUND THE PHILLIPS COMMUNITY CENTER POOL

Provide funding and seek matching dollars for the Phillips Community Center Pool

Implements City Goals:

- Maintain the physical infrastructure to ensure a healthy, vital and safe City.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities

Resources: Pre-Dec, 2010: \$25,000 from NRP

Current NRP Funding: \$25,000

Strategy 2: FUND UNCOMPLETED EAST PHILLIPS PARK CULTURAL & COMMUNITY CENTER AMENITIES

Provide funding to complete necessary amenities in the East Phillips Park Cultural and Community Center which remain unfunded and unfinished by the Mpls. Park Board: emphasis on the kitchen stove, vent hood and make-up air system and 4 additional basketball hoops and gym divider.

Implements City Goals:

- Maintain the physical infrastructure to ensure a healthy, vital and safe City.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities

Resources: Pre-Dec, 2010: \$10,000 from NRP

Current NRP Funding: \$10,000

Implements City Goal:

- Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets.

Resources: ***Pre-Dec, 2010: \$10,000 from NRP***
Current NRP Funding: \$10,000

Contract administrator: NRP, DFD

Strategy 2: COLLABORATE TO IMPROVE NEIGHBORHOOD INFRASTRUCTURE:
Participate in collaborative efforts with other neighborhood organizations to revitalize the major corridors in and around the East Phillips neighborhood.

How: Work with Midtown Phillips, Powderhorn and Corcoran neighborhood organizations to seek a Great Streets grant or other funding to support additional street lighting and other enhancements for our common business nodes and boundaries.

Why: Such improvements can create greater appeal of the business areas and potentially bring in additional businesses. Marketability could be dramatically enhanced.

Partners: EPIC, Midtown Phillips, Powderhorn, and Corcoran Neighborhood organizations, area businesses, and grant givers.

When: 2011- ongoing

Implements City Goal:

- Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets.

Resources: ***Pre-Dec, 2010: \$0.0 from NRP***
Current NRP Funding: \$0.0

Contract administrator: N/A

Objective 2:

Promote and expand employment programs and opportunities for youth and young adults.

Strategy 1. EMPLOYMENT READINESS PROGRAM FOR YOUTH AND YOUNG ADULTS:

Encourage area businesses to join city 'Step Up' programs or set up their own beginning employment programs for youth and young adults. Develop a program and seek funding to assist this project to encourage area businesses to sign on.

How: Join and foster involvement in City youth employment programs. Recruit youth to these programs and help create a culture of accountability and earning your way for youth and young adults. Neighborhood volunteer could be solicited for 'resume writing' classes and work habits classes. Grants can be written and administered by EPIC for creating classes in various employment related issues.

Why: The mission of EPIC involves a commitment to enhancing the economic life of the community. However, this is also a crime reduction and healthy community project.

Partners: EPIC, Midtown Phillips, area businesses, PPL, McKnight and other grant givers.

When: 2011- ongoing

Implements City Goal:

- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.
- Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets.

Resources: ***Pre-Dec, 2010: \$10,000 from NRP***
 Current NRP Funding: \$4,000

Contract manager: N/A

Objective 3:

Promote safety for businesses and safe business practices.

Strategy 1: BUSINESS & COMMUNITY CRIME COLLABORATIVE:

Engage in regular communication with business owners and managers about crime, zoning issues, and other neighborhood concerns and include businesses in crime and safety initiatives.

How: EPIC will regularly contact businesses by email, flyers and include a business section of the EPIC website, Communications may include notification about crime alerts, neighborhood gatherings, safety initiatives and business opportunities. This strategy may also include working with businesses and police to address undesirable activity at businesses, such as not condoning prostitution or drug sales.

Why: Such assistance and involvement will help keep the business climate positive and appealing to entrepreneurs, helping retain existing businesses.

Partners: EPIC volunteers, MPD, and East Phillips businesses.

When: 2011- ongoing

Implements City Goals:

- Build communities where all people feel safe and trust the City's public safety professionals and systems.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.
- Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets.

Resources: ***Pre-Dec, 2010: \$0.0 from NRP***
 Current NRP Funding: \$0.0

Neighborhood Empowerment through Identity

GOAL 6:

Establish awareness of and empower the East Phillips Neighborhood by enhancing and promoting its street identity and by improving its physical image.

Total NRP Funds Goal 6:

Pre-Dec, 2010: \$7,766

Current NRP Funding: \$3,783

Survey Results:

This category, TREE PLANTING, STREET BANNERS & STREET BEAUTIFICATION tied in importance with Business Grants in the EPIC Phase II survey. We used as a tie-breaker the second preference: the ‘somewhat important’ box (the second number), where it came just behind the Business Grants preference, so it will be given the place behind that category, recognizing that streetscape enhancement will assist commercial and business development. ‘Most Important’ Rating = 41%, 58%

Rationale: Though East Phillips Improvement Coalition, EPIC, has been in existence since the collapse of People of Phillips in 1999 and has accomplished great things, EPIC and its achievements and activities are still unfamiliar to many in the neighborhood. In fact, the organization may be more well known outside the neighborhood than inside, given the strong public stands EPIC has taken on various issues such as the Midtown Burner and the Excel Energy Power Lines. EPIC needs to become a more visible presence in the community if it is to reach a greater potential for great work. It must also work to address any negative stereotypes many have had regarding the neighborhood. EPIC needs to foster actions that help people both within and outside East Phillips to appreciate the unique strengths, wonderful diversity and remarkable character of our population with its many languages and local/global culture.

Objective 1:

Create a stronger identity for East Phillips, and EPIC in particular. Define the extent and accomplishments of the East Phillips Neighborhood and link EPIC more fully to its constituents and its projects while providing a means to inform the city as a whole.

Strategy 1: NEIGHBORHOOD PROMOTION:

Develop and distribute informational and promotional materials emphasizing the value of the East Phillips neighborhood and the work and projects EPIC and its resident volunteers have accomplished. Use these materials to interest others in the community, such as real estate agents, and business people.

How: Work with neighborhood volunteers and others to create attractive informational brochures and literature, which describes the neighborhood, its people and their accomplishments and the distinctive work of EPIC. Distribute this information door to door, to residents, businesses, community centers and churches.

Why: Identity creates a sense of place, a sense of where you are from, and it should be a source of pride. Knowing what has been accomplished can be an inspiration for considering what is possible and being proud of the history of your neighborhood helps inspire the pride to continue the work. It helps residents go after and rid the area of remaining blight and fight the deterioration of the area to get a handle on what others have done.

Partners: EPIC, NRP, resident volunteers

When: 2011 – ongoing

Implements City goal:

- Preserve and enhance our natural and historic environment and promote a clean, sustainable Minneapolis.
- Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets.

Resources: ***Pre-Dec, 2010: \$1,000***
 Current NRP Funding: \$500

Contract manager: NRP

Strategy 2: ENHANCE THE EPIC CORPORATE PRESENCE:

Enhance, update and keep current the EPIC Web Site. Provide new links, archives, history and news.

How: Enlist the services of a neighborhood volunteer or hire a neighborhood expert (possibly a young person) to enhance the EPIC website and teach Board members/neighbors how to keep it updated. At the same time, appoint a board member to work with volunteers to generate current data such as meeting dates, agendas, meeting minutes, information on neighborhood events and other pertinent data for inclusion on the website.

Why: The neighborhood organization, its contacts, bylaws, boundaries, news, history, achievements, demographics and attributes need to be available to newcomers and old-timers alike. The coherent story of the neighborhood gives it vitality and stature and enhances grant writing opportunities. Residents also need the pride that a good website brings as well as access to events and opportunities.

Partners: East Phillips residents, NRP

When: 2011 – ongoing

Implements City goal:

- Preserve and enhance our natural and historic environment and promote a clean, sustainable Minneapolis.
- Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets.

Resources: ***Pre-Dec, 2010: \$1,000***
 Current NRP Funding: \$500

Contract Manager: NRP

Objective 2:

Promote projects designed to identify and beautify the East Phillips Neighborhood, streetscape and special outdoor spots.

Strategy 1: CREATE A POSITIVE STREET IDENTITY

Use NRP dollars to create street banners, signage at neighborhood entry points, flower pots and tree plantings on our community corridors and elsewhere in special spots. Work with volunteers to promote the spirit of neighborhood identity by creating murals, and other public art projects to bring beauty to East Phillips.

- How:
- 1) Find graffitied spots. Contract with a local muralist to produce a mural on that spot.
 - 2) Form a task force to design an East Phillips logo for a street banner with the artists from Heart of the Beast theater. Have it created and installed on lamp posts.
 - 3) Continue to enlist participation and volunteers in annual events such as the annual Phillips Clean Sweep, the Hennepin County Hazardous Waste Neighborhood Pick-up event and neighborhood tree and flower planting efforts.

Why: In spite of the overwhelming approval of EPIC projects, only 48% of the respondents of the neighborhood survey were ‘very’ or even “Somewhat” familiar with the EPIC organization. With reduced neighborhood funding, it is imperative to connect EPIC with its constituents and its projects and beautify the neighborhood. This will facilitate future fundraising objectives and enhance the empowerment of the East Phillips community.

Partners: EPIC, HOBT, Mpls. Public Works , neighborhood volunteers

When: 2011 – ongoing

Implements City goals:

- Preserve and enhance our natural and historic environment and promote a clean, sustainable Minneapolis.
- Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City’s physical and human assets.

Resources: ***Pre-Dec, 2010: \$5,766***
 Current NRP Funding: \$2,783

Contract manager: NRP

Goal 7:

Total NRP Funds Goal 7:

Pre-Dec, 2010: \$13,000

Current NRP Funding: \$3,000

‘Most Important’ Rating for an Office for EPIC = 53%

Objective 1: *Action Plan Implementation:*

Strategy 1: The Board and Committee Chairs will continue to recruit more volunteers to execute projects, organize meetings, help develop scopes of service and contracts, create and organize distribution of written communications to the neighborhood, flyering, phoning, and all the duties the volunteers currently perform.

Resources:

Pre-Dec, 2010: \$10,000

Current NRP Funding: \$2,000

Objective 2: *Plan for Financial Independence*

Strategy 1: DIVERSIFY FUNDING SOURCE SUPPORTING EPIC.

How: Work with additional grant writers to sustain and increase the capacity of the organization.

Resources:

Pre-Dec, 2010: \$2,000

Current NRP Funding: \$500

Strategy 2: SEEK PARTNERSHIPS FOR RESOURCE SHARING:

Partner with other neighborhood organizations to share resources and reduce costs.

Resources: ***Pre-Dec, 2010: \$0***
 Current NRP Funding: \$0

Strategy 3: TRAINING FOR VOLUNTEERS:

Seek training opportunities in nonprofit management for neighborhood volunteers.

Resources: ***Pre-Dec, 2010: \$1,000***
 Current NRP Funding: \$500

Reserve Funds

Goal 8:

Participate in the NRP's Affordable Housing Reserve Fund (AHRF) and the Community Oriented Public Safety Initiative Reserve Fund (COPSIRF) programs.

Total Resources for Goal 8: NRP Funds **\$1,243,000**

Objective 1:

Assist with the development of long-term affordable housing units for low-income families and individuals, including elderly and persons with special needs, at or below 50% of the Metropolitan Median Income (MMI).

Strategy 1: Utilize NRP AHRF dollars to assist the construction of the East Phillips Commons.

Resources: \$340,000

Strategy 2: Utilize NRP AHRF dollars to assist the construction of the Village In Phillips.

Resources: \$360,000

Strategy 3: Utilize NRP AHRF dollars to assist the rehabilitation of the Little Earth of the United Tribes housing development.

Resources: \$285,000

Strategy 4: Utilize NRP AHRF dollars to assist the construction of the Bii Di Gain Dash Anwebi elder housing development.

Resources: \$228,750

Objective 2:

Improve residents' actual and perceived sense of safety and security.

Strategy 1: Initiate community oriented public safety measures.

Contract with the Minneapolis Police Department to carry out special operations, directed patrols, CCP SAFE activities, problem-solving tactics and traffic enforcement in the East Phillips, Midtown Phillips, Phillips West and Ventura Village neighborhoods.

Resources: \$29,250

APPENDIX A

Survey Findings and Comments

General Notes:

In preparation for creating its Phase II Action Plan, EPIC undertook an in depth process of public meetings, focus groups, on-line-surveys, door knocking and other outreach methods to determine the interests, needs and desires of its constituents.

Over two hundred and thirty business owners, managers and residents responded to the EPIC NRP Phase II Action Plan Surveys. In order to assure a broad cross-section of the many ethnic and socio-economic groups in East Phillips most of our surveying was done using multilingual door-to-door survey administrators.

Survey findings:

- The average age of the respondents was 37 years.
- Twelve languages are spoken by the respondents; English, Sioux, Navajo, Ojibwe, Spanish, Arabic, Nepali, Somali, Hmong, Ashanti, Haitian and German.
- The average length of residency or business ownership in East Phillips is 13 years.
- 89% of the respondents expect to be living in East Phillips five years from now.
- A remarkable 65% of respondents rated East Phillips as either a “Good” or a “VERY Good” place to live.
- 63% of respondents are renters.
- 67% of respondents think that East Phillips has become a BETTER place in the last three years.
- 23% think that the quality of life in East Phillips has stayed the same over the last three years.
- Only 10% think that things have gotten worse over the last three years.
- 71% of survey respondents indicated that they had some level of familiarity with EPIC while 28% have attended an EPIC meeting.

The surveys used to solicit information necessary to create EPIC’s Phase II Action Plan provided many opportunities for respondents to comment on their situation in the community. Some of these comments are listed below.

Business Survey Comments:

Q: What is the best thing about doing business here?

A: The neighborhood people

A: The multi-ethnic community

A: People

A: Close to home

A: An up-and-coming neighborhood

A: Public Transportation

A: The children

A: A good location

A: Close to St. Paul and all suburbs – Hwy 55, 94, 35W – just convenient

Q: What are the three most serious problems for your business?

A: Loitering, Drugs and Crime

A: Safety, Crime and Youth

A: Drug dealers and cops not responding

A: Graffiti, Parking and litter

A: Auto theft, gangs and drugs

A: Theft, panhandling and the liquor store

A: Negative public perception of the neighborhood

A: People selling stolen goods, competition and advertising expense

Q: What do you most wish the City would do for the businesses here?

A: Lower Taxes

A: Lower water bills

A: Provide low interest small business loans

A: Help create/promote the positive aspects of the neighborhood – parks / greenway / diversity

A: Encourage City Councilman to respond to repeated requests for help

A: Provide neighborhood improvement grants

A: Repair streets

A: More police around at night

A: Help clean neighborhood

Q: What do you think EPIC could do for businesses here?

A: Help with small business advertising & promotion

A: Provide housing re-hab grants to stimulate local economy

A: Help with graffiti removal

A: Help paint murals on graffiti prone surfaces

A: Provide grants for façade improvement

Residents' Survey Comments:

Q: Over the past three years, do you think East Phillips has gotten better, worse or stayed the same. Why?

A: Of the 67% who answered “Better” to the question and responded to the “Why”, over 75% attributed the improvement to the opening of the East Phillips Park Cultural and Community Center. Other responses included:

A: Better security

A: East 25th St. closure by SA.

A: We have worked better as a community in the last three years.

A: New people that are willing to get involved.

A: Lower major crime.

A: The Greenway.

Appendix B:

East Phillips Improvement Coalition

EPIC NRP Phase II – Residents' Survey, March-September 2011

Neighborhood Information about the People of East Phillips:

Circle your age: less than 18, 18 to 27, 28 to 38, 39 to 49, 50 to 60, over 61

Your first language: _____ . Years in East Phillips Neighborhood: _____

1) Do you expect to be living in East Phillips five years from now? Yes ☐, No ☐

2) How do you rate East Phillips as a place to live? Check your answer.

Very Good ☐, Good ☐, Fair ☐, Poor ☐, Very Poor ☐

3) Check all that apply. Are you a renter ☐, homeowner ☐, business owner ☐

4) Over the past three years, do you think East Phillips has gotten better, worse or stayed the same?

Better ☐, Worse ☐, Stayed the Same ☐ Why? _____

5) How familiar are you with the East Phillips Improvement Coalition, EPIC (your neighborhood organization)?

Very ☐ Some ☐ A little ☐ Not at all ☐

6) Have you ever attended a meeting of EPIC? Yes ☐ No ☐

7) Are you familiar with the Neighborhood Revitalization Program (NRP), (Mpls. neighborhoods decide their projects and the City helps finance them for improving housing, parks, the environment, and programs for people?

Yes ☐, No ☐

8) Join EPIC? Name: _____ Address: _____

Email Address: _____ Phone: _____



Please rate how you would most like EPIC, the neighborhood organization, to spend our PHASE II NRP dollars. In other words, please rate these possible projects according to their importance to you and/or the community? (The city requires 70% of our funding MUST be spent on housing, \$343,000.00 of \$490,000.

HOUSING ALLOTMENT- \$343,000.00

- 1) HOUSING REHAB GRANTS (repaid on the sale of the house)
 Most important ☐ Somewhat ☐ A little ☐ Not important ☐ Don't know ☐
- 2) NEW HOMES, FIRST TIME HOME BUYER GRANTS
 Most important ☐ Somewhat ☐ A little ☐ Not important ☐ Don't know ☐
- 3) EXISTING HOMES, FIRST TIME HOME BUYER GRANTS
 Most important ☐ Somewhat ☐ A little ☐ Not important ☐ Don't know ☐
- 4) FINISH CONSTRUCTION of APARTMENT BUILDING ON THE GREENWAY
 Most important ☐ Somewhat ☐ A little ☐ Not important ☐ Don't know ☐
- 5) EMERGENCY HOME REPAIR GRANTS
 Most important ☐ Somewhat ☐ A little ☐ Not important ☐ Don't know ☐
- 6) FORECLOSURE ASSISTANCE
 Most important ☐ Somewhat ☐ A little ☐ Not important ☐ Don't know ☐

COMMUNITY ENHANCEMENT - \$147,000.00

- 1) SAVE THE PHILLIPS COMMUNITY CENTER SWIMMING POOL
 Most important ☐ Somewhat ☐ A little ☐ Not important ☐ Don't know ☐
- 2) FINISH COMMUNITY KITCHEN IN THE EAST PHILLIPS PARK COMMUNITY CENTER
 Most important ☐ Somewhat ☐ A little ☐ Not important ☐ Don't know ☐
- 3) BUSINESS FAÇADE GRANTS
 Most important ☐ Somewhat ☐ A little ☐ Not important ☐ Don't know ☐
- 4) CRIME PREVENTION STRATEGIES
 Most important ☐ Somewhat ☐ A little ☐ Not important ☐ Don't know ☐
- 5) YOUTH PROGRAMS
 Most important ☐ Somewhat ☐ A little ☐ Not important ☐ Don't know ☐
- 7) ELDER PROGRAMS
 Most important ☐ Somewhat ☐ A little ☐ Not important ☐ Don't know ☐
- 8) TREE PLANTING, STREET BANNERS AND STREET BEAUTIFICATION
 Most important ☐ Somewhat ☐ A little ☐ Not important ☐ Don't know ☐
- 9) AN OFFICE FOR EPIC
 Most important ☐ Somewhat ☐ A little ☐ Not important ☐ Don't know ☐
- 10) OTHER _____



Wajiga 2aad ee Indho

Appendix C:

Indhaynta (surveyga) EPIC-NRP

Fadkan qiimee sida aadka ah ee aad uga heshey EPIC, ururka xaafadda inuu u kharash gareeyo gaybta 2aad ee lacagta NRP. Haddii eynu si kale u sheegno, fadlan qiimee mashaariicdan macquulka noqon karta adigoo u eegeysid muhiimadooda ku aadan bulshada iyo adigaba. Dowladda Hoose waxey shardinaysaa 70% maalgelinteeda in la geliyo guriyeynta. Cadada Kharashka waxay ahayd \$342,454. Kadib markii ey Dowladda Hoose talaaba ka qaadey bishi Disember ee hore, kharashka wuxuu noqdey \$225,827.

* sharuuda laga rabo

Anigoo ah... *

- Dadka ku nool xaafadda East Philips (Resident of East Phillips)
- Ganacsade hanti ku leh East Phillips (Business Owner in East Phillips)
- Shaqaale ka shaqeeya rug ganacsi oo ku taal East Philips. (Business employee in East Phillips)

Ku qor cinwaankaaga *: Tani waa indho indhayn (survey) sir ah. Cinwaankaaga ama magacaaga waal laga saari doona haddi qoraalka la daabaco. Waxaa loo baahan yahay inaad cadeysid ku noolaanshahaaga East Phillips si

laguugu daro diinwaanka. -----

Qayb u Helida Guryaha- \$225,827

1) Amaahda Dayactirka Guryaha (Looma Shardinaayo in la Bixiyo Kharash ilaa Guriga La iibsado

- Aad bey muhim u tahay
- Ilaa xad
- Wax yar
- Muhiim maaha
- War kama hayi

2) Qofka Markii ugu Horaysay iibsanaayo Guri, Amaahda Dhismo Cusub, (Looma Shardinaayo in la Bixiyo Kharash ilaa Guriga iibkiisu dhamaado)

- Aad bey muhim u tahay
- Ilaa xad
- Wax yar
- Muhiim maaha
- War kama hayi

3) Amaahda, iibsadaha Guriga, Guri horey u jiray, (Looma Shardinaayo in la Bixiyo Kharash ilaa Guriga La iibsado)

- Aad bey muhim u tahay
- Ilaa xad
- Wax yar
- Muhiim maaha
- War kama hayi

4) Abaartmentiyoo yinka Qoysaska oo Farta Laga Qaaday oo la iibsankaro oo ku Yaal Greenway---\$50,000.

- Aad bey muhim u tahay
- Ilaa xad
- Wax yar
- Muhiim maaha
- War kama hayi

5) Amaahda Dayactirka Deg dega ah ee Guriga, (lama Bixinaayo Kharash ilaa la Gaaro Xiliga Gadida.)

- Aad bey muhim u tahay
- Ilaa xad
- Wax yar
- Muhiim maaha
- War kama hayi

6) Gar Gaarka inta aan lala Wareegin Guriga.

- Aad bey muhim u tahay
- Ilaa xad
- Wax yar
- Muhiim maaha
- War kama hayi

Harumarinta Maalgelinta Bulsha Ayaa Aheyd \$146,766 Oo Hadana Noqotay \$96,783

1) Badbaadi oo soo celi Xarunta Dabaasha ee bulshada Phillips.

- Aad bey muhim u tahay
- Ilaa xad
- Wax yar
- Muhiim maaha
- War kama hayi

2) Dhamaystirka Kurshiinka (jikaada) East Phillips oo ku yaala Xarunta Beerta Bulshada.

- Aad bey muhim u tahay
- Ilaa xad
- Wax yar
- Muhiim maaha
- War kama hayi

3) Muuqaalka Ganacsiga iyo Kordhinta Deeqda

- Aad bey muhim u tahay
- Ilaa xad
- Wax yar
- Muhiim maaha
- War kama hayi

4) Qorshayaasha ku Wajahan ka Hortaga Danbiyada.

- Aad bey muhim u tahay
- Ilaa xad
- Wax yar
- Muhiim maaha
- War kama hayi

5) Barnaamijyada Dhalinyarada

- Aad bey muhim u tahay
- Ilaa xad
- Wax yar
- Muhiim maaha
- War kama hayi

6) Barnaamijyada Waayeelka.

- Aad bey muhim u tahay
- Ilaa xad
- Wax yar
- Muhiim maaha
- War kama hayi

7) Beerida Dhirta, Qoraalada Wadooyinka, iyo Qurxinta Wadooyinka.

- Aad bey muhim u tahay
- Ilaa xad
- Wax yar
- Muhiim maaha
- War kama hayi

8) Xafiiska EPIC

- Aad bey muhim u tahay
- Ilaa xad
- Wax yar
- Muhiim maaha
- War kama hayi

TALOOYINKA KALE?

Appendix D: **Residentes del Este de Phillips!**



**No deje volar el dinero del Este de Phillips proporcionado por el
Programa de Revitalización de vecindarios (NRP)!
Ayúdenos a utilizar el dinero en grandes programas y proyectos!**

Únase a sus vecinos para tomar la

DECISIÓN FINAL

**Para la segunda fase del Plan de EPIC (la organización vecina)
NRP sobre como gastar el dinero del NRP para mejorar nuestra
vecindad**

Que se llevara a cabo en la

Reunión General de EPIC

el Jueves, 13 de Octubre, a las 6:30 pm

**Ubicado en EAST PHILLIPS PARK COMMUNITY CENTER
2307 17th Avenida Sur**

**únase al proceso: Tome la encuesta electrónicamente en español,
si no lo ha hecho:**

En: eastphillips-epic.com



Encuesta de la Segunda Fase de EPIC NRP

Por favor indique en qué más le gustaría EPIC (la organización vecinal) gastar el dinero del PNR Fase II. En otras palabras, por favor evalúe estos posibles proyectos de acuerdo a su importancia y / o la comunidad. La ciudad requiere 70% de nuestros fondos. Los cuales DEBEN ser invertidos en la vivienda. Esta cantidad era \$342.454. Después de la acción de la ciudad en diciembre pasado, se convirtió en \$225.827.

Subsidio de Viviendas - \$225,827

1) PRESTAMOS DE VIVIENDA DE REHABILITACIÓN (PAGO NO REQUERIDO HASTA LA VENTA DE LA CASA).

- Mas importante
- Mas o menos
- Un poco
- No es importante
- No se

2) COMPRADOR DE CASA POR PRIMERA VEZ, NUEVOS PRÉSTAMOS DE CONSTRUCCIÓN (PAGO NO REQUERIDO HASTA LA VENTA DE LA CASA).

- Mas importante
- Mas o menos
- Un poco
- No es importante
- No se

3) PRÉSTAMOS PARA COMPRADORES DE VIVIENDA, VIVIENDAS EXISTENTES (PAGO NO REQUERIDO HASTA LA VENTA DE LA CASA).

- Mas importante
- Mas o menos
- Un poco
- No es importante
- No se

4) TERMINAR LA CONSTRUCCIÓN DE APARTAMENTOS ECONÓMICOS PARA LAS FAMILAS EN LA VÍA DE BICICLETAS (GREEN WAY).

- Mas importante
- Mas o menos
- Un poco
- No es importante
- No se

5) PRÉSTAMOS DE EMERGENCIA PARA LA REPARACIÓN INICIAL DE SU CASA, EL PAGO FINAL SE REALIZARA EN EL MOMENTO DE LA VENTA.

- Mas importante
- Mas o menos
- Un poco
- No es importante
- No se

6) ASISTENCIA DE EMBARGO DE VIVIENDA.

- Mas importante
- Mas o menos
- Un poco
- No es importante

• No se **Fondos para el mejoramiento de la comunidad era \$146.766, ahora es \$96.783**

1) GUARDAR Y RESTAURAR LA PISCINA DEL CENTRO COMUNITARIO DE PHILLIPS.---

- Mas importante
- Mas o menos
- Un poco
- No es importante
- No se

2) TERMINAR LA COCINA COMUNITARIA EN EL CENTRO COMUNITARIO DEL PARQUE DEL ESTE DE PHILLIPS.

- Mas importante
- Mas o menos
- Un poco
- No es importante
- No se

3) FACHADA DE NEGOCIO Y BECAS DE ACTUALIZACIÓN.

- Mas importante
- Mas o menos
- Un poco
- No es importante
- No se

4) ESTRATEGIAS PARA PREVENCIÓN DE CRIMENES.

- Mas importante
- Mas o menos
- Un poco
- No es importante
- No se

5) PROGRAMAS JUVENILES

- Mas importante
- Mas o menos
- Un poco
- No es importante
- No se

6) PROGRAMAS PARA ANCIANOS

- Mas importante
- Mas o menos
- Un poco
- No es importante
- No se

7) LA SIEMBRA DE ÁRBOLES, PANCARTAS Y EMBELLECIMIENTO DE LAS CALLES.

- Mas importante
- Mas o menos
- Un poco
- No es importante
- No se

8) UNA OFICINA PARA EPIC

- Mas importante
- Mas o menos
- Un poco
- No es importante
- No se

SUGERENCIAS O COMENTARIOS...



**Don't let East Phillips' NRP Dollars Fly Away!
Help Us Nail Them Down in Strong Projects & Programs!
Join your neighbors to make the
FINAL DECISION
for the EPIC NRP Phase II Plan
about how to spend our NRP dollars for Enhancing our
Neighborhood.**

**at the
EPIC GENERAL MEMBERSHIP MEETING
THURSDAY, OCTOBER 13th, 6:30 pm
At the EAST PHILLIPS PARK CULTURAL
and
COMMUNITY CENTER
2307 17Th Avenue South**

East Phillips is legally entitled to \$489,220.00 for Phase II of our Neighborhood Revitalization Program (NRP), but almost a year ago City Hall took nearly half of this to finance other neighborhoods. We risk losing the rest if we do not act now and make our decisions.

Reflected in the Plan are the following NRP requirements:

- 1) AT LEAST 70% MUST BE SPENT ON HOUSING**
- 2) 30% CAN BE SPENT ON OTHER PROGRAMS AND PROJECTS.**

As many of you know, EPIC has been working on the NRP Phase II Plan since last February. The EPIC Task Force chose to design a broad survey, and go door-to-door to determine neighborhood priorities. Door-knocking with bilingual surveyors was carried out throughout spring and summer. The survey has also been on the EPIC website in three languages for much of the summer. Three focus groups were also conducted. Over two hundred people from 12 language groups have participated to register their opinions. The EPIC NRP Phase II Plan was created from this information.

You can find the summary of EPIC's proposed NRP Phase II Plan where you can still comment as well as take the Survey posted on line at our website:

eastphillips-epic

Summary of the EPIC/NRP Phase II Action Planⁱ

Housing Allocation of 70%: Pre-December 2010	\$342,454
Current Post-December Allocation....	\$225,827
All other Community Concerns, 30% Pre-December 2010.....	\$146,766
Current Post-December Allocation....	\$96,783

HOUSING

GOAL 1:

Protect neighborhood stability by maintaining, improving and adding to housing inventory, in addition to retaining homeownership through financial support and implementing strong emergency housing assistance.

Objective 1: Protect against further increase in vacant and boarded homes and assist in the retention of East Phillips' diverse families.

	<i>Pre-Dec 2010 NRP</i>	<i>Current Allocation</i>
<i>Strategy 1: Emergency Home Repair Deferred Loans (no payments, due-on-sale).</i>	<i>\$42,000</i>	<i>\$20,000</i>
<i>Strategy 2: Foreclosure Assistance Deferred Loans (no payments, due-on-sale).</i>	<i>\$50,000</i>	<i>\$20,000</i>

Objective 2: Maintain and improve the quality, durability of the housing stock of East Phillips and create improved, safe livable space for families.

	<i>Pre-Dec 2010 NRP</i>	<i>Current Allocation</i>
<i>Strategy 1: Rehab Deferred Loans for Single & Multifamily Homes(no payments, due-on-sale).</i>	<i>\$100,000</i>	<i>\$100,827</i>

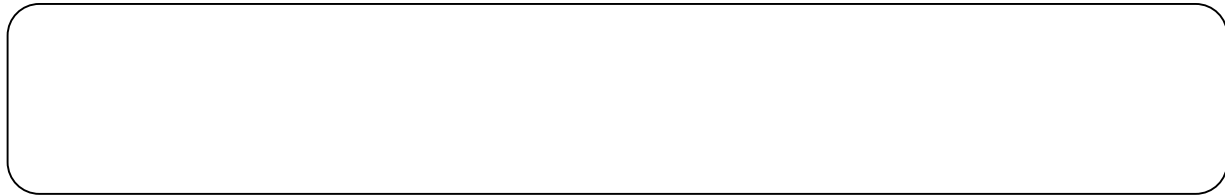
Objective 3: Respond to East Phillips' need for more safe, affordable rental family housing.

	<i>Pre-Dec 2010 NRP</i>	<i>Current Allocation</i>
<i>Strategy 1: Greenway Heights Affordable Family Housing, previous Phase I project.</i>	<i>\$50,000</i>	<i>\$50,000</i>

Objective 4: Promote home ownership opportunities to foster neighborhood stability, provide safe, inclusive affordable housing for all people and continue EPIC's commitment to East Phillips heritage of affordable home ownership.

	<i>Pre-Dec 2010 NRP</i>	<i>Current Allocation</i>
<i>Strategy 1: Home Buyer Assistance of Existing Homes for Owner Occupants.</i>	<i>\$50,000</i>	<i>\$35,000</i>
<i>Strategy 2: Home Buyer Assistance for Newly Constructed Homes (Program became too small to fund).</i>	<i>\$58,000</i>	<i>\$0</i>

COMMUNITY ENHANCEMENT



Empowering People for Empowered Living

Total NRP Funds for Goal 2	<i>Pre-Dec 2010 NRP.....</i>	<i>\$70,000</i>
	<i>Current Allocation</i>	<i>\$40,000</i>

GOAL 2:

Foster a unified and healthy local community from our global roots, providing multicultural and intergenerational resources for personal, social and community development.

Objective 1: Provide programs for children and youth that foster strengthened life-skills, as well as social, academic, and cultural values and healthy actions

Pre-Dec 2010 NRP Current Allocation

Strategy 1: Children & Youth Sports and Recreation.

Strategy 2: After School Tutoring & Homework Help.

Strategy 3: Art, Poetry, Music Classes for Youth.

Strategy 4: Employment Readiness for Teens.

<i>TOTAL</i>	<i>\$50,000</i>	<i>\$30,000</i>
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Objective 2: Provide programs for elders that foster strengthened life-skills, support for healthy living, and a safe place to learn and to enjoy interaction with others.

Pre-Dec 2010 NRP Current Allocation

Strategy 1: Elder Needs.

Strategy 2: Elder Events.

Strategy 3: Elder Culture.

<i>TOTAL</i>	<i>\$10,000</i>	<i>\$5,000</i>
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Objective 3: Provide programs offering assistance to young adults and adults to respond to the economic, social and academic needs of families, parents and employment seekers in East Phillips.

Pre-Dec 2010 NRP Current Allocation

Strategy 1: Adult Events & Evening Classes.

Strategy 2: Womens' Issues, Health, Child Safety, Domestic Abuse, etc.

<i>TOTAL</i>	<i>\$10,000</i>	<i>\$5,000</i>
--------------	-----------------	----------------

Crime and Safety

Total NRP Funds for Goal 3	<i>Pre-Dec 2010 NRP.....</i>	<i>\$1,000</i>
	<i>Current NRP Funds.....</i>	<i>\$1,000</i>

GOAL 3:

Improve the quality of life that comes from public safety and security.

Objective 1: Create partnerships, & infrastructure to oversee & assure the safety of the area surrounding the East Phillips Park Cultural and Community Center and Cedar Field Park.

	<i>Pre-Dec 2010 NRP</i>	<i>Current Allocation</i>
<i>Strategy 1: Assure Safety in Public Places, organizing Block Clubs, Patrols, etc.</i>	<i>\$500</i>	<i>\$500</i>
<i>Strategy 2: Enhance Safety by a Clean Environment, Annual Phillips Clean Sweep.</i>	<i>\$500</i>	<i>\$500</i>

Equipment for Well-equipped Living

Total NRP Funds for Goal 4	<i>Pre-Dec 2010 NRP.....</i>	<i>\$35,000</i>
	<i>Current Allocation</i>	<i>\$35,000</i>

GOAL 4:

Provide the infrastructure and physical tools and other necessities for carrying out the programmatic vision stated in Goal 2.

	<i>Pre-Dec 2010 NRP</i>	<i>Current Allocation</i>
<i>Strategy 1: Help fund the Phillips Community Swimming Pool.</i>	<i>\$25,000</i>	<i>\$25,000</i>
<i>Strategy 2: Fund Uncompleted East Phillips Park Cultural & Community Center Amenities, Kitchen Stove, Vent hood, Air Exchange, Additional Basketball Hoops.</i>	<i>\$10,000</i>	<i>\$10,000</i>

Economic Development/Business Empowerment

Total NRP Funds for Goal 5	<i>Pre-Dec 2010 NRP.....</i>	<i>\$20,000</i>
	<i>Current Allocation</i>	<i>\$14,000</i>

GOAL 5:

Increase and enhance commercial investment in East Phillips, while ensuring that jobs and economic opportunities for Phillips residents remain the paramount goal.

Objective 1: Support existing businesses and attract new investments in East Phillips.

	<i>Pre-Dec 2010 NRP</i>	<i>Current Allocation</i>
<i>Strategy 1: Provide Business Infrastructure Loans, (Grants?) of \$1,000 each for façade improvement, landscaping or other investments, interior or exterior.</i>	<i>\$10,000</i>	<i>\$10,000</i>
<i>Strategy 2: Collaborate with other neighborhood organizations to revitalize the major corridors in and around the East Phillips neighborhood.</i>	<i>\$0</i>	<i>\$0</i>

Objective 2: Promote & expand employment programs & opportunities for youth & young adults.

Pre-Dec 2010 NRP Current Allocation

Strategy 1: Employment and employment readiness programs for youth and young adults. Foster greater participation in "Step Up" Program for businesses and youth, etc.

\$10,000 \$4,000

Objective 3: Promote safety for businesses and safe business practices.

Pre-Dec 2010 NRP Current Allocation

Strategy 1: Support a Business & Community Crime Collaborative.

\$0 \$0

Neighborhood Empowerment through Positive Identity

Total NRP Funds for Goal 6

Pre-Dec 2010 NRP..... \$7,766
Current Allocation \$3,738

GOAL 6:

Establish awareness of and empower the East Phillips Neighborhood by enhancing and promoting its street identity and by improving its physical image.

Objective 1: Create a stronger identity for East Phillips, and EPIC in particular. Define the extent and accomplishments of the East Phillips Neighborhood and link EPIC more fully to its constituents and its projects while providing a means to inform the city as a whole.

Pre-Dec 2010 NRP Current Allocation

Strategy 1: Create neighborhood promotional materials, brochures, documentaries, etc. for distribution at events, etc.

\$1,000 \$500

Strategy 2: Enhance the EPIC corporate presence through website improvement.

\$1,000 \$500

Objective 2: Promote projects designed to identify and beautify the East Phillips Neighborhood, streetscape and special outdoor spots.

Pre-Dec 2010 NRP Current Allocation

Strategy 1: Create a positive street identity with street banners, signage at entry points, flower pots and tree plantings on our community corridors and in special spots.

\$5,766 \$2,783

Empowered Capacity for Community Building: Administration/ Implementation

Total NRP Funds for Goal 7	Pre-Dec 2010 NRP.....	\$13,000
	Current Allocation	\$3,000

GOAL 7:

Provide support and coordination for neighborhood volunteers in the planning & implementation of Action Plan strategies as well as insuring the future of the East Phillips Improvement Coalition. Work toward creating financial independence and capacity for the future for EPIC.

Objective 1: Support and coordinate neighborhood volunteers for the planning and implementation of the EPIC Action Plan.

	Pre-Dec 2010 NRP	Current Allocation
<i>Strategy 1: Recruit more volunteers to execute projects, organize meetings, develop scopes of service and contracts, create and organize distribution of written communications to the neighborhood, etc.</i>	\$10,000	\$2,000

Objective 2: Plan for Financial Independence

Strategy 1: Diversify funding sources supporting EPIC.

	Pre-Dec 2010 NRP	Current Allocation
How: Work with additional grant writers to sustain and increase the capacity of the organization.	\$2,000	\$500

Strategy 2: Seek Partnerships for Resource Sharing:

How: Partner with other Neighborhoods to share resources and reduce costs.

	Pre-Dec 2010 NRP	Current Allocation
	\$0.00	\$0.00

Strategy 3: Seek training for Volunteers:

How: Fund volunteer participation in conferences In NonProfit Management, Webinars.

	Pre-Dec 2010 NRP	Current Allocation
	\$1,000	\$500

Appendix F:

EPIC NRP Phase II plan events & development time line:

- EPIC Board: Recruit and Establish NRP Steering Committee..... January 8th
- EPIC Community Meeting: First Draft of Participation Agreement Review..... January 20th
- EPIC Board/NRP Steering Committee: Work on Participation Agreement..... February 5th and Neighborhood Survey.
- EPIC Board/Steering Com: Survey & Participation Agreement Approved.....February 12th (Agreement to develop EPIC Brochure) Call for Task force members in Alley Newspaper.
- EPIC Community Meeting: Survey & Participation Agreement approved.....February 17th unanimously. Surveying to begin.
- EPIC Board/NRP Steering Com: Discussed progress, Surveying is slow, but..... March 5th Interesting. Surveyors finding major literacy issues, many cannot read or write.
- EPIC General Membership meeting, Survey Presented to be filled out and..... March 10th Commented on.
- Door-to-door surveying effort continued. Survey translated:Spanish & Somali..... March/April
- Announcement in the April Alley Newspaper of both the April 14th EPIC..... April 1st Community meeting where survey, survey trends and preliminary draft Phase II Plan presented and the EPIC Annual Meeting, April 30th, where additional survey trends and further development of draft Phase II Plan will be presented for comments. All-neighborhood flyer for the Annual Meeting includes announcement of the Draft Phase II Plan and Survey.
- First Somali Focus Group at 2909 Bloomington, about 25 moms, 3 dads,..... April 3rd 15 children and 10 youth. We brought a white board and took notes, asking what changes folks wanted and what could be improved. We discussed what EPIC is and what problems we could help with. The meeting was very entertaining and loud, with many talking at once, however we learned much about what folks wanted and needed to be included in future activity.
- Table at American Indian OIC for Intake, discussion and surveys with..... April 4 - 7th students from East Phillips, especially Little Earth. Continue door-to-door surveys.
- EPIC Steering Committee compiles survey trends, reports into Draft Plan,..... April 10th Draft Plan emailed to East Phillips Community.
- EPIC Gen. Membership Meeting: presented Draft Phase II Action Plan..... April 14th for discussion, comment and critique.
- EPIC Annual Meeting, Present Phase II Draft Plan for comment, discussion,..... April 30th Time for more Surveys to be filled out.
- EPIC Phase II Draft Plan presented, Q & A at Gen. Membership meeting,..... May 12th
- Funding priorities compared with survey trends...discussion. Data compiling

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- 2nd Somali Focus group, 2909 Bloomington Apartment building with.....May 15th
Rep. Karen Clark. Discussion of Community needs and hopes, NRP funds
and Phase II. We also started to focus on working on some real needs.
 - Steering committee began work on funding priorities based on survey trends..... May/June
Percentages and discussion. Draft NRP Phase II Plan again emailed to East
Phillips Community.
 - EPIC works table with Phase II Plan explanation at Midtown first Annual..... July 23rd
Aquatennial Associated Festival
 - EPIC Phase II Draft Plan Summary plus 3 language Survey posted on August 15th
EPIC Website.
 - Native American Focus, Table at Cedar Field multiple afternoons (3-6 pm)..... Aug.17th-21st
small group discussions, Q and A, did Surveys.Very productive, a breakthrough.
 - Announcement in the Alley Newspaper of Sept. 8th EPIC meeting where..... August 27th
presentation of the Draft NRP Phase II Plan will be discussed and preliminary
review and approval to send it out to the community granted. Final Plan is done.
included in this issue of the Alley is the legally required announcement of
the Final Approval for EPIC NRP Phase II Plan to take place on October 13th.
 - Final Corrections to the EPIC NRP Phase II Plan, Final Board approval..... September 3rd
Authorizes 30-day notice of final version of the Plan.
 - EPIC Board/NRP Steering Com.present Final Neighborhood Action September 8th
Plan to the General Membership For Approval for Final Vote on October 13th.
 - Additional announcement of the Final Vote for EPIC NRP Phase II Plan..... September 21st
placed in the October Alley Newspaper of the October 13th EPIC
Community Meeting. Call for additional Online Surveys. Announcement
of the Draft EPIC?NRP Action Plan online with a place to comment.
 - All neighborhood Final Flyering announcing the October 13th, 2011 EPIC.....Sept. 20th-21st
Meeting for final approval of the plan. Flyer includes a summary of draft Plan.
 - Latino Focus group at Rosie Cruz's garage, Q and A of Draft Plan,.....September 25th
more Surveys completed.
 - Nepali Focus Group, Q and A, worked through the survey..... October 1st
Data compiling and analysis continued.
 - 3rd Somali Focus Group at 2909 Bloomington on NRP Phase II Draft Plan..... October 2nd
EPIC and the Phase II Plan explained. More surveys collected. Data
Compiling and analysis.
 - Neighborhood/Board Review & Final Approval..... October 13th
 - Submission to the NRP Policy Board..... October 17th
 - NRP Policy Board Approval..... October 24th