

Grant Application

Deadline March 4, 2019 by 4:30 p.m.

BEFORE completing this application, please review the attached Grant Guidelines. Both the guidelines and a fillable application are also online at: www.cityofmadison.com/dpced/planning/neighborhood-grants/1576/. Handwritten applications may also be submitted by March 4, 2019, 4:30 p.m. to Linda Horvath, Planning Division, 215 Martin Luther King Jr., Blvd., P.O. Box 2985, Madison WI 53701-2985, or lhovath@cityofmadison.com

Applicant Organization: Arbor Hills NA Contact Person: Jim Cortada Address: 2917 Irvington Way, Madison

Zip: 53713 Ph. (day): 608-274-6382 E-mail: jcortada@umn.edu Project Name: Multi-NA Best Practices Training

1. Project Scope/Quality/Creativity/Readiness Describe the project and its creativity, followed by tasks, outcomes or products, responsible parties, and task completion dates. *525 words or less (0-35 points) Additional information could be attached to this application and may include site plans, design drawings, photo examples, etc. You may also email attachments to Linda Horvath at lhovath@cityofmadison.com*

CREATIVITY: Bay Creek and Arbor Hills neighborhood associations (NAs) propose to hold a series of six capacity-building trainings, targeting residents of: Arbor Hills, Bay Creek, Greenbush, Vilas, Sandburg, and Crawford-Marlborough-Nakoma NAs. Sessions will provide a forum for guidance and collaboration, using best practices to manage and resolve to shared challenges. Topics may include the following:

- 1) Building effective NAs: Defining the role of the NA; responsibilities and term limits of leaders; meeting style and frequency, etc.
- 2) Holding effective meetings: Facilitation styles that work; managing differences and challenging communication styles.
- 3) Breaking down barriers to participation: Designing outreach to those not historically involved, including apartment dwellers, for broad representation on boards and committees.
- 4) Building effective relationships – Working with city and county staff/elected representatives, including alder, police, school district and board, and local businesses.
- 5) Staying in touch – Creating an information flow with the largest number of neighbors.
- 6) Achieving financial solvency – Raising/managing money for projects/operational costs.
- 7) Having fun – Mixing through social events.

TIMING: Beginning June 2019, there will be six four-hour training sessions over six months with instruction, discussion, brainstorming, and sharing about implementing best practices. A pre-training meeting will provide representatives from participating NAs to choose training topics. Training materials will be compiled in an annotated manual for circulation to all Madison NAs in 2020.

TASKS: AHNA's board and BCNA's Planning & Economic Development (P&ED) committee will:

- Month 1-2: Finalize list of training topics with input from other participating NAs; select training location; compile list of trainers; publicize trainings; register trainees.
- Month 3: Finalize attendee list for first training; contract with trainer; develop training materials and feedback form; hold first training.
- Month 4-8: Hold one training per month.
- Month 9-10: Revise materials; prepare training manual for circulation to all Madison NAs.

WHO'S INVOLVED: NAs throughout Madison will be invited to send 1-2 leaders to trainings. Targeted South Madison NAs will be encouraged to send more. NAs sponsoring this proposal are AHNA, which has a 12-member board that meets 9-12 times annually. Over 50% of the neighborhood's 1,700 residents (just over 500 homes and 200 apartments) are members. AHNA sponsors community events; prints 4 newsletter/year; has a website, Facebook presence, and uses Nextdoor member e-mail system; distributes a welcome packet to new neighbors; and has Fact Sheets for press and government uses. The association's board maintains relations with local police, Leopold School, City Alder, and other city and town officials. Many neighbors pay \$20/year in dues.

BCNA's board that does not hold meetings. It has 6 general membership meetings annually; 25% of neighbors attend some of these meetings, with 25 people constituting regularly active members. It has no dues and relies on ad subsidies to print its bimonthly newsletters which go out to 800 households, about 64% of which are homeowners. The association sponsors community events and maintains communication with about 300 of its 1,266 households/2,479 residents through its listserv; also used are a website and Facebook page. P&ED maintains relations with the alder and other city officials and plays a central role in soliciting community input and educating the neighborhood on relevant issues.

2. Community Benefit. What issues will be addressed and what creative and workable solutions are being proposed? How will the project benefit the entire neighborhood? 325 words or less (0-25 points)

Neighborhood associations can play a critical role in the creation of a sense of local community and place. Well-organized, they provide a place to meet and to exchange ideas among neighbors, support and improve the quality of life in a well-defined geographic area and serve as the unified voice of the community in advocating for neighborhood needs. In order to function at the professional level currently demanded by Madison's growth as a city, NAs must be able to build relationships both within and without, remain informed on a variety of issues, and have the capacity (in terms of structure, practices, and committed volunteers) to respond to emerging needs quickly.

The NAs that have committed to participating in the proposed best-practice training (Marlborough, Greenbush, Vilas, Sandburg, Bay Creek and Arbor Hills) are at various stages in their development. However, all share many common issues—the need to involve and educate members, to make representative positions, to have an ongoing influx of new blood and financial support, and to build good relationships outside of their communities with city staff and officials. The two sponsors of this proposal have been around for a long time, yet they possess very different strengths and weaknesses in figuring out how to run an effective organization composed entirely of volunteers. (See answer 1 for a brief description of proposal sponsors and attachment 1 for a description of Greenbush, Vilas, Marlborough, Sandburg NAs.)

While the city offers a conference for NAs once a year, this is insufficient to reach the level of proficiency needed to enable them to grow and/or sustain themselves as vital in their communities. Nor does the conference provide them with the ongoing opportunity to meet and form supportive relationships with one another on a regular basis. The six meetings for training purposes proposed here will encourage the involved NAs with the chance to work together to learn new practices and resolve challenges in implementing them during a six-month period.

3. Neighborhood Participation. How will you involve the neighborhood, business community, and people of different ages, ethnicities, races, and incomes? How will residents take on leadership roles and/or develop new skills? Will new partnerships be created with other neighborhoods, community-based groups, and/or private or public entities? 225 words or less (0-25 points)

Each neighborhood will communicate the availability of this training to all residents through its normal communications channels. In addition, each board will recruit current and potential future leaders to participate in these sessions, reflecting the ethnic, racial, educational, age and economic composition of neighborhoods. We view such diversity as essential to achieving the broad representation that makes NAs work and to maximizing the value of the proposed training.

As explained above, the training program will consist of didactic opportunities to learn and to discuss best practices and their application in each community. It will as well create a supportive forum where representatives of each NA can share their successes and struggles in implementing change within. We anticipate that the training will generate increased efficiencies, effectiveness, and enthusiasm within participating NA boards and committees and that this enthusiasm will, in turn, lead to increase involvement by neighbors in existing and anticipated new events, such as regular socials, collaborations with local elementary schools and city officials, and even other neighborhoods. For example, Arbor Hills abuts Leopold School, town of Madison communities, and Fitchburg and has growing relationships with each. Bay Creek is in the process of working on a needs assessment with respect to Park Street Corridor development that involves Bram's Addition, Capitol View, and Burr Oaks NAs.

4. Consistency with Adopted Plans and Policies. Describe how this project will implement recommendations from an adopted neighborhood plan, and how it is consistent with City policies. Contact Linda Horvath at 608-267-1131 or lhovath@cityofmadison.com for assistance with this question. 225 words or less (0-15 points)

Not every NA committed to taking part—or that will take part—in the proposed training has a neighborhood plan. However, City policies/plans, including the Comp Plan, prescribe a role for NAs in planning Madison's future. The South Madison Neighborhood Plan asserts: "It will be important for the NAs to develop a strategy for plan implementation and to monitor the status of the plan's recommendations." Plan's website says: "Building upon the assets of their neighborhood, residents can identify and prioritize important projects for the neighborhood to undertake."

AHNA's board sees training itself and its membership as an essential part of running an effective NA by developing new community leaders. Regular parts of training include mentoring new board members, holding information-sharing sessions with the entire association, planning meetings with the network of block captains, and the annual member training.

BCNA's ongoing needs assessment point to the need for training for increased capacity. Fifty-three percent of neighbors polled wish to see the NA have a more respected voice on development questions; the majority support historic preservation efforts along West Lakeside, the addition of a Community Center in or near the neighborhood, and advocacy for affordable housing and improved neighborhood infrastructure, such as transportation, bike paths, green space/trees, and water quality. The assessment concludes that there is a need for improved coordination among South Madison neighborhoods as well.



Budget

A. Project Costs

1) Facilitator/Training fee \$ 3,500
 2) Food/refreshments \$ 600
 3) Training materials \$ 1,200
 4) _____ \$ _____
 5) _____ \$ _____
 Total: \$ 5,300

B. Project Cash

1) Neighborhood Grant Request \$ 5,000
 2) Cash from Neighborhood \$ _____
 3) Cash from Other Sources \$ 300
 (Joint neighborhood fundraiser)
 Total: \$ 5,300

C. Volunteer Hours and Other Contributions

1) Proposed volunteer hours (hrs.) Hrs. x \$20/hr.
 _____ 100 x \$20 \$ 2,000
 2) Donated and/or in-kind goods and services
 (please describe and/or include \$ amount)
Room use \$ 900
 _____ \$ _____
 Total: \$ 2,900

- 1) Facilitated meetings: Consultant’s fee @ \$700 per meeting for planning, facilitation, and materials prep for five of six community meetings. We will arrange for one of the six trainings to be led by Planning Department long-term planning staff.
- 2) Refreshments: The meetings will be held during the evening or weekend and we will have a table with light snacks. We are planning for meeting attendance of at least 25-30 people/training from the NAs listed; however, training announcements will be sent to all Madison NAs; so, we are providing for 40 participants/training session at a cost of \$2.50/participant. (\$2.50 x 40 x 6 = \$600)
- 3) Training materials: Each participant will take away a small folder of materials from each training session. (\$5 x 40 x 6 = \$1,200)

Program Understanding

I have read the Grant Program Guidelines, and this application adheres to the requirements therein.

Applicant signature: James Cortada Name and organization: James Cortada, president Arbor Hills Neighborhood Assoc.

Nondiscrimination Based on Disability: Applicant shall comply with Section 39.05 Madison General Ordinances, Nondiscrimination Based on Disability in City-Assisted Programs and Activities. Under section 39.05(7) of the Madison General Ordinances, no City financial assistance shall be granted unless an Assurance of Compliance with Sec. 39.05 is provided by the applicant or recipient, prior to the granting of the City financial assistance. Applicant hereby makes the following assurances: Applicant assures and certifies that it will comply with section 39.05 of the Madison General Ordinances, entitled, "Nondiscrimination Based on Disability in City Facilities and City-Assisted Programs and Activities," and agrees to ensure that any subcontractor who performs any part of this agreement complies with sec 39.05, where applicable, including all actions prohibited under section 39.05(4), MGO."