

Program Area Goal & Priority

**Neighborhoods B1: Building Neighborhood Capacity**

		Totals				
Agency	Program Name	2012 Funding	2013 Request	\$ change	% change	2014 Request
East Isthmus Neighborhoods Planning Council	A. East Isthmus Neighborhoods Planning Council	\$41,834	\$46,200	\$4,366	10.44%	\$46,200
Northside Planning Council	A. Madison Northside Planning Council	\$58,172	\$63,267	\$5,095	8.76%	\$63,267
South Metropolitan Planning Council	A. Operations and Community Organization	\$41,834	\$41,834	\$0	0.00%	\$41,834
<b>TOTALS</b>		<b>\$141,840</b>	<b>\$151,301</b>	<b>\$9,461</b>	<b>19.19%</b>	<b>\$151,301</b>



**Staff Comments:** Budget is realistic. It's hard for Planning Council's to fundraise without taking away from the fundraising that is done by neighborhood associations. Bulk of the budget is for personnel which is expected with an organization like this.

Salary listed for 2 new positions does not meet the 2013 Living Wage Requirement. Will talk with agency about this requirement.

12. **Does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?**

**Staff Comments:** Besides financial support, the agency is able to get volunteers and in-kind support. Planning Council are largely driven by volunteers. With the separation of 1 position into 2, they may actually have increased capacity for fundraising that has not been realistic in the past.

13. **To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?**

**Staff Comments:** Much of the staff work is focused on helping low-income and minority populations. Any population that is not active in their neighborhood is often the staff focus. With new staff being hired, it's not clear what their capacity for dealing with language barriers will be yet.

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**Follow up questions for Agency:**

Interim Director should step down from board while serving as Interim Director.

Staff will discuss Living Wage issue with agency and either make budget changes or FTE hours change to ensure both positions meet Living Wage requirement.

Staff will work with agency on better outcomes to be measured.

Outreach and hiring schedule for 2 new positions.

**Staff Recommendation**

**Not recommended for consideration**

**Recommend for consideration**

**Recommend with Qualifications**

**Suggested Qualifications:** Need appropriate outcomes and both positions need to meet Living Wage requirement.

ORGANIZATION:	<b>East Isthmus Neighborhoods Planning Council</b>
PROGRAM/LETTER:	<b>A Program A</b>
OBJECTIVE STATEMENTS:	<b>OCS: Neighborhoods B1: Building Neighborhood Capacity (CONF)</b>

**DESCRIPTION OF SERVICES**

1. **NEED FOR PROGRAM:** Please identify local community need or gap in service that the proposed program will address.

EINPC's work addresses at least three critical community needs on the Eastside. Our work building NAs and other neighborhood based groups is key to increasing civic engagement and ensuring underserved populations have a voice in decisions effecting their lives. While many Eastside residents are very involved in community life, participation is uneven and low income residents and people of color are woefully underrepresented in many organizations. Second, EINPC is a champion of community based economic development and consistently works to identify and support solutions to persistent joblessness and underemployment among Eastside residents. Third, EINPC is directly involved in concrete efforts to increase food security amongst Eastside households.

2. **SERVICE DESCRIPTION -** Describe the service(s) provided including your expectations of the impact of your activities.

EINPC is planning a comprehensive campaign to support and strengthen neighborhood based groups. Staff and volunteer organizers will be charged with visiting each NA, collecting information from members and working with them to develop a plan for building the group. Based on NA needs, EINPC will provide training to leadership and members on membership recruitment, facilitating effective meetings and identifying community concerns and issues. In select situations, EINPC may work directly with NAs to organize events, assist with recruitment activities and basic organization building tasks. In addition to direct service to NAs, EINPC will also continue organizing events and campaigns that span multiple neighborhoods. We organize a variety of meetings, forums and other public events over the course of each year. These events occur as needed in addition to our monthly Eastside Community Council (ECC) meetings. In addition to these issue or campaign oriented events, EINPC routinely organizes community wide celebrations. The Eastside encompasses a large area with a diverse population and community wide events help bring people together and build a more unified Eastside identity. We're planning a regular schedule of these mostly social events in future years. EINPC's work will result in stronger, more diverse and more active NAs and other neighborhood based groups. We also anticipate more direct NA member involvement in the ECC and other projects spanning neighborhoods. Finally, we expect to see more participation, increased networking and a greater sense of an Eastside identity.

3. **PROPOSED PROGRAM CONTRACT GOALS:** Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

We expect to visit, analyze and offer assistance preparing organizing plans to each of the NAs we represent. In addition to maintaining existing projects, we plan to identify at least three new issues or campaigns spanning multiple NAs to initiate. We will organize at least four community wide events each year. We would anticipate at least 500 unduplicated contacts with Eastside residents from the NA work and campaigns alone and a similar amount from the larger forums and celebrations. We expect weekly total service hours from staff and volunteers to easily exceed 60 per week.

4. **SERVICE HOURS:** Frequency, duration of service and hours and days of service availability.

Generally, staff will be available during regular business hours every weekday at the office or by phone and email. Due to the nature of our organization, a significant amount of the work, especially meetings and events, must occur in evenings and on weekends. As a result, staff and volunteers are almost always directly engaged in the work or available for assistance and advice.

ORGANIZATION:	<b>East Isthmus Neighborhoods Planning Council</b>
PROGRAM/LETTER:	<b>A Program A</b>

5. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

The Eastside is home to a diverse population with great variation in age, income level, LEP, literacy skills, etc. While EINPC exists to serve all Eastsiders, participants in our projects are not as diverse as the broader community. While some of the NA activists are middle and upper income, participants in campaign work around joblessness and food security are mostly lower income. Literacy is an issue in a segment of the population and a small number struggle with level of English proficiency issues.

6. LOCATION: Location of service and intended service area.

EINPC's office is at the Social Justice Center at 1202 Williamson. We hold meetings at the SJC, Hawthorne Branch Library and East Madison Community Center. We serve 11 Eastside neighborhoods.

7. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

One key feature of our outreach plans for the next biennium is to leverage our on-line presence and use of social media. We currently operate a very active email list and have a template for re-launching our website. In addition to revamping our electronic communications, we plan to use traditional outreach and communications tools to reach out to all residents regardless of access to or proficiency with computers. We generally rely on a combination of posters, leafletting and phone banking for key events or targeted outreach. We often submit public service announcements to print media and local radio stations and only very occasionally buy print media advertising.

8. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

EINPC works in close collaboration with a broad range of community partners on the Eastside and City-wide. We exist primarily as a network of neighborhood association and our Eastside Community Council includes members from multiple Eastside neighborhoods. Our Union Corners organizing was by necessity a collective effort between EINPC, SASYNA, WPNA, Emerson East and Eken Park in addition to participation by other groups such as the South Central Federation of Labor and Sustain Dane. The Eastside Pantry Brigade work is a joint activity involving Community Action Coalition, Goodman's Fritz Pantry, the Salvation Army, the Permaculture Guild, and many others. Our community economic development work has focused primarily on Worthington Park and has involved WPNA, Mentoring Positives, and many many others.

9. VOLUNTEERS: How are volunteers utilized in this program?

EINPC is a volunteer led organization and relies primarily on volunteers to do its work. All members of the ECC and Governing Board are volunteers and these bodies decide policy and direct staff. We are regularly working to identify and recruit new activists and train neighborhood leadership.

10. Number of volunteers utilized in 2011?	22
Number of volunteer hours utilized in this program in 2011?	278

ORGANIZATION:	<b>East Isthmus Neighborhoods Planning Council</b>
PROGRAM/LETTER:	<b>A Program A</b>

11. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

We are continuously trying to identify and eliminate any barriers to full participation in the work of EINPC. One key area we've focused on is communications and information flow. In addition to updating our electronic communications system, we will assure information about our work is available and transmitted in other formats. Translation services will be provided when needs are identified including on our website and at events. All of our meetings are held in accessible spaces. ASL interpreters for the hearing impaired are available as needed in the future.

One barrier we've identified recently relates to childcare needs. There are several women with children who would like to participate in the ECC but have childcare obligations. Beginning this summer, we will be providing childcare on site during our ECC meeting to facilitate their participation. We intend to promote this fact as a means of encouraging participation by more young Eastside families.

12. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

EINPC's long time Director, Peng Her, recently moved to a new position at the Urban League. An existing member of the GB has been appointed interim director until new staff is recruited this Summer. We have strategically leveraged current volunteers to continue core projects uninterrupted. Happily, one of our board members is a computer technician who can help lead the website and communication revamp. This piece may require additional volunteers with specialized skills but can be initiated by existing members.

Four of our board members are returning members with many years of combined experience in the group and Eastside community work including planning, non-profit development, real estate and community organizing. We hope to recruit staff with significant, demonstrated experience in grassroots community organizing work to lead the NA assessment and organizing portion of our program. As always, our extensive network of active supporters and other contacts provides us with a deep pool of talented volunteers willing to assist with key program activities.

13. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

NA

14. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	Credentials/Qualifications
Interim Director	0.4	GB member appointed after ED departure.

ORGANIZATION:	East Isthmus Neighborhoods Planning Council
PROGRAM/LETTER:	A Program A

15. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

Local government strives to incorporate the ideas and concerns of citizens in decision making processes but there are empirical restrictions on full-blown collaborative governance. U of M's Harry Boyte described the difference between state-centered and citizen-centered problem solving with the latter occurring both within and outside of government. Planning councils play a critical role in this space, offering both citizen-centered problem solving support, as well as functioning as a liaison and advocate for issues impacting the neighborhood. EINPC's activities are modeled after the City of Madison's initial intent for these groups. It provides neighborhood-based, coordinated approaches to neighborhood organizing, information sharing, issue advocacy and promotion of community development issues. These activities align closely with recommended practices established by the National Association of Planning Councils. One emergent, research-based practice EINPC has employed is the creation of Community Benefits Agreements (CBAs). Through engagement of local residents early in a development process, CBAs allow developers and community members to negotiate directly over community needs and concerns and settle on mutually agreed terms for the project. This legally binding process can save the City from costly delays and citizen intervention later in the development process. Overall, EINPC staff and volunteers strive to apply empirically grounded practices in citizen leadership development through our relational leadership approach. Theorists and practitioners in all aspects of research in civil society describe how structure, process and participants are essential in shaping an effective collaboration with lasting outcomes. EINPC advocates for representation of underserved populations and seeks to help emergent community leaders find their voice and a space for action, thus fostering more effective stakeholder representation in community issues.

16. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?	70.0%
What framework do you use to determine or describe participant's or household income status? (check all that apply)	
Number of children enrolled in free and reduced lunch	
Individuals or families that report 0-50% of Dane County Median Income	X
Individual or family income in relation to Federal Poverty guidelines	X
Other	X

17. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Some data is collected directly from ECC members and volunteers. Information about NA membership is provided by individual NAs. Demographic data regarding attendees at larger events is sometimes collected using sign-up forms and but is generally anecdotal.

18. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

Our services and events are provided at no cost.

ORGANIZATION:	East Isthmus Neighborhoods Planning Council
PROGRAM/LETTER:	A Program A

**DEMOGRAPHICS**

Complete the following chart for unduplicated participants served by this program in 2011. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

DESCRIPTOR	Part. #	Part. %	Staff #	Staff %	DESCRIPTOR	Part. #	Part. %	Staff #	Staff %
<b>TOTAL</b>	300	100%	1	100%	<b>RESIDENCY</b>				
MALE	125	42%	1	100%	CITY OF MADISON	275	92%		
FEMALE	175	58%	0	0%	DANE COUNTY (NOT IN CITY)	25	8%		
UNKNOWN/OTHER	0	0%	0	0%	OUTSIDE DANE COUNTY	0	0%		
					TOTAL RESIDENCY	300	100%		
					<b>AGE</b>				
					<2	0	0%		
					2 - 5	0	0%		
					6 - 12	0	0%		
					13 - 17	0	0%		
					18 - 29	65	22%		
					30 - 59	175	58%		
					60 - 74	50	17%		
					75 & UP	10	3%		
					TOTAL AGE	300	100%		
					<b>RACE</b>				
					WHITE/CAUCASIAN	255	85%	0	0%
					BLACK/AFRICAN AMERICAN	25	8%	0	0%
					ASIAN	15	5%	1	100%
					AMERICAN INDIAN/ALASKAN NATIVE	5	2%	0	0%
					NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%	0	0%
					MULTI-RACIAL:	0	0%	0	0%
					Black/AA & White/Caucasian	0	0%	0	0%
					Asian & White/Caucasian	0	0%	0	0%
					Am Indian/Alaskan Native & White/Caucasian	0	0%	0	0%
					Am Indian/Alaskan Native & Black/AA	0	0%	0	0%
					BALANCE/OTHER	0	0%	0	0%
					TOTAL RACE	300	100%	1	100%
					<b>ETHNICITY</b>				
					HISPANIC OR LATINO	40	13%	0	0%
					NOT HISPANIC OR LATINO	260	87%	1	100%
					TOTAL ETHNICITY	300	100%	1	100%
					<b>PERSONS WITH DISABILITIES</b>	5	2%	0	0%

Part. = Participant

Note: Race and ethnic categories are stated as defined in HUD standards



ORGANIZATION:	<b>East Isthmus Neighborhoods Planning Council</b>
PROGRAM/LETTER:	<b>A Program A</b>

**PROGRAM OUTCOMES**

Number of unduplicated individual participants served during 2011.	300
Total to be served in 2013.	500

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	Within 12 months, all 11 EINPC NAs will have been visited at east once, an assessment completed of their current status and an organizing plan developed as requested.	
Performance Indicator(s):	Meetings attended, written assessments completed, organizing plans developed.	

Proposed for 2013:	Total to be considered in	<input type="text" value="11"/>	Targeted % to meet perf. measures	<input type="text" value="100%"/>
	perf. measurement		Targeted # to meet perf. measure	11
Proposed for 2014:	Total to be considered in	<input type="text" value="11"/>	Targeted % to meet perf. measures	<input type="text" value="100%"/>
	perf. measurement		Targeted # to meet perf. measure	11

Explain the measurement tools or methods:	We will record notes of each NA meeting attended. A written assesement of the organizations strengths and needs will be completed within two months of that meeting. Written organizing plans to help NA build their membership will be drafted with three months as requested.
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Outcome Objective # 2:	During the next biennium, EINPC will organize 8 community wide events attended by no fewer than 400 unique participants.	
Performance Indicator(s):	At least four community wide events are organized each year. Each event is attended by 50 unduplicated attendees.	

Proposed for 2013:	Total to be considered in	<input type="text" value="200"/>	Targeted % to meet perf. measures	<input type="text" value="100%"/>
	perf. measurement		Targeted # to meet perf. measure	200
Proposed for 2014:	Total to be considered in	<input type="text" value="200"/>	Targeted % to meet perf. measures	<input type="text" value="100%"/>
	perf. measurement		Targeted # to meet perf. measure	200

Explain the measurement tools or methods:	Promotional flyers and materials from events will be retained as a record. Attendees at events will be asked to sign in to assess the number of unduplicated participants.
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ORGANIZATION:	East Isthmus Neighborhoods Planning Council
PROGRAM/LETTER:	A East Isthmus Neighborhoods Planning Council

10. PROGRAM BUDGET

a. 2012 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	48,271	39,731	5,000	3,540	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
<b>TOTAL REVENUE</b>	<b>48,271</b>	<b>39,731</b>	<b>5,000</b>	<b>3,540</b>	<b>0</b>

b. 2013 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	46,200	40,000	5,000	1,200	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	10,000	10,000	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
<b>TOTAL REVENUE</b>	<b>56,200</b>	<b>50,000</b>	<b>5,000</b>	<b>1,200</b>	<b>0</b>

\*OTHER GOVT 2013

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
<b>TOTAL</b>	<b>0</b>	

\*\*OTHER 2013

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
<b>TOTAL</b>	<b>0</b>	

ORGANIZATION:	East Isthmus Neighborhoods Planning Council
PROGRAM/LETTER:	A East Isthmus Neighborhoods Planning Council

**11. 2014 PROGRAM CHANGE EXPLANATION**

Complete only if you are requesting more than your 2013 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

a. PROGRAM UPDATE: If requesting more than 2013, describe any major changes being proposed for the program/service in 2014, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces) (2 lines max.)

b. 2014 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2013-2014.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2013 and 2014.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (w ith spaces) (2 lines max.)

c. 2014 PROPOSED BUDGET		ACCOUNT CATEGORY			
REVENUE SOURCE	BUDGET TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	46,200	40,000	5,000	1,200	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	10,000	10,000	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
<b>TOTAL REVENUE</b>	<b>56,200</b>	<b>50,000</b>	<b>5,000</b>	<b>1,200</b>	<b>0</b>

\*OTHER GOVT 2014

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
<b>TOTAL</b>	<b>0</b>	

\*\*OTHER 2014

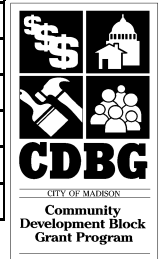
Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
<b>TOTAL</b>	<b>0</b>	

APPLICATION FOR 2013-2014 FUNDS



1. AGENCY CONTACT INFORMATION

Organization	East Isthmus Neighborhoods Planning Council	
Mailing Address	1202 Williamson, Madison, WI 53703	
Telephone	(608) 204-0834	
FAX		
Admin Contact	Joe Mingle	
Financial Contact	Joe Mingle	
Website	www.eastisthmus.org	
Email Address	roots@eastisthmus.org	
Legal Status	Private: Non-Profit	
Federal EIN:	39-1967630	
State CN:	44961	
DUNS #		



2. SIGNATURE PAGE

AFFIRMATIVE ACTION

If funded, applicant hereby agrees to comply with City of Madison Ordinance 39.02 and file either an exemption or an affirmative action plan with the Department of Civil Rights. A Model Affirmative Action Plan and instructions are available at www.cityofmadison.com/dcr/aaForms.cfm.

LIVING WAGE ORDINANCE

If funded, applicant hereby agrees to comply with City of Madison Ordinance 4.20. The Madison Living Wage for 2013 will be \$12.19 (hourly). This reflects a 3% increase over Madison Living Wage for 2012, and is consistent with prior annual increases.

CITY OF MADISON CONTRACTS

If funded, applicant agrees to comply with all applicable local, State and Federal provisions. A sample contract that includes standard provisions may be obtained by contacting the Community Development Division at (608) 266-6520. If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected agency.

3. SIGNATURE

Enter name:

By entering your initials in the box  you are electronically signing your name and agreeing to the terms listed above

DATE

AGENCY CONTACT INFORMATION

ORGANIZATION **East Isthmus Neighborhoods Planning Council**

1. AGENCY CONTACT INFORMATION

A	East Isthmus Neighborhoods Planning Council	OCS: Neighborhoods B1: Building Neighborhood Capacity (CONF)			
	Contact: Joe Mingle	New Prg? No	Phone: 249-9699	Email: jwmingle@tds.net	
B	Program B	Select an Objective Statement from the Drop-Down			
	Contact:	New Prg?	Phone:	Email:	
C	Program C	Select an Objective Statement from the Drop-Down			
	Contact:	New Prg?	Phone:	Email:	
D	Program D	Select an Objective Statement from the Drop-Down			
	Contact:	New Prg?	Phone:	Email:	
E	Program E	Select an Objective Statement from the Drop-Down			
	Contact:	New Prg?	Phone:	Email:	
F	Program F	Select an Objective Statement from the Drop-Down			
	Contact:	New Prg?	Phone:	Email:	
G	Program G	Select an Objective Statement from the Drop-Down			
	Contact:	New Prg?	Phone:	Email:	
H	Program H	Select an Objective Statement from the Drop-Down			
	Contact:	New Prg?	Phone:	Email:	

2. AGENCY REVENUE DETAILED BY PROGRAM

REVENUE SOURCE	2011 ACTUAL	2012 BUDGET	2013-14 PROPOSED	2013-14 PROPOSED PROGRAMS								
				A	B	C	D	E	F	G	H	Non-City
DANE CO HUMAN SVCS	0	0	0	0	0	0	0	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0	0	0	0	0	0	0	0
MADISON-COMM SVCS	48,271	48,271	46,200	46,200	0	0	0	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0	0	0	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0	0	0	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0	0	0	0	0	0	0	0
OTHER GOVT	0	0	0	0	0	0	0	0	0	0	0	0
FUNDRAISING DONATIONS	1,140	0	20,000	10,000	0	0	0	0	0	0	0	10,000
USER FEES	0	0	0	0	0	0	0	0	0	0	0	0
OTHER	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTAL REVENUE</b>	<b>49,411</b>	<b>48,271</b>	<b>66,200</b>	<b>56,200</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>10,000</b>

**3. AGENCY ORGANIZATIONAL PROFILE**

## a. AGENCY MISSION STATEMENT

The East Isthmus Neighborhoods Planning Council's mission is to strengthen the east Madison community by supporting neighborhood-based organizations and facilitating community-driven planning and action. We offer support for collaborative, participatory planning and working effectively with City agencies. We promote grassroots participation, assist development of inclusive organizations and strive to strengthen relationships between organizations.

## b. AGENCY EXPERIENCE AND QUALIFICATIONS

EINPC continues to be a guiding force on Madison's Eastside. In the last biennium, EINPC has continued its tradition of service and support to neighborhood based groups while also developing cutting edge, innovative projects. EINPC fulfills many roles in the community including monitoring key issues, educating the broader community, incubating new projects and being an "activator" by assisting the formation of new Eastside organizations. Currently, we are in the process of consolidating existing organizational gains which will position us to ramp up our efforts in future years.

EINPC plays a key role in several issues of broad concern that span multiple neighborhood associations. For example, EINPC has led on-going neighborhood planning about the future of Union Corners. Having played a leading role in Eastside water quality issues, EINPC is now also working with residents on other pollution concerns like Madison Kipp Corp.

EINPC considers monitoring key neighborhood issues and educating the broader community about on-going developments as two of its core functions. These functions are critical to ensuring residents are informed and engaged in decisions affecting their neighborhood and community. As needed, EINPC selectively intervenes to directly support neighborhood organizing efforts. In some cases, that may involve grassroots organizing support but is sometimes more advocacy oriented.

Another key function EINPC fulfills is acting as an incubator of new neighborhood projects. For example, EINPC played a central role in helping Mentoring Positives launch its Off the Block Salsa project based in Worthington Park. EINPC provided technical support and resources that helped MP build its organizational capacity and base of support for the project.

An example of EINPC's activator role was its support for the creation of the Eastside Pantry Brigade. The EPB manages a collection of food pantry gardens on the Eastside that provide fresh produce for low income residents. This year EINPC helped EPB secure a permit from the City to create a new food pantry garden at Union Corners. EINPC continues to provide organizational support to this new grassroots organization and promote community based solutions to problems like hunger and poverty.

In the coming biennium, EINPC plans to build on its recent successes and further develop its organization building in the community. We anticipate refocusing significant organizational resources on assisting Eastside NAs recruit and train new leadership. Participation and leadership development is uneven across NAs and we intend to help all the NAs we represent develop a plan for recruitment and training. We believe this process is critical to increasing the leadership capacity of residents to effectively engage in neighborhood based issue identification, problem solving and advocacy.

While the challenges facing our community continue to grow, EINPC knows our efforts promote community cohesion, stability, and build resident capacity. We have created many sustainable community partnerships and are looking forward to initiating new ones in future years. With the City's continued support, EINPC plans to build on its model efforts to empower all Eastside residents to participate fully in their neighborhoods and the broader community.

**4. AGENCY GOVERNING BODY**

How many Board meetings were held in 2011?	12
How many Board meetings has your governing body or Board of Directors scheduled for 2012?	12
How many Board seats are indicated in your agency by-laws?	5

Please list your current Board of Directors or your agency's governing body.

<b>Name</b>	<b>Mark Bergum</b>				
Home Address	1618 Rutledge St. Madison WI 53703				
Occupation	Environmental Engineer				
Representing	Schenk-Atwood-Starkweather-Yahara Neighborhood Association				
Term of Office		From:	03/2008	To:	03/2013
<b>Name</b>	<b>Mary Anglim</b>				
Home Address	2134 E. Washington Ave, Madison, WI 53704				
Occupation	Retired				
Representing	Emerson East Neighborhood Association				
Term of Office		From:	07/2008	To:	07/2012
<b>Name</b>	<b>Adreinne Sella</b>				
Home Address	2541 Hoard St, Madison, WI 53704				
Occupation	Realtor				
Representing	Emerson East Neighborhood Association				
Term of Office		From:	05/2010	To:	05/2013
<b>Name</b>	<b>Joe Mingle</b>				
Home Address	1351 Rutledge, Madison, WI 53703				
Occupation	Urban Farmer				
Representing	Marquette Neighborhood Association				
Term of Office		From:	06/2009	To:	05/2013
<b>Name</b>	<b>Jody Werzinske</b>				
Home Address	324 Kedzie Street, Apt. 25				
Occupation	Computer Technician				
Representing	Eken Park Neighborhood Association				
Term of Office		From:	02/2012	To:	02/2013
<b>Name</b>	<b>Victoria Faust</b>				
Home Address	419 North Lawn, Madison, WI 53704				
Occupation	Administrator				
Representing	Eken Park Neighborhood Association				
Term of Office		From:	02/2012	To:	02/2013
<b>Name</b>	<b>Drew Carlson</b>				
Home Address	112 S. Second Street, Madison, WI 53704				
Occupation	Environmental Engineer				
Representing	At-Large				
Term of Office		From:	03/2012	To:	03/2013
<b>Name</b>	<b>Jessica Riphenberg</b>				
Home Address	2538 Commercial Avenue, Madison, WI 53704				
Occupation	Realtor				
Representing	At-Large				
Term of Office		From:	04/2012	To:	04/2013

**AGENCY GOVERNING BODY cont.**

<b>Name</b>	<b>Joshua Clements</b>			
Home Address	1329 Spaight Street, Madison, WI 53703			
Occupation	Extension Planner			
Representing	At-Large			
Term of Office		From:	04/2012	To: 04/2013
<b>Name</b>	<b>Angela Freeman</b>			
Home Address	1329 Spaight Street, Madison, WI 53703			
Occupation	Fulltime Parent			
Representing	At-Large			
Term of Office		From:	04/2012	To: 04/2013
<b>Name</b>	<b>Becky Green</b>			
Home Address	414 Rethke, Madison, WI 53714.			
Occupation	Youth Mentor			
Representing	WorthingtonPark Neighborhood Association			
Term of Office		From:	05/2012	To: 05/2013
<b>Name</b>				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy
<b>Name</b>				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy
<b>Name</b>				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy
<b>Name</b>				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy
<b>Name</b>				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy



AGENCY GOVERNING BODY cont.

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

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Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

5. STAFF-BOARD-VOLUNTEER DEMOGRAPHICS

Indicate by number the following characteristics for your agency's current staff, board and volunteers.

Refer to application instructions for definitions. You will receive an "ERROR" until completing the demographic information.

DESCRIPTOR	STAFF		BOARD		VOLUNTEER	
	Number	Percent	Number	Percent	Number	Percent
<b>TOTAL</b>	1	100%	11	100%	22	100%
<b>GENDER</b>						
MALE	1	100%	5	45%	9	41%
FEMALE	0	0%	6	55%	13	59%
UNKNOWN/OTHER	0	0%	0	0%	0	0%
TOTAL GENDER	1	100%	11	100%	22	100%
<b>AGE</b>						
LESS THAN 18 YRS	0	0%	0	0%	0	0%
18-59 YRS	1	100%	10	91%	20	91%
60 AND OLDER	0	0%	1	9%	2	9%
TOTAL AGE	1	100%	11	100%	22	100%
<b>RACE*</b>						0
WHITE/CAUCASIAN	1	100%	11	100%	21	95%
BLACK/AFRICAN AMERICAN	0	0%	0	0%	0	0%
ASIAN	0	0%	0	0%	1	5%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%	0	0%	0	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%	0	0%	0	0%
MULTI-RACIAL:	0	0%	0	0%	0	0%
Black/AA & White/Caucasian	0	0%	0	0%	0	0%
Asian & White/Caucasian	0	0%	0	0%	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%	0	0%	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%	0	0%	0	0%
BALANCE/OTHER	0	0%	0	0%	0	0%
TOTAL RACE	1	100%	11	100%	22	100%
<b>ETHNICITY</b>						
HISPANIC OR LATINO	0	0%	0	0%	0	0%
NOT HISPANIC OR LATINO	1	100%	11	100%	22	100%
TOTAL ETHNICITY	1	100%	11	100%	22	100%
<b>PERSONS WITH DISABILITIES</b>	0	0%	0	0%	0	0%

\*These categories are identified in HUD standards.

6. AGENCY EXPENSE BUDGET

This chart describes your agency's total expense budget for 3 separate years.

Where possible, use audited figures for 2011 Actual.

The subtotals for the 2012 BUDGET and 2013-14 PROPOSED must equal the amounts entered in the ACCOUNT CATEGORIES on the NonCityBudget and program budget worksheets. The "ERROR" message appears until the sum of the line items equals the amount of the subtotals that have aggregated from your NonCityBudget and program budget worksheets.

Account Description	2011 ACTUAL	2012 BUDGET	2013-14 PROPOSED
<b>A. PERSONNEL</b>			
Salary	43,000	39,731	50,000
Taxes	0	0	0
Benefits	0	0	0
<b>SUBTOTAL A.</b>	<b>43,000</b>	<b>39,731</b>	<b>60,000</b>
			<b>ERROR</b>
<b>B. OPERATING</b>			
All "Operating" Costs	2,919	5,000	5,000
<b>SUBTOTAL B.</b>	<b>2,919</b>	<b>5,000</b>	<b>5,000</b>
<b>C. SPACE</b>			
Rent/Utilities/Maintenance	3,492	3,540	1,200
Mortgage (P&I) / Depreciation / Taxes	0	0	0
<b>SUBTOTAL C.</b>	<b>3,492</b>	<b>3,540</b>	<b>1,200</b>
<b>D. SPECIAL COSTS</b>			
Assistance to Individuals	0	0	0
Subcontracts, etc.	0	0	0
Affiliation Dues	0	0	0
Capital Expenditure	0	0	0
Other:	0	0	0
<b>SUBTOTAL D.</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>SPECIAL COSTS LESS CAPITAL EXPENDITURE</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>49,411</b>	<b>48,271</b>	<b>66,200</b>
<b>E. TOTAL CAPITAL EXPENDITURES</b>	<b>0</b>	<b>0</b>	<b>0</b>

7. PERSONNEL DATA: List Percent of Staff Turnover

0.0%

Divide the number of resignations or terminations in calendar year 2011 by total number of budgeted positions.

Do not include seasonal positions. Explain if you had a 20% or more turnover rate in a certain staff position/category.

Discuss any other noteworthy staff retention issues, or policies to reduce staff turnover.

600 characters (with spaces) (6 lines max.)



b. Seasonal Employees

Seasonal/Project Employee ONLY	Nbr of Weeks	Total Hours	Hourly Wage	Seasonal Earnings	A	B	C	D	E	F	G	H	Non-City
					# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	0	0		0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00



11. Is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?

**Staff Comments:** Budget is reasonable. Planning Council's have a challenge with fundraising in a way that doesn't decrease fundraising of other non-profits or neighborhood associations who are their partners. This agency has a newspaper that is producing a significant income for the agency. Agency often becomes the fiscal agent for other organizations who don't have the capacity the NPC does.

12. Does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?

**Staff Comments:** Agency is excellent at involving and retaining volunteers in a number of capacities.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

**Staff Comments:** Agency does a good job of reaching racial minorities, diverse populations from all areas of their boundaries. Do not know the extent of their ability to deal with language barriers.

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### Follow up questions for Agency:

Staff will follow up with agency on clear outcomes and how to realistically measure those outcomes. Past outcomes worked, staff will recommend they go back to those outcomes.

Staff will check with agency on justification for increase in funding request. None stated in proposal.

Staff will check on what data source agency uses for demographics.

### Staff Recommendation

Not recommended for consideration

Recommend for consideration

Recommend with Qualifications  
Suggested Qualifications:

**Better outcomes needed**

**Justification for increased request needed**

ORGANIZATION:	<b>Madison Northside Planning Council (NPC)</b>
PROGRAM/LETTER:	<b>A Program A</b>
OBJECTIVE STATEMENTS:	<b>OCS: Neighborhoods B1: Building Neighborhood Capacity (CONF)</b>

**DESCRIPTION OF SERVICES**

1. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

The Northside community is one of the most impoverished and economically challenged areas in Madison mixed with residents who have middle to upper class incomes. In the early 90's, this stressed community had little capacity to express its needs and address its issues. Crime, disinvestment and a negative public perception plagued the Northside. The City created NPC to address inequities and create a healthier Northside community by promoting cohesion, stability and efforts which support leadership training, build resident capacity and create sustainable partnerships. NPC has successfully worked with citywide partners and local residents to engage in problem solving, advocate on issues or decisions affecting the Northside, and participate fully in their neighborhood and the broader community. Recent upsurges in violence on the Northside has alerted NPC to the vital need for NPC's increased work in building the capacity for community youth and young adults.

2. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

With dedicated volunteers and staff and generous financial support, NPC is central to creating connectivity between individuals (300) participants at (6) community gatherings per year, monthly mtgs for SOHO (10 reps) & the Economic Development Coalition (15 reps), quarterly mtgs for neighborhood assoc. (11 reps); nonprofit agencies (20 reps); and the Youth Roundtable (15 reps). NPC is the key communicator about direct services and all news related to the Northside via a direct mailing of Northside News (10,505 households) plus the distribution of 1,600 copies of the paper to local establishments and 995 copies to stakeholders outside the Northside. Recent and upcoming community gatherings include a community meal at no cost, State of the Northside, and Commercial Broker's Event. We also advise and act as a fiscal agent for Margaret's Fund, Wild Warner and Sherman Neighborhood (one neighborhood pending); currently advising (1) local effort to build community and address youth issues with (10) Brentwood Neighborhood leaders. NPC works on beautification and marketing efforts to rebrand the Northside. Ride the Drive Northside is both an effort to build community and raise the Northside's profile. NPC builds collaborations to avoid duplication of efforts, facilitates mentoring between groups, and in so doing assists organizations and grass roots movements to maximize their resources. We are also spearhead special projects such the FEED Commercial Kitchen and Business Incubator (open by the spring 2013).

3. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

1. Build capacity of neighborhood groups and direct service organizations. Convene Northside Nonprofit Network (20 reps); convene Youth Roundtable (15 reps); advise Brentwood efforts (10 reps); convene neighborhood assoc. (11 reps); communicate (12,000 editions issued). 2. Economic Development and Beautification: Initiating (1) FEED Kitchen Advisory Com (8); convene Small Office Home Office (SOHO) (10 reps) and the Economic Development Coalition reps (15). 3. Community Connectivity and Voice - convene (6) gatherings (300) participants. Minimum 500 staff hours mentoring 88 unique leaders.

4. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

NPC's staff and office hours are M-F from 8 a.m. - 5 p.m. evenings and weekends as needed. NPC has 12 Board meetings and 6 community gatherings per year. Volunteers work diligently each week (during the day, evening and weekend) on a number of community projects.



ORGANIZATION:	<b>Madison Northside Planning Council (NPC)</b>
PROGRAM/LETTER:	<b>A Program A</b>

5. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

NPC serves 22,500 people of varying income and cultural background via the Northside News. We serve Northside residents directly and indirectly via programming and capacity building of direct service organizations. NPC serves a population that includes 14% of NS households are classified as living in poverty, with over 15% of Madison's W-2 recipients and nearly 20% of Madison's assisted housing. The Northside has the largest clustering of high poverty rate schools, averaging 76% poverty in the five elementary schools, and an average of 60% in the two middle schools.

6. LOCATION: Location of service and intended service area.

NPC serves the approximate 22,500 residents and businesses in the area more commonly defined as "The Northside," encompassing Census Tracts 21, 22, 23.01, 23.02, 24.01, 24.02, 25, and 102

7. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

NPC is the center of communication on the Northside for the Northside. It is the go-to organization for people with questions and concerns about neighborhoods, businesses, etc. in our area. NPC's extensive outreach includes the bi-monthly 36-page community newspaper, Northside News distributes 13,100 copies at no cost. The newspaper accesses news contributors who represent the diverse Northside population. NPC hosts an events and social issues' e-list, "Northside Discuss," which engages 250 residents. We also reach out via our website, Facebook (200 users) and Twitter. NPC hosts 6 annual community-wide gatherings, including North Star Awards to celebrate individual achievements. At the variety of community gatherings NPC and community leaders share concerns and updates; also residents sign up to volunteer for NPC projects. The Economic Development Coalition, organized and convened by NPC, is updating and creating marketing materials and planning marketing events.

8. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

NPC is the connecting agency for the Northside. Through our coordinating efforts we seek to enhance and maximize all of our resources. Utilizing our staff and volunteers we coordinate groups such as the Northside Nonprofit Network, the Northside Youth Roundtable, Small Office Home Office; Northside Economic Development Coalition, and Neighborhood Association representatives. With the Economic Development Coalition we are organizing the first commercial brokers' event to promote the Northside. NPC also partners with other city, county, and Northside organizations such as the Warner Park Community Recreation Center, Lakeview Library, Friends of Cherokee Marsh, the North District Police, Northside Farmers Market, Northside Business Association (NPC is a member of NBA), and Wisconsin Women's Business initiative on projects and initiatives. We recently partnered with the city to host the Ride the Drive Northside that will be open to the whole Northside and residents beyond.

9. VOLUNTEERS: How are volunteers utilized in this program?

Volunteers are the foundation of NPC. They lead committee groups conduct trainings, make presentations, form partnerships and advocate for Northside. It is the vast network and capacity of NPC volunteers working together that ensures NPC's success.

10. Number of volunteers utilized in 2011?

150
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Number of volunteer hours utilized in this program in 2011?

22,500
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ORGANIZATION:	<b>Madison Northside Planning Council (NPC)</b>
PROGRAM/LETTER:	<b>A Program A</b>

11. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

We constantly respond to the needs of diverse populations. NPC recruits volunteers from diverse organizations, including people whose native language is not English. NPC actively works to engage the neighborhood through outreach, electronic and paper mailings, small group discussions, community art projects, meetings and social activities. Our project teams devote significant time to minority outreach and assessment, so that the projects reflect the diverse cultures. NPC actively partners with faith-based groups and social service organizations in order to provide information to their constituents and to gain input from their organizations. The FEED Kitchen will specifically include people with developmental disabilities and will engage unemployed and underemployed people. NPC lacks diverse representation on the board, but is actively recruiting several minority individuals who are considering joining. We would like to contract employees and offer internships in a way that would welcome people of color, and/or whose main language is not English, and/or who have disabilities. We will use our existing nonprofit connections to seek these contracted interns and other individuals to assist with projects within the Building Neighborhood Capacity area. We hope that these efforts will lead the way to having more diversity on the regular staff.

12. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

For over 19 years, NPC has partnered with the City to transform a once unorganized, socially fragmented and politically ignored neighborhood into Madison's most engaged, informed and best-organized community with a strong identity and high quality of life. Beginning in 1993 with City support, NPC has grown into one of Madison's most successful and effective community organizations, recognized with numerous awards for its 19 years of community achievement. NPC's continual success comes from its foundation of passionate, motivated and caring Northside residents and businesses. NPC brings them together, enabling diverse individuals to build skills and leadership capacity, and create a healthier, stronger, and more cohesive and stable Northside Neighborhood. We engage a diverse group of community leaders, residents and businesses from over 26 neighborhood, business, senior, faith, school and community center groups. Our citizen leaders, supported by professional capacity-building staff, assess the needs of the Northside community, develop partnerships and actively lead advocacy and organizing efforts to meet our community's goals and address concerns. The NPC board and other seasoned volunteers know and understand their community's issues. The staff consists of trained professionals with nonprofit management, business, marketing, and community organizing experience. We continue to engage with organizations we developed and launched: Community GroundWorks, Dane County Timebank, and the Grassroots Leadership College.

13. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

NPC maintains all required certifications and all non-profit state and federal licensing relevant to our programming and operations.

14. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	Credentials/Qualifications
Executive Director	1	More than 15 years of experience managing nonprofit organizations, community organizing
Editor (and community relations)	1	30 years experience in publication, community relations and event planning
Desktop Publishing Specialist	0.4	More than 17 years of experience in graphic design and project management

ORGANIZATION:	Madison Northside Planning Council (NPC)
PROGRAM/LETTER:	A Program A

15. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

Community Development professionals who have devoted their lives to implementing social change have demonstrated through ongoing research a higher correlation of success in promoting neighborhood improvement when empowering residents to engage with, advocate for, improve and invest in their own community. Willard C Richan, Lobbying for Social Change; Norman Krumholz and John Forester, Making Equity Planning Work; and Chuck Collins and Pam Rodgers; Robert Egger's Robin Hood Was Right have all demonstrated that utilizing this framework can have a significant impact on improving a neighborhood. NPC's 19 years of successful work has been built on this foundation, using highly skilled, professional community organizing staff and volunteers to engage the Northside community, build neighborhood capacity and partnerships, address crime, poverty and other neighborhood concerns. The City of Madison Northport-Warner-Sherman Neighborhood Plan, identifies the many social, physical and political barriers still faced by those living on the Northside. The Plan's goals to address these barriers, however exemplary, will not continue to be implemented successfully nor as efficiently without appropriate community engagement and resident capacity building. NPC is proud to continue its 19 year partnership with the City of Madison, supporting programming to provide the Northside with this desperately needed, and successfully proven, community service. We are also in the process of completing the collection of surveys on how Northsiders perceive the Northside and how they would like to see our community move forward. The survey results will be presented at a community event at which we discuss the state of the Northside. NPC also is responding to youth witnessing violence, knowing the youth are our present and future. Statistics from several sources, including the United States Secret Service and United States Department of Education inform our concern.

16. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income? 14% in Poverty

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch	X
Individuals or families that report 0-50% of Dane County Median Income	X
Individual or family income in relation to Federal Poverty guidelines	X
Other	

17. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

NPC uses US Census data and City and County data resources, plans, studies, estimates and projections for all of its demographic determinations. NPC also conducts occasional neighborhood surveys that provide demographic perspectives, complementing City and County data resources.

18. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

NPC has no user fees for participation. All members of the community who live or work on the Northside are encouraged to play an active role in NPC and their neighborhood. Our volunteers make every effort to include and engage the many segments of our diverse population, especially low to moderate income individuals/families. Improving the quality of life and representing the collective voice and needs of the entire Northside Neighborhood is the primary objective of our agency.

ORGANIZATION:	<b>Madison Northside Planning Council (NPC)</b>
PROGRAM/LETTER:	<b>A Program A</b>

**DEMOGRAPHICS**

Complete the following chart for unduplicated participants served by this program in 2011. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

DESCRIPTOR	Part. #	Part. %	Staff #	Staff %	DESCRIPTOR	Part. #	Part. %	Staff #	Staff %
<b>TOTAL</b>	350	100%	3	100%	<b>RESIDENCY</b>				
MALE	168	48%		0%	CITY OF MADISON	350	100%		
FEMALE	182	52%	3	100%	DANE COUNTY (NOT IN CITY)		0%		
UNKNOWN/OTHER		0%		0%	OUTSIDE DANE COUNTY		0%		
					TOTAL RESIDENCY	350	100%		
					<b>AGE</b>				
					<2	5	1%		
					2 - 5	5	1%		
					6 - 12	10	3%		
					13 - 17	9	3%		
					18 - 29	36	10%		
					30 - 59	221	63%		
					60 - 74	51	15%		
					75 & UP	13	4%		
					TOTAL AGE	350	100%		
					<b>RACE</b>				
					WHITE/CAUCASIAN	227	65%	3	100%
					BLACK/AFRICAN AMERICAN	92	26%	0	0%
					ASIAN	16	5%	0	0%
					AMERICAN INDIAN/ALASKAN NATIVE		0%	0	0%
					NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER		0%	0	0%
					MULTI-RACIAL:	0	0%	0	0%
					Black/AA & White/Caucasian		0%	0	0%
					Asian & White/Caucasian		0%	0	0%
					Am Indian/Alaskan Native & White/Caucasian		0%	0	0%
					Am Indian/Alaskan Native & Black/AA		0%	0	0%
					BALANCE/OTHER	15	4%	0	0%
					TOTAL RACE	350	100%	3	100%
					<b>ETHNICITY</b>				
					HISPANIC OR LATINO		0%	0	0%
					NOT HISPANIC OR LATINO	350	100%	3	100%
					TOTAL ETHNICITY	350	100%	3	100%
					<b>PERSONS WITH DISABILITIES</b>	10	3%	0	0%

Part. = Participant

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:	<b>Madison Northside Planning Council (NPC)</b>
PROGRAM/LETTER:	<b>A Program A</b>

**PROGRAM OUTCOMES**

Number of unduplicated individual participants served during 2011.	350
Total to be served in 2013.	370

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1: An increased number of residents will be engaged directly and indirectly by NPC's neighborhood capacity building, mentoring of community leaders, and partnership building.

Performance Indicator(s): Success will be measured by attendance at NPC-organized meetings and events; tracking engagement of new groups such as the Brentwood Neighborhood; response to Northside News, hits on website, participation on Facebook, Northside Discuss, and Twitter.

Proposed for 2013:	Total to be considered in	43	Targeted % to meet perf. measures	100%
	perf. measurement		Targeted # to meet perf. measure	43
Proposed for 2014:	Total to be considered in	46	Targeted % to meet perf. measures	100%
	perf. measurement		Targeted # to meet perf. measure	46

Explain the measurement tools or methods: NPC will distribute an annual community survey as well as surveys targeting issues. NPC will track and report number of unduplicated participants in meetings and events facilitated by NPC. Contributors to Northside News are from low income neighborhoods, community centers, youth and neighborhood associations, and the broader community. The demographics of new and regular contributors as well as articles about the diverse Northside neighborhoods will be documented. Number of newspapers distributed will be recorded as an indication of depth of community outreach.

Outcome Objective # 2: NPC will utilize its capacity and community partnerships to economically enhance, beautify and advocate for the Northside.

Performance Indicator(s): Complete city-supported Art & Design project; convene Economic Development Coalition, North side Non-Profits Network. Open and provide supportive oversight to the FEED Kitchens Food Business Incubator. These will achieve 4 Northport-Warner-Sherman Neighborhood Plan goals.

Proposed for 2013:	Total to be considered in	45	Targeted % to meet perf. measures	100%
	perf. measurement		Targeted # to meet perf. measure	45
Proposed for 2014:	Total to be considered in	48	Targeted % to meet perf. measures	100%
	perf. measurement		Targeted # to meet perf. measure	48

Explain the measurement tools or methods: Measure and record quarterly Northside Nonprofit Network meetings, with quarterly verbal, and annual written evaluation on progress toward maximizing resources through sharing rather than creating unnecessary duplications of services; document attendance at monthly Economic Development Coalition meetings and quantify the development of outreach materials; attendance at and evaluation from commercial brokers' event. Document participation in the FEED Kitchens Advisory Committee, record number of users of the FEED Kitchens upon opening and quarterly thereafter. NPC will track progress in 4 neighborhood plan goals.

ORGANIZATION:	Madison Northside Planning Council
PROGRAM/LETTER:	A Madison Northside Planning Council

10. PROGRAM BUDGET

a. 2012 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	58,172	58,172			0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	14,346	0	9,000	5,346	0
USER FEES	0	0	0	0	0
OTHER	84,109	51,609.00	29,500	3,000	0
<b>TOTAL REVENUE</b>	<b>156,627</b>	<b>109,781</b>	<b>38,500</b>	<b>8,346</b>	<b>0</b>

b. 2013 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	63,267	63,267		0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0		0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	25,000		20,000	5,000	0
USER FEES	0	0	0	0	0
OTHER**	86,006	63,006	19,000	4,000	0
<b>TOTAL REVENUE</b>	<b>174,273</b>	<b>126,273</b>	<b>39,000</b>	<b>9,000</b>	<b>0</b>

\*OTHER GOVT 2013

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
<b>TOTAL</b>	<b>0</b>	

\*\*OTHER 2013

Source	Amount	Terms
Newspaper Ads	86,006	
	0	
	0	
	0	
<b>TOTAL</b>	<b>86,006</b>	

ORGANIZATION:	<b>Madison Northside Planning Council</b>
PROGRAM/LETTER:	<b>A Madison Northside Planning Council</b>

**11. 2014 PROGRAM CHANGE EXPLANATION**

Complete only if you are requesting more than your 2013 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

a. PROGRAM UPDATE: If requesting more than 2013, describe any major changes being proposed for the program/service in 2014, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces) (2 lines max.)

b. 2014 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2013-2014.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2013 and 2014.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (w ith spaces) (2 lines max.)

c. 2014 PROPOSED BUDGET		ACCOUNT CATEGORY			
REVENUE SOURCE	BUDGET TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	63,267	63,267	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0		0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	25,000		20,000	5,000	0
USER FEES	0	0	0	0	0
OTHER**	86,006	63,006	19,000	4,000	0
<b>TOTAL REVENUE</b>	<b>174,273</b>	<b>126,273</b>	<b>39,000</b>	<b>9,000</b>	<b>0</b>

\*OTHER GOVT 2014

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
<b>TOTAL</b>	<b>0</b>	

\*\*OTHER 2014

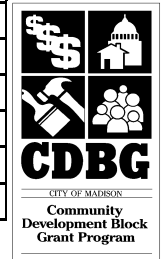
Source	Amount	Terms
Newspaper Ads	86,006	
	0	
	0	
	0	
	0	
<b>TOTAL</b>	<b>86,006</b>	

**APPLICATION FOR 2013-2014 FUNDS**



**1. AGENCY CONTACT INFORMATION**

Organization	<b>Madison Northside Planning Council</b>	
Mailing Address	2702 International Lane, Suite 203, Madison, WI 53704	
Telephone	608-661-0060	
FAX	608-661-0064	
Admin Contact	Cindy Crane, Executive Director	
Financial Contact	Ruth Rohlich (Board Treasurer)	
Website	www.northsideplanningcouncil.org	
Email Address	cindy@northsideplanningcouncil.org	
Legal Status	Private: Non-Profit	
Federal EIN:	30-1759164	
State CN:	507824	
DUNS #	809277556	



**2. SIGNATURE PAGE**

**AFFIRMATIVE ACTION**

If funded, applicant hereby agrees to comply with City of Madison Ordinance 39.02 and file either an exemption or an affirmative action plan with the Department of Civil Rights. A Model Affirmative Action Plan and instructions are available at [www.cityofmadison.com/dcr/aaForms.cfm](http://www.cityofmadison.com/dcr/aaForms.cfm).

**LIVING WAGE ORDINANCE**

If funded, applicant hereby agrees to comply with City of Madison Ordinance 4.20. The Madison Living Wage for 2013 will be **\$12.19 (hourly)**. This reflects a 3% increase over Madison Living Wage for 2012, and is consistent with prior annual increases.

**CITY OF MADISON CONTRACTS**

If funded, applicant agrees to comply with all applicable local, State and Federal provisions. A sample contract that includes standard provisions may be obtained by contacting the Community Development Division at (608) 266-6520. If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected agency.

**3. SIGNATURE**

Enter name:

By entering your initials in the box  you are electronically signing your name and agreeing to the terms listed above

DATE



AGENCY CONTACT INFORMATION

ORGANIZATION **Madison Northside Planning Council**

1. AGENCY CONTACT INFORMATION

A	Madison Northside Planning Council	OCS: Neighborhoods B1: Building Neighborhood Capacity (CONF)										
	Contact: Cindy Crane	New Prg?	No	Phone:	608-661-0060	Email:	cindy@northsideplanningcouncil.org					
B	Program B	Select an Objective Statement from the Drop-Down										
	Contact:	New Prg?		Phone:		Email:						
C	Program C	Select an Objective Statement from the Drop-Down										
	Contact:	New Prg?		Phone:		Email:						
D	Program D	Select an Objective Statement from the Drop-Down										
	Contact:	New Prg?		Phone:		Email:						
E	Program E	Select an Objective Statement from the Drop-Down										
	Contact:	New Prg?		Phone:		Email:						
F	Program F	Select an Objective Statement from the Drop-Down										
	Contact:	New Prg?		Phone:		Email:						
G	Program G	Select an Objective Statement from the Drop-Down										
	Contact:	New Prg?		Phone:		Email:						
H	Program H	Select an Objective Statement from the Drop-Down										
	Contact:	New Prg?		Phone:		Email:						

2. AGENCY REVENUE DETAILED BY PROGRAM

REVENUE SOURCE	2011 ACTUAL	2012 BUDGET	2013-14 PROPOSED	2013-14 PROPOSED PROGRAMS								Non-City	
				A	B	C	D	E	F	G	H		
DANE CO HUMAN SVCS	0	0	0	0	0	0	0	0	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0	0	0	0	0	0	0	0	0
MADISON-COMM SVCS	58,172	58,172	63,267	63,267	0	0	0	0	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0	0	0	0	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0	0	0	0	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0	0	0	0	0	0	0	0	0
OTHER GOVT		0	0	0	0	0	0	0	0	0	0	0	0
FUNDRAISING DONATIONS	20,220	14,346	25,000	25,000	0	0	0	0	0	0	0	0	0
USER FEES	0	0	0	0	0	0	0	0	0	0	0	0	0
OTHER	84,971	84,109	86,006	86,006	0	0	0	0	0	0	0	0	0
TOTAL REVENUE	163,363	156,627	174,273	174,273	0	0	0	0	0	0	0	0	0

## 3. AGENCY ORGANIZATIONAL PROFILE

## a. AGENCY MISSION STATEMENT

To improve the quality of life for all residents of the Northside and to enhance opportunities for businesses.

## b. AGENCY EXPERIENCE AND QUALIFICATIONS

NPC began in 1993 with City support and has grown into one of Madison's most successful and effective community organizations. NPC has won numerous awards for its 19 years of community achievement including, the National Neighborhood of the Year Award from Neighborhoods USA and the CDBG 30 Year Madison Community Development Award. NPC works with diverse community leaders from 35 neighborhood, business, senior, faith, school and community center groups. Our citizen leaders, supported by professional capacity-building staff, assess the needs of the Northside community, develop partnerships and actively lead advocacy and organizing efforts to meet our community's goals address issues.

NPC has partnered with the City to transform an unorganized, socially fragmented and politically ignored community into Madison's most engaged, informed and best-organized community with a strong identity and high quality of life. Major accomplishments include organizing 11 new neighborhood associations, partnering with the City to build Warner Park Community Recreation Center, organizing the award-winning Troy Gardens, successfully advocating for a new grocery store, an expanded library, and better schools, publishing the Northside News community newspaper, and developing the Northside Brand and Community Vision. NPC has hired a seasoned executive director to accomplish the following goals:

GOAL 1: Build capacity of neighborhood groups, nonprofit agencies and businesses that offer direct services, and to act as the central communicator of those services to the Northside.

Convene meetings of the Northside Nonprofits Network, Youth Roundtable, and Neighborhood Association representatives.

- Advise emerging groups to address community needs and high risk behavior among youth, and act as a fiscal sponsor to those and other groups that work to better the Northside.
- Act as the Northside communicator, publishing the top notch-bi-monthly Northside News for over 10 years, and supporting online connections via Northside Discuss, Facebook, and Twitter.

GOAL 2: Invest in the Economic Development and Beautification.

- Convene meetings for the Economic Development Coalition and the Small Office, Home Office (SOHO)
- Participate in the Northside Business Association while ensuring NBA representation at the Northside Nonprofit Network meetings.

Create a new Northside video and marketing materials

- Develop FEED Commercial Kitchen and Business Incubator\* to support small business and nonprofits that work in the food industry

- Continue implementation of the Northport-Warner Sherman Neighborhood Plan

Work with local alders and city officials to execute beautification projects.

- Host Ride the Drive Northside

GOAL 3: Promote Community Connectivity and Voice on Issues.

Host North Star awards and five other community gatherings including a commercial brokers' event to showcase Northside assets and available properties and the State of the Northside to evaluate survey responses from Northsiders and plan how to move forward as a community.

\*NOTE: NPC applied for funding through CDBG for FEED. CDBG funding is still dependent upon NPC's ability to raise more money independently. NPC has raised \$91,118 to be used exclusively for FEED and returned to donors if FEED does not receive sufficient total funding. FEED funding is not included in NPC's general budget.

**4. AGENCY GOVERNING BODY**

How many Board meetings were held in 2011?

12

How many Board meetings has your governing body or Board of Directors scheduled for 2012?

12

How many Board seats are indicated in your agency by-laws?

Not specified but 8

Please list your current Board of Directors or your agency's governing body.

<b>Name</b>	<b>Terrie Anderson, Chair</b>			
Home Address	1409 Iowa Dreive, Madison, WI 53704			
Occupation	Self-employed Education Consultant			
Representing	Community GroudWorks; Troy Gardens Community Housing; Friends of Cherokee Marsh			
Term of Office		From:	12/2011	To: 12/2013
<b>Name</b>	<b>Kevin White, Vice Chair</b>			
Home Address	4606 Mandrake Road			
Occupation	Urban Planner			
Representing	Cherokee Townhouses-II Condos-Gardens, Verea Court Neighborhood Center			
Term of Office		From:	12/2011	To: 12/2013
<b>Name</b>	<b>Ruth Rohlich, Treasurer</b>			
Home Address	1834 Kropf Avenue, Madison WI 53704			
Occupation	Financial Program Manager			
Representing	Northside Timebank, Sherman, Brentwood Village			
Term of Office		From:	12/2011	To: 12/2013
<b>Name</b>	<b>Nikki Moriarity, Secretary</b>			
Home Address	501 East Bluff, Madison WI 53704			
Occupation	County Trainer			
Representing	East Bluff, Northport Apartments, East Area PTO Coalition			
Term of Office		From:	12/2011	To: 12/2013
<b>Name</b>	<b>Sue Gleason</b>			
Home Address	4202 Esch Lane, madison, WI 53704			
Occupation	self-employed business consultant			
Representing	Lakeview Hill Neighborhood, Friends of Lakeview Hill Park, Economic Development Coalition			
Term of Office		From:	01/2013	To: 01/2013
<b>Name</b>	<b>Joshua Morrill</b>			
Home Address	3626 Alpine Road, Madison WI 53704			
Occupation	self-employed consultant			
Representing	Sheridan Triangle, Mendota Hills, North East Side Senior Coalition			
Term of Office		From:	01/2011	To: 01/2013
<b>Name</b>				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy
<b>Name</b>				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy

**AGENCY GOVERNING BODY cont.**

**Name**

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

**Name**

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

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To: mm/yyyy

AGENCY GOVERNING BODY cont.

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

Name

Home Address

Occupation

Representing

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Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

## 5. STAFF-BOARD-VOLUNTEER DEMOGRAPHICS

Indicate by number the following characteristics for your agency's current staff, board and volunteers.

Refer to application instructions for definitions. You will receive an "ERROR" until completing the demographic information.

DESCRIPTOR	STAFF		BOARD		VOLUNTEER	
	Number	Percent	Number	Percent	Number	Percent
<b>TOTAL</b>	3	100%	6	100%	150	100%
<b>GENDER</b>						
MALE	0	0%	2	33%	60	40%
FEMALE	3	100%	4	67%	90	60%
UNKNOWN/OTHER	0	0%	0	0%	0	0%
TOTAL GENDER	3	100%	6	100%	150	100%
<b>AGE</b>						
LESS THAN 18 YRS	0	0%	0	0%	4	3%
18-59 YRS	3	100%	6	100%	106	71%
60 AND OLDER	0	0%	0	0%	40	27%
TOTAL AGE	3	100%	6	100%	150	100%
<b>RACE*</b>						0
WHITE/CAUCASIAN	3	100%	6	100%	120	80%
BLACK/AFRICAN AMERICAN	0	0%	0	0%	15	10%
ASIAN	0	0%	0	0%	5	3%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%	0	0%	0	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%	0	0%	0	0%
MULTI-RACIAL:	0	0%	0	0%	0	0%
Black/AA & White/Caucasian	0	0%	0	0%	0	0%
Asian & White/Caucasian	0	0%	0	0%	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%	0	0%	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%	0	0%	0	0%
BALANCE/OTHER	0	0%	0	0%	10	7%
TOTAL RACE	3	100%	6	100%	150	100%
<b>ETHNICITY</b>						
HISPANIC OR LATINO	0	0%	0	0%	0	0%
NOT HISPANIC OR LATINO	3	100%	6	100%	150	100%
TOTAL ETHNICITY	3	100%	6	100%	150	100%
<b>PERSONS WITH DISABILITIES</b>	0	0%	0	0%	5	3%

\*These categories are identified in HUD standards.

## 6. AGENCY EXPENSE BUDGET

This chart describes your agency's total expense budget for 3 separate years.

Where possible, use audited figures for 2011 Actual.

The subtotals for the 2012 BUDGET and 2013-14 PROPOSED must equal the amounts entered in the ACCOUNT CATEGORIES on the NonCityBudget and program budget worksheets. The "**ERROR**" message appears until the sum of the line items equals the amount of the subtotals that have aggregated from your NonCityBudget and program budget worksheets.

Account Description	2011 ACTUAL	2012 BUDGET	2013-14 PROPOSED
<b>A. PERSONNEL</b>			
Salary	109,351.00	101,980	117,300
Taxes	8,365	7,801	8,973
Benefits	0	0	0
<b>SUBTOTAL A.</b>	<b>117,716</b>	<b>109,781</b>	<b>126,273</b>
<b>B. OPERATING</b>			
All "Operating" Costs	37,300	38,500	39,000
<b>SUBTOTAL B.</b>	<b>37,300</b>	<b>38,500</b>	<b>39,000</b>
<b>C. SPACE</b>			
Rent/Utilities/Maintenance	8,347	8,346	9,000
Mortgage (P&I) / Depreciation / Taxes	0	0	0
<b>SUBTOTAL C.</b>	<b>8,347</b>	<b>8,346</b>	<b>9,000</b>
<b>D. SPECIAL COSTS</b>			
Assistance to Individuals	0	0	0
Subcontracts, etc.	0	0	0
Affiliation Dues	0	0	0
Capital Expenditure	0	0	0
Other:	0	0	0
<b>SUBTOTAL D.</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>SPECIAL COSTS LESS CAPITAL EXPENDITURE</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>163,363</b>	<b>156,627</b>	<b>174,273</b>
<b>E. TOTAL CAPITAL EXPENDITURES</b>	<b>0</b>	<b>0</b>	<b>0</b>

## 7. PERSONNEL DATA: List Percent of Staff Turnover

60.0%

Divide the number of resignations or terminations in calendar year 2011 by total number of budgeted positions.

Do not include seasonal positions. Explain if you had a 20% or more turnover rate in a certain staff position/category.

Discuss any other noteworthy staff retention issues, or policies to reduce staff turnover.

The 2011 staff was made up of one full-time executive director and three other employees working part-time. The executive director took another position outside of NPC. An interim executive director was hired to serve NPC in-between long-term directors and now serves on the NPC board. Another employee, the accounts specialist, moved and was replaced with a contract employee who is not on staff. FYI: Another part-time employee, the editor, was moved to a full-time position with added responsibilities in community relations.





b. Seasonal Employees

Seasonal/Project Employee ONLY	Nbr of Weeks	Total Hours	Hourly Wage	Seasonal Earnings	A	B	C	D	E	F	G	H	Non-City
					# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS
Contract admin assistance	12	120	12.50	1,500	120.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	12	120		1,500	120.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00



11. Is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?

**Staff Comments:**

Error messages in Agency Overview budget staff will discuss with agency. Otherwise, program budget is realistic. It is hard for Planning Councils to fundraise without competing with other non-profits they partner with. Southern Exposure is at yet at the point of generating a steady revenue source for the agency. Agency is improving their fiscal management through the hiring of an accountant.

12. Does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?

**Staff Comments:** Agency has a core group of dedicated volunteers. Would like to see the agency increase the number of volunteers involved with the work of SMPC. Agency has developed new partnerships in the last year that are with for-profit groups that are benefiting both agencies.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

**Staff Comments:** Agency does a good job of reaching out to low-income and minority populations. Not clear about their capacity to deal with the language barrier of some residents directly. However they have good partnership relations with other organizations who can do this.

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**Follow up questions for Agency:**

Follow-up with agency on Agency Overview Budget issues

**Staff Recommendation**

Not recommended for consideration

Recommend for consideration

Recommend with Qualifications

**Suggested Qualifications:**

Staff will follow-up with issues on the Agency Overview budget

ORGANIZATION:	<b>South Metropolitan Planning Council</b>
PROGRAM/LETTER:	<b>A Program A</b>
OBJECTIVE STATEMENTS:	<b>OCS: Neighborhoods B1: Building Neighborhood Capacity (CONF)</b>

**DESCRIPTION OF SERVICES**

1. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

1. Increase in "Civic Capacity" (defined in MISSION) shown by the indicator "connection to others" used by the America's Civic Health Index (2009). At SMPC recent gatherings, a major resident theme was the need to "Increase trust and communication among neighbors, including landlords & business people."  
 2. Increase in safety in S. Park St. area (south of Wingra Creek) shown by a higher number of crimes against persons and society than a majority of the rest of Madison (\*NIP). Per Captain Balles, South Police District, 2010 saw the first decrease in reported property crime (-8.4%) and person crime (-5.4%) in three years and it is necessary to maintain ground gained and increase efforts in new & emerging areas (e.g. Leopold & Arbor Hills).  
 3. Increase in economic development as shown by S. Park St. area has a higher unemployment rate and more families in poverty than a majority of the rest of Madison (\*NIP). \*NIP is City of Madison Neighborhood Indicators Project.

2. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

COMM SVCS to fund SMPC staff and contract and other partners/contractors:  
 1) Services: Provide assistance to neighborhood associations. Host capacity-building workshops and public issue-related forums. Organize residents around Southside concerns. Impact: Increase information and skills, implement resident-generated projects, and increase participation and connections. 2) Services: Provide support to Penn Park Partners in work to hold positive events in the park. Assist residents to form groups for other parks. Impact: Decline in negative behaviors in area. 3) Services: Work with South Metropolitan Business Association and South Madison Rotary to assist area businesses with their external, internal, and community safety issues. Impact: Communication system to stay on top of area's safety concerns. 4) Services: Organize one major Celebrate South Madison Festival per year, and one smaller community-building event. Produce Southside new paper. Implement buy local campaigns. Promote resources to businesses. Impact: Increase knowledge of businesses, resources, and activities. Positive promotion. Increase and enhance networks. 5) South Madison map project. Expand on partnership with for-profit business to produce a map and associated web resources that highlight southside businesses. 6) Savor South Madison project. Assist UW journalism class with web-based efforts to showcase southside food resources, and offer educational tools regarding nutrition.

3. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

1) Hold two training sessions involving 20 participants each based on skills needs identified in past by surveys of neighborhood residents. 2) Hold four Penn Park events in summer with attendance of 45 persons each. 3) Document three community meetings and three articles in Southern Exposure related to safety issues. 4) Hold one major Celebrate South Madison event with attendance goal of 200 people and participation of at least six businesses; hold one smaller community-building dinner or event with attendance goal of 50. 5 and 6) Document web service to at least 150 participants for each

4. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

Services provided during weekdays and on the weekends and evenings dependent on participants' schedules. Forty hours per week of service is provided by staff with additional time available through SMPC's volunteer members. Staff is available weekends, weekdays, and evenings.

ORGANIZATION:	South Metropolitan Planning Council
PROGRAM/LETTER:	A Program A

5. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

- S. Park St. area (south of Wingra Creek) is the most diverse census tract in City of Madison (S. Madison Neighborhood Plan, 2005). There are 10%-14.9% linguistically isolated households (2000 census).
  - S. Park St. area has higher unemployment rate and more families in poverty than a majority of the rest of Madison (\*NIP).
  - S. Park St. area has from 5% to 20% or more percent of people aged 25 or older with less than a 7th grade education (2000 census).
- \*NIP is City of Madison Neighborhood Indicators Project

6. LOCATION: Location of service and intended service area.

Northern boundary is Regent and Proudfit St., Monona Bay, and Lake Monona. • South is Fitchburg (including north Fitchburg). • East is Yahara River and Mud Lake. • West is westside of UW-Arboretum.

7. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

SMPC has successfully employed strategies below to engage SMPC-area stakeholders:

- Use person-to-person connections through such activities as door-to-door campaigns and people sharing information and engaging their friends, relatives, and neighbors.
- Include articles in Southside new paper and neighborhood newsletters. • Share information electronically through the SMPC websites, listserves, facebook, and individual e-mails, with added goal of teaching residents and businesses how to use these tools more effectively. • Connect with project partners in distributing information.
- Speak with people at points where they are already gathering (e.g. announcements during classes, events, meetings). • Contact media. • Conduct surveys and focus groups on different issues where there is the opportunity to hear from the participants and share current information. • Use its no-cost membership to the South Metropolitan Business Association to connect with local businesses.

8. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

SMPC brings together stakeholders to enhance existing or produce new services collaboratively. Will build on relationships with Dane Co. Timebank, Centro Hispano, Urban League, etc. to increase residents' resources and access to jobs and services. SMPC ensures that residents are engaged. Examples of successful coordination):

- Coordination with Alliance for a Healthy South Madison and with Neighborhood Promise Zone to support their collaborative activities, and involve residents. SMPC is providing assistance with organizing logistics and recruiting and mentoring participants.
- Facilitates connection with UW-Madison, Edgewood, and Madison College to leverage knowledge and resources based on Southside's interests.
- Created Park Street Partners (members include businesses, hospitals, MG&E, non-profits, and UW) to steward Park Street vision, share info, and organize. These activities will be expanding in scope under the auspices of the SMPC's Economic Development Committee.

9. VOLUNTEERS: How are volunteers utilized in this program?

Staff recruits, coordinates, and mentors. Volunteers write articles for newspaper, raise funds, organize events, and more. Many volunteers are not counted (e.g volunteer performers, participants working on Southside projects in workshops, hours worked by a board member with their neighborhood association). Volunteer hours estimated. SMPC only has board and staff demographics.

10. Number of volunteers utilized in 2011?

50
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Number of volunteer hours utilized in this program in 2011?

500
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ORGANIZATION:	<b>South Metropolitan Planning Council</b>
PROGRAM/LETTER:	<b>A Program A</b>

11. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

Project shows S. Park St. area has a higher unemployment rate and more families in poverty than a majority of the rest of Madison (2009 data). Participants may not have access to transportation or childcare. SMPC currently does the following to reduce barriers:

- Works with residents connected to different cultural communities to assist with outreach and design of appropriate programs.
- Have volunteers translate written materials and speech into appropriate language.
- Rent interpretation equipment.
- Has office and holds events in locations safe and accessible for those with physical disabilities.
- Provide childcare, transportation, and other resources when necessary for participants to attend.
- Activities are free. Workshops with Grassroots Leadership College (GLC) request a slight fee that goes to GLC, but they also offer easy access to a full scholarship.
- Arrange to have programs at times that are convenient for participants.

12. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

Working to build a stronger Southside community since 1996. Board members include representatives from SMPC-served neighborhood associations, community stakeholders (including the South Metropolitan Business Association), and at-large board members recruited because of the needed skills they bring. A role of some board members is to serve as liaisons to their organization. Besides being with SMPC and their respective organization, board members are engaged with many other organizations whose resources they also bring to SMPC. Members have been involved for periods ranging from 2 to 14 years. Successes include the following:

- Collaborated with other Madison planning councils to organize events where residents learned leadership skills and worked in small groups to implement neighborhood-based projects. As a result, one group successfully petitioned the Common Council to budget extra library hours for the South Madison Branch Library. We hope to re-energize these collaborations with other planning councils, in ways that will benefit dialogues and action in the community-at-large.
- Organized four Celebrate South Madison Festivals that had more than 50 volunteers and over 800 attendees. Received monetary and in-kind donations from 16 businesses and organizations and extensive publicity.
- Created and coordinated Southside newspaper for eight years, circulation 5,500. Earns profit \$1000/issue.

13. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

N/A

14. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	Credentials/Qualifications
Executive Director	1	25 years of experience in community organizing and organizational development

ORGANIZATION:  
PROGRAM/LETTER:

South Metropolitan Planning Council	
A	Program A

15. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

Employment and Job Training:  
 "In Job Training That Works" (Public-Private Ventures, Issue 7, May 2009), final recommendations state there should be investments in programs that include a range of trainings and support.  
 Rising Tide Institute's initial discussions with community leaders within the Park Street T economic corridor suggested that "long standing barriers...often frustrate job seekers' ability to access and successfully consume available services and subsequently get jobs."  
 Celebrate South Madison Festivals:  
 Residents stated a desire to have better relationships among people and solution to have positive events and activities. Case Studies in Festival and Event Marketing and Cultural Tourism (J, Ali-Knight and D. Chambers, editors) states that "place marketing can be critical in establishing positive place image and improving and reversing negative stereotypes about a place."  
 Building Community Capacity:  
 (Used "Community Engagement" from City of Madison.) It states change "...is more likely to be successful and permanent when the people it affects are involved in initiating and promoting it." In addition, "A sense of community may increase an individual's feeling of control over the environment, and increases participation in the community and voluntary organizations." This article states "that before individuals and organizations can gain control and influence..., they may need resources, knowledge, and skills above and beyond those they already bring to a particular problem." SMPC engages and listens to residents who share concerns and possible solutions. SMPC does such actions as organize skill building trainings, connect residents to resources, and provide mentoring support.

16. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

85.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

- Number of children enrolled in free and reduced lunch
- Individuals or families that report 0-50% of Dane County Median Income
- Individual or family income in relation to Federal Poverty guidelines
- Other

X

17. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Surveys of event participants; video and photographic coverage of events

18. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

The S. Park St. area is the most diverse census tract in the city. There are 10%-14.9% linguistically isolated households (2000 census) and a higher unemployment and poverty rate (2009 data), with limited access to transportation or childcare. SMPC seeks to reduce barriers: • Develops multi-cultural competence with residents of diverse cultural communities; uses translation services as needed. • Events held in locations safe and accessible for those with physical disabilities. • Childcare, transportation, etc. offered. • Activities are low-cost or free, held at times convenient for participants

ORGANIZATION:	South Metropolitan Planning Council
PROGRAM/LETTER:	A Program A

**DEMOGRAPHICS**

Complete the following chart for unduplicated participants served by this program in 2011. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

DESCRIPTOR	Part. #	Part. %	Staff #	Staff %	DESCRIPTOR	Part. #	Part. %	Staff #	Staff %
<b>TOTAL</b>	<b>ERRO</b>	<b>0%</b>	<b>ERRO</b>	<b>0%</b>	<b>RESIDENCY</b>				
MALE	150	50%	1	100%	CITY OF MADISON	225	75%		
FEMALE	150	50%	0	0%	DANE COUNTY (NOT IN CITY)	70	23%		
UNKNOWN/OTHER	0	0%	0	0%	OUTSIDE DANE COUNTY	5	2%		
					TOTAL RESIDENCY	300	100%		
					<b>AGE</b>				
					<2	10	3%		
					2 - 5	10	3%		
					6 - 12	20	7%		
					13 - 17	70	23%		
					18 - 29	50	17%		
					30 - 59	70	23%		
					60 - 74	50	17%		
					75 & UP	20	7%		
					TOTAL AGE	300	100%		
					<b>RACE</b>				
					WHITE/CAUCASIAN	50	17%	0	0%
					BLACK/AFRICAN AMERICAN	25	8%	0	0%
					ASIAN	10	3%	0	0%
					AMERICAN INDIAN/ALASKAN NATIVE	5	2%	0	0%
					NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%	0	0%
					MULTI-RACIAL:	10	3%	0	0%
					Black/AA & White/Caucasian	5	50%	0	0%
					Asian & White/Caucasian	5	50%	0	0%
					Am Indian/Alaskan Native & White/Caucasian	0	0%	0	0%
					Am Indian/Alaskan Native & Black/AA	0	0%	0	0%
					BALANCE/OTHER	0	0%	0	0%
					TOTAL RACE	100	33%	0	0%
					<b>ETHNICITY</b>				
					HISPANIC OR LATINO	50	17%	0	0%
					NOT HISPANIC OR LATINO	250	83%	1	100%
					TOTAL ETHNICITY	300	100%	1	100%
					<b>PERSONS WITH DISABILITIES</b>	15	5%	0	0%

Part. = Participant

Note: Race and ethnic categories are stated as defined in HUD standards



ORGANIZATION:	<b>South Metropolitan Planning Council</b>
PROGRAM/LETTER:	<b>A Program A</b>

**PROGRAM OUTCOMES**

Number of unduplicated individual participants served during 2011.	ERROR
Total to be served in 2013.	450

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1: Increase positive public awareness of south Madison businesses participating in Celebrate South Madison.

Performance Indicator(s): Businesses experience a positive impact in the perception of their businesses by current and potential customers.

Proposed for 2013:	Total to be considered in	<input type="text" value="10"/>	Targeted % to meet perf. measures	<input type="text" value="60%"/>
	perf. measurement		Targeted # to meet perf. measure	6
Proposed for 2014:	Total to be considered in	<input type="text" value="15"/>	Targeted % to meet perf. measures	<input type="text" value="60%"/>
	perf. measurement		Targeted # to meet perf. measure	9

Explain the measurement tools or methods: A survey will be distributed to businesses participating in Celebrate South Madison that seeks to identify any measurable positive effects resulting from their participation, such as goodwill resulting in additional business, increased visibility, opportunities for collaboration with similar businesses (for example, international restaurant joint marketing), etc.

Outcome Objective # 2: Positive engagement of southside residents in the committees and programs of the Alliance for a Healthy South Madison.

Performance Indicator(s): Southside residents report whether or not they had successfully engaged as active participants whose voices were respected and heard in the work of the Alliance.

Proposed for 2013:	Total to be considered in	<input type="text" value="10"/>	Targeted % to meet perf. measures	<input type="text" value="60%"/>
	perf. measurement		Targeted # to meet perf. measure	6
Proposed for 2014:	Total to be considered in	<input type="text" value="20"/>	Targeted % to meet perf. measures	<input type="text" value="60%"/>
	perf. measurement		Targeted # to meet perf. measure	12

Explain the measurement tools or methods: Residents will be surveyed about the quality and nature of their participation at year's end.

ORGANIZATION:	South Metropolitan Planning Council
PROGRAM/LETTER:	A Program A

10. PROGRAM BUDGET

a. 2012 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0		0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	41,834	41,834	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	16,504	1,166	9,338	6,000	0
USER FEES	0	0	0	0	0
OTHER	5,000	0			5,000
<b>TOTAL REVENUE</b>	<b>63,338</b>	<b>43,000</b>	<b>9,338</b>	<b>6,000</b>	<b>5,000</b>

b. 2013 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	41,834	41,834	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	18,504	3,166	9,338	6,000	0
USER FEES	0	0	0	0	0
OTHER**	5,000	0			5,000
<b>TOTAL REVENUE</b>	<b>65,338</b>	<b>45,000</b>	<b>9,338</b>	<b>6,000</b>	<b>5,000</b>

\*OTHER GOVT 2013

Source	Amount	Terms
	0	
	0	
	0	
	0	
<b>TOTAL</b>	<b>0</b>	

\*\*OTHER 2013

Source	Amount	Terms
MGE	5,000	Support of Southern Exposure
<b>TOTAL</b>	<b>5,000</b>	

ORGANIZATION:	<b>South Metropolitan Planning Council</b>
PROGRAM/LETTER:	<b>A Program A</b>

**11. 2014 PROGRAM CHANGE EXPLANATION**

Complete only if you are requesting more than your 2013 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

a. PROGRAM UPDATE: If requesting more than 2013, describe any major changes being proposed for the program/service in 2014, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

N/A
-----

b. 2014 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2013-2014.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2013 and 2014.

For example: unusual cost increases, program expansion or loss of revenue.

N/A
-----

c. 2014 PROPOSED BUDGET		ACCOUNT CATEGORY			
REVENUE SOURCE	BUDGET TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

\*OTHER GOVT 2014

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

\*\*OTHER 2014

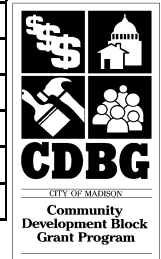
Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

APPLICATION FOR 2013-2014 FUNDS



1. AGENCY CONTACT INFORMATION

Organization	South Metropolitan Planning Council	
Mailing Address	2300 S. Park Street. Ste. 107	
Telephone	608-819-8549	
FAX		
Admin Contact	John L. Quinlan, Exec. Director	
Financial Contact	Sheri Carter, Board Chair	
Website	www.southmadison.org	
Email Address	smpc@southmadison.org	
Legal Status	Private: Non-Profit	
Federal EIN:	39-1866505	
State CN:		
DUNS #		



2. SIGNATURE PAGE

AFFIRMATIVE ACTION

If funded, applicant hereby agrees to comply with City of Madison Ordinance 39.02 and file either an exemption or an affirmative action plan with the Department of Civil Rights. A Model Affirmative Action Plan and instructions are available at www.cityofmadison.com/dcr/aaForms.cfm.

LIVING WAGE ORDINANCE

If funded, applicant hereby agrees to comply with City of Madison Ordinance 4.20. The Madison Living Wage for 2013 will be \$12.19 (hourly). This reflects a 3% increase over Madison Living Wage for 2012, and is consistent with prior annual increases.

CITY OF MADISON CONTRACTS

If funded, applicant agrees to comply with all applicable local, State and Federal provisions. A sample contract that includes standard provisions may be obtained by contacting the Community Development Division at (608) 266-6520. If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected agency.

3. SIGNATURE

Enter name:

By entering your initials in the box  you are electronically signing your name and agreeing to the terms listed above

DATE

AGENCY CONTACT INFORMATION

ORGANIZATION **South Metropolitan Planning Council**

1. AGENCY CONTACT INFORMATION

A	Program A	OCS: Neighborhoods B1: Building Neighborhood Capacity (CONF)										
	Contact:	John L. Quinlan	New Prg?	No	Phone:	608-819-8549	Email:	smpc@southmadison.org				
B	Program B	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					
C	Program C	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					
D	Program D	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					
E	Program E	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					
F	Program F	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					
G	Program G	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					
H	Program H	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					

2. AGENCY REVENUE DETAILED BY PROGRAM

REVENUE SOURCE	2011 ACTUAL	2012 BUDGET	2013-14 PROPOSED	2013-14 PROPOSED PROGRAMS								Non-City	
				A	B	C	D	E	F	G	H		
DANE CO HUMAN SVCS	0	0	0	0	0	0	0	0	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0	0	0	0	0	0	0	0	0
MADISON-COMM SVCS	41,834	41,834	41,834	41,834	0	0	0	0	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0	0	0	0	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0	0	0	0	0	0	0	0	0
UNITED WAY DESIG	890	890	890	0	0	0	0	0	0	0	0	0	890
OTHER GOVT	0	0	0	0	0	0	0	0	0	0	0	0	0
FUNDRAISING DONATIONS	21,813	35,976	37,976	18,504	0	0	0	0	0	0	0	0	19,472
USER FEES	0	0	0	0	0	0	0	0	0	0	0	0	0
OTHER	5,000	10,000	10,000	5,000	0	0	0	0	0	0	0	0	5,000
<b>TOTAL REVENUE</b>	<b>69,537</b>	<b>88,700</b>	<b>90,700</b>	<b>65,338</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>25,362</b>

## 3. AGENCY ORGANIZATIONAL PROFILE

## a. AGENCY MISSION STATEMENT

SMPC is a coalition of Southside neighborhood and business associations that work to increase the civic capacity of South Madison. SMPC defines civic capacity as the skills and attitudes necessary for the Southside's businesses and residents to work together cooperatively and effectively to improve community life. SMPC does this by: • identifying issues for action, • creating spaces where all voices are heard, • creating opportunities to get involved and to learn by doing, • providing information and education, and • leading and nurturing collective action.

## b. AGENCY EXPERIENCE AND QUALIFICATIONS

SMPC has been working to build a stronger Southside community since 1996. Board members include representatives from SMPC-served neighborhood associations, community stakeholders (including the South Metropolitan Business Association), and at-large board members recruited because of the needed skills they bring. Members have been involved for periods ranging from 2 to 14 years.

Successes include the following: • Gathered input from more than 280 stakeholders on their Park Street vision to develop an opportunities strategy. Created Park Street Partners (members include businesses, hospitals, MG&E, non-profits, and UW-Madison) that has stewarded the Park Street revitalization plan. SMPC will continue this work under the auspices of the new SMPC Economic Development Committee. • Along with UW partners, SMPC played a primary role in the creation of the Dane County Foreclosure Prevention Taskforce, a coalition formed in 2009 of government agencies, nonprofit organizations, and other community partners. • In response to resident concerns about the impact of the Park Street revitalization on housing in the area, SMPC, UW-Madison, and UW-Extension trained residents in survey methods and had them develop and implement a survey on housing issues and how to address them (109 interviews) • Organized with Madison Police Department South District, Joining Forces for Families, residents, and others three Family and Community Town Suppers that 150 stakeholders from Burr Oaks, Bram's Addition, and Capitol View neighborhoods attended. Participants shared safety issues and potential solutions • Worked with Community Action Coalition, Dane County, Dane County Extension, Genesis Development Corporation, Harambee, Hunger Prevention Council, and neighborhood associations to organize South Madison Farmers' Market. Working with UW-Slow Food students, UW-Madison, Park Street Partners, South Madison Farmers' Market, and neighborhood residents to support the work of the South Madison Farmers' Market. • Organized four Celebrate South Madison Festivals. There were more than 50 volunteers and over 800 attendees. Garnered extensive publicity and received monetary and in-kind donations from at least 16 businesses and organizations. The purpose of the festivals is provide an opportunity for people to network, and celebrate the Southside community. • Developed partnership and facilitates connection with UW-Madison to leverage knowledge and resources based on Southside's interests. For example, UW-Madison faculty and three semesters of students worked on Park Street Urban Design Guidelines, Geography 575 students created a web-based map of the Park Street Corridor. This work helped lay the foundation for the current south Madison map project. Current collaborations include community organizing assistance from the UW School of Human Ecology's CJE class, and the development of a "Savor South Madison," website by a UW upper level journalism class, whose local food and nutrition-supportive activities are ongoing from semester to semester.

• Created and has coordinated Southside newspaper for eight years, circulation 5,500. Earns profit of \$1000 per issue through advertising (majority of advertisers are Southside businesses). Its purpose is to inform, encourage involvement, build bridges, and promote SMPC and the Southside.

In the bigger picture, the South Metropolitan Planning Council plays a vital role in giving people who live in south Madison and south Madison businesspeople a voice in important decisions being made about their neighborhoods. Too often, well-meaning groups and individuals have come to south Madison hoping to do good work, but ultimately fail because the work was not driven from the ground up by the expressed needs of the people of the south Madison community. South Madison faces many challenges that work against the building of community, but its people have persevered. With SMPC's help, the agencies and institutions that serve south Madison are no longer doing their work in isolation from one another, resulting in poor use of scarce resources. SMPC has and will continue to play an important role in bridging the diverse communities of the southside, and being a catalyst toward encouraging a sense of community that offers strength and support to those who live and work here. It is this sense of supportive community that is a vital component to all efforts to address hunger, homelessness, family stability, underemployment, education, medicine, nutrition, and other fundamental issues. South Madison has come a long way in recent years, but the foundation that has been laid here for future positive growth and community-building was hard won, and that work must continue if the results are to be sustainable and long-lasting. As has been demonstrated in cities from coast-to-coast, a neighborhood-based planning council model can and will provide a structure and a voice for community partners working to develop the full potential of community on Madison's southside.

**4. AGENCY GOVERNING BODY**

How many Board meetings were held in 2011?	12
How many Board meetings has your governing body or Board of Directors scheduled for 2012?	12
How many Board seats are indicated in your agency by-laws?	no # in bylaws

Please list your current Board of Directors or your agency's governing body.

<b>Name</b>	<b>Sheri Carter</b>				
Home Address	3009 Ashford Lane, Madison WI 53713				
Occupation	Executive Assistant				
Representing	Arbor Hills Neighborhood Association				
Term of Office		From:	01/2012	To:	12/2012
<b>Name</b>	<b>Jeff Richter</b>				
Home Address	2109 Cliff Court, Madison, WI 53713				
Occupation	Engineer				
Representing	Capitol View Neighborhood Association				
Term of Office		From:	01/2012	To:	12/2012
<b>Name</b>	<b>Robert Stoffs</b>				
Home Address	914 Lawrence, Madison, WI 53715				
Occupation	Community Relations Specialist				
Representing	Bay Creek Neighborhood Association				
Term of Office		From:	01/2012	To:	12/2012
<b>Name</b>	<b>James Garner</b>				
Home Address	2001 Fish Hatchery Road, Madison, WI 53713				
Occupation	CEO				
Representing	South Metropolitan Business Association				
Term of Office		From:	01/2012	To:	12/2012
<b>Name</b>	<b>Cheryl Roeben</b>				
Home Address	1808 Fisher St., Madison, WI 53713				
Occupation	C.N.A.				
Representing	Bram's Addition Neighborhood Association				
Term of Office		From:	01/2012	To:	12/2012
<b>Name</b>	<b>Linda Hoskins</b>				
Home Address	11 Waunona Woods, Apt. 2, Madison, WI 53713				
Occupation	Retired				
Representing	Bridge/Lakepoint Neighborhood Association				
Term of Office		From:	01/2012	To:	12/2012
<b>Name</b>	<b>Jared Jambois</b>				
Home Address	P.O. Box 906, Madison, WI 53701				
Occupation	Property Manager				
Representing	Burr Oaks Neighborhood Association				
Term of Office		From:	01/2012	To:	12/2012
<b>Name</b>	<b>Erv Bendorf</b>				
Home Address	2520 Greenway View, Madison, WI 53713				
Occupation	Realtor				
Representing	Leopold Neighborhood Association				
Term of Office		From:	01/2012	To:	12/2012

**AGENCY GOVERNING BODY cont.**

<b>Name</b>	<b>Aaron Crandall</b>				
Home Address	108 Proudfit Street, Madison, WI 53715				
Occupation	UW academic staff				
Representing	Monona Bay Neighborhood Association				
Term of Office		From:	01/2012	To:	12/2012
<b>Name</b>	<b>Phyllis Tschumper</b>				
Home Address	2708 Waunona Way, Madison, WI 53713				
Occupation	State Employee				
Representing	Waunona Neighborhood Association				
Term of Office		From:	01/2012	To:	12/2012
<b>Name</b>	<b>Margaret Nellis</b>				
Home Address	5509 Maywood Rd., Monona, WI 53716				
Occupation	UW academic staff				
Representing	University of WI-Madison				
Term of Office		From:	01/2012	To:	12/2012
<b>Name</b>					
Home Address					
Occupation					
Representing					
Term of Office		From:	mm/yyyy	To:	mm/yyyy
<b>Name</b>					
Home Address					
Occupation					
Representing					
Term of Office		From:	mm/yyyy	To:	mm/yyyy
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Occupation					
Representing					
Term of Office		From:	mm/yyyy	To:	mm/yyyy
<b>Name</b>					
Home Address					
Occupation					
Representing					
Term of Office		From:	mm/yyyy	To:	mm/yyyy



AGENCY GOVERNING BODY cont.

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

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Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

## 5. STAFF-BOARD-VOLUNTEER DEMOGRAPHICS

Indicate by number the following characteristics for your agency's current staff, board and volunteers.

Refer to application instructions for definitions. You will receive an "ERROR" until completing the demographic information.

DESCRIPTOR	STAFF		BOARD		VOLUNTEER	
	Number	Percent	Number	Percent	Number	Percent
<b>TOTAL</b>	<b>ERROR</b>	<b>0%</b>	14	100%	50	100%
<b>GENDER</b>						
MALE	1	100%	7	50%	25	50%
FEMALE	0	0%	7	50%	25	50%
UNKNOWN/OTHER	0	0%	0	0%	0	0%
TOTAL GENDER	1	100%	14	100%	50	100%
<b>AGE</b>						
LESS THAN 18 YRS	0	0%	0	0%	0	0%
18-59 YRS	0	0%	11	79%	40	80%
60 AND OLDER	0	0%	3	21%	10	20%
TOTAL AGE	0	0%	14	100%	50	100%
<b>RACE*</b>						0
WHITE/CAUCASIAN	0	0%	11	79%	40	80%
BLACK/AFRICAN AMERICAN	0	0%	3	21%	5	10%
ASIAN	0	0%	0	0%	2	4%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%	0	0%	1	2%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%	0	0%	0	0%
MULTI-RACIAL:	0	0%	0	0%	2	4%
Black/AA & White/Caucasian	0	0%	0	0%	1	50%
Asian & White/Caucasian	0	0%	0	0%	1	50%
Am Indian/Alaskan Native & White/Caucasian	0	0%	0	0%	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%	0	0%	0	0%
BALANCE/OTHER	0	0%	0	0%	0	0%
TOTAL RACE	0	0%	14	100%	50	100%
<b>ETHNICITY</b>						
HISPANIC OR LATINO	0	0%	0	0%	5	10%
NOT HISPANIC OR LATINO	1	100%	14	100%	45	90%
TOTAL ETHNICITY	1	100%	14	100%	50	100%
<b>PERSONS WITH DISABILITIES</b>	0	0%	0	0%	0	0%

\*These categories are identified in HUD standards.

6. AGENCY EXPENSE BUDGET

This chart describes your agency's total expense budget for 3 separate years.

Where possible, use audited figures for 2011 Actual.

The subtotals for the 2012 BUDGET and 2013-14 PROPOSED must equal the amounts entered in the ACCOUNT CATEGORIES on the NonCityBudget and program budget worksheets. The "ERROR" message appears until the sum of the line items equals the amount of the subtotals that have aggregated from your NonCityBudget and program budget worksheets.

Account Description	2011 ACTUAL	2012 BUDGET	2013-14 PROPOSED
<b>A. PERSONNEL</b>			
Salary	44,549	43,274	45,000
Taxes	3,528	3,528	4,689
Benefits	0	0	0
<b>SUBTOTAL A.</b>	<b>48,077</b>	<b>47,134</b>	<b>49,134</b>
		ERROR	ERROR
<b>B. OPERATING</b>			
All "Operating" Costs	9,338	9,338	9,338
<b>SUBTOTAL B.</b>	<b>9,338</b>	<b>19,566</b>	<b>19,566</b>
		ERROR	ERROR
<b>C. SPACE</b>			
Rent/Utilities/Maintenance	6,000	6,000	6,000
Mortgage (P&I) / Depreciation / Taxes	0	0	0
<b>SUBTOTAL C.</b>	<b>6,000</b>	<b>12,000</b>	<b>12,000</b>
		ERROR	ERROR
<b>D. SPECIAL COSTS</b>			
Assistance to Individuals	0	0	0
Subcontracts, etc.	0	0	0
Affiliation Dues	0	0	0
Capital Expenditure	0	0	0
Other:	0	0	0
<b>SUBTOTAL D.</b>	<b>0</b>	<b>10,000</b>	<b>10,000</b>
		ERROR	ERROR
<b>SPECIAL COSTS LESS CAPITAL EXPENDITURE</b>	<b>0</b>	<b>10,000</b>	<b>10,000</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>63,415</b>	<b>88,700</b>	<b>90,700</b>
<b>E. TOTAL CAPITAL EXPENDITURES</b>	<b>0</b>	<b>0</b>	<b>0</b>

7. PERSONNEL DATA: List Percent of Staff Turnover

100.0%
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Divide the number of resignations or terminations in calendar year 2011 by total number of budgeted positions.

Do not include seasonal positions. Explain if you had a 20% or more turnover rate in a certain staff position/category.

Discuss any other noteworthy staff retention issues, or policies to reduce staff turnover.

<p>Long time program employee (almost a decade in position) resigned in 2011. Organizational roles were re-defined, and a new executive was hired in April 2011.</p>
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b. Seasonal Employees

Seasonal/Project Employee ONLY	Nbr of Weeks	Total Hours	Hourly Wage	Seasonal Earnings		A	B	C	D	E	F	G	H	Non-City
						# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	0	0		0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00