



2019 Emerging Opportunities Program Application

Submit Application to: EOPapplications@cityofmadison.com

Deadline: 12:00 pm CST (noon) on October 16, 2018

Late applications will not be accepted

Please limit your proposal and responses spaces provided in this form. Any materials submitted in addition to this application form will not be considered in the evaluation of the proposal. *Do not attempt to unlock or alter this form.*

If you need assistance with this proposal or are unclear about how to respond to any questions listed below, please contact CDD staff at 266-6520.

Agency or Group:	1000 Friends of Wisconsin	Amount Requested:	\$20,000
Title of Proposal:	Reimagining Leopold: A Community Led Approach		
Project Type	Community Engagement and Capacity Building		
Project Description:	A community based green infrastructure project at Leopold Elementary School intended to reduce flooding, make the school feel more welcoming, and create a community gathering space. A green infrastructure conceptual plan will be created this year in preparation for redevelopment.		
Contact Person:	Abe Lench	Email	alench@1kfriends.org
Address:	16 N Carroll Street, Suite 800	Telephone:	608-259-1000
Is this Group a 501 (C) (3)?	Yes or No Yes	If no, applicant will need to secure a fiscal agent with 501 (C) (3) status	
Applicant Organization founded (Year):	1996		
Name of Fiscal Agent (if Applicable):		Fiscal Agent Phone:	
Fiscal Agent Contact Person:		Fiscal Agent Email:	

1. Project Description

a. What is the goal of your project? (500 characters)

The goal of our project is to engage the Leopold Elementary school community in the Arbor Hills-Leopold Neighborhood to create a conceptual green infrastructure plan that addresses their school yard issues. This project will also build capacity within the community by utilizing 1000 Friends resources to facilitate

Contact Us! CDD staff are committed and willing to help interested groups understand and work through program requirements. Call Nancy Saiz at 266-6520 or check out the staff directory on our website for a list of staff, their focal areas, and contact information.

strategic partnerships with local organizations and to help create a safer and more welcoming space for learning and play.

- b. Intended Service Population: (500 characters) Describe the intended service population that will be impacted by this project (e.g., location, ages, ethnicities, income ranges, English language proficiency etc.). Leopold is the largest elementary school in the Madison Metropolitan School District (MMSD) and is one of the most diverse. Of the 727 students that attended Leopold in 2017-18, 77% of them were non-white students, 37% were enrolled in the English Language Learning program and 58% were considered economically disadvantaged. This project will work with this diverse community to identify leaders and gather input from students, faculty, and the community to determine needs of the full community.
- c. Project Design: (5000 characters) Describe your proposed project activities. How will these activities help you accomplish your stated goals? Include information about key parts of your project that help us understand how you will accomplish your goals and how these funds would be used.

The focus of the green schoolyard project at Leopold Elementary School will be to determine best practices for effective community engagement. Successful engagement will be represented by a conceptual plan, and eventually green infrastructure modifications, that reflect the desires of people associated with the school and surrounding Madison and Fitchburg neighborhoods. Leopold is one of four designated Community Schools in the Madison Metropolitan School District (MMSD). Part of the mission of MMSD Community School's is for each school to develop strategic partnerships with local agencies and organizations. 1000 Friends of Wisconsin will facilitate important collaborations to further the mission at Leopold with the idea that the new connections will inherently help to build capacity within the school community.

1000 Friends has developed relationships at the school and with municipal staff to take advantage of planned school activities and past neighborhood engagement to jump start our outreach process. Since the start of the 2016 school year we have participated in Community School Committee (CSC) meetings where we presented about the potential for this project, and attended Leopold's Community School Day to identify other organizations involved at the school. We have worked closely with Linda Horvath from the City of Madison to understand what the City learned from engagement for the creation of the Arbor Hills-Leopold Neighborhood Plan. Ellen Geisler, Sustainability and Neighborhood Development Specialist in Fitchburg, has also committed resources and time. Our initial contact with the school community and awareness of previous engagement for neighborhood projects was an important foundation for future outreach. We have established strong relationships with the new principal and new community resources coordinator. With initial communications, and the stability those two positions supply, we can confidently move forward with the conceptual plan and ongoing community engagement.

Since the start of the 2018 school year 1000 Friends has attended the first CSC meeting and Leopold's Fall Festival. Some parents and teachers signed up at the Fall Festival to be involved in the project, while many others stopped by to get more information. That initial enthusiasm at the Fall Festival gave us lots of encouragement for the progress of our community engagement initiative. At the October CSC meeting we will present an overview of the full project to the committee. As we continue to reach out to more members of the Leopold community, more avenues will open for future engagement.

1000 Friends has identified a menu of modes to continue our outreach. Rosie Gittens, the new community resources coordinator at Leopold, will include updates to the project in the Community Schools' newsletter that is distributed to all parents. The school has listed more afterschool programming as a priority task. By holding afterschool programs involving green infrastructure with students, we will help meet the school's objective and avoid taking time away from teachers during their jam-packed school day schedule. Other opportunities for outreach at the school include the Parent Faculty Organization (PFO), and an Americorps program within the UW Health Healthy Kids Collaborative.

Once community stakeholders have been identified, we will put together a "Green Team" that is a representative for Leopold Elementary and its schoolyard. The leadership team will work with students, partners, and other community members to create a green infrastructure conceptual plan for the schoolyard. As the conceptual plan takes form, important partners will be mixed in to give the Green Team the capacity to make the changes a reality. 1000 Friends has already signed and agreed to a Memorandum of Agreement with MMSD on any changes at Leopold School and we have the necessary MMSD facilities and building services contacts to identify limits to any redevelopment and to understand how to make it happen. The City's of Madison and Fitchburg have also devoted representatives from their planning departments to align neighborhood initiatives and to broaden the outreach potential. UW-Madison's Environmental Design Lab has committed to help with the design and planning process. Public Health Madison & Dane County and UW Health both have initiatives relating to getting kids outside and making sure they stay active and are eager to collaborate with us.

Other engagement activities not directly related to the conceptual plan, but that could be used to maintain momentum include after school lessons about green infrastructure for kids and adults. Public mapping and design workshops with green infrastructure professionals, native plant sales, soil amendment demonstrations, and plenty more events will be important methods to keep up the energy for the project during the long and thorough planning process.

d. Proposed Timeline for Implementation

Activity	Estimated Start and Completion Dates
Expand outreach and engagement initiatives to generate awareness and identify community leaders	October 2018-February 2019
Establish Green Team	January 2019-February 2019
Start working with Americorps and the Healthy Kids Collaborative to increase student engagement	January 2019-August 2019
Meet with Green Team, MMSD Building Services, City of Madison Engineering, and UW Environmental Design Lab for the planning and design process	April 2019-December 2019
Hold mapping and design workshops for the community and Green Team with design and engineering professionals	April 2019-June 2019
Finish Conceptual Plan	December 2019

2. Applicant Organization or Group: (2500 characters) Briefly describe the structure of your organization. Include information about your board and/or volunteers. Please describe any successes you have had that relate to the proposed project. (10 Pts)

1000 Friends of Wisconsin works to promote healthy communities while protecting the environment. We were established in 1996 as a statewide membership organization focused on land use planning. Over time our mission evolved to include all that goes into growing healthy communities, including – but not limited to - accessible transportation, health in all policies, and green infrastructure. We have a staff of 4 led by an Executive Director. We have a 9 member board of directors. We currently have 1 very active volunteer – John Stolzenberg, Madison

Board of Directors:

Bill Berry – self-employed writer, Stevens Point
 Steve Born – Emeritus UW-Professor, Madison
 John Clancy – Attorney, Godfrey & Kahn, Madison
 Lynn Hobbie – Vice-President, MG&E, Madison
 Jim Matson – retired – DATCP, Madison

Tom Mlada – Director of Development, Ozaukee-Washington Land Trust
Jennifer Rothstein – Ozaukee County Bd. Supervisor, Mequon
Kine Icks Torinus – retired, West Bend
Jean Wells – Vice-president, Supranet, Middleton

We successfully completed a major green infrastructure project in SE Wisconsin. Through our Great Neighborhoods Program we have worked in underserved neighborhoods, such as Meadow Wood where we led a six month initiative gathering input from a kids coalition to make changes in the neighborhood. We have continued that program in Madison over the past 4 years by developing solid relationships in diverse communities across the city. We supported the City of Fitchburg in their Healthy Neighborhoods Initiative through editing and by facilitating strategic partnerships. 1000 Friends is known for our ability to build strong coalitions on many fronts and our work focuses on equity and inclusiveness.

3. Alignment: (2500 characters) Briefly describe how your proposed project aligns with City, neighborhood or community based planning processes, data, or reports. (10 Pts)

Leopold School is a MMSD designated Community School. One of the roles of a Community School, based on the Madison Community School Framework, is to support the students and families through programs and services that are provided based on needs identified by the community. The framework that guides a school's impact pairs well with the Arbor Hills-Leopold neighborhood Plan that was created and adopted based on the same kind of engagement a Community School strives for.

The Arbor Hills-Leopold Neighborhood Plan was adopted in September 2013 and covers two of the neighborhoods that send students to Leopold Elementary school. One of the focus points of the plan is the importance of a neighborhood gathering area. Along with Nine Springs Golf Course and Aldo Leopold Park, Leopold Elementary School is identified as "the heart of the study area". Leopold School hosts MSCR activities in the summer and sports leagues throughout the year, but does not have a space for the community to congregate without planned events. So although it is in an important space for a variety of happenings, the community was outspoken about the lack of a central gathering space that could be used whenever needed. Compounding the structural need was an unsafe and unwelcoming feeling that residents voiced about Leopold School.

Through our initial outreach initiative 1000 Friends has heard similar interests for a community gathering space at Leopold School. Incorporating a neighborhood gathering area with the other green infrastructure redevelopments would also help soften the landscape around the school and ultimately create a more welcoming aesthetic for students and families.

The specific changes will be decided by the Leopold school community with the help of design and engineering professionals in the form of a green infrastructure conceptual plan. A conceptual plan will demonstrate how the school plans to address its community's needs and desires while also meeting the action items from the Arbor Hills-Leopold Neighborhood Plan. The work also follows the framework of a MMSD Community School, which emphasizes designated schools meet their objectives through strategic partnerships. 1000 Friends will help Leopold School form necessary collaborations with local organizations that will give it the capacity to make any possible changes.

4. Community Engagement: (2500 characters) Briefly describe how residents and the community who may benefit from this project have been involved in the development of this proposal. (10 Pts)

1000 Friends of Wisconsin has been meeting with students, families and staff from Leopold Elementary on and off for about 18 months. During the spring of the 2016-17 school year 1000 Friends presented this project to the CSC at one of their monthly meetings. Since then we have attended multiple CSC meetings and some Leopold School events, including their Fall Festival this year and Leopold Community Day during the 2017-2018 school year. At the CSC meetings we reached parents, Leopold staff, and local partners, while at the school events we reached students and additional parents that may not attend a CSC meeting. The school

events were important for generating awareness about the project and for gaining volunteer support and leadership.

We have used previous community input through our collaboration with Linda Horvath from the City of Madison. With Linda's help and the Arbor Hills-Leopold Neighborhood Plan, we learned about their action items for a neighborhood gathering area, specifically associated with Leopold School. Other ideas provided by the community, which also showed up in the neighborhood plan include art installations at the Cannonball bike path entrance to the schoolyard and cleaning up the woods on the north side of the field where teachers could incorporate outdoor learning into their instruction.

All of the time we have spent in the community gathering input and making connections has been preliminary to the larger efforts of the project. The hires of Rosie Gittens, the new Community Resources Coordinator, and Peg Keeler, the new principal, provides the momentum that we can build on. With the foundation that we have so far and increased funding we can move closer to forming a Green Team and making the conceptual plan a reality.

5. Collaboration: (2500 characters) Briefly describe any collaboration or coordination with other organizations or service providers in the development of this proposal. (5 Pts)

City of Madison - 1000 Friends worked with Linda Horvath, an City of Madison Urban Planner, to determine the main takeaways and action items from the Arbor Hills-Leopold Neighborhood Plan. We have found overlap from our initial outreach initiatives and can use the neighborhood plan as a reference in the future. Linda has also kept 1000 Friends updated on any projects that have been completed related to the neighborhood plan and related to Leopold School.

City of Fitchburg - Fitchburg has launched their Healthy Neighborhoods Initiative (HNI) and 1000 Friends has been incorporating that initiative into this project. Ellen Geisler, the Sustainability and Neighborhood Development Specialist, has committed to being our main contact from Fitchburg. We also have the full support of the new Planning Director in Fitchburg, Sonja Kruesel.

MMSD - 1000 Friends has met with the former Director of Strategic Partnerships and Innovations, Jess Hankey, and the Community Schools Manager, Arron Peterson, many times to discuss this project and how MMSD would be involved. We prepared an overview and timeline of the project and presented it to MMSD administrators to gain permission to sign a Memorandum of Agreement (MOA). The MOA allows 1000 Friends to collaborate with Leopold School in the form of a strategic partnership.

Dave Kapp, Assistant Director of Operations in Building Services, has come to partner meetings with 1000 Friends. Dave and the rest of the Building Services staff have committed time and resources to us as the project moves along. We have worked with them to understand when the Building Services department needs to be involved and to determine what logistical information we need to inform the green infrastructure and school yard redevelopment process.

Aldo Leopold Elementary School - Rosie Gittens has devoted time and resources from her Community Resources Coordinator position to help engage the community and to increase the awareness of the project within the school community. Peg Keeler, Leopold's principal, has given us her full support for the project.

Public Health Madison & Dane County - Justin Svingen, Public Health Planner, has been to the initial partner meetings and has connected us with Green Schoolyards of America and their project experience.

UW Health - We have worked with Julia Stanley, program manager of the Healthy Kids Collaborative, to incorporate the objectives of that initiative into this project.

6. Funding: (5 points)

a) Has your organization received funding from the City of Madison Community Development Division, City of Madison CDBG office, Community Resources, or the Emerging Opportunities Program in the last 5 years? (Please note: Amount and frequency of funding will be considered in scoring this criteria)

Yes No

b) What other funding do you anticipate pursuing if the project is expected to continue? (500 characters)

1000 Friends has met with and requested funding from the Evjue Foundation, Madison Community Foundation, City of Fitchburg and CUNA Mutual.

7. Budget (5 points):

a. Summarize your project budget by estimated costs, revenue, and fund sources.

BUDGET EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTED	AMOUNT OF NON-CITY REVENUES	SOURCE OF NON-City FUNDED PORTION
A. Personnel Costs (Complete Personnel chart below)				
1. Salaries/Wages (show detail below)	31,720			
2. Fringe Benefits and Payroll Taxes	7,930			
B. Program/Project Costs				
1. Program/Project supplies and equipment	1000			
2. Office Supplies	150			
3. Transportation	450			
4. Insurance				
5. Other (explain)				
C. Space Costs				
6. Rent/Utilities/Telephone				
7. Other (explain):				
D. TOTAL (A + B + C)	41,250	20,000	21,250	

Explanation of "Other" expenses: (500 characters)

N/A

b. Personnel Chart: List all paid staff that will be working on the proposed program/project.

Title of Staff Position	F.T.E.*	Proposed Hourly Wage*
Abe Lench - Community Project Coordinator	0.625	\$20.00
Robin Wagner - Technical Assistance	0.125	\$22.00

-SIGNATURE PAGE-

City of Madison Contracts:

The following information is provided in order to outline city requirements that will apply if your proposal is funded. All allocated funds will be administered through contracts with the City of Madison, Community Development Division. If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected organization. If funded, applicants will be required to attend a **mandatory meeting** on contracting requirements. City purchase of service contracts include requirements regarding non-discrimination, consideration of vulnerable populations along with specific requirements in the following three areas:

1. Affirmative Action:

If funded, applicant hereby agrees to comply with City of Madison Ordinance 39.02, an Affirmative Action Plan with the City Department of Civil Rights (DCR) or an exemption if allowed by City DCR. For more information on these requirements, please visit the Department of Civil Rights website: <http://www.cityofmadison.com/dcr/programsCCP.cfm>.

2. Insurance

If funded, applicant agrees to secure insurance coverage in the following areas to the extent required by the City Office of Risk Management:

- Commercial General Liability
- Automobile Liability
- Worker's Comp
- Professional Liability

The cost of this coverage can be considered in the request for funding. The Certificate of Insurance that will be required at the time of contracting is available on the City of [Madison Risk Management website](#).

A sample contract that includes standard provisions may be obtained by contacting the Community Development Division at (608) 266-6520.

3. Signature:

(Any applications submitted without a signature will be considered incomplete and will not be considered for funding.)

Applicant Signature:

Enter Name: Abe Lench

Date: 10/15/2018

By entering your initials in the box,

AL

You are electronically signing your name and agreeing to the terms above.