

## MINNEAPOLIS PROMISE ZONE GOALS, SUBGOALS AND ACTIVITIES

### **GOAL 1: Reduce racial inequities in public services and institutions that contribute to the ongoing economic exclusion of the Minneapolis Promise Zone and meaningfully engage residents in the decisions affecting their community.**

Subgoal 1.1 Reduce racial disparities by using racial equity assessments and other equity tools within Minneapolis. The Twin Cities has some of the country's greatest racial disparities on several socioeconomic measures.

- ❖ The City will train frontline staff to recognize the role that early and ongoing interactions can play in shaping Minneapolis Promise Zone residents' relationships with government. This could include negative experiences, resulting in trauma, both historical and personal, and mistrust and dissatisfaction with public institutions.
- ❖ The City of Minneapolis will, in conjunction with community stakeholders, develop, adopt, and implement a citywide Racial Equity Action Plan focusing on disparities in housing, employment, public safety, health, infrastructure, and education.
- ❖ The City will use our racial equity assessment and expanded use of data to identify and address disparate impacts and opportunities of improvement in our public policies, programs and services.
- ❖ The City will conduct a comprehensive disparity study to be conducted over the next two years – focusing on procurement and the City's small and underutilized business programs.

Subgoal 1.2 Use creative placemaking and other proven strategies to strengthen resident engagement in the Minneapolis Promise Zone.

- ❖ Engage residents to define Minneapolis Promise Zone success and shape implementation strategies through the Forum for Accountability and Community Engagement (FACE).
- ❖ Support and expand creative placemaking efforts in the Minneapolis Promise Zone to augment community identity and voice.
- ❖ Grow and use organized blocks to engage citizens and expand MPD National Night Out Plan which engages over 80 police teams to support block clubs and leaders.

### **GOAL 2: Reduce serious and violent crime by curtailing gun violence, strengthening community law-enforcement relationships, and addressing youth violence and domestic violence.**

Subgoal 2.1 Improve public safety by reducing gun violence and build public trust by strengthening community-law enforcement relationships.

- ❖ Increase the effectiveness of multi-agency hot spot collaborations in the following areas:
  - Gun violence prevention and crime reduction in hotspots and in chronic micro places of crime.
  - Data sharing through coordination.
  - Northside Safety Summit and implement community-driven strategies.
  - Public-Private partnerships with 'assessment funds' for public safety funds.
- ❖ Support and, where necessary, enhance the following community-based/community-driven initiatives:
  - Court Watch, citizens partnership with police, prosecutors, probation officers, and others to prevent and respond to public safety concerns.
  - Community-based and community supported chronic offenders programs in Minneapolis Promise Zone hotspots.
  - Investment in community-oriented policing from the DOJ's COPS program and coordinate multi-agency law enforcement presence.
  - 4th Precinct Community And Resource Exchange (CARE) Task Force focused on livability issues.

Subgoal 2.2 Reduce youth violence by implementing Minneapolis Promise Zone-tailored approaches consistent with the Youth Violence Prevention Blueprint and other emerging plans.

- ❖ Recommend strategies for maximizing referrals to the Juvenile Supervision Center, a safe supervised alternative for low-level offenders.
- ❖ Extend Inspiring Youth prevention services for middle school age youth.
- ❖ Support efforts to expand out of school time with safe spaces and positive activities like Pop-Up parks and Youth Outreach Workers in crime hot spots.
- ❖ Expand programs like the Broader Urban Involvement and Leadership Development (BUILD) Training, and Gang Resistance Education And Training (GREAT) that provide early education violence prevention, and conflict resolution skills to address specific needs of the Minneapolis Promise Zone community.
- ❖ Develop and implement a Childhood Exposure to Violence Task Force.

Subgoal 2.3 Increase community-specific, data-driven approaches to preventing and reducing domestic violence.

- ❖ Adopt results from Byrne Grant research on exposure to domestic violence as a predictor of violent crime.
- ❖ Develop and implement a Childhood Exposure to Violence Task Force, to address trauma experienced by children who witness violence in the home.
- ❖ Expand in the Minneapolis Promise Zone culture-specific approaches to engaging men and boys in breaking the cycle of domestic violence through new and existing channels.
- ❖ Expand and implement work related to VAWA grants, focused on increasing charging rates of "Gone on Arrival" domestic violence cases.

### **GOAL 3: Improve cradle-to-career outcomes for Minneapolis Promise Zone students, thereby reducing the racial achievement gap**

Subgoal 3.1 Ensure children are Kindergarten-ready by engaging families of the youngest Minneapolis Promise Zone residents to build a foundation for successful educational pathways at home, and by increasing access to high-quality early childhood programs.

- ❖ Increase the number of children in the Minneapolis Promise Zone awarded Race to the Top scholarships to fund their enrollment at quality early education centers.
- ❖ Implement the Northside Achievement Zone (NAZ) Family Academy and other “whole family” educational engagement models for parents of children under 5. (in partnership with Minneapolis Public Schools’ Office of Black Male Achievement)
- ❖ Research and incorporate best practices in early childhood care from the Minneapolis Public Schools (MPS) and the University of Minnesota’s Center for Early Education and Development (CEED) partnership to existing and expanded sites in the Minneapolis Promise Zone.
- ❖ Generation Next & UROC will provide six faculty fellows to research root causes of the achievement gap.

Subgoal 3.2 Meet K-8 math and reading benchmarks for children living in the Minneapolis Promise Zone by enhancing family and community supports.

- ❖ Expand the NAZ model to integrate “whole family” service delivery/referrals within schools throughout the Minneapolis Promise Zone to connect K-8 students and their families to the range of supports they need to ensure successful learning.
- ❖ Support through reserving slot in Minneapolis Promise Zone for the establishment of a Partnership School, fostering autonomy and innovation to better meet students’ learning needs.

Subgoal 3.3 Improve high school graduation rates so Minneapolis Promise Zone youth are college/career ready and are completing secondary schooling at rates equal to their peers citywide.

- ❖ Support and expand Accelerating Graduation by Reducing Achievement Disparities (A-GRAD), Generation Next, and other successful programs and efforts designed to improve academic outcomes for young people confronting myriad life challenges.
- ❖ Establish the Youth Coordinating Board’s digital “one-stop shop for youth”.
- ❖ Extend quality out-of-school time by better coordinating schools, tutors, and mentors at supporting organizations.
- ❖ Promote placement of eligible North HS and Patrick Henry HS students in the Power of You program at MCTC.

**GOAL 4: Build a more inclusive economy in the Minneapolis Promise Zone, ensuring dollars are reinvested in the community and that goods, arts, and services are available to Minneapolis Promise Zone residents and visitors. Support the Minneapolis Promise Zone as a destination for business growth.**

Subgoal 4.1 Attract people and businesses by promoting Minneapolis Promise Zone assets, capitalizing on emerging transit nodes and utilizing creative placemaking.

- ❖ Target business and land development in the Minneapolis Promise Zone through the City's Grow North Initiative along with other business attraction and expansion efforts.
- ❖ Promote "destination-focused" business growth in the Minneapolis Promise Zone, capitalizing on station area planning for the Southwest light rail and Bottineau rapid transit corridors.
- ❖ Promote creative placemaking with the creation of a Northside Arts District, anchored by the Capri Theater and other venues, many of which remain underutilized.
- ❖ Dedicate program staff from one or more implementing partners to lead a focused effort to engage developers, business owners, and site selectors in promoting the assets of the Minneapolis Promise Zone and shaping business expansion and attraction efforts using all the activities above, and others.

Subgoal 4.2 Expand sector strategies and work supports to link Minneapolis Promise Zone residents to job opportunities and growth industries in and near the Minneapolis Promise Zone.

- ❖ Build on the emerging program with Hennepin County to develop a workforce plan and training programs to meet the demand for projected employment needs of public sector occupations, in partnership with public schools and higher education institutions.
- ❖ Expand and strengthen existing FastTRAC programming for Minneapolis Promise Zone residents toward career pathways in demand.
- ❖ Utilize the new North Minneapolis WorkForce Center being built in the West Broadway Education and Career Center, to connect job seekers to a full suite of employment and support services.

**GOAL 5: Create jobs through the promotion of transit oriented development opportunities; incenting growth among businesses in proximity to the Minneapolis Promise Zone; and, creating youth employment opportunities that can meaningfully contribute to household income.**

Subgoal 5.1 Promote transit-oriented development to boost job growth in the Minneapolis Promise Zone.

- ❖ Engage workforce partners with multiple transit development projects underway new employment opportunities for Minneapolis Promise Zone residents.

- ❖ Use transit development to promote arts-focused business development at station nodes.

Subgoal 5.2 Support expansion and growth of businesses in and around the Minneapolis Promise Zone to grow employment opportunities accessible to Minneapolis Promise Zone residents.

- ❖ Aggregate efforts by University of MN Northside Job Creation Team and Northside Funders Group (NFG) and others to identify, grow, and improve work opportunities for Minneapolis Promise Zone residents in growth industries & occupations. Focus will include business opportunities around the Upper Harbor Terminal Development and entrepreneurship opportunities within and around the Minneapolis Promise Zone.
- ❖ Use Grow North and other existing incentive programs to attract business development opportunities in MPD crime hot spots to increase employment and improve public safety.
- ❖ Maintain/expand the asset inventory for the Minneapolis Promise Zone (land accumulation, vacant business properties) to identify opportunities for commercial land bank strategies.

Subgoal 5.3 Promote and expand youth employment through existing public and private internships, career readiness programs, and year-round job opportunities.

- ❖ Increase the capacity of programs such as Urban Scholars, Cookie Cart, STEP-UP and other work-based learning and volunteering initiatives to increase the number of Minneapolis Promise Zone students enrolled in these programs.
- ❖ Expand [and align] career readiness and credentialing in Minneapolis Promise Zone through AchieveMpls and other programs by connecting students to career counselors.
- ❖ Target work opportunities for youth contributing to household income through North Minneapolis Workforce Center and future Minneapolis Promise Zone job creation opportunities.

**GOAL 6: Promote stable housing for all residents in the Minneapolis Promise Zone by increasing availability, affordability, and quality of housing stock while coordinating support services.**

Subgoal 6.1 Preserve and revitalize housing stock and livability to address poor housing conditions, abandoned properties, and an over-concentration of problem properties in the Minneapolis Promise Zone.

- ❖ Decrease blight through maximization of existing tools (receivership and Minneapolis Regulatory Services' "Director's Order to Rehab" program) while resurrecting previously successful initiatives (\$1-a-house program).
- ❖ Expedite tax forfeiture process by coordinating with Hennepin County.

- ❖ Establish long-term preservation/affordability agreements with investors purchasing large numbers of single family homes.
- ❖ Aggressively identify and pursue opportunities for land-banking to preserve Minneapolis Promise Zone existing housing stock.
- ❖ Coordinate Healthy Homes and Lead Abatement Grant activity with inspections division and incorporate into tenant education programming.
- ❖ Align and expand targeted housing inspections and support accelerated enforcement on worst offenders.

Subgoal 6.2 Enhance successful housing (homeownership, long-term tenancy) suitable for all families, situations and needs through coordinated housing support services.

- ❖ Increase homeownership opportunities for emerging/under-represented markets through programs like Wells Fargo ECHO/LIFT, where support in financial literacy and credit repair, direct financial support, and direct marketing are available to Minneapolis Promise Zone residents.
- ❖ Provide rehab support services to homeowners (financing, rehab scope development, construction management support) through long-term property maintenance tools.
- ❖ Develop and implement new tools to address systemic barriers for families with complex housing histories (ex-offenders, those with a history of unlawful detainers, etc) including wrap-around family services.
- ❖ Support stable, long-term rental situations by ensuring property owners and tenants understand their rights, responsibilities, and can communicate effectively.
- ❖ Improve coordination and data sharing among publicly-funded housing and service providers to facilitate individuals obtaining safe housing and seamless service delivery.

Subgoal 6.3 The City of Minneapolis' Department of Community Planning and Economic Development (CPED) is overseeing the completion of Heritage Park, supports Green Homes North, markets city-owned vacant land for strategic infill development, and supports the development of mixed-income rental housing projects.

- ❖ Complete the final phases of stalled major ownership development projects (100+ units) in the Minneapolis Promise Zone like Heritage Park.
- ❖ Continue to support Green Homes North, a new development strategy focused on building new energy-efficient, single-family ownership housing units.
- ❖ Support the development of mixed-income rental housing projects (including those with large bedroom counts) along the corridors to serve an array of households.