

REVISED REPORT



Request for City Council Committee Action from the Department of Community Planning & Economic Development

Date: June 6, 2006

To: Council Member Lisa Goodman, Community Development Committee
Council Member Paul Ostrow, Ways & Means Budget/Committee

Subject: West Broadway Safety Center Operational Plan and Temporary Location

Recommendation: (1) Authorize appropriate staff to enter into a lease agreement at 1011 West Broadway for the temporary West Broadway Safety Center, (2) Authorize appropriate staff to enter into a contract for professional services with Folwell Neighborhood Association's Fourth Precinct CARE Task Force for operations, and (3) Amend the 2006 General Appropriation Resolution by increasing the Community Planning & Economic Development Agency Community Development 595 Levy (SCD0-890-8933) appropriation by \$90,000.

Previous Directives: On February 28, 2006, the City Council authorized staff to sell 1838 Dupont Ave N to Bobbie Fern to support a redevelopment at 927 West Broadway with the West Broadway Safety Center as a required tenant.

Prepared by: Erik Hansen, Senior Project Coordinator **Phone:** 612-673-5022

Approved by:

Chuck Lutz, Deputy Director CPED _____

Mike Christenson, Director of Economic Development _____

Permanent Review Committee (PRC) Approval Not Applicable

Note: To determine if applicable see <http://insite/finance/purchasing/permanent-review-committee-overview.asp>

Presenter in Committee: Erik Hansen

Financial Impact (Check those that apply)

- No financial impact (If checked, go directly to Background/Supporting Information).
- Action requires an appropriation increase to the Capital Budget or Operating Budget.
- Action provides increased revenue for appropriation increase.
- Action requires use of contingency or reserves.

- Business Plan: Action is within the plan. Action requires a change to plan.
- Other financial impact (Explain):
- Request provided to department's finance contact when provided to the Committee Coordinator.

Community Impact (use any categories that apply)

Neighborhood Notification: Staff has notified community organizations of this particular request. Furthermore, staff is working with the Jordan, Hawthorne, Near North, Willard Hay, and West Broadway stakeholder groups on the creation of an operational plan for the permanent West Broadway Safety Center.

City Goals: Build communities where all people feel safe and trust the City's public safety professionals and systems

Comprehensive Plan: N/A

Zoning Code: N/A

Other:

Summary

The West Broadway Safety Center is a component of the West Broadway Security Collaborative. It is a community-police initiative, led through the West Broadway Business Association's Safety Committee that will enhance public safety and the law enforcement presence in the area and create a structure for collaboration on the development and implementation of area public safety strategies. The Safety Center will be the first implemented component of the Collaborative and will create a law enforcement presence in an area that has seen an increase in mid-day violent criminal events. These events have an impact on the perception of the area's overall safety and can lead to a decline of investment interest and in retail conception.

The Safety Center is an important community development. Because of the collaboration involving the business community, residents, City development staff and the Police Department, the West Broadway Safety Center creates not only a law-enforcement presence but, through the operations of the center, hones the energy of the community to address immediate and long-term public safety issues. This collaboration's initiatives should lead to an improvement in the perceived and the actual crime in the area further leading to increased economic activity and stability.

CPED staff, working with Minneapolis Police Officers are developing an operational plan for this Safety Center in direct partnership with the area's community members. Staff expects that plan development will continue into the summer and fall. The temporary center will provide the staffing and space necessary to complete this plan. The Safety Center will also allow the Police Department to use the facilities as a home base for the West Broadway Beat and to publicize and coordinate with the community its summer crime prevention strategies. This is a one-time request for start-up funding.

CPED, working with the Minneapolis Police Department and Fourth Precinct CARE Task Force, will open a temporary site for the West Broadway Safety Center at 1011 West Broadway on July 1, 2006. The City will enter into a lease with the owner of the building Dr. John Williams, DDS. This Center's permanent location will be at 927 West Broadway. The permanent Center will be under construction for the remainder of 2006. It is expected to open at the beginning of 2007. Staff, responding to the community's request to have a safety center open by the summer of 2006, moved to secure a temporary location to serve the area until the permanent location is fully constructed. The temporary location will serve as a base for the West Broadway beat cops and provide space for contracted and WBBA staff to further develop and finalize the

operational plan for the permanent Safety Center and other initiatives that will stabilize and enhance economic investment along the West Broadway corridor.

Background

The request for attention to public safety

CPED staff held a meeting with area businesses in September 2005 to discuss issues related to doing business in the district. During this meeting the participants informed staff that public safety and rising crime rates were the top impediments to doing to business on the corridor. Based on this information and after additional discussions with residents in the Hawthorne and Near North/Old Highland neighborhoods, staff contacted the Minneapolis Police Department to discuss a response to the community's concerns. During a follow-up meeting with businesses and community members in November, former Chief McManus and Economic Policy and Development Director Christenson committed to work with West Broadway Business Association's (WBBA) Safety committee to develop a safety initiative for the avenue and the adjacent areas. It is within this safety initiative that the West Broadway Safety Center will continue to be developed and will function successfully.

The West Broadway Security Collaborative

The West Broadway Security Collaborative is a public-private public safety initiative lead by WBBA. This initiative is a comprehensive public safety and crime prevention program that addresses West Broadway Avenue and the surrounding areas. The main components of this collaborative are a unified trespass policy to address nuisance crimes, installation of surveillance cameras, improved and coordinated communications between the area's businesses, increased officer beat patrols, and the creation of a Safety Center to provide a police presence and to align community and business safety efforts.

WBBA through its Safety Committee is developing the program guidelines for a number of the components that will begin to roll out over the summer. The committee is working thorough the City Attorney's office to develop a uniform trespass policy for WBBA members and available to other business owners who may not yet be members of the Association. It will conduct a technology and security-staffing audit of WBBA businesses and will work with the Fourth precinct and Deputy Chief Allen to fund and implement the surveillance camera proposal.

In response to the WBBA's growing responsibilities, the group is hiring administrative support. This part-time staff will office in the temporary Safety Center with expectation that he or she will move into the permanent location in 2007 in addition to the Safety Center staff.

West Broadway Safety Center and the West Broadway Security Collaborative

CPED and Police staff are working with the WBBA Crime and Public Safety committee and surrounding community groups to develop the concept for the Safety Center operations and space plans. This planning process is organized to develop an operational plan that addresses the community's safety concerns and the specific strategies that address crime and the roots of criminal activities in this area of North Minneapolis. The first step of this process was a series of community listening events with area neighborhood and stakeholder organizations. The information gained in these events will advise a soon to be formed Safety Center Advisory Board. This board will develop the specific mission of the Safety Center, the operational plan, define and identify the resources needed to open the center, and to act as an on-going governance board.

The permanent West Broadway Safety Center

The permanent location for the West Broadway Safety Center will be at 927 West Broadway. CPED staff is working with the building's owner and developer on the specifics of the redevelopment and the lease agreements for the center. The expected timeline is six-months from lease authority. Staff plans to seek authority to enter into a lease in July. The permanent West Broadway Safety Center will house a Crime Prevention Specialist that will run the center.

CPED work with MPD

CPED worked in partnership with First Precinct Inspector Rob Allen in designing a cross-sector approach to public safety in the Downtown Safe Zone (see, www.securitycollaborative.org). The organizational role played by CPED downtown is best executed through the 4th Precinct CARE Task Force for forming the West Broadway initiative which has worked with the WBBA since December 2005 on a collaborative approach.

Fourth Precinct CARE Task Force

Folwell Neighborhood Association's Fourth Precinct CARE Task Force (formerly the Forth Ward CARE Task Force) will provide administrative guidance and supportive staffing for the temporary location. The Fourth Precinct CARE Task Force has a strong history of organizing multiple City and other government agencies and diverse community stakeholders around public safety strategies. It has worked closely with the WBBA Safety committee from the onset of the Collaborative to help craft a program and specific program components.

Proposed Budget

This report seeks start up funding only. Deputy Chief Rob Allen will report into the PS&RS Committee on the structure of public safety community collaborative across the City. The MPD asks from CPED only a start-up organizational function in year 1. Should the collaborative approach succeed, year 2 funding will come from non-City sources, either business or foundation funding. For year 3, it is expected that any public safety collaborative be fully funded from the proceeds of a Special Service District. CPED will function only as an organizer of the business effort with MPD in year one, as demonstrated downtown. The business community is advised that any success of a public safety collaborative will require funding from other sources and ultimate support of a Special Service District as a more permanent funding source. The structure of the effort between MPD and CPED, CD and PS&RS, is detailed in the attached report of Deputy Chief Allen.

Lease of 1011 West Broadway

The City, through CPED, will enter into a lease of a 2000 square foot street front space at 1011 West Broadway to house the temporary West Broadway Safety Center. The lease rate is \$15.53 per-square-foot for space and expenses (\$7.59 for rent and a budget for \$7.94 for expenses). Staff expects minimal build-out expenses (mainly technology and minor repairs to the facility) not to exceed \$3,620 (or \$1.81 per-square-foot). The total expense is expected not to exceed \$19,150.00

Fourth Precinct CARE Task Force Budget

			Unit Cost	Total Cost	Other Committee Actions
OVERVIEW - To prepare for new investments					
In response to the business community's priority on public safety methods, staff support is requested to start up a business-law enforcement public safety collaborative. 4th Precinct CARE Task Force and the West Broadway Business Association offers the following activities as a work plan for the safety and stability of the West Broadway corridor and seeks to implement this plan in collaboration with the City of Minneapolis CPED, the Minneapolis Police Department, Metro Transit, community stakeholders and other partners. The purpose of WBBA implementing these strategies is to strengthen the organization and identify WBBA as the catalyst for existing and future growth of business on the West Broadway Corridor.					
Personnel and Non Personnel					
4TH Precinct CARE Task Force and the West Broadway Business Association will staff the interim location to develop business participation and community support for a public safety center and anchor a public private partnership to fund and maintain a permanent public safety collaborative.	1-PT Contract @ 20,00 4th Precinct CARE Task@45.00	30 hrs per week/31 10 hrs per week/31	18,600 13,950		
Non-Personnel Expense Rent, Phone, Insurance, Equipment			5,600		
Outcomes: A point of contact will be established that will connect business owners and residents to corridor development and initiatives, engage them as revitalization partners and provide support for new and existing commerce.				43,110	
Public Safety Initiatives					
West Broadway Business Association co-hosts, with governmental units, a celebration the opening of a Public Safety Center to house MPD, Juvenile Probation and other community services on the 900 Block of the Corridor.	Opening celebration, community outreach, public relations 6/15/06.		4,500	4,500	
WBBA completes a Security and Technology Assessment: document the capacity of businesses and other facilities; owner operated and those operated in leased space for security related procedures currently in place, existing equipment and willingness to participate in a unified security project.	Documentation and publication for planning		1,500	1,500	

WBBA begins a public information campaign and implement a uniform Trespass Policy with the cooperation of Corridor businesses; first in a paper format and testing radio, cell phone and other personal communication devices in preparation for launch of a secure web-site to provide real time notices of current criminal activity and increased communication between businesses, private security and the MPD.	Campaign development and community engagement.		3,900		
	Graphic design, print materials and equipment		4,100		
	Consultant and Technical services for website development and implementation.		15,800		
				23,800	
Assess the use of cameras along the Corridor (using the Downtown Security Area as a model) and assess the special needs for implementation on the Broadway Corridor in partnership with Metro Transit, specifically at Bus Shelters and other boarding locations.	Agency participants.		0	0	PS & RS
Outcomes: Implementation of these public safety strategies will create a safe environment that will encourage consumer and business investment in the West Broadway Corridor.					
Environmental Initiatives					
Launch an aggressive clean-up campaign with business and citizen leadership involving both City of Minneapolis Solid Waste and STS to remove litter from the Corridor and the I-94 access ramps. Implement a Clean and Green Corridor Program and involve the businesses on the corridor and volunteers to keep West Broadway environmentally maintained.	Coordination of multiple agency services, volunteer recruitment, community outreach, public information, from 6/15/06 to ongoing.		2,900	2,900	
Conduct a Safety through Environmental Design Survey including all of the West Broadway Corridor, 2 nd Avenue North to the city limits, to remediate areas that provide cover for criminal activity.	Agency participants.		0	0	PS & RS

Outcomes: Implementation of these Environmental Initiatives will set a new standard for corridor appearance, will remove barriers to crime prevention surveillance and increase the perception of corridor safety.					
Plan, locate and Install clarification signage, that is not in conflict with County, State or other jurisdictions.	Agency participants.		0	0	T & PW
Joint Beats					
Two beat officers assigned and funded	MPD		0	0	PS & RS
Metro Transit and County Enforcement Partnership	MPD, Hennepin Sheriff, and MetroTransit Police		0	0	
Total				\$70,850	

