



Neighborhood and Community Relations

August 9, 2011

Table of Contents

Neighborhood and Community Relations



Page

City population

City of Minneapolis population	3
City population change by neighborhood [MAP]	4
City population by race	5
City population by age	6

Civic participation

Diversity on City's boards and commissions	7
Resident Survey: approaches to influence City decisions	8
Resident survey: City rating on opportunities for citizen input	9
Voter turnout in local elections	10
Voter turnout in local elections (overall and in minority precincts)	11
Select voting precincts by race [MAP]	13

Homelessness

Number of homeless in Hennepin County	14
Number of homeless families in Hennepin County shelters	15
Homeless prevention and rapid re-housing program funds	16
Individuals unsheltered in January	17
Downtown 100 (chronic offenders)	18

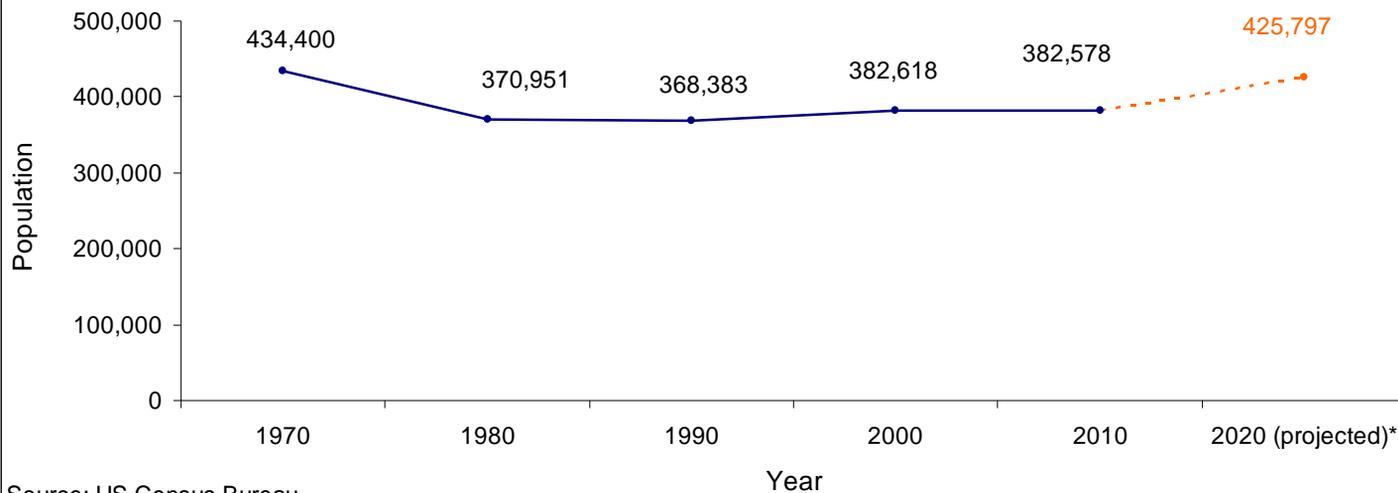
Community engagement

Number National Night Out events registered	19
Resident Survey: people in my neighborhood watch out for each other	20
Number of residents visited through Hello Neighbor program	21
NRP Phase II plans approved	22
Neighborhood funds leveraged	23
Developing indicators	24

Appendix

Population change by neighborhood, by race	26
2010 demographics by race, for select neighborhoods	36

City of Minneapolis population



Source: US Census Bureau

*Projection from Met Council, subject to revision

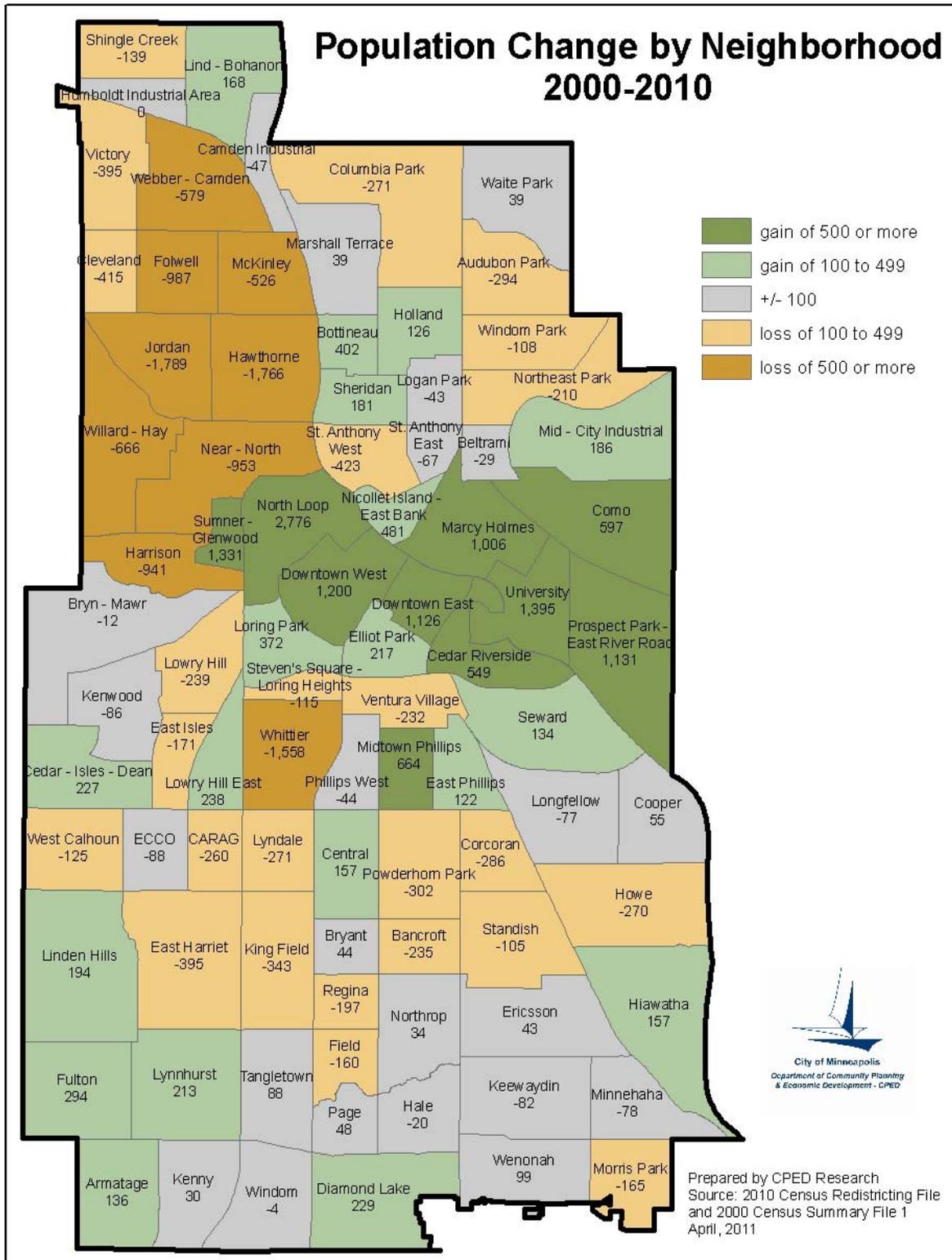
Why this measure is important

The overall population of the city is key to measuring the vibrancy of city life. With the city population remaining constant from 2000 to 2010, it is the changes within neighborhoods that are significant.

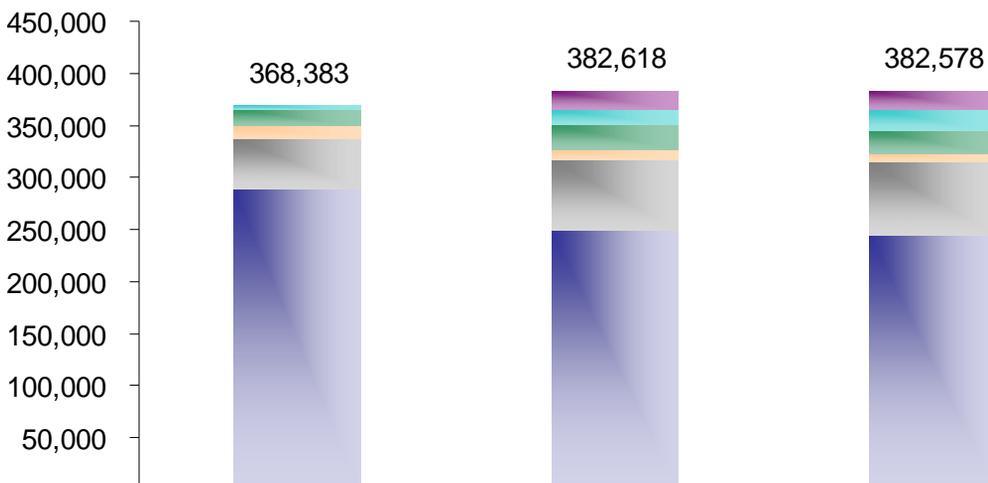
Focusing on population shifts within Minneapolis, this measure highlights neighborhoods where the need for community stabilization and revitalization are most pressing. For example, central city neighborhoods experienced rapid population increase. Neighborhoods in North Minneapolis, on the other hand, lost a significant percentage of their population – and now risk an accompanying loss of resources. Since the 2010 Census was completed, North Minneapolis has been impacted by a tornado, which will result in further population decrease. Directing resources on geographic-based community building efforts, and focusing especially on those communities that are losing population will help stabilize the City overall, offset future population losses, and provide new opportunities for population growth.

What will it take to make progress?

It will take a concerted effort to deploy strategies and resources where they are mostly needed. The areas that have seen the greatest population decreases affect already disenfranchised communities, while the rapid growth in the center city presents different challenges. The Department's place-based and community-based approaches collectively help to address equity issues around race and class gaps that are manifested in geographic regions of the city. Community building efforts through the Community Participation Program with neighborhood organizations and outreach with and through cultural community organizations will help connect residents and communities to City services, leverage grassroots efforts, support vibrant communities and improve livability.



City of Minneapolis population by race



	1990	2000	2010
Two or more races		16,694	16,687
Some other race	3,107	15,798	21,374
Asian Native Hawaiian and Other Pacific Islander	15,809	23,744	21,732
American Indian and Alaska Native	12,189	8,378	7,601
Black or African American	48,032	68,818	71,098
White	289,246	249,186	244,086

Source: U.S. Census Bureau

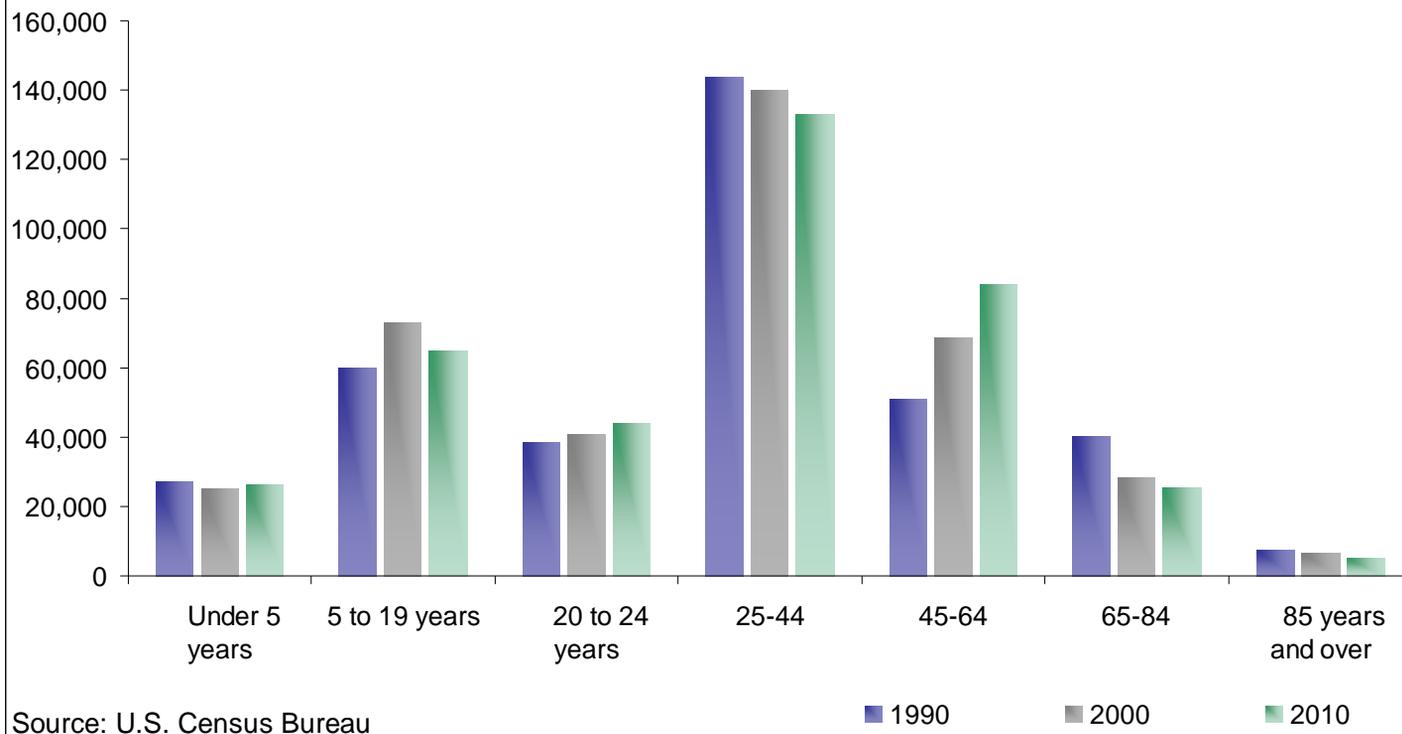
Why this measure is important

This measure tracks the diversity of the city. Each cultural community in Minneapolis has its own unique qualities and operates under its own set of dynamics. These dynamics manifest themselves at a variety of levels. Applying a “one size fits all” approach is a disservice and deprives the city as a whole of the rich offerings of our diverse communities. Understanding the demographics supports outreach efforts both for the City and neighborhood organizations.

What will it take to make progress?

Equity issues surrounding race and class gaps must be addressed. The Neighborhood and Community Relations Department will employ targeted geographically and culturally based efforts to improve services to all communities. This will involve working with neighborhood organizations to do more and better outreach, meeting with communities of color to build stronger bi-lateral relationships, and employing a wide range of strategies to broaden cultural competency of residents and City staff alike.

Minneapolis population by age cohort



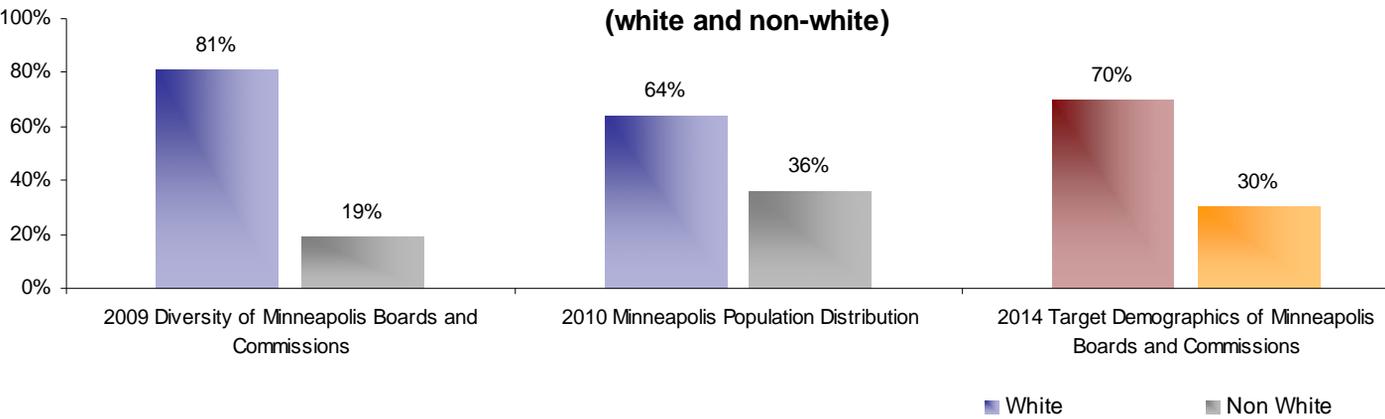
Why this measure is important

City Population by age cohort indicates that Minneapolis is a young city. As the city ages, one of the greatest population potential growth areas is retention of our seniors. This year, the leading edge of the baby boomers turns 65 years old. Their numbers will continue to increase over the next 20 years or so. It is important for the city to maintain an age-balanced population that can withstand major shifts in demographics. Understanding changing demographics and needs of specific age groups will position the city not only to meet this challenge but to grow as a result of it.

What will it take to make progress?

A stronger emphasis on supporting residents to age in place is needed. The City can retool its work with seniors to have an enterprise-wide approach to directing resources, identifying priorities and recommending action plans. Understanding the age profiles of different geographic and cultural communities will help the City plan for more effective use of public resources, create effective strategies for both affordable and market rate senior housing, and make the city attractive for both current and future seniors. Additionally, strengthening neighborhood commercial corridors and supporting pedestrian friendly corridor housing development can lead to sustained growth that helps seniors age in place.

**Diversity on Minneapolis boards and commissions
(white and non-white)**



Why this measure is important

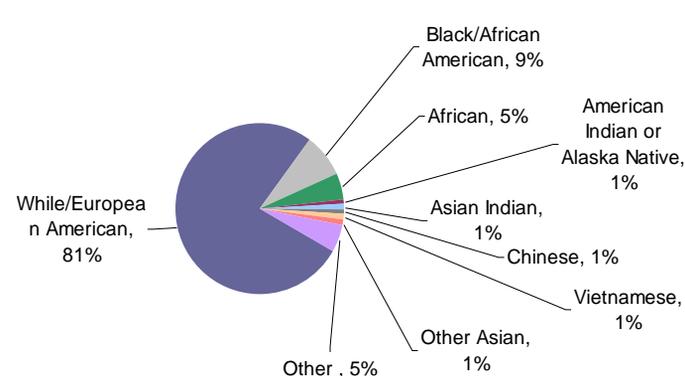
The City has over 50 resident-based boards and commissions that involve more than 600 volunteers. This constitutes one of the most significant areas of community engagement for Minneapolis. Most of these boards and commissions meet monthly. Considering that Minneapolis benefits from such regular input through these boards and commissions, it is valuable to understand how representative the input is as it relates to the overall city demographics.

What will it take to make progress?

Since the 2009 survey the Neighborhood and Community Relations Department and other City departments have increased targeted outreach and education. Additionally for 2011/2012, new orientation and educational opportunities are being planned. These represent strategies to increase the diversity of the applicant pool and provide the tools to help appointees be successful.

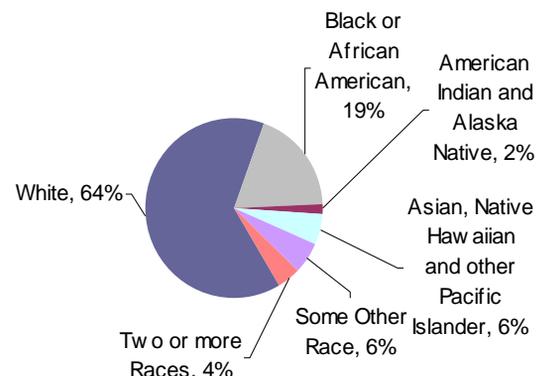
The Neighborhood and Community Relations Department currently can only affect the applicant pool, not directly the appointments. Appointments are made by appointing authorities which are most often City elected officials. It will be important to discuss with elected officials the value of appointing new voices that represent our city overall.

Diversity of Minneapolis boards and commissions



Source: 2009 Boards and Commissions survey
Approximately 4% of respondents indicated they were of Hispanic/Latino descent

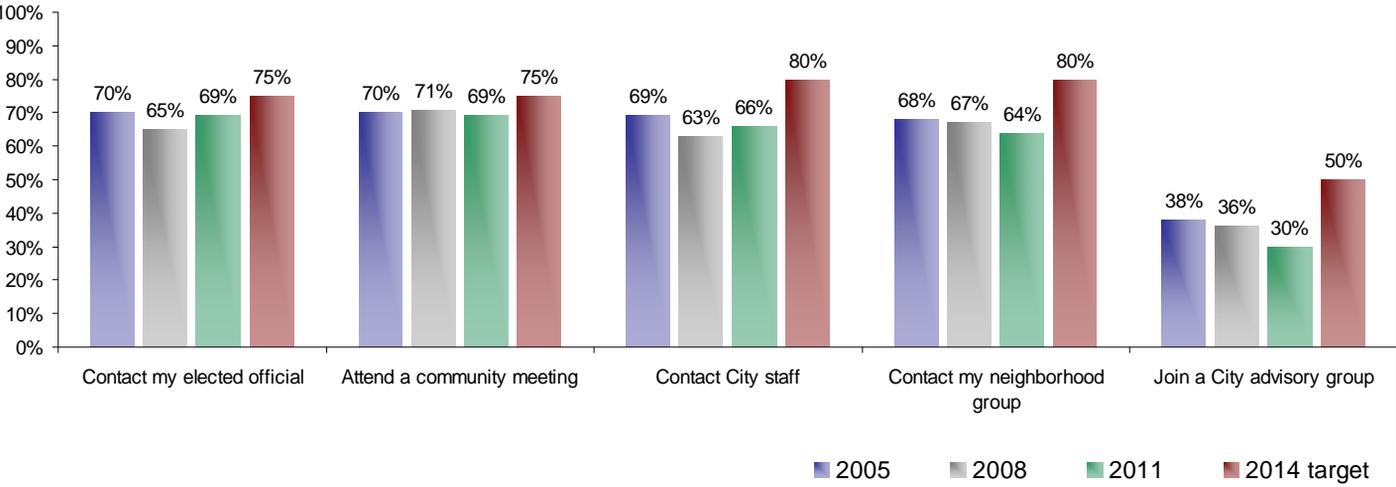
2010 Minneapolis Population Distribution



Source: Census 2010
Approximately 11% of respondents indicated they were of Hispanic/Latino descent

Civic participation

Residents responding that they are 'very' or 'somewhat' likely to use the following approaches to try to influence a City decision on an issue they care about

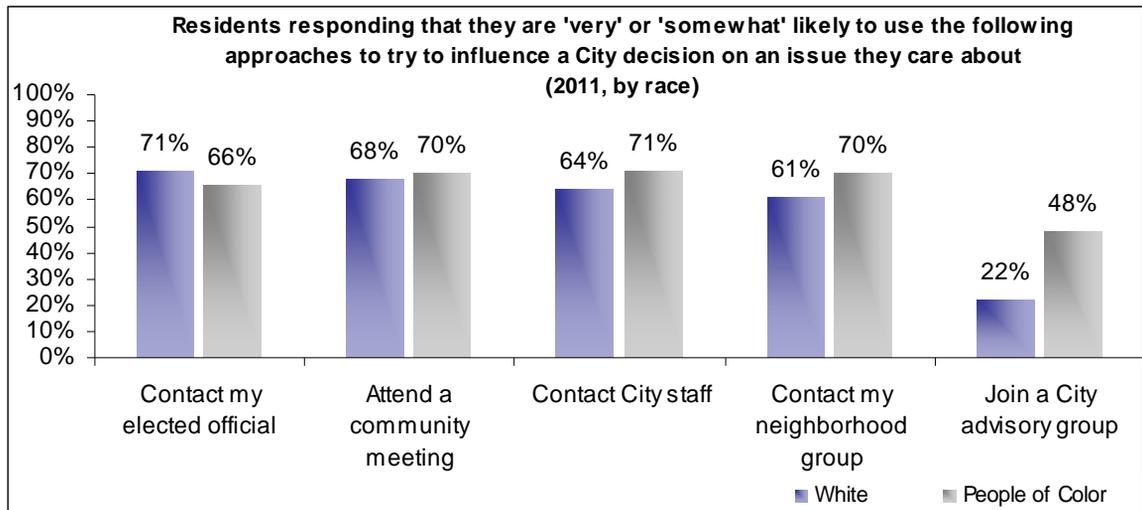


Why this measure is important

The City of Minneapolis' work is enhanced when the community is involved. Understanding how they are likely to get involved may help guide the types of opportunities that the City creates for participation as well as highlighting areas that need further attention.

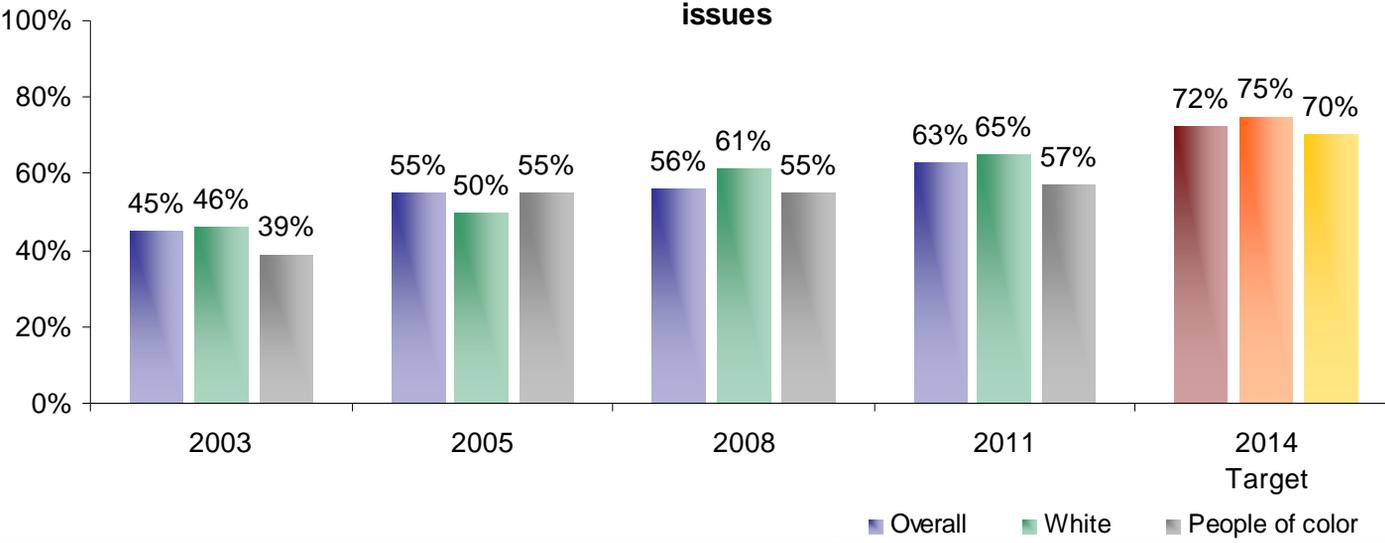
What will it take to make progress?

Emphasizing a sense of shared power and shared responsibility will lead to a stronger Minneapolis. Residents cannot participate, however, if they are unaware of ways to influence City decisions. The Department will work to educate the community of current opportunities for involvement, paying particular attention to increasing the involvement of underrepresented groups, especially communities of color. The Department will also work with City staff to ensure that opportunities are meaningful, that input can be provided in a variety of ways beyond just meetings, that residents' time is used effectively, and that the feedback loop is closed and communities understand how their input influenced the final decision.



Civic participation

Residents who rate the City of Minneapolis government "good" or "very good" on providing meaningful opportunities for citizens to give input on important issues



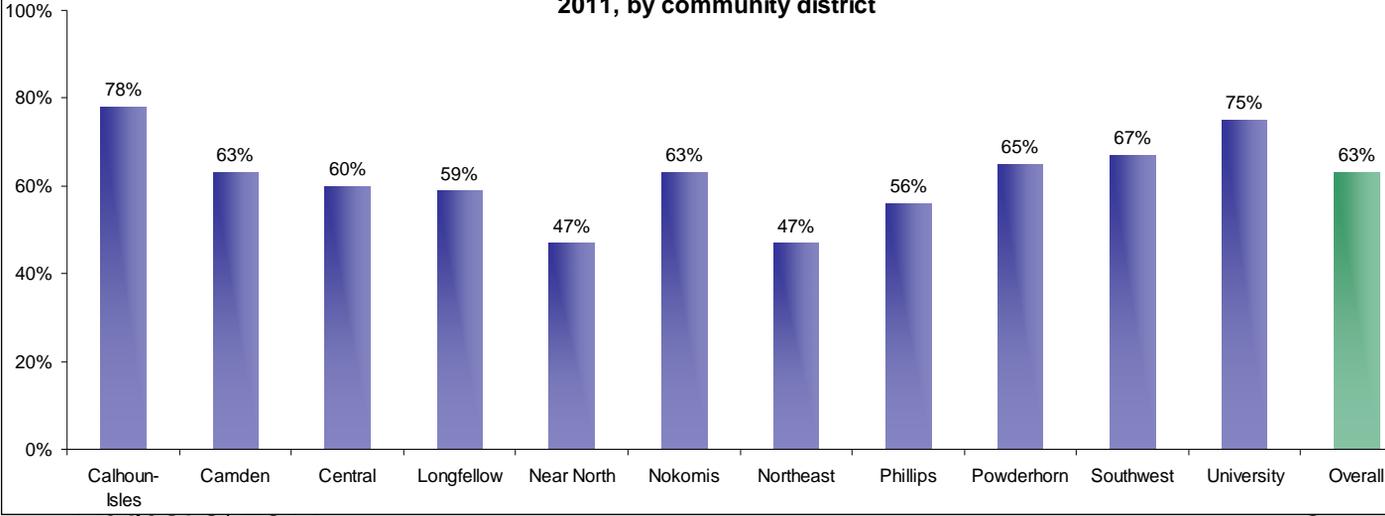
Why this measure is important

This measure, broken down in to planning communities, helps the Department focus work in areas where there is a lower perception of the meaningful opportunities provided for input.

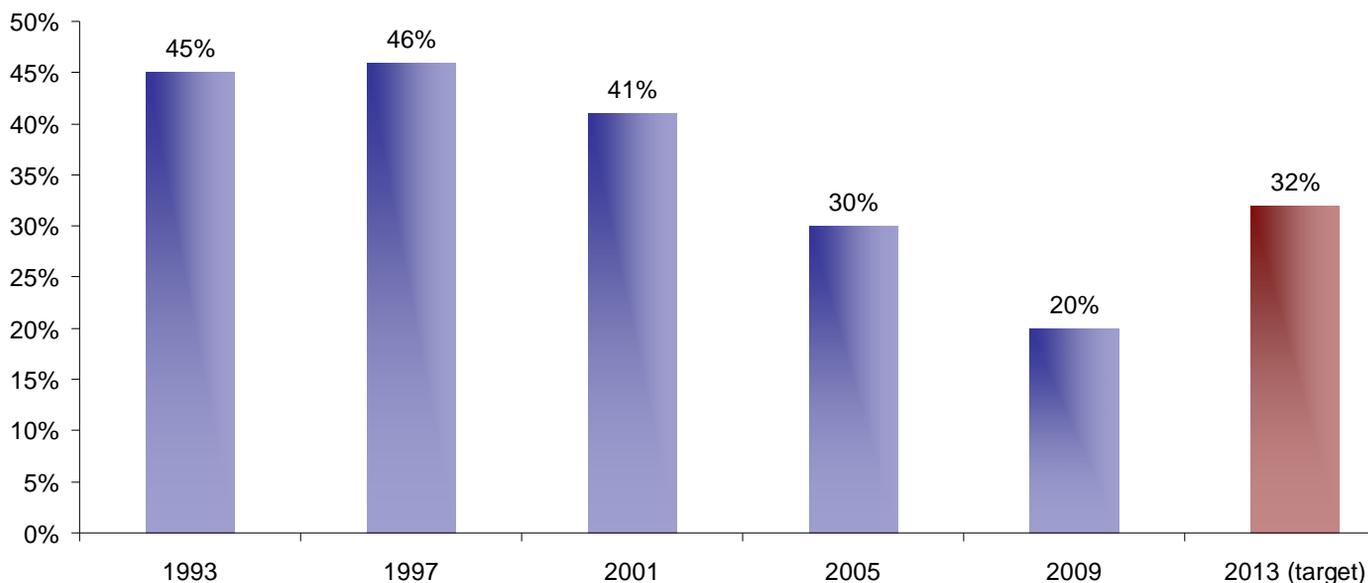
What will it take to make progress?

The Department's place-based approach will deploy strategies and resources where they are most needed. This will include providing outreach and education to residents and neighborhood organizations, deliberately seeking input and feedback of under-engaged communities, working with all City departments to consult on how to make opportunities for input meaningful, and targeting outreach to under-engaged neighborhoods and cultural communities.

Residents who rate the City of Minneapolis government "good" or "very good" on providing meaningful opportunities for citizens to give input on important issues 2011, by community district



Voter turnout in local elections



Why this measure is important

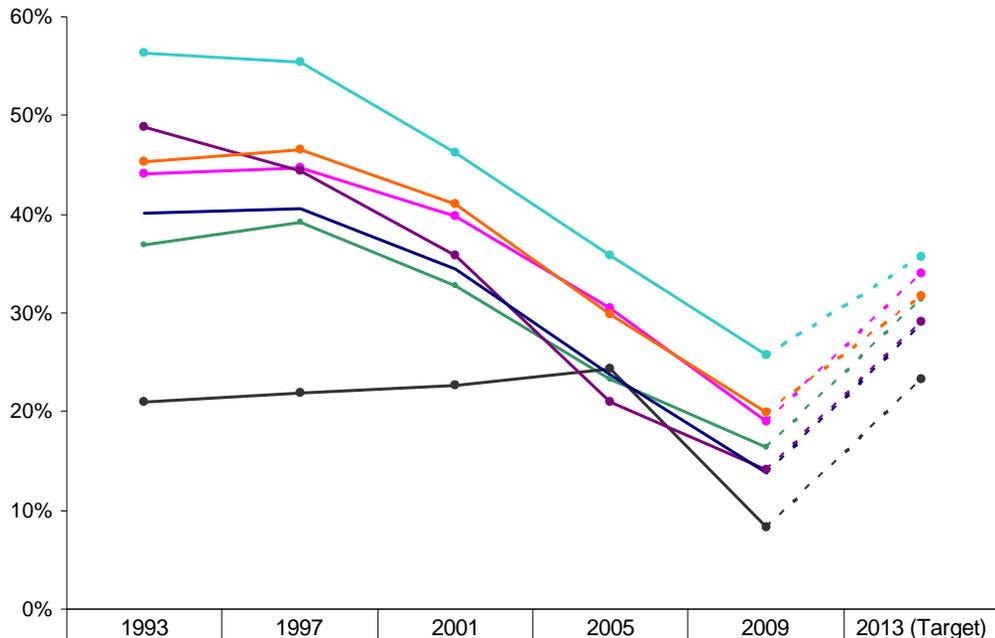
Voter turn-out is a strong indicator of resident civic participation and engagement. By focusing on local elections, the volatility of national and state issues is removed. Voter turnout was relatively stable in 1993 and 1997, but the overall voter turnout trend for local elections in Minneapolis has seen a dramatic decrease since 2001 across all racial groups.

What will it take to make progress?

Recognizing that a myriad of factors can influence voter turnout, the Department will work to champion an ethic of engagement that extends beyond any single election cycle. By building greater inclusion and meaningful engagement across all sectors of City and neighborhood work, voter turnout is likely to increase as residents gain a stronger sense of shared power and shared responsibility and become increasingly aware of ways to influence city decisions.

In addition, the Department's place-based and community-based approaches support resources and strategies to be directed to under-represented communities and neighborhoods with lower voter turnout, often one and the same.

Voter turnout in selected precincts with high minority populations (local elections)



	1993	1997	2001	2005	2009	2013 (Target)
White	56%	55%	46%	36%	26%	36%
African American/Black	37%	39%	33%	23%	16%	31%
Hispanic/Latino	44%	45%	40%	30%	19%	34%
Somali	21%	22%	23%	24%	8%	23%
American Indian	49%	44%	36%	21%	14%	29%
Minneapolis	45%	46%	41%	30%	20%	32%
Selected Neighborhoods w Large Minority Populations	40%	41%	35%	24%	14%	29%

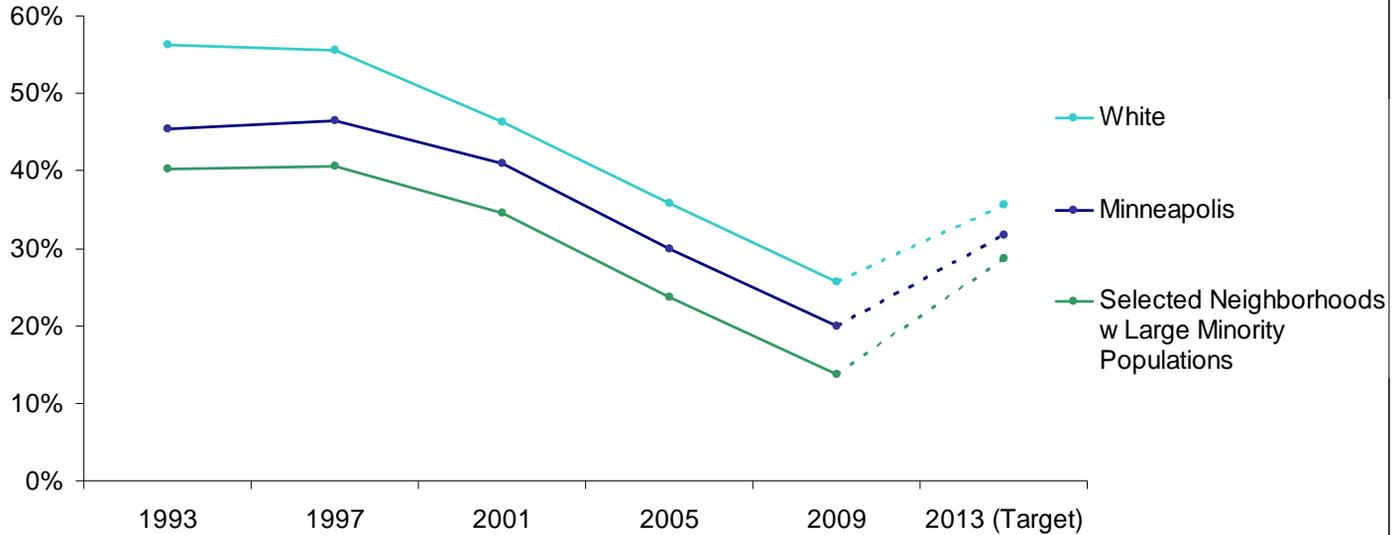
Why this measure is important?

Voter turnout is an indicator of civic involvement. Correlating voter turnout to communities of color can help to identify the geographical areas and populations which need additional attention and resources to increase voter turnout. Generally, the voter turnout rate is lower for all communities of color in the city and tend to follow the same trend line as the overall voter turnout rate. See next page for methodology.

What will it take to make progress?

The Department’s place-based and community-based approaches support resources and strategies to be directed to under-represented communities and neighborhoods with lower voter turnout, often one and the same. The Department will implement culturally specific strategies and resources to increase residents sense of shared power, responsibility and so they become increasingly aware of ways to influence City decisions. This may include using cultural media to increase voter awareness and education. The Department seeks not only increase the overall voter turnout, but also to reduce the gap between whites and non-whites.

Voter turnout in select neighborhoods with high minority populations (local elections)



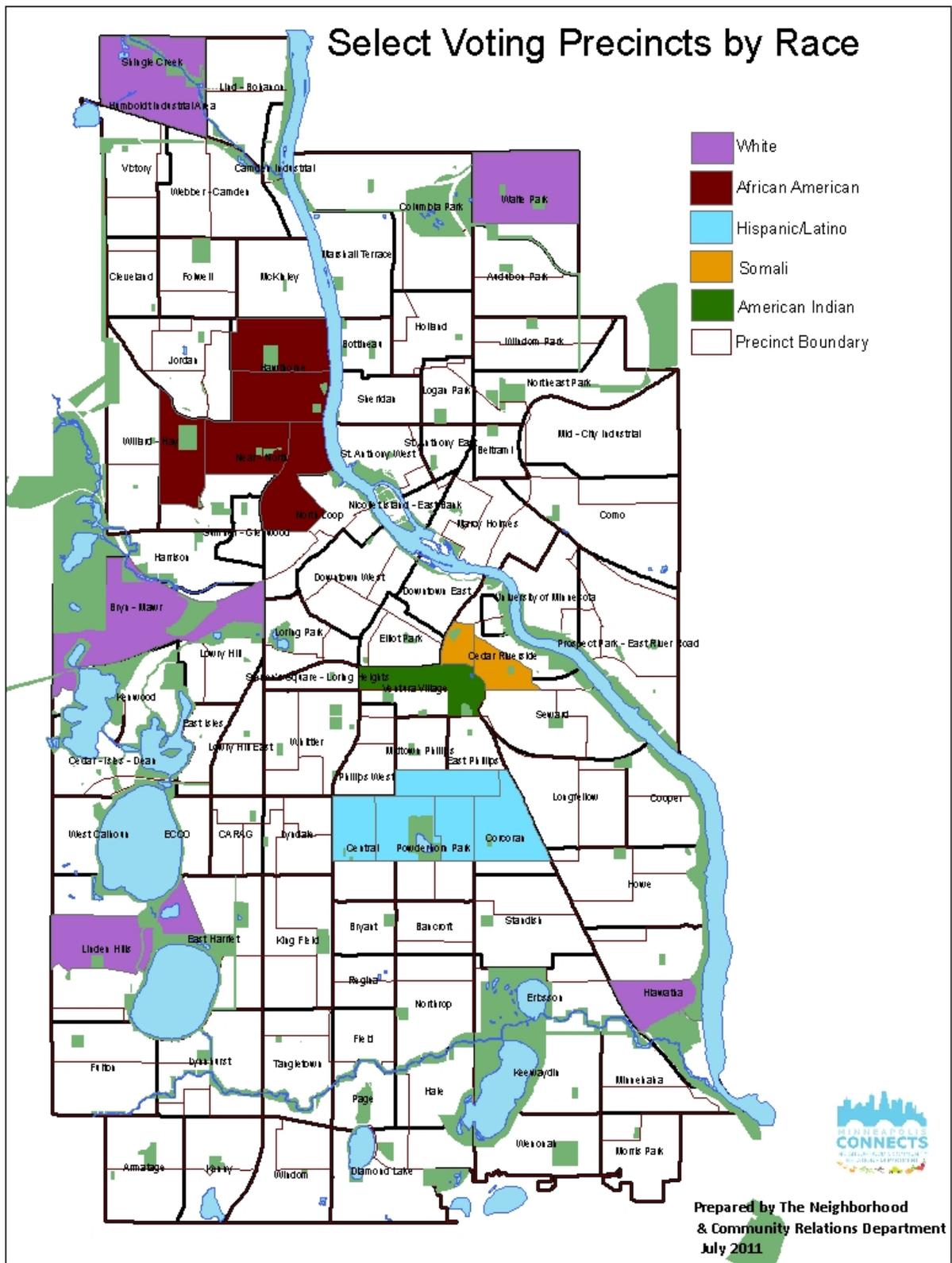
Trend Analysis:

The aim of the Department is to increase voter turnout in the 2013 local elections by 15% for people of color and 10% for whites and the city overall. The goal is to increase overall participation while closing the gap between people of color and whites.

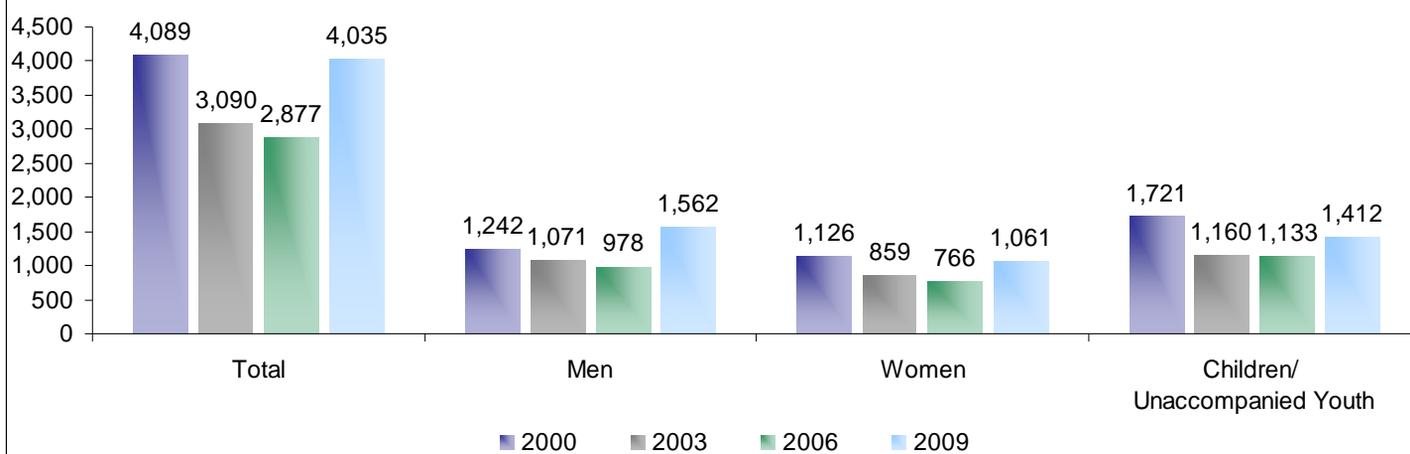
Method:

Turnout by race was determined by looking at the number of people of the various races (plus Hispanic/Latino) and determining those neighborhoods for which they make up a large percentage (over 50% where possible). Using the "Distribution By Race" maps (see page 13, and appendix, page 36), precincts with the highest concentration of a specific community were chosen. Voter turnout for a precinct in that neighborhood was then determined and combined with other precincts with a similar racial makeup to determine an average estimate of the voter turnout trend.

As a result, the combined selected neighborhoods with large minority populations has greater statistical significance.



Number of homeless in Hennepin County



Source: Wilder Research Center triannual survey of homelessness in Minnesota

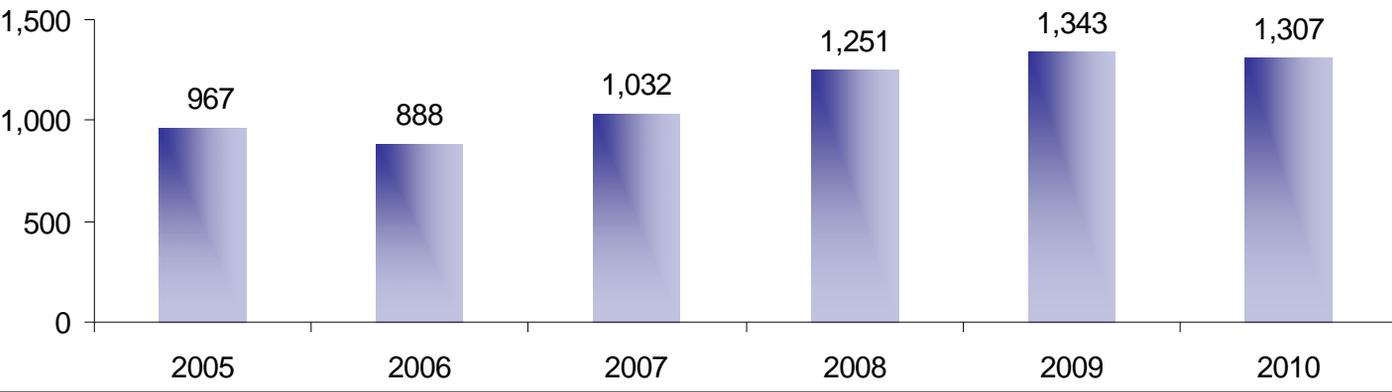
Why this measure is important

Wilder Research has conducted a triennial survey of homelessness throughout the state since 1991. It is the best measure we have of long-term trends in homelessness. The last survey was conducted in October 2009. Trends show a direct correlation between the downturn in the economy and the rise in homelessness throughout the state. Statewide, the greatest percentage increase was in the age 18-21 population, which has risen 57% since 2006.

What will it take to make progress?

It will be difficult to achieve our goal of ending homelessness for families and individuals until the economy improves and unemployment is reduced. With that said, nearly 2,000 new housing opportunities have been created since the implementation of the Heading Home Hennepin Plan to End Homelessness began in 2007, and well over 1,000 long-term homeless households have secured housing. 91% of households remained stably housed over the course of a year. Significant new state, private, and federal resources have also been leveraged. Continued investment by all sectors in evidence-based best practices that are ending homelessness is critically important if these efforts are to be successful.

Homeless families in Hennepin County shelters



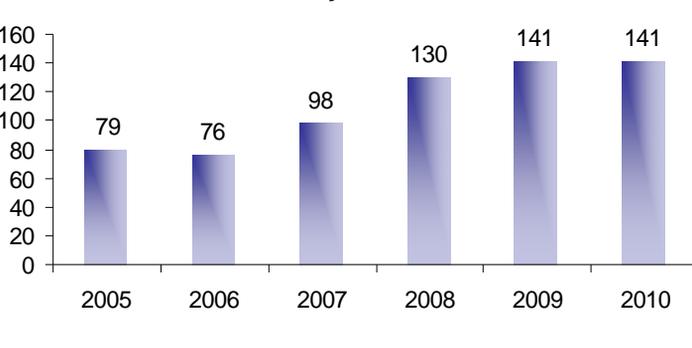
Why this measure is important

Hennepin County has a policy of sheltering all homeless families in need of shelter. Hennepin County shelters about half the families in the county, while the other half are sheltered by Mary's Place and Families Moving Forward. Shelter capacity for families is somewhat flexible. If the county-contracted shelters are full, the County works to find more space to house families. Therefore, as the number of families in need of shelter declines, this should be reflected in the number of families seeking shelter with Hennepin County. It is especially significant that given the economic downturn, there was a slight decrease in families in shelter in 2010 compared to 2009. In contrast, many places around the country saw several hundred percent increases. The Homeless Prevention Rapid Re-Housing Program (HPRP) is widely credited as preventing a much larger housing crisis. Single adults do not have a right to shelter, which makes measuring overall numbers more difficult. Based on County data, it is estimated that there is about a 2% increase in single adult shelter use in 2010 over 2009.

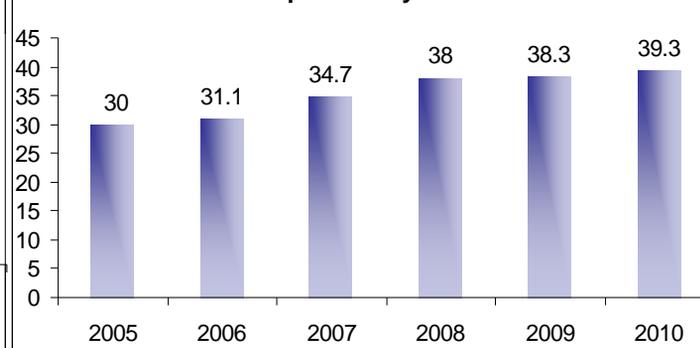
What will it take to achieve the target?

In order to more dramatically reduce the need for shelter, there needs to be many more housing opportunities that are affordable to households earning less than 30% of area median income. This could be addressed by creating new units or by offering subsidies that will make existing units affordable. Increasing household incomes is also a critical element of success.

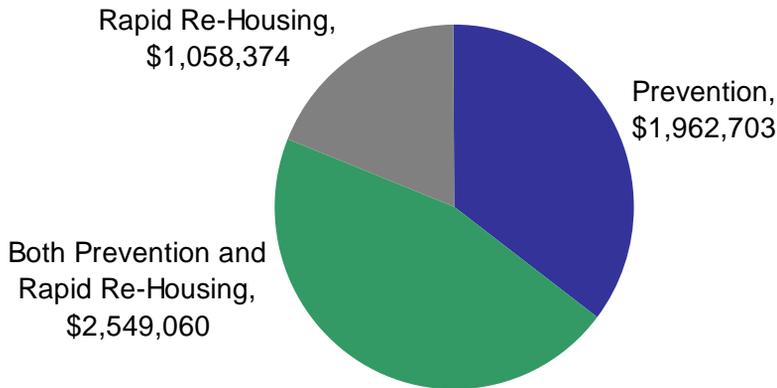
Families sheltered per night in Hennepin County shelters



Families' average length of stay (in days) in Hennepin County shelters



**Homeless prevention and rapid re-housing program funds
October 2009- September 2012**



What does this measure reveal about eliminating homelessness?

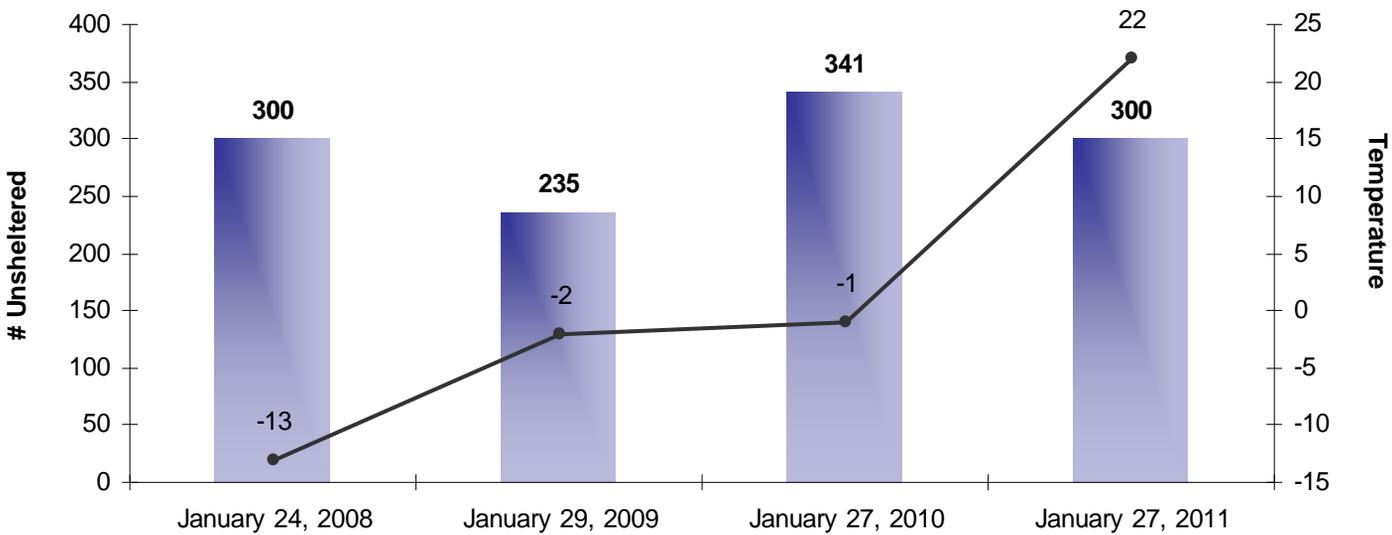
Hennepin County and the City of Minneapolis issued a joint Request for Proposals on May 6, 2009 for funding awarded by the U.S. Department of Housing and Urban Developments under the Homeless Prevention and Rapid Re-Housing Program (HPRRP). This program, created through the American Recovery and Reinvestment Act, is designed to give communities the funding and tools they need to serve individuals, youth, and families who are in need of or at risk of losing their housing.

Minneapolis received \$5.5 million and Hennepin County received \$994,000. This money was offered as a joint RFP process, and received 35 proposals with requests totaling \$35 million. Ten agencies received contracts to serve various populations with prevention and re-housing services. This national program was based largely on a program started in Hennepin County in the early 1990s, but has been expanded to assisting renters whose landlords are facing foreclosure, to working with refugees and asylees who are homeless or doubled up, and to working on family reunification with youth at risk of homelessness in Minneapolis Public Schools.

TOTAL SERVED:

Minneapolis	1, 470 households (3,590 people)
Hennepin County	184 households (340 people)
Total	1, 654 households (3,930 people)

Persons unsheltered in January



Note: "Unsheltered" includes those who are sleeping in cars, under bridges, in abandoned building, etc.

Legend: Total Unsheltered (blue bar), Temperature (black line with dot)

Why this measure is important

There are many individuals and even some families who are unsheltered on any given night, sleeping in cars, in encampments, under bridges and overpasses, in abandoned buildings, or staying awake all night by wandering or riding busses. Because single adult shelters are nearly always full, the outside count, done on one day during the last 10 days of January each year, provides a better indication of the number of homelessness among singles. The target is zero by 2016.

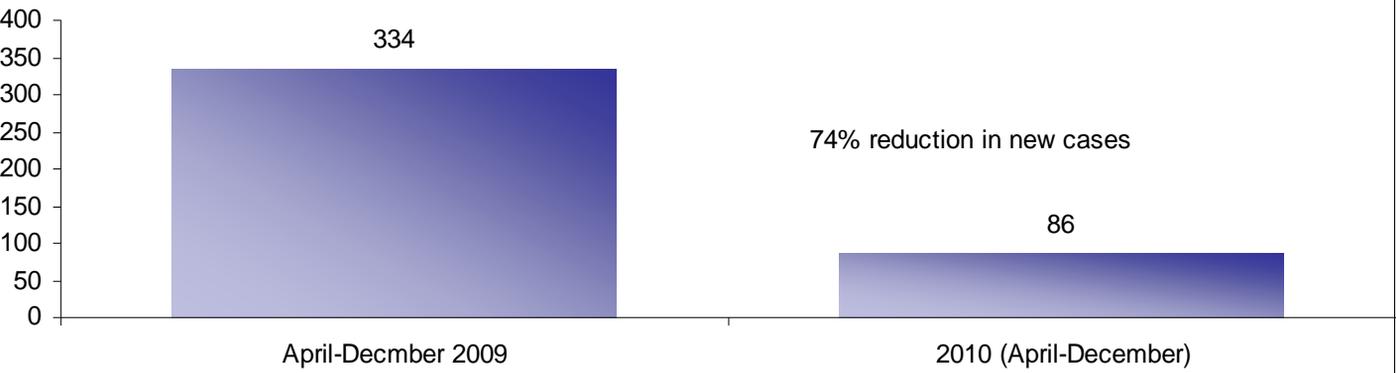
What will it take to make progress?

To reach this target, all sectors need to increase their investment in finding solutions to end street homelessness, such as by increasing outreach and housing assistance. Currently there are only four outreach workers and a supervisor. Ensuring adequate shelter options will help in reaching this target. Further, the downtown business community will likely include the goal of ending street homelessness in their Downtown 2025 Strategic Plan.

The City of Minneapolis has invested in outreach since the beginning of the "Downtown 100" initiative. This has leveraged additional state and private resources. The outreach team has housed 280 long-term homeless individuals directly from the streets since October 2007.

The St. Stephen's Outreach team partners daily with police, the Downtown Improvement District (DID), downtown security staff, and neighborhoods throughout Minneapolis, and has responded to requests for assistance in every ward of the city. St. Stephen's has been key to the success of the "Downtown 100" initiative and is credited for more effective use of police time, as homelessness-related calls are diverted to the Outreach Team over the police Radio Link system.

"Downtown 100" chronic offender recidivism



Source: City Attorney's Office

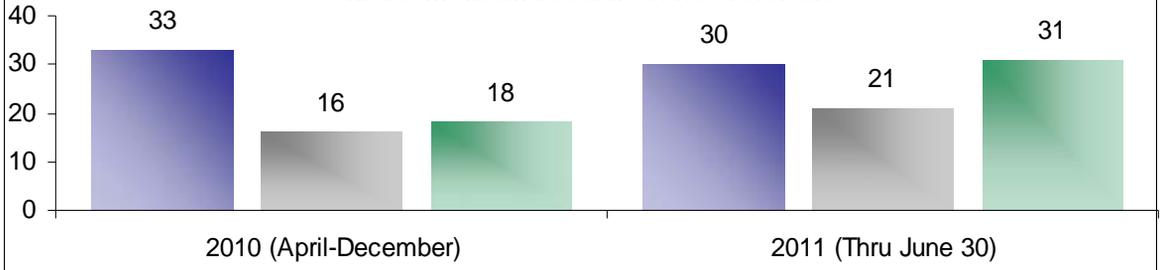
Why this measure is important?

The "Downtown 100" is a new initiative that concentrates on downtown Minneapolis and focuses on the 50 most chronic drug, property and livability crime offenders. It involves a collaborative approach working with the DID, Downtown SafeZone, neighborhood representatives, Heading Home Hennepin social service providers, the Minneapolis Police Department, the County Attorney's Office, Community Probation and this office. The goals of the initiative are to increase public safety in the downtown area and to promote long-term solutions for chronic offenders through effective sanctions and, as appropriate, social service/housing referrals.

What will it take to make progress?

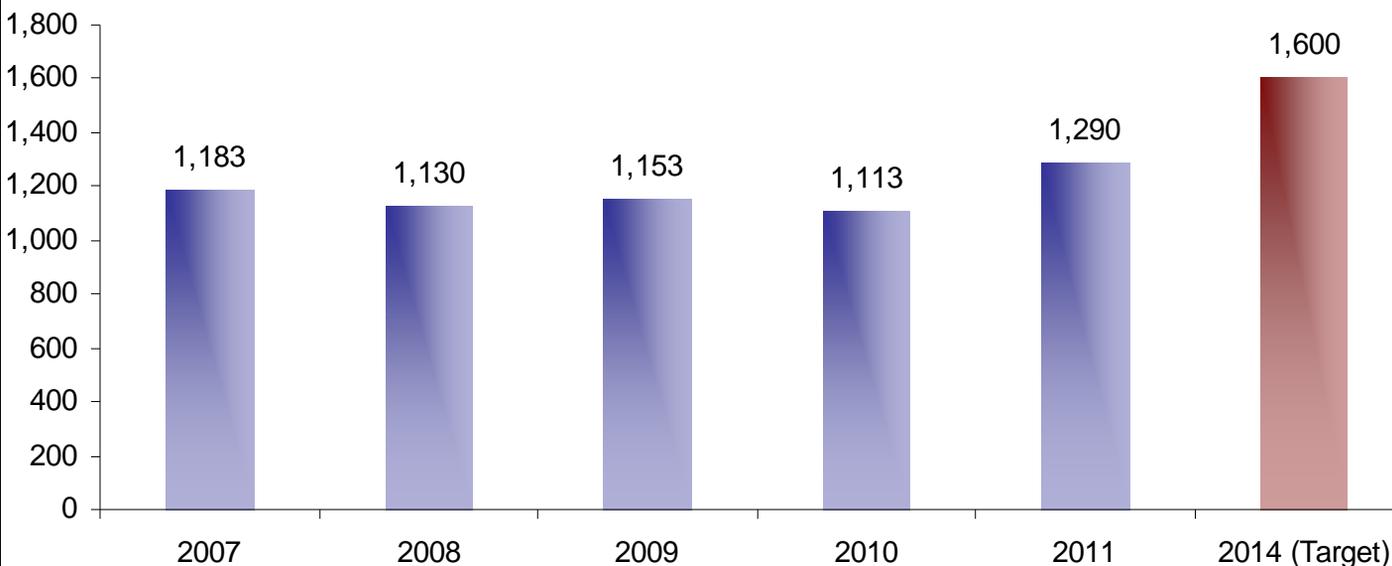
The 2010 data shows not only a significant reduction in number of crimes committed by the offenders in the core downtown area, but also that there has not been displacement to surrounding neighborhoods. 85% of these offenders are or were homeless and it is widely agreed that outreach and housing stability has played a key role in this initiative's success, as exemplified by a 74% decrease in offenses of downtown's most chronic offenders. A critical need identified by all partners is for additional housing case managers/outreach workers to assist people into housing and to help them sustain it.

"Downtown 100" chronic offender geo restrictions, probation enforcement and social service referrals



Source: City Attorney's Office

Registered National Night Out events in Minneapolis



Source: Minneapolis Police Department

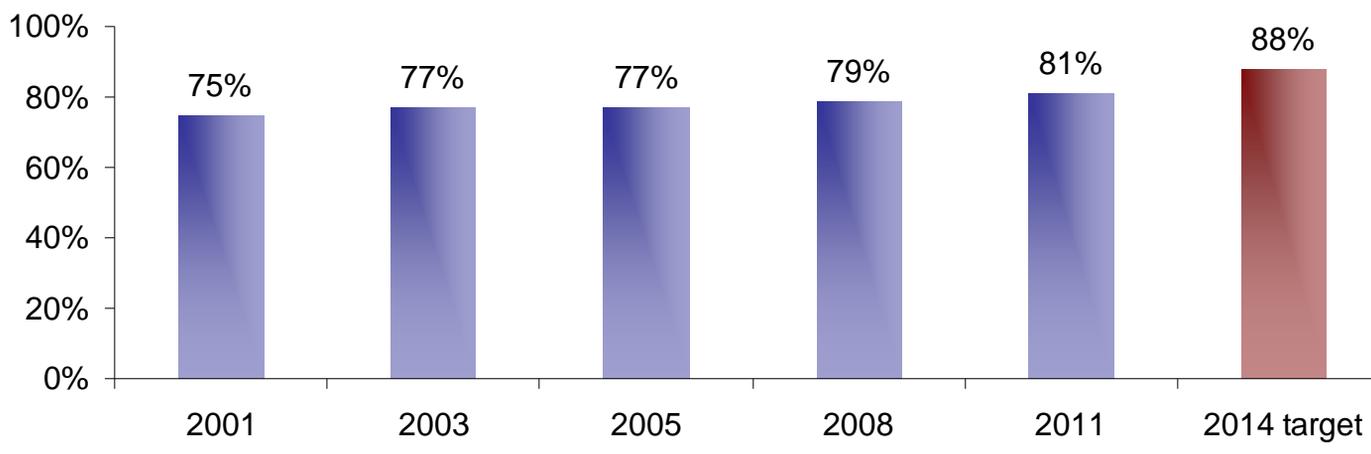
Why this measure is important

The number of National Night Out events indicates neighborhood vitality and a community's connectedness. National Night Out (NNO) events are a core community building tool that enhances a community's crime and safety work. These events are also indicators of strong and active neighborhood organizations.

What will it take to make progress?

The recent increase can be attributed to a broad outreach initiative whereby 2,300 individuals who have organized at least one block club since 2004 were contacted about hosting their own National Night Out. The Neighborhood and Community Relations Department will continue to provide support and technical assistance to neighborhood organizations that recruit block club leaders, will increase visibility of NNOs and activities, will share successful practices in promoting NNO events and block club activities, and will target communities to increase cross-cultural participation. Additionally, the Department will work towards increased collaboration with Crime Prevention Specialists.

Residents who "agree" or "strongly agree" that "people in my neighborhood look out for one another"



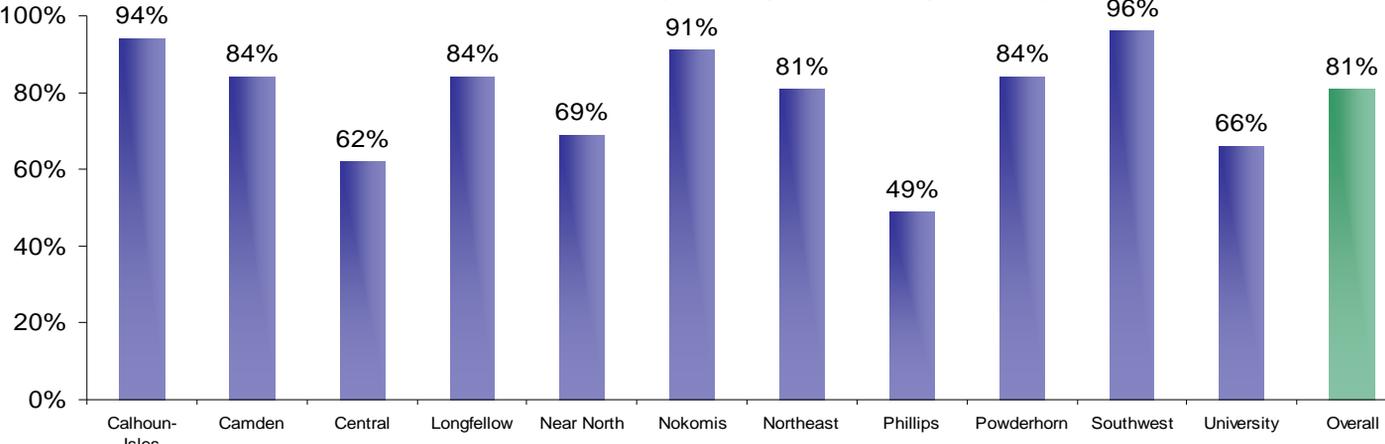
Why this measure is important

Whether or not residents feel as though their neighbors look out for one another is important when looking to measure the impact of neighborhood organizations, community organizations, and block clubs. The Community Participation Program and other department programs are designed to support and strengthen a sense of community.

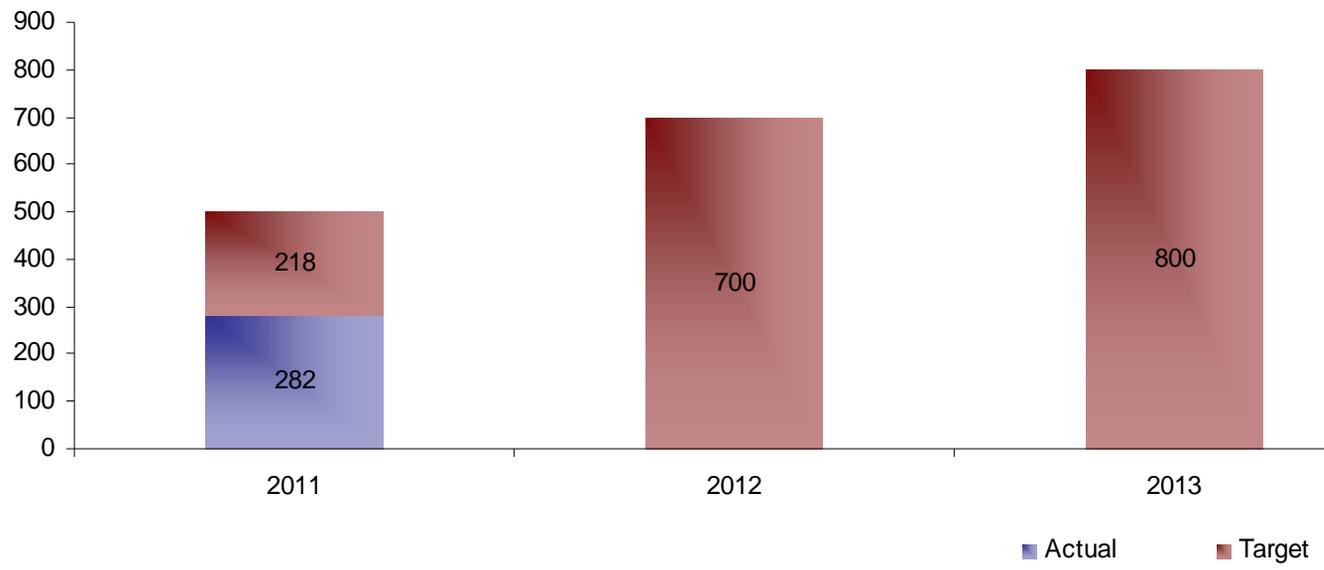
What will it take to make progress?

The Department's place-based approach will deploy strategies and resources where they are mostly needed. Ongoing recruitment of block club leaders through neighborhood organizations and MPD will be promoted and supported. A geographic focus will be applied, recognizing that communities that lack these personal connections are often the same communities with high concentrations of renters and other under-served residents.

Residents who "agree" or "strongly agree" that "people in my neighborhood look out for one another" (2011, by community district)



Number of residents visited through Hello Neighbor program



Why this measure is important

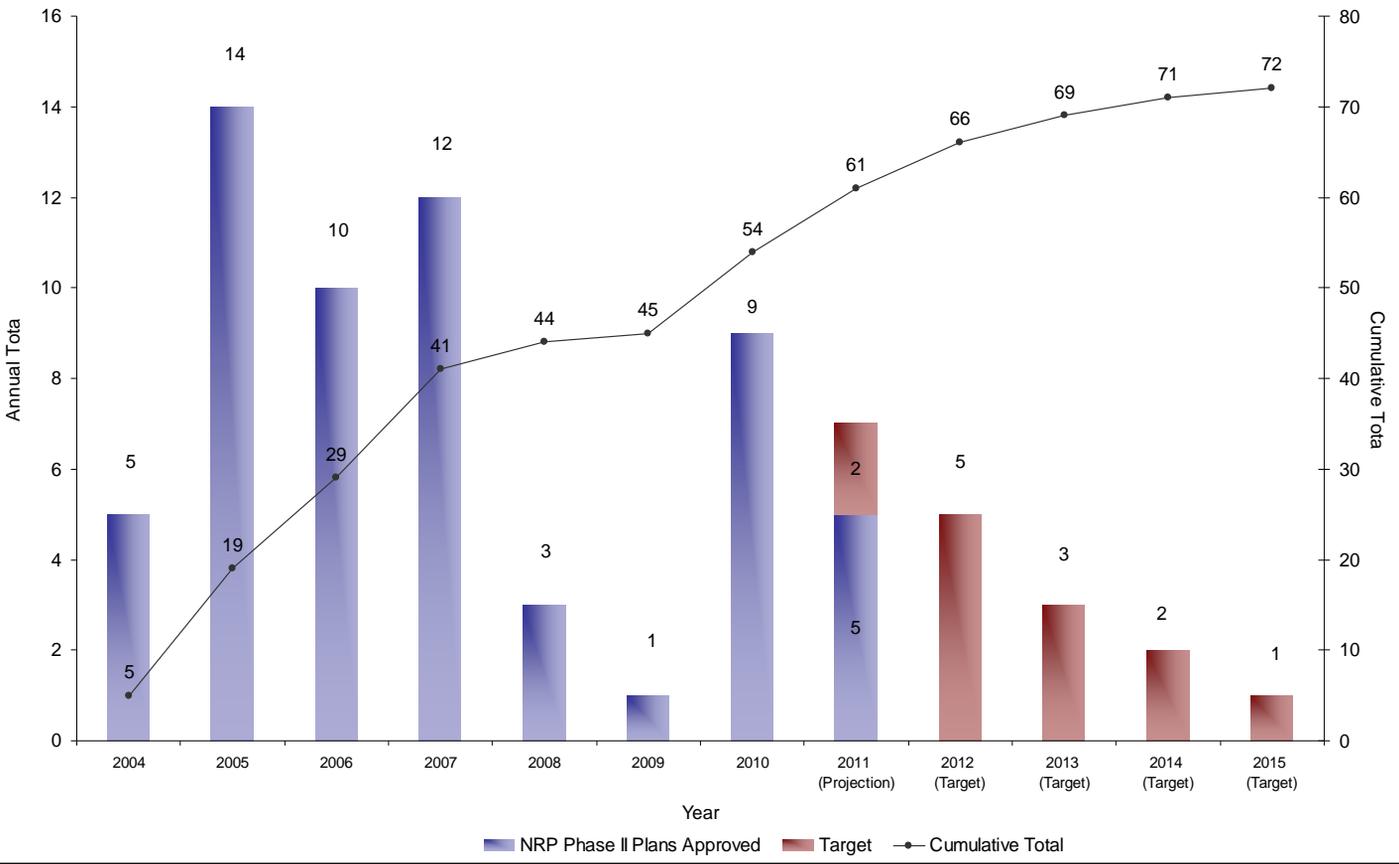
Many of the City's newest residents come from backgrounds or experiences that do not trust government institutions, have few established support networks, and require greater support in establishing roots in their new homes. Hello Neighbor addresses some of these challenges. In a deliberate way, the program connects the City's immigrant and refugee residents. Staff and volunteers welcome new residents to the city in a personal way, delivering gift bags filled with important information and resources.

New residents are left with lasting impression of feeling welcome and valued in their new city, find useful resources and information, and learn about City services and opportunities that they might not have known or otherwise used. The goal is to expedite these residents' acclimatization and integration in the city and to prevent social isolation and other anti-social behaviors.

What will it take to make progress?

It will take a concerted effort by the Neighborhood and Community Relations Department, partner organizations, long-term residents, and new residents themselves to inform staff of when a new resident arrives so they can be quickly reached and connected with support network and service providers. Positive attitudes from City staff and residents will create a lasting impression for these new residents. City departments can be more thoughtful in how they deliver services to new residents that facing language and cultural barriers. The Department will work to facilitate more interaction between long-time residents and new residents, using existing resources such as neighborhood organizations, block clubs, partner organizations and cultural media. Finally, Hello Neighbor will be expanded to all new Minneapolis residents.

NRP Phase II plans approved



Why this measure is important:

Although the Neighborhood Revitalization Program (NRP) is nearing completion and consolidation into the Department, a significant amount of work remains. As the Community Participation Program (CPP) becomes the new guideline for neighborhood work, it is important to support the successful conclusion of the NRP program. Tracking the completion of the approval of the remaining neighborhood NRP Phase II plans is one indicator tracking the successful conclusion of this program.

What will it take to make progress:

The merger of Neighborhood and Community Relations and Neighborhood Revitalization Program will be completed in 2012. The Department will need to work with the remaining neighborhood organizations to complete the development of their NRP Phase II plans and with all neighborhood organizations to integrate remaining NRP implementation activities with Community Participation Program efforts.

Since there are a finite number of NRP Phase II plans, annual plan approvals should decline. Success will be measured by the cumulative number of NRP Phase II Action Plans approved.

Neighborhood funds leveraged *[baseline being developed]*

Why this measure is important:

This indicator is still in development but intends to track the amount of fund leveraged by neighborhood organizations in addition to the funds provided by the Department. Given that neighborhoods will have fewer City resources to support their work, it will be increasingly important for neighborhoods to leverage additional funding from other sources. The above chart indicates the amount of projected funds from the City's Community Participation Program over the next several years. At the end of the year, each neighborhood organization will submit an annual report which will include additional funds received. The Department intends to track this on an annual basis.

What will it take to make progress:

The first year of reporting by neighborhood organizations will establish the baseline for funds leveraged. The Department will continue to increase the support for the work of neighborhoods and of community engagement among other resource providers such as foundations, nonprofits, business and other governmental units. The Department will develop strategies that support neighborhoods' ability and capacity to leverage additional funding, resources, partnerships and collaborations.

Other developing Indicators

1. Number of contacts made with people in the neighborhoods via:
 - email distribution, events, annual meetings, newsletter delivery, Vacant Board seats, lack of quorum, etc.
2. Number of contacts made with people inside and outside the individual neighborhoods including:
 - Cultural & Ethnic organizations and City departments as well as other neighborhoods
Example: Tornado Clean Sweeps
3. Amount of non-City revenues received annually by neighborhood organizations through grants and grass roots fundraising
4. Increase the diversity within the pool of applicants who apply to open positions at the City; including additional broad outreach to people of color, women, all ages and people who live within the city limits.
 - Work with the Human Resources Department to improve outreach and inclusion for more diverse choices for
 - Work with City departments to promote increased diversity within the city.

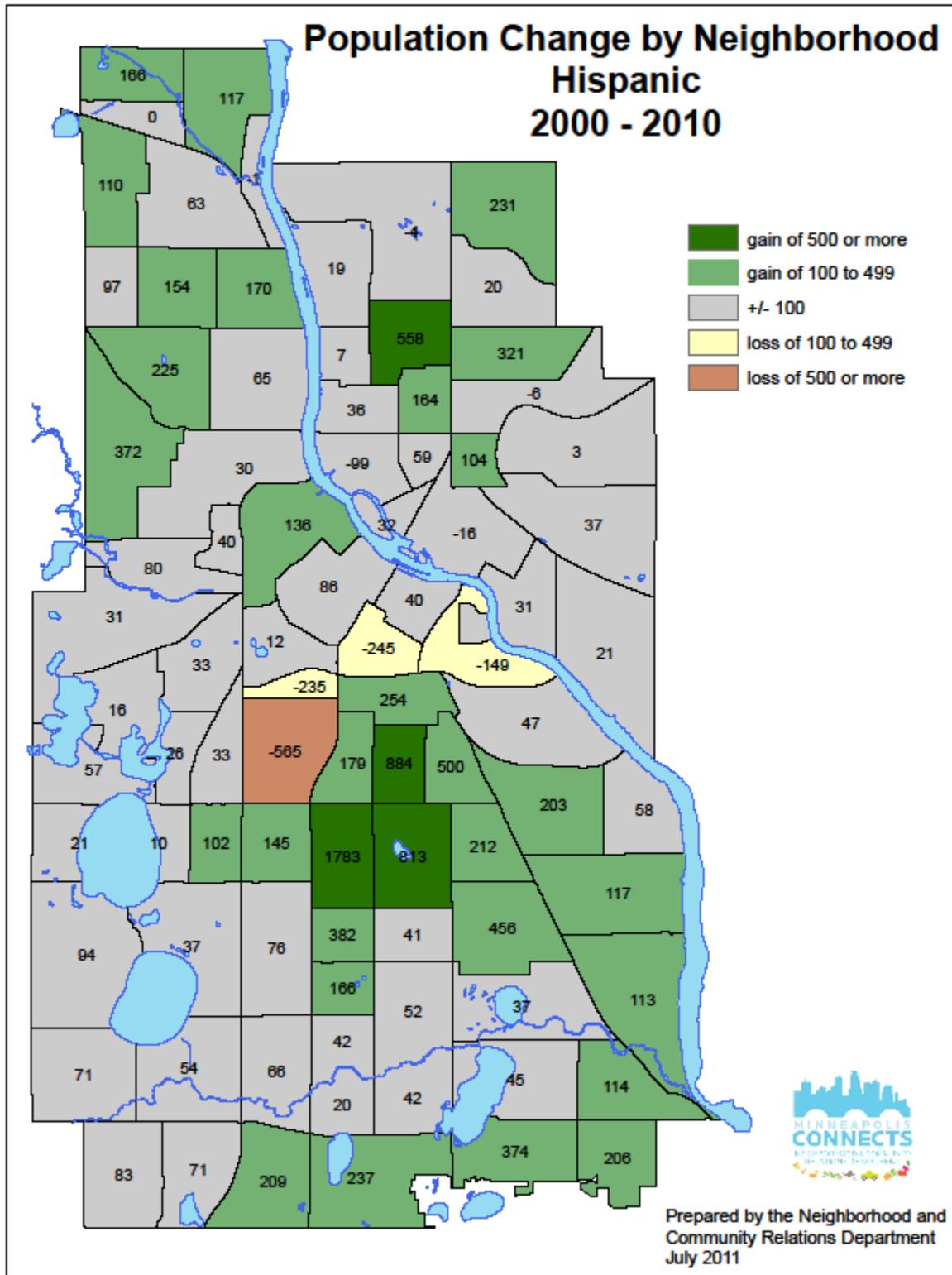
Why this measure is important

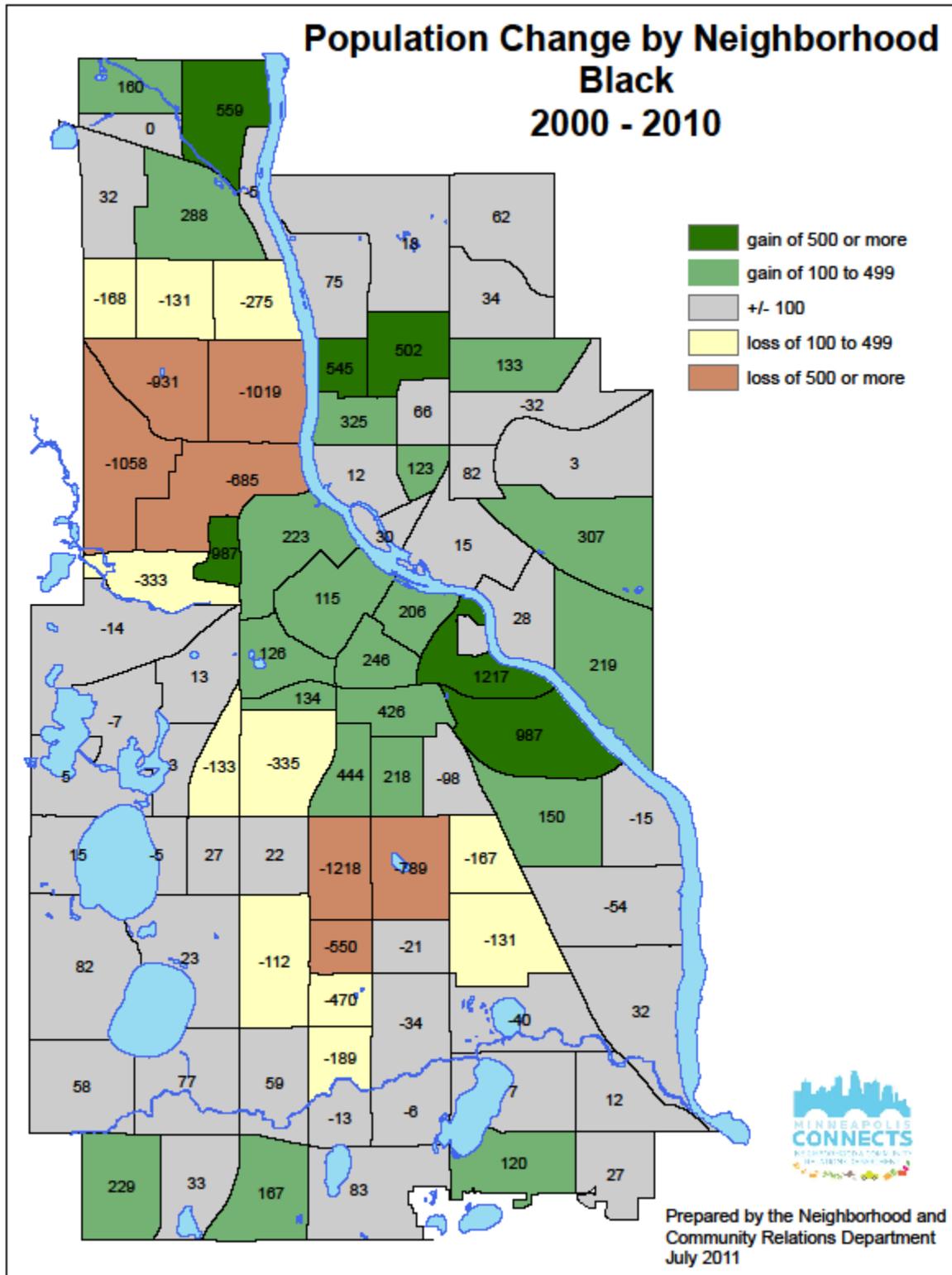
The Neighborhood and Community Relations Department is charged with strengthening our City's quality of life through vigorous community participation, resident involvement in neighborhood and community organizations, and supporting clearly defined links between the City, City services and neighborhood and community organizations.

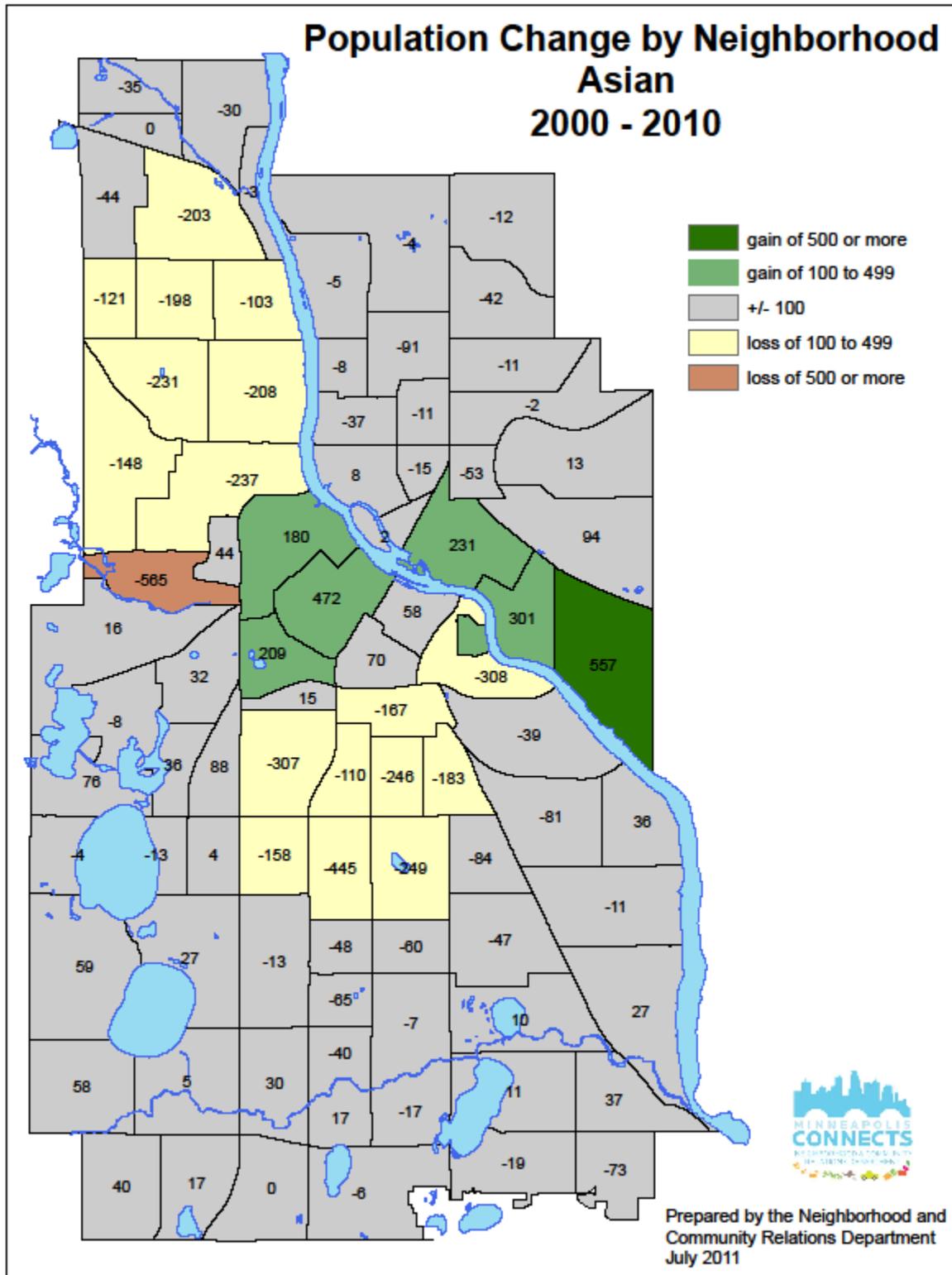
What will it take to make progress?

The Neighborhood and Community Relations Department will increase the number of contacts made with neighborhood and community organizations. The Department will assist both organizations and City departments with events and efforts aimed at increasing participation of all City stakeholders. Particular efforts will be made to increase the involvement of under-represented communities.

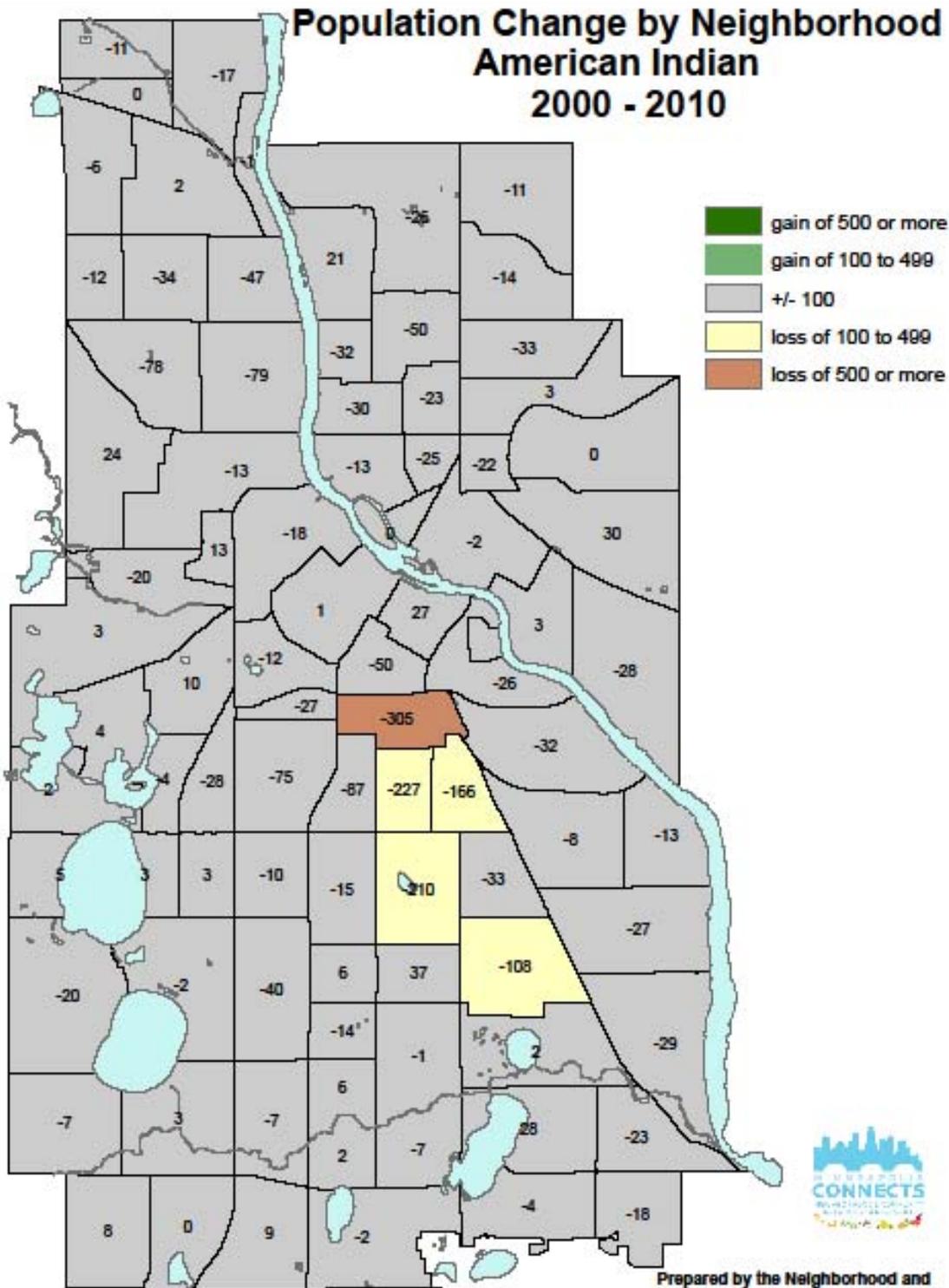
APPENDIX



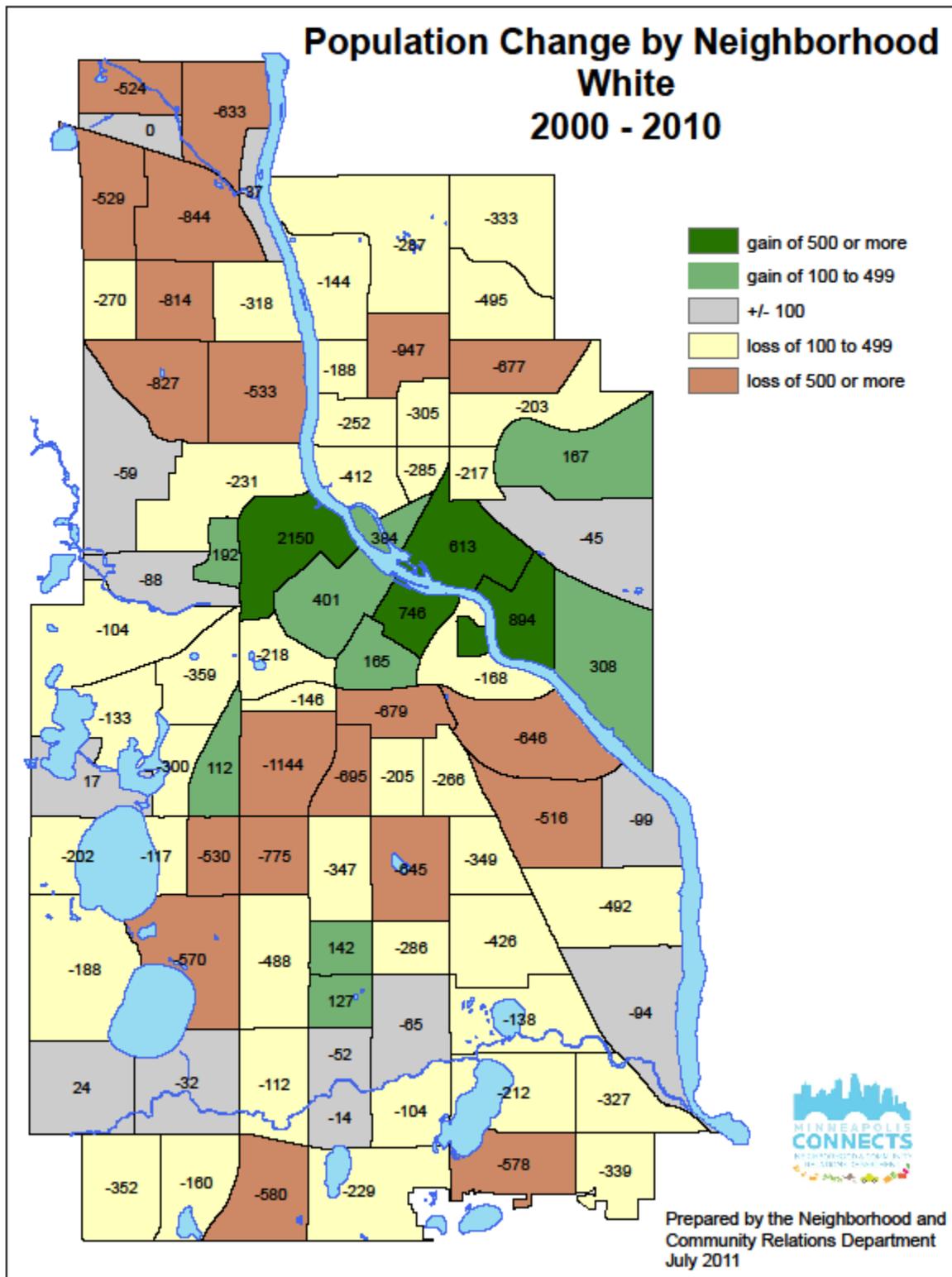


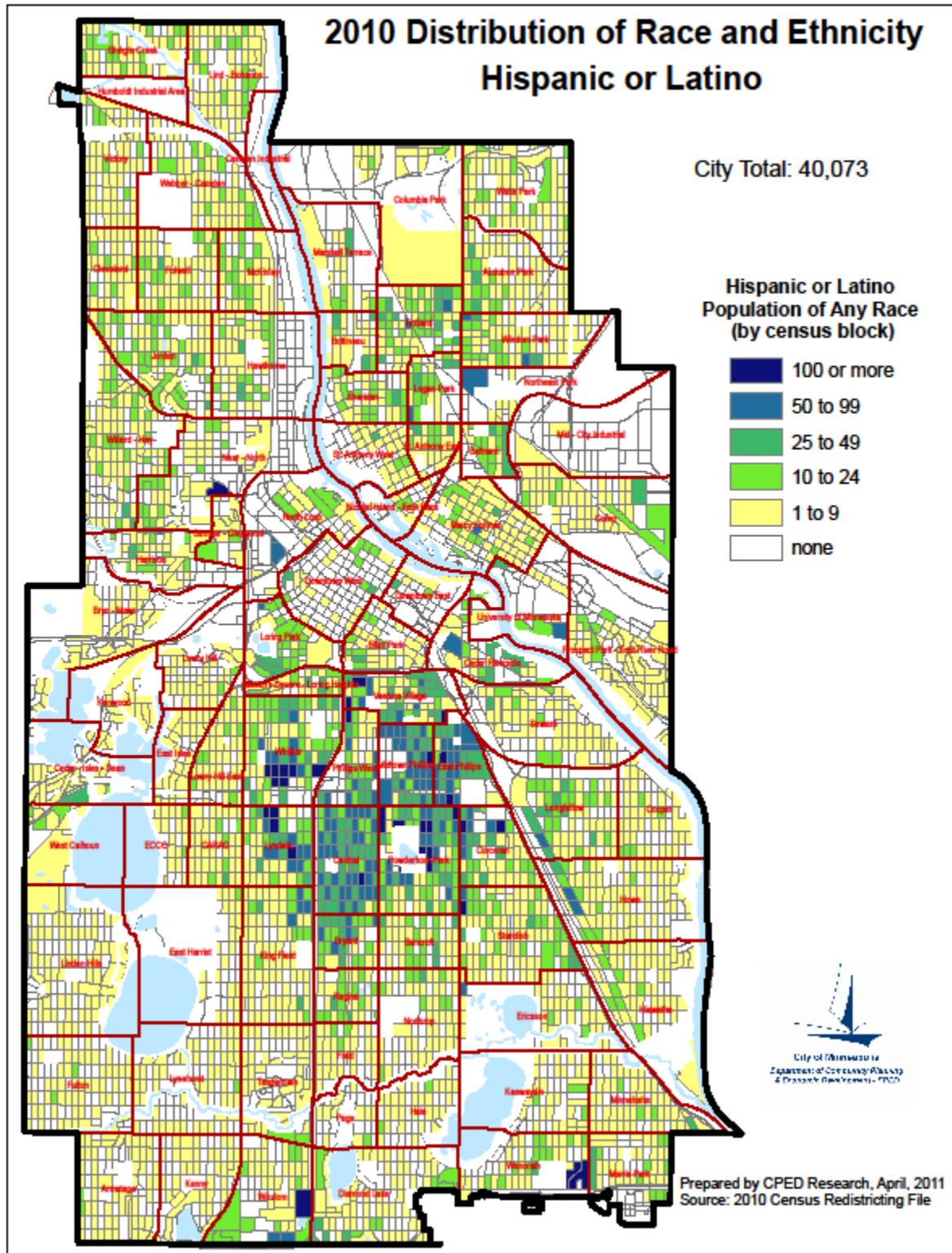


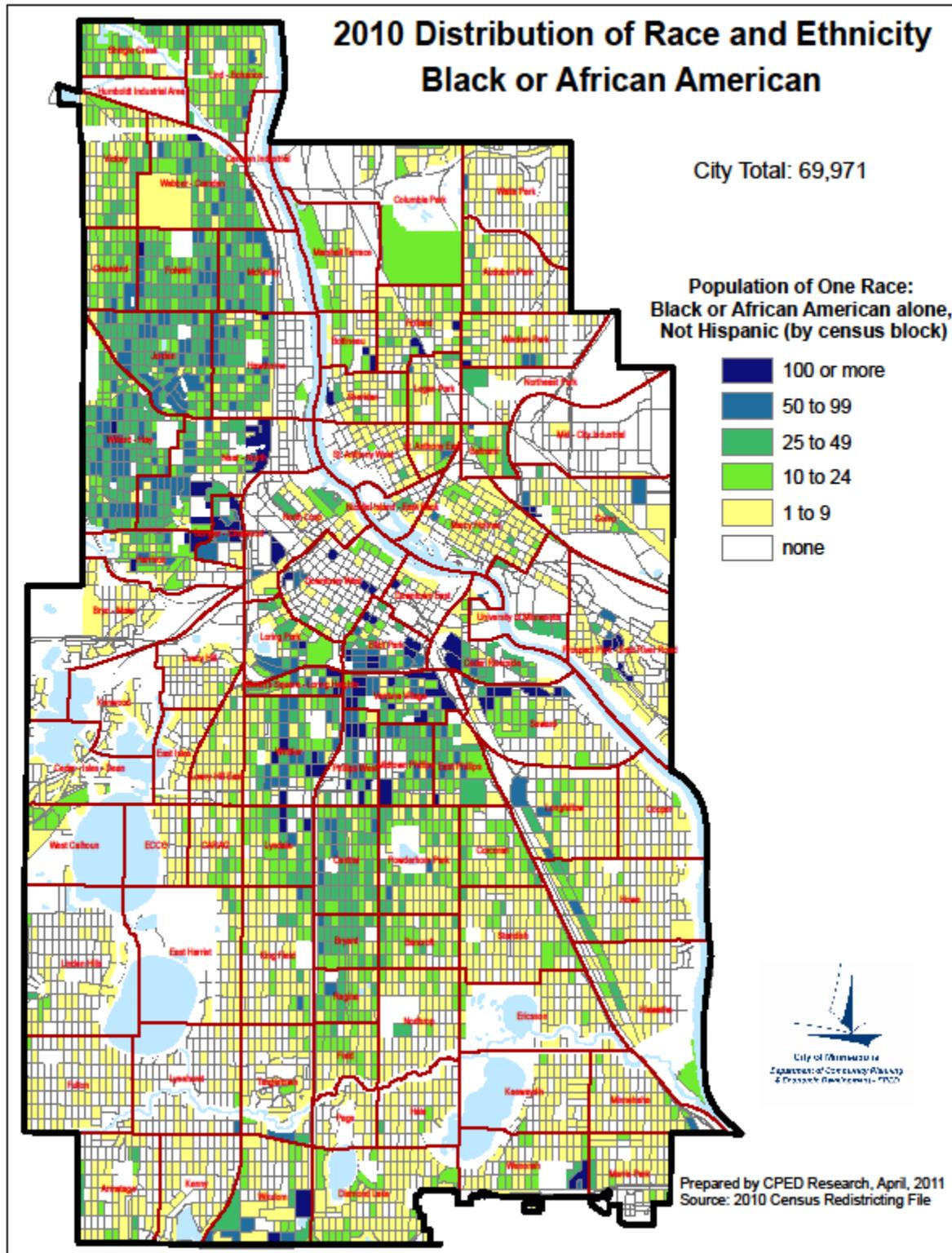
Population Change by Neighborhood American Indian 2000 - 2010

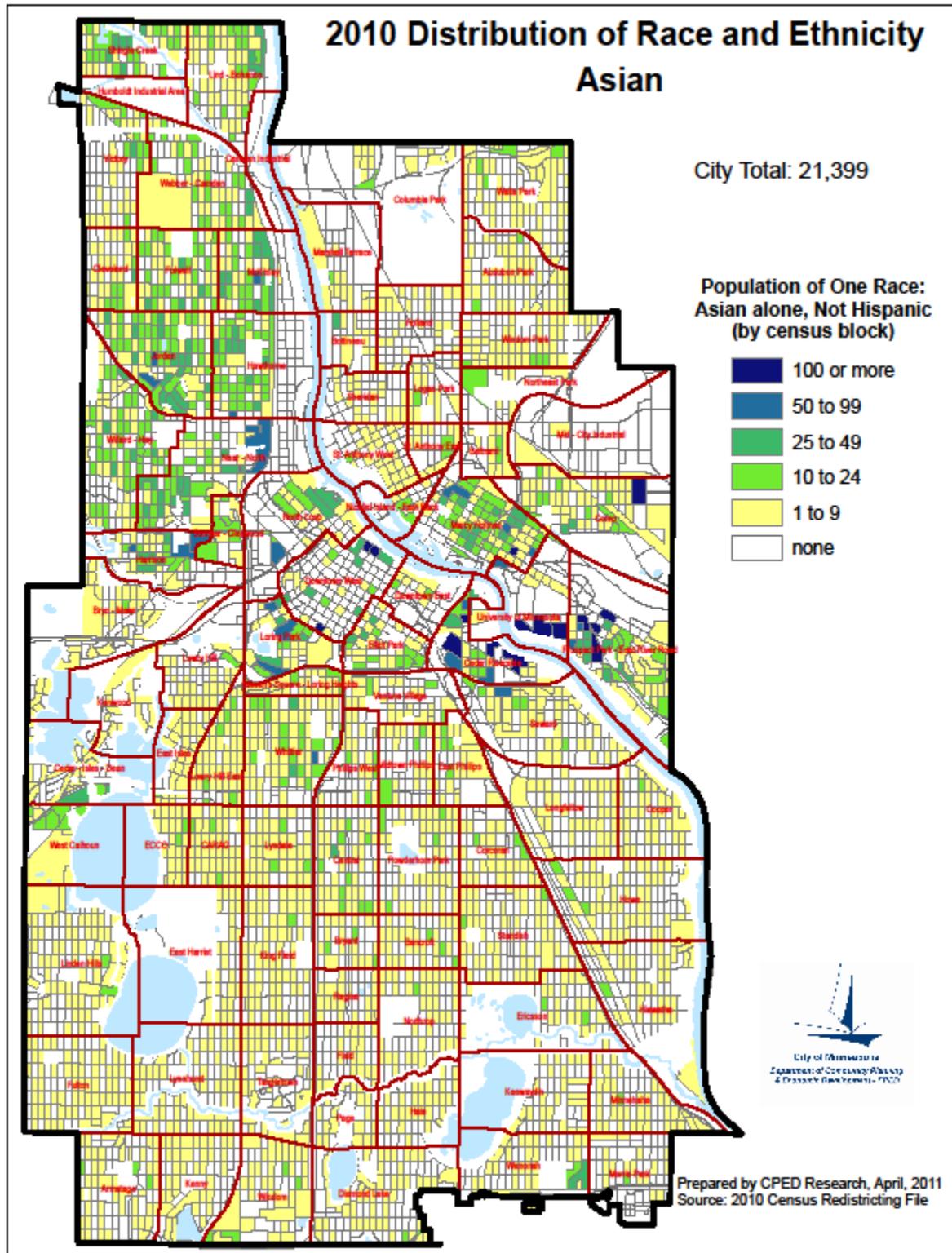


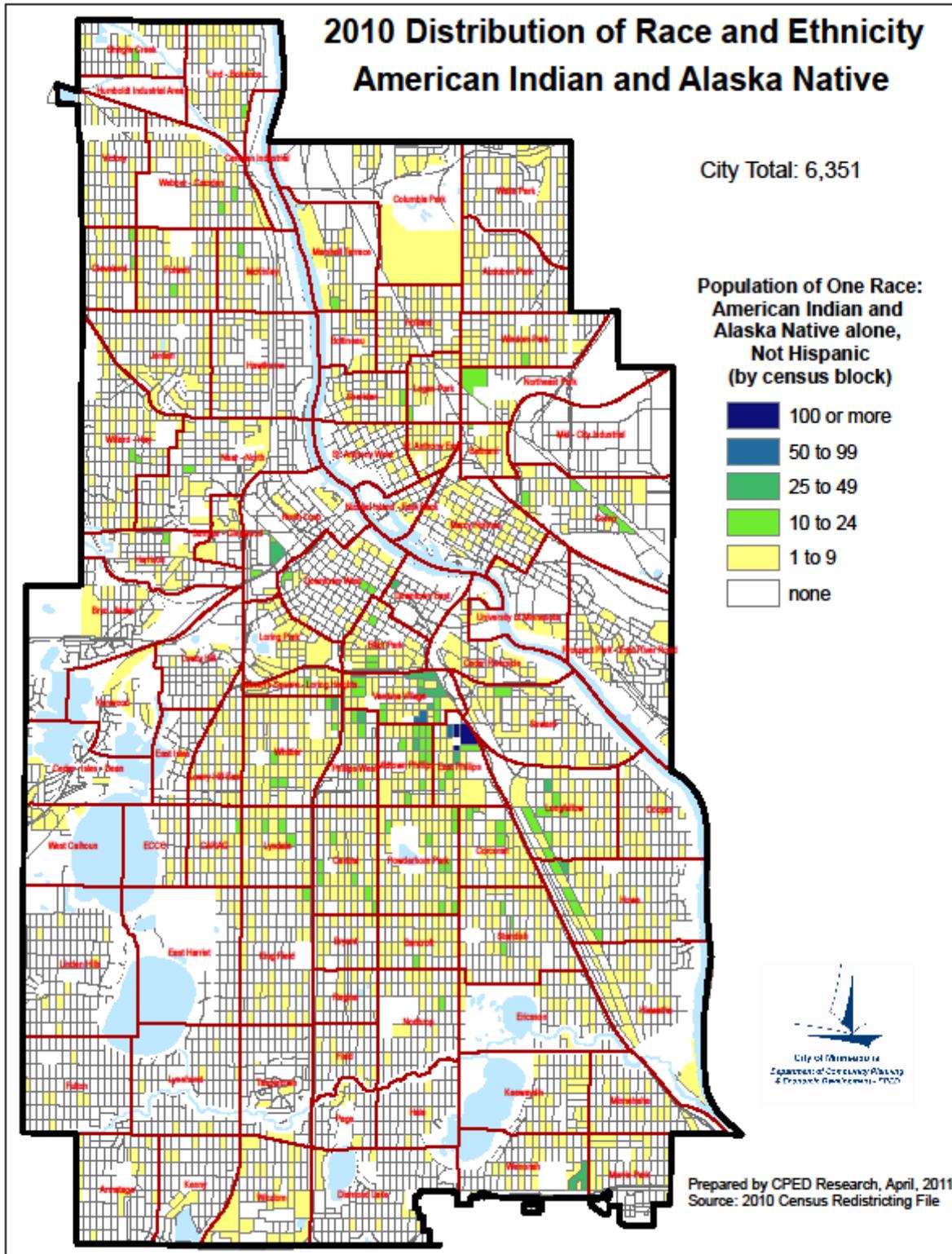
Prepared by the Neighborhood and
Community Relations Department
July 2011

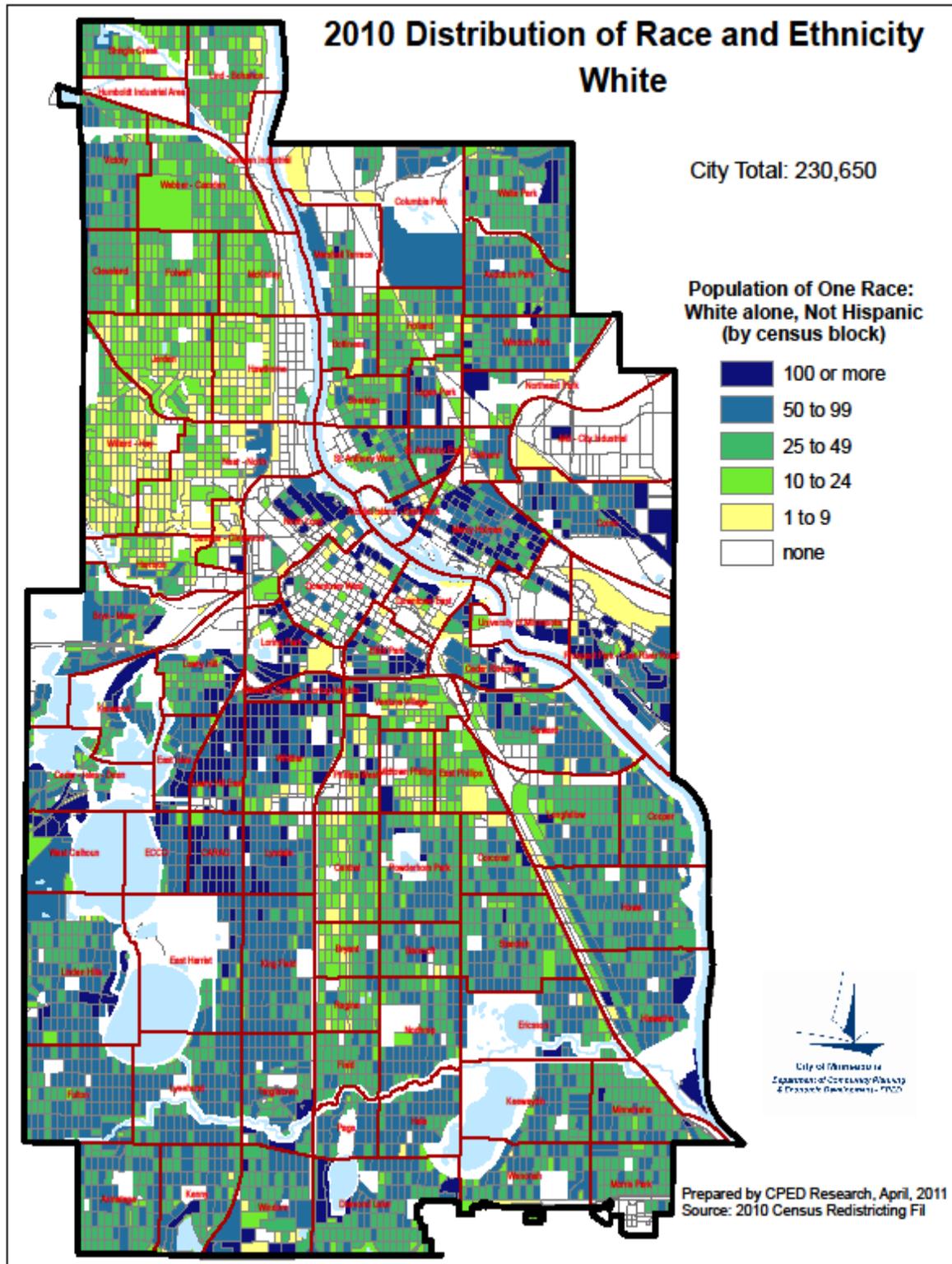












2010 Neighborhood Demographics by Race

Neighborhood	Nbhd Population	White	African American/Black	American Indian	Hispanic	% Non-White in Nhbd
Bryn - Mawr	2,651	89.40%	2.11%	0.26%	2.83%	10.60%
Cedar Riverside	8,094	37.14%	45.0%	0.5%	3.4%	62.9%
Central	8,307	21.05%	25.1%	2.2%	44.3%	78.9%
Corcoran	3,942	47.84%	12.8%	4.1%	28.1%	52.2%
East Phillips	4,269	16.61%	20.4%	18.2%	38.0%	83.4%
Hawthorne	4,567	16.16%	48.1%	1.5%	8.8%	83.8%
Hiawatha	5,461	82.64%	5.59%	1.39%	5.18%	17.36%
Linden Hills	7,564	88.82%	2.34%	0.17%	2.84%	11.18%
Midtown Phillips	4,782	22.69%	24.7%	5.5%	40.8%	77.3%
Near - North	5,968	13.57%	56.2%	1.0%	11.0%	86.4%
Powderhorn Park	8,655	44.16%	13.8%	3.1%	32.2%	55.8%
Shingle Creek	3,031	41.83%	24.61%	1.32%	9.90%	58.17%
Ventura Village	6,537	21.78%	41.9%	6.3%	23.7%	78.2%
Waite Park	5,244	82.02%	4.23%	0.46%	6.62%	17.98%
Willard - Hay	8,611	16.70%	56.6%	1.6%	7.5%	83.3%

Selected Neighborhoods w Large Minority Populations	76,610	26,248	23,510	2,430	14,978	65.74%
--	--------	--------	--------	-------	--------	--------