



MEETING SUMMARY

OPPORTUNITY NEIGHBORHOODS FOR REGIONAL PROSPERITY

Positioning opportunity neighborhoods, such as North Minneapolis, as high potential assets toward the regions economic growth & prosperity

February 10, 2016

8:30-10:30 a.m.

Northside Funders Group, 1015 North 4th Avenue, Minneapolis

Attendees: Tawanna Black, Peter Frosch, Sarah Hernandez, Jeremy Hanson-Willis, Larry Hiscock, Beth Kessler, Joel Luedtke, Kevin Murray, Marcus Owens, Nuria Rivera-Vandermyde, Aasim Shabazz, Lee Sheehy, Jo-Anne Stately, Craig Taylor, John Thorson, and staff: Kristell Caballero-Saucedo, Tammy Nolen, Luke Weisberg

1) Welcome, Agenda Review & Introductions

Tawanna welcomed everyone and invited introductions and a few words about what partners are working on to advance economic opportunity that others should know about?

- Central cities strategy is being advanced by GreaterMSP
- Itasca Project is engaged with the Twin Cities Diversity Officer Roundtable and supporting the second cohort of cross-sector CEOs looking at racial equity issues
- McKnight Foundation is supporting the formation of an East Side (Saint Paul) Employment & Workforce Collaborative
- NEON has launched its business incubator, a shared co-working space in North Minneapolis
- Aasim highlighted his involvement with the Urban Small Business Alliance
- Lee Sheehy highlighted the ways in which McKnight is using results-based accountability at this table and elsewhere to understand and improve performance among grantees
- Kristell noted that NFG is developing the rollout of a racial equity and inclusion toolkit for grantmakers
- Craig Taylor highlighted work by Minneapolis CPED to advance the expansion of the Capri block, with developer Steve Wellington; and, efforts to bring Starbucks to North Minneapolis
- Nuria highlighted her recent work to better understand and improve supplier diversity within the City of Minneapolis' processes
- Jeremy highlighted a forthcoming announcement from DEED with several new Pathways to Prosperity grants
- John noted that Hennepin County is working internally to reinvent the Sentenced-To-Serve housing and support programs

- Joel noted that the Phillips Family Foundation of Minnesota is promoting North@Work as a strategy through its own blog posts and other efforts
- Larry highlighted work that Nexus is engaged in for station area planning for Blue Line transit development, which includes some important land use changes
- Luke mentioned that LukeWorks is helping to staff multiple efforts mentioned around the table (ONRP, East Side collaborative, Hennepin work, and metro workforce boards)
- Jo-Anne mentioned that The Minneapolis Foundation is working internally to expand a loan fund for PRIs, in collaboration with specific donors

2) Opportunity Neighborhoods Overview & Updates

Tawanna invited updates from key partners on several ONRP initiatives.

Kevin Murray (NFG) gave an update on workforce development efforts through **North@Work**, explaining that vendors/partners have been chosen for the pilot launch. Minneapolis Urban League, Emerge, CommonSense Consulting, Dunwoody, and Twin Cities Rise! will deliver services cooperatively for the initial launch of N@W. Representatives from each organization participated in a planning retreat recently and confidence is high in the program's ability to deliver results. A press release will be going out shortly to announce the launch, as well as announcements on social media.

Marcus Owens gave an update from the **Capital Innovation Committee**, noting that they held a lively and productive second meeting of this group recently at which there was good energy toward understanding and strengthening the overall ecosystem of business development serving communities of color. There are about sixteen organizations working in this space (including lenders and philanthropy) and there is still a need for more capacity and better outcomes for communities of color. Living Cities is interested in bringing additional capital into the region, but Marcus notes that it is really outside the bounds of the current lending capacity in the region. Recent studies from LISC and others have better identified the needs of the community and where gaps now exist in understanding and capacity. The next stage of work for this committee will be to explore how best to deploy Living Cities' capital and to make plans to do so by this summer.

Tawanna updated the group on the proposed **Multi-Jurisdictional Land-Use Plan**, which represents the public sector innovation portfolio in ONRP. She reminded the group that a proposal has been put forth to shape a joint land use plan between Hennepin County, City of Minneapolis, and Met Council for the Northside. This would involve an analysis of what's on the books now (conflicts in zoning, conflicting visions) and recommendations to move forward, with an eye toward supporting the economic development goal of bringing 1000 jobs to the Northside. A consultant has been hired to do some baseline information gathering and identified that there are specific regulatory barriers that need to be addressed. Specifically, instances in which plans are shaped and rights to develop are granted but then there is no reassessment of zoning to create better development opportunities. Craig said that CPED is improving its capacity in this regard and is willing to take on zoning assessments in order to attract appropriate development, in consultation with community stakeholders. An overarching view of economic opportunity for the community is taking root as the key driver for CPED's actions.

Tawanna noted that there were focus groups with developers about a year ago (“Business Made Simple”, an effort led by the Mayor’s Office) that has led the City to respond with plan to rework its own internal land management system along with a revision of processes related to zoning and land use decision-making.

Aasim suggested that input from minority business owners would be very helpful in considering a rework of the land management system. Nuria said that such input is being sought now; and, that the City is beginning a detailed three-year analysis of its spending patterns to eventually match opportunities with local/minority vendors. To this, both NEON and Itasca Project representatives suggested they may be helpful with elements of that work.

Larry encouraged direct dialogue with community residents regarding zoning to avoid the often-unintended consequences that go along with zoning changes. He noted that he learned in his prior work with Harrison Neighborhood Association that resident engagement on these issues is critical and requires a good deal of patience! Aasim suggested that innovation districts that allow for space/flexibility in zoning could also be added to a broader look at rezoning opportunities. He suggested that this is a good tool to fill the gaps in understanding between what the City knows and what community members know about current and potential use of space/land use. John highlighted two Hennepin County opportunities the County is spending a good deal of money (Bottineau and 66th Street in Richfield) where land use decision-making could also influence local hiring opportunities – really working to leverage *every* opportunity that partners around the ONRP table have to address all elements of our work plan. Craig suggested that continuing to institutionalize relationships in these working partnerships, so they move beyond personal connections among staff who (eventually) change positions, would help us to make this approach sustainable.

Tawanna noted that a next step is to get the committed support of public leaders to advance a joint plan, complete the analysis portion of the work, and then develop actionable recommendations from that analysis.

3) Refining Shared Indicators & Developing Data Infrastructure

Tawanna noted that at our last meeting, we identified our shared indicators – the high-level measures of our progress. The three overarching areas of work include: a) Creating a ready and capable talent base; b) Ensuring physical locations that are "business ready" (including access to transit); and, c) Promoting safe and welcoming neighborhoods. The group also further defined the value proposition for the ONRP: “Opportunity Neighborhoods will make multiple measureable contributions to the vitality and well-being of the Twin Cities region”.

Tawanna explained that for this next multi-year period, Living Cities’ particular interest is in helping regions ensure that we have the data infrastructure needed to establish meaningful goals and track them accordingly. She invited Luke to share the example (see attached diagram for more detail) that highlights these data infrastructure elements. In discussion, ONRP partners made the following key points regarding data needs:

- We have a lot of information already about employment gaps by race, neighborhood, and gender.

- Our understanding (and data points for tracking) job placement and retention may be insufficient. We need to look at occupations in demand – are we placing people in pathways with promising trajectories? And, we should be looking broadly at whether wages are family sustaining, in addition to simply increasing over time.
- Projected career growth is attached to education and credentialing. What do we know about the pipeline and “throughput” rates (and costs) of moving individuals through that pipeline? Tawanna noted that we previously had considered this and subsequently removed it from our measures.
- We may need a more nuanced view of job retention/tenure in light of a “project” or “gig” economy. How do we capture mobility?
- Is there any way to quantify available talent? Could we know something about availability of jobs versus availability of talent (at the skill level?). Kevin noted that this is, in part, what N@W may capture going forward. Adding to this, members suggested that a visual depiction of where talent/skill centers are geographically, relative to job growth, might be useful.
- Members noted that we have no mechanism for capturing qualitative data here – perception of economic opportunity is critical.

Luke summarized these points, and added that our challenge will be separating program/intervention effectiveness from other influences that shape outcomes. An ideal scenario will be that we have the ability to do longitudinal tracking in multiple program areas, aggregating the outcomes as well as disaggregating by race, geography and gender to ensure we are truly addressing the gaps we currently face. Our next steps here will be to articulate some of our data needs going forward, and see what (additional) tools may be useful at the program management level (Workforce One, ClientTrak, etc.) to help us capture and translate program information into our shared indicators.

4) Next Steps and Adjourn

Tawanna thanked the group for their thoughtful participation. She explained that we would continue our work on all the initiatives discussed today, affirm the calendar of ONRP meetings for the balance of 2016, and be in touch shortly with additional information on items covered today. The meeting was adjourned.