

**OPPORTUNITY NEIGHBORHOODS FOR REGIONAL PROSPERITY-
NORTHSIDE STRATEGY ALIGNMENT MATRIX**

This matrix identifies the goals/measures/metrics for each initiative (down the left) appropriate to each content area (across the top)

Draft for Review 9/30/15

| | Workforce Development | Land Use | Business Development |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Bloomberg I-Team The city of Minneapolis I-Team, funded by the Bloomberg Philanthropies, is designed to help agency leaders and staff through a data-driven process, assess the equity of all city services and generate responsive new interventions and partnerships to deliver measurable results. (Launch 2015)</p> | Likely future goal area. Specific targets and metrics TBD. | Addressing housing access and affordability as a first goal area. Specific targets and metrics TBD. | Likely future goal area. Specific targets and metrics TBD. |
| <p>Center Cities Strategy A project resulting from the Partnership for Regional Opportunity Shared Prosperity workgroup, this strategy will include actions to accelerate job creation and investment in the core cities of Saint Paul and Minneapolis. (Report expected 4Q15)</p> | | Aligned strategies for urban land use and planning. | Aligned business attraction strategies. Greater MSP, City of Minneapolis, Hennepin County |
| <p>Hennepin County Workforce Leadership Council Established by Hennepin County Administrator David Hough, the council exists to promote economic competitiveness and resilience in any economy, as well as to create a more diverse workforce among employers from the public, private and educational sectors.</p> | <p>Target: 275 county-involved individuals placed in employment by 12/17 (200 in Hennepin County, 75 among HCWLC partners).</p> | None Identified | None Identified |
| | <p>Metrics: > # of individuals employed. > Wages at placement and advancement.</p> | | |
| <p>MSPWIN Career Pathways & Industry Partnerships MSPWIN is committed to strengthening the workforce by 2020. This philanthropic collaborative is pursuing metro-wide, industry-specific employer partnerships, paying particular attention to the opportunities created by WIOA legislation.</p> | <p>> Help working-age adults in the Twin Cities earn a family-sustaining wage (currently just over half do so). > Help a total of 36,700 adults of color become employed to close the racial gap in employment. > Help 108,000 young adults (18-24) move toward work and/or school. > Help 12% more higher education students of color complete or transfer in three years.</p> | None Identified | None Identified |
| | <p>Metrics: > \$ wages of working adults. > # adults of color working. > # young adults of color working and/or in school. > # higher education completers and transferers by race.</p> | | |
| <p>West Broadway Career Center An institution that will provide coordinated and culturally relevant workforce services (ABE, Workforce, Healthcare Careers training, physical and mental health services).</p> | <p>Target: TBD</p> | None Identified | None Identified |
| | <p>Metrics: > # of individuals served, by service levels, race, gender, etc. > # of individuals obtaining employment. > \$ wages of individuals placed in employment. > # of individuals pursuing training and/or higher education.</p> | | |
| <p>North@Work An employment strategy driven by a collaborative of NFG members, employers, workforce trainers, and public-sector organizations committed to connecting 2,000 low- and middle-skilled African</p> | <p>Target: 2000 African-American men working over 5 years (by 2021) > # of individuals employed.</p> | Aligned with NFG land use strategies | Aligned with NFG business development strategies |
| | <p>Metrics: > Months/quarters of continuous work and wages while employed.</p> | | |
| <p>Northside Achievement Zone NAZ is collaboration of organizations and schools partnering with families in a geographic "zone" of North Minneapolis to prepare children to graduate from high school ready for college. Funded by the federal Promise Neighborhood program.</p> | <p>69 individuals completed career goals Target: and became employed in FY15. Goal over NAZ lifetime is TBD.</p> | <p>234 adults received housing navigation services; and 100 Target: families had their housing stabilized. Goal over NAZ lifetime is TBD.</p> | None Identified |
| | <p>Metrics: > # of individuals employed. > # of individuals achieved career goal.</p> | <p>Metrics: > # of families receiving housing navigation. > # of families whose housing was stabilized.</p> | |
| <p>Northside Job Creation Team This collaborative works in partnership with Minneapolis Community Planning and Economic Development to attract and expand business in North Minneapolis with a specific focus on businesses committed to hiring Northside residents. NJCT has established a goal of attracting 1,000 jobs to the neighborhood by 2019.</p> | <p>Northside residents will be trained Target: and/or placed into new living-wage jobs created in North Minneapolis</p> | <p>Land-use study completed by Carlson Consulting Enterprises. Advocating for business park and allocated City parcels. Priority Sites: Upper Harbor Terminal, Bassett Creek, 44th & Lyndale</p> | <p>Target: 1000 new living-wage jobs in or near North Minneapolis by 2019</p> |
| | <p>Metrics: > # of individuals employed. > Months/quarters of continuous work and wages while employed.</p> | | <p>Metrics: > # jobs created and wages offered.</p> |
| <p>Hennepin County Penn Avenue Community Works A comprehensive plan led by Hennepin County, and a steering committee representing the interests of the City of Minneapolis, Hennepin County, State of Minnesota, Metropolitan Council, philanthropic organizations, neighborhood organizations, and community-based organizations. Designed to stimulate economic development, beautification, livability and job creation along Penn Avenue, a major north-south corridor, from the Southwest Light Rail Transit Penn Avenue Station at I-394 to Osseo Road and 49th Avenue North.</p> | <p>Target: Increased job density and employment from among neighborhood residents. Specific targets TBD.</p> | <p>Target: Penn Avenue redeveloped as a "complete street".</p> | <p>Target: Increased job density, amenities accessible to neighborhood residents, and tax base expanded. Specific targets TBD.</p> |
| | <p>Metrics: > # of Northside/regional jobs created/available beyond current baseline. > # Northside residents employed in area jobs.</p> | <p>Metrics: > Usage (traffic, pedestrian, Rapid Transit counts); > Amenities developed; > Investment attracted</p> | <p>Metrics: > # of Northside/regional jobs created/available beyond current baseline. > # Northside residents employed in area jobs. > # and sustainability of area businesses, by category.</p> |
| <p>Promise Zone Strategy A city-led strategy to reduce racial inequities in public services and institutions, reduce serious and violent crime, improve cradle to career outcomes, build a more inclusive economy, create jobs and promote stable housing. (Launch 2015)</p> | <p>Expand and strengthen existing training programs accessible to PZ residents (e.g., FastTrac, etc.). Specific targets and metrics TBD.</p> | <p>Focus land use in PZ toward economic returns: job creation, transit, and other amenities. Specific targets and metrics TBD.</p> | <p>Promote business development through land use decisionmaking and specific growth strategies. Specific targets and metrics TBD.</p> |
| <p>Riverfront Investment A strategy to add more than 3,000 jobs as the Upper Mississippi Riverfront is developed and transformed. While North Minneapolis residents are geographically well-positioned to take advantage of these employment opportunities, over the last 10 years, riverfront employment of nearby residents has decreased 15 percent. This collaborative team will assess employer willingness and readiness to hire low- and middle-skilled Northside residents.</p> | <p>Target: > Increase in # of riverfront jobs and job density. > Increase in # of North Minneapolis residents employed in riverfront jobs.</p> | <p>RiverFirst identifies several priority projects shaping land use along the river, primarily to strengthen riverfront access, overall usage, and usage by activity/population.</p> | <p>Target: Increase in business property taxes resulting from increased value, and adjacent development.</p> |
| | <p>Metrics: > # of riverfront jobs created/available beyond current baseline of 83K in 2011. > # Northside residents employed in riverfront jobs.</p> | <p>Metrics: > Usage of amenities and space. > Proportional change in land value (where applicable).</p> | <p>Metrics: > Proportion of citywide property tax revenue from riverfront property tax revenue.</p> |
| <p>Transit Investments (Bottineau LRT & BRT, Southwest LRT) Current transit line development along two corridors touching North Minneapolis bring expectation of significant development and future investment. All are in relatively early stages of development, with expected completion in 2021.</p> | <p>Each corridor has implicit workforce expectations, but no specific targets or metrics established as of yet.</p> | <p>Bottineau Land Use Planning Framework outlines multiple land use goals around station areas and TOD along the line. Similarly, Southwest planning has early land use goals identified.</p> | <p>Implicit goals for business growth along corridors. Specific targets and metrics TBD.</p> |