OPPORTUNITY NEIGHBORHOODS FOR REGIONAL PROSPERITY OUTLINE

Opportunity Neighborhoods for Regional Prosperity (Minneapolis- St.Paul) is a cross-sector effort to ensure that opportunity neighborhoods are equipped and position to make measurable contributions to the vitality of the region through a ready and capable talent-base and ready and marketable business development sites. We are developing a system for increasing economic opportunity for low-income people of color by coordinating and aligning multi-jurisdictional economic development, workforce development and transit corridor improvement strategies, with a unique focus on the untapped potential for employer leadership. This strategy is being piloted in two neighborhoods that are not experiencing the growth and prosperity of the Twin Cities region, but show promise for being North Minneapolis in 2016, and will be scaled to East Saint Paul in 2017.

In an effort to accelerate the number of low-income adults of color earning family-sustaining wages, we will advance systems-level, people-focused strategies. In particular, we advocate that these strategies are aligned in purpose, measurable indicators, and interconnected systemic shifts across programs, organizations and jurisdictions. In addition, these strategies will be informed by and responsive to qualitative and quantitative data analysis that specifically addresses the needs, challenges, and aspirations of low-income people of color in opportunity neighborhoods. The primary strategies include:

- **Bloomberg Foundation Innovation 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)

- **Center Cities Strategy**: A multi-agency strategy championed by GreaterMSP, 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.

- **Hennepin County Workforce Leadership Council**: Promotes 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.

- **Minneapolis St. Paul Regional Workforce Innovation Network (MSPWin)**: This philanthropic collaborative is pursuing metro-wide, industry-specific employer partnerships, paying particular attention to opportunities created by WIOA legislation.

- **West Broadway Education & Career Center (Minnesota Department of Employment and Economic Development (DEED) New Workforce Center)**: An institution that will provide coordinated and culturally relevant workforce services (ABE, Workforce, Healthcare Careers Training, Physical and Mental Health Services).

- **North@Work**: A 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 American men, ages 25 & up to employment by 2020 through a series of systemic disruptions.

- **Regional Transit Strategies**: The region’s transit network is expanding and through Community Works strategies we can look beyond the rails for opportunities to leverage transit to strengthen paths to economic prosperity.
  - **Penn Avenue Community Works Strategy**: A comprehensive plan led by Hennepin County, and a steering committee representing the interests of the city of

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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.

- **Bottineau LRT- Metro Blue Line Extension:** Slated to open by 2020 the 13-mile line will have up to 11 stations and connect north Minneapolis, Golden Valley, Robbinsdale, Crystal, and Brooklyn Park to downtown Minneapolis and the regional transit system. Bottineau LRT is projected to carry 27,000 riders daily by 2030.
- **Southwest LRT:** The Southwest light rail is scheduled to open in 2019 and will run from downtown Minneapolis to Eden Prairie. The line will provide many opportunities for growth, including jobs, and residential and business development. Hennepin County's Southwest Community Works, as part of a partnership, is planning for those opportunities, including station areas and surrounding amenities.

- **Promise Neighborhood-Northside Achievement Zone:** A 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.
- **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.
- **Riverfront Redevelopment:** A strategy to add more than 3,000 jobs in the as the Upper Mississippi Riverfront is developed and transformed.

### Quantitative Indicators – Aligned with Regional Indicators Dashboard
- Employment Gap
- Poverty Rate
- Investments (Aligned to Dashboard Venture Capital Measurement)
- Average number of jobs reachable in 30 minute commute (proxy for # of jobs in north mpls)
- Population growth in North Mpls
- % of people with an Associates degree or career-certification

### Qualitative Indicators
- Change in perception of safety and livability (North Mpls: residents/employees/visitors)
- Change in perceptions and awareness of economic opportunity among Northside residents

### Early Approaches
- Multi-jurisdictional land-use plan and aligned policy and investment actions to identify and prioritize greatest opportunities for business growth and attraction.
- Business development eco-system wide capital innovation strategy to increase the growth of minority-owned businesses throughout the continuum of business development.
- Align workforce development and economic development systems
- Aligned philanthropic strategies and investments to support
- Major Employer CEO Leadership & African American CEO Partnership Effort
- Integration of this body of work within government institutions by 2018

Hosted by northside funders group
Opportunity Neighborhoods will make multiple measureable contributions to the vitality and well-being of the Twin Cities region.

Creating a ready & capable talent base
- Education attainment
- Wages
- Commute time

Ensuring physical locations that are "business ready" (including access to transit)
- Tracking # of sites made "business ready"
- Job creation at family-sustaining wages
- Private and public investment in development and infrastructure

Promoting safe and welcoming neighborhoods
- Improved perceptions of safety
- Decrease in violent crime

These are the shared results we want -- the conditions of well-being we are seeking.

These are measures to be used at the program level to assess the impact of our strategies (interventions).

These are the longer-term indicators (outcomes) that we will tell us if our value proposition is being fulfilled (already aligned with regional indicators)!