

SHARED GOALS HAND-OUT
12/14/15

INITIATIVE GOALS

A subset of our leadership team refined a vision during a planning retreat in June to include the following:

Over 3-5 years, North Minneapolis should have:

- A ready and capable talent-base to support the region's workforce needs
- Marketable and sufficient housing stock
- Ready and marketable business development sites
- Safe and welcoming neighborhoods and commercial corridors
- Well connected transit and equitable access
- Measurable contributions to the vitality of the region

Is this the right vision to guide our work?

Sample Primary Goals & Objectives

- Increase aligned philanthropic and government funding for best practices
- Align workforce development and economic development systems
 - Establish 3-5 metro-wide sector-based employer partnerships
 - Establish career pathway networks who commit to forming a common agenda
 - Establish a shared participant tracking and referral system
 - Coordinated barrier mitigation
- Business Attraction & Expansion: Create 1,000 Jobs in North Minneapolis by 2020
- Connect 2,000 African American men to meaningful, living-wage metro-wide employment by 2020
- Integration of this body of work within government institutions by 2018

Are these the right goals and objectives?

SHARED RESULTS

If we are able to align and leverage our efforts, we will have a profound impact on specific indicators on both the Northside and the greater region. By 2020, we will

increase job creation and employment among people of color at the neighborhood, city and regional level:

Shared result goals	Northside
Job creation	1,000/+8.2%
Employment among people of color	3,000/+14.1%

A sample of shared metrics follows:

Economic development		Workforce development	
Commercial corridor & node development	Transit	Training & employment	Sector strategies (employer engagement)
Indicators <ul style="list-style-type: none"> • Decrease in vacancy rate • # of businesses with 5+ employees at family-sustaining wages. • Loans to local MBE's for business expansion 	Indicators <ul style="list-style-type: none"> • Bus rapid transit launch • Small business development near transit • Innovative transit options for 2nd and 3rd shift jobs in 1st and 2nd ring suburbs 	Indicators <ul style="list-style-type: none"> • % adults employed by race & retained 18 months post-placement • % pt. employment gap between whites and people of color • % adults earning family-sustaining wages by race 	Indicators <ul style="list-style-type: none"> • % of "hard to fill" job vacancies due fully or in part to skill mismatches, by industry • Employer supported strategies (i.e. TransitLink) aimed at closing the gap

QUESTIONS FOR DISCUSSION

Are these the right goals and indicators? If so, what are the metrics?

How do we align our work to ensure that we achieve these goals?

If North Minneapolis was viewed and experienced radically different than it is today, who would have had to give up the most to achieve that?

What will 'they' have to move to achieve the goal?

What losses will they incur?

What will we have to do about it?

OPPORTUNITITES FOR ALIGNMENT

	Strategy	Target #	Geographic/Pop Focus	Intention/Shift Needed
Preparation and Placement	Hennepin County Workforce Leadership Council	275 county-involved adults	Countywide, emphasis North	•
	MSPWIN Career Pathways & Industry Partnerships	Assume 10% of 36,700 adults	Region-wide, with perhaps 10% focused north	•
	West Broadway Career Center	Need baseline		•
	North@Work	2000	North-focused, African-American men(over five years)	•
	Northside Achievement Zone	75	North-focused	•
Job Creation	Northside Job Creation Team	1000	North-focused	
	Hennepin County Penn Avenue Community Works	Need baseline	North-focused	
	Riverfront Investment	3000	North-focused	
	Center Cities Strategy	Need baseline	Regional-focus	
	Regional Dashboard		Regional-focus	
Transit Accessibility	Penn Avenue Community Works			
	SWLRT			
	Bottineau LRT			

Multiple partners of this initiative have already developed programs to chip away at the inequities experienced in North Minneapolis. These promising efforts will benefit from more coordination with other government resources as well as community institutions with more on-the-ground experiences and relationships in North Minneapolis.

Municipal Innovation Alignment Opportunities

- **Equity in City Services:** Mayor Hodges recently secured a \$3 million grant from the Bloomberg Foundation to assess the delivery of city services through an equity lens. Mayor Hodges will use the resources from the Bloomberg Foundation to develop an Innovation Team to identify and address policies and practices that contribute to race-based and place-based inequities. The I-Team will use the tested Innovation Delivery approach to lead city leaders and staff through a data-driven process to assess problems, generate responsive new interventions and deliver measurable results.
- **Promise Zone:** In 2014 Mayor Hodges prioritized equity in North Minneapolis by seeking a Promise Zone designation from the White House. The Northside Funders Group sponsored the community-centered planning process and supported the Mayor's office in convening more than 170 cross-sector leaders and Northside champions to develop and accelerate efforts to reach equity in this community. While we will learn the results of the application later this spring, the Mayor's office has already begun working with the Northside Funders Group to launch strategies.
- **Hennepin County Workforce Leadership Council:** Anticipating massive staff turnover, the Hennepin County Board approved a plan in May 2014 to partner with local educational institutions and community-based organizations to train as many as 2,200 future employees across a spectrum of job classifications. The aims are to promote economic competitiveness and resilience in any economy, as well as to create a more diverse workforce. Recognizing that the county is only one of many employers facing similar workforce challenges, county leadership established a partnership with educational institutions and local companies to replicate and extend its model to private-sector employers.
- **West Broadway Career & Education Center:** This new center is a partnership between DEED, Minneapolis Public Schools, Minneapolis Community & Technical College, and NorthPoint Health & Wellness Center. The workforce center will serve all Northside residents with unique offerings for non-traditional learners with a focus on students who have left high school before earning their diploma or who are at risk for leaving high school. It will be a place for people to re-engage and move to their next step whether that is a job/career path, training or post-secondary education.

Partnership for Regional Opportunity-Shared Prosperity Agenda

The Regional Indicators and Center Cities strategies created by the Partnership for Regional Opportunity (PRO) Shared Prosperity Workgroup have established a foundation for this next phase. Both initiatives will require attention to how the new solutions are integrated into the bodies of work referenced earlier and that sustainable models for ownership are identified and nurtured in the earliest possible stages.

- **Regional Indicators:** The Shared Prosperity Workgroup has continued to refine the components of the Regional Indicators. Under the leadership of GreaterMSP, this team has created a set of shared indicators to measure and track critical areas, spanning social, economic and environmental outcomes (to be released in April 2015). While the dashboard is designed to be a tool supported by a cross-sector, regional partnership, it can also be useful in the context of the neighborhoods where barriers to opportunity are hindering the success of the region. This partnership will provide an opportunity for these indicators to stay at the forefront of the discussion among influential regional leaders now that PRO has come to an end.

- **Center Cities:** PRO set out to develop an urban core strategy to attract business, expand and retain jobs, and support development and redevelopment in transit corridors to achieve triple bottom line results (equity, economy and environment). The importance of a regional, multi-jurisdiction and multi-sector model in this endeavor cannot be overestimated. There is significant value in having TIP Strategies review the strengths and opportunities of both cities and elevate strategies that build on best practices and policies from each municipality. However, the complex challenge of expanding business with a strategy of increasing jobs in and for communities of color and low-income communities requires collective ownership of the strategies and intent between the regional government bodies, local community-based organizations, developers and entrepreneurs, and the philanthropic community.