Opportunity Neighborhoods for Regional Prosperity (ONRP)

Leadership Table Meeting
August 11, 2016
Your Work: Opportunity Neighborhoods for Regional Prosperity

We are:

• Partnering to expand regional shared prosperity and make opportunity neighborhoods, such as North Minneapolis and East St. Paul two of the regions greatest assets toward regional economic prosperity. (Mpls-2015+/ St. Paul 2017+)

• Prioritizing major workforce and economic development strategies using the results based accountabilities (RBA) and collective impact frameworks.

<table>
<thead>
<tr>
<th>Bloomberg I-Team</th>
<th>Northside Achievement Zone</th>
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</thead>
<tbody>
<tr>
<td>Center Cities Strategy</td>
<td>Northside Job Creation Team</td>
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<tr>
<td>Henn. Co. Workforce Council</td>
<td>Penn Avenue Comm. Works</td>
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<td>MSPWIN Industry Strategies</td>
<td>Promise Zone Strategy</td>
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<tr>
<td>West Broadway Career Center</td>
<td>Riverfront Redevelopment</td>
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<tr>
<td>North@Work</td>
<td>Itasca-North Minneapolis Project</td>
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• Aligning public & philanthropic investments to support strategies and drivers.
Your Work: Strategies and Interventions

Almost a year ago...sitting at our table, we grouped your work into shared strategies, and began to look at metrics for shared prosperity.

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**LIVING CITIES ALIGNMENT MATRIX**

*September 2015*

<table>
<thead>
<tr>
<th>Bloomer i-Team</th>
<th>Talent Base &amp; Employer Responsibility</th>
<th>Business Ready Sites</th>
<th>Safe &amp; Welcome Neighborhoods</th>
</tr>
</thead>
<tbody>
<tr>
<td>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)</td>
<td>Likely future goal area. Specific targets and metrics TBD.</td>
<td>Addressing housing access and affordability as a first goal area. Specific targets and metrics TBD.</td>
<td>Likely future goal area. Specific targets and metrics TBD.</td>
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<tr>
<td><strong>Center Cities Strategy</strong></td>
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<tr>
<td>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)</td>
<td></td>
<td>TBD</td>
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<tr>
<td><strong>Hennepin County Workforce Leadership Council</strong></td>
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<tr>
<td>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.</td>
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Our Table: Goals & Metrics

We also established goals and considered metrics for assessing progress in our collective efforts.

### Opportunity Neighborhoods for Regional Prosperity (ONRP)

**Measurement Framework (revised 8/3/16)**

**August 2016**

Opportunity Neighborhoods will make multiple measureable contributions to the vitality and well-being of the Twin Cities region.

<table>
<thead>
<tr>
<th>Opportunity Neighborhoods (North &amp; East) have more individuals working in family-sustaining employment in the region.</th>
<th>Opportunity Neighborhoods (North &amp; East) have more businesses offering (sustainable) employment to residents and economic growth to the region.</th>
<th>Opportunity Neighborhoods (North &amp; East) are safe and welcoming neighborhoods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education attainment</td>
<td>Wages</td>
<td>Commute time</td>
</tr>
<tr>
<td>Tracking # of sites made &quot;business ready&quot;</td>
<td>Job creation (at family-sustaining wages)</td>
<td>Private investment in real estate development</td>
</tr>
<tr>
<td>Public investment in transit (and other) infrastructure</td>
<td>Continued growth and expansion of existing businesses</td>
<td>Improved perceptions of safety</td>
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<tr>
<td>Decrease in violent crime</td>
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These are measures to be used at the program level to assess the impact of our strategies (interventions).

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

These are longer-term indicators (outcomes) that we will tell us if our value proposition is being fulfilled (already aligned with regional indicators).
Our Table: Refining Our Shared Result & Defining Our Indicators & Goals

With help from partners at Living Cities, we have a refreshed format. We are adding to that format two sets of numbers:

- Baseline numbers for our “DRIVERS” that, wherever possible, are for African Americans living in North Minneapolis.
- Additional baseline numbers for “3-6 YEAR OUTCOMES” that are at the regional level.

We will measure our results together, over time, toward our single shared goal of increasing wages (and work) for African Americans.
Opportunity Neighborhoods for Regional Prosperity
Making measurable contributions to the vitality of the Twin Cities

X% of African American adults earning family-sustaining wages by 2025
Opportunity Neighborhoods for Regional Prosperity
Making measurable contributions to the vitality of the Twin Cities

6-10 Year Outcomes

- Employment Gap (proxy for education attainment & job supply/demand)
- Poverty Rate (disaggregated by race; proxy for housing stability & health)
- Population growth in North Mpls
- % MSP residents perceive North Mpls as a viable place to live & work

3-6 Year Outcomes

- % people with an Associates degree or career certification
- Average # of jobs reachable in 30 minute commute (proxy for jobs in North & capable talent base)
- % adults employed by race & retained & advanced, 18 months post placement
- # of new businesses & #/% business expansions

Key Drivers

- High school graduation rate
- # of available jobs paying family sustaining wage
- # of residents employed by partner initiatives (North@Work, Hennepin, etc.)
- Time spent commuting
- Percent of vacant and abandoned properties
- # of sites made business ready
- $ amount of public & private investments in development & infrastructure
- Incidents of gun violence in North Mpls

Strategies

- Develop a ready & capable talent base
- Develop inclusive and responsible employers
- Ensure physical locations that are “business ready”
- Promote safe & welcoming neighborhoods

Shared Result (10+ years)

3,000 additional African American adults earning family-sustaining wages by 2025 *achieves parity
# Opportunity Neighborhoods for Regional Prosperity

**Making measurable contributions to the vitality of the Twin Cities**

## 3-6 Year Outcomes Drivers

### Northside African American Baseline
- % people with an Associates degree or career certification
- 66% in region, but low Northside African American employment #

### Key Drivers
- High school graduation rate/GED attain
- # of available jobs paying family sustaining wage
- # of residents employed by partner initiatives (North@Work, Hennepin, etc.)
- Time spent commuting
- Percent of vacant and abandoned properties
- Develop inclusive and responsible employers
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### 6-10 Year Outcomes

#### Employment Gap (proxy for education attainment & job)
- % people with an Associates degree or career certification

#### Poverty Rate (disaggregated by race; Proxy for housing stability & health)
- % adults employed by race & retained & advanced, 18 months post placement

#### Population growth in North Mpls
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- *achieves parity*
Opportunity Neighborhoods for Regional Prosperity
Making measurable contributions to the vitality of the Twin Cities

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3-6 Year Outcomes

- Regional baseline
  - 47% of population (25 yrs and up) have an Associates degree or higher. 40% of whites have Bachelor’s or higher, just 26% of POC do*
  - 17,651 jobs reachable in 30 minutes by public transit or walking. How many held by POC?**
  - % adults employed by race & retained & advanced, 18 months post placement
  - # of new businesses
  - #/% business expansions

Key Drivers

- High school graduation rate
- # of available jobs paying family sustaining wage
- # of residents employed by partner initiatives (North@Work, Hennepin, etc.)
- Time spent commuting
- Percent of vacant and abandoned properties
- # of sites made business ready
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- Incidents of gun violence in North Mpls

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Currently, X% of African American adults earning family-sustaining wage

Shared Result (10+ years)
Opportunity Neighborhoods for Regional Prosperity

• As we consider this target-setting, we want our goals to be SMART; and, meaningful and reflective of the interests, strategies and commitments of ONRP partners;
• We want to be able to show measurable collective impact – even if not exclusively causal...
• Our challenge is to align and measure our collective efforts to our shared goal!
Opportunity Neighborhoods for Regional Prosperity

Our winning formula:

\[(S \times E)^T = R\]

(Strategy times Execution) Multiplied by TRUST Equals RESULTS
Opportunity Neighborhoods for Regional Prosperity
Making measurable contributions to the vitality of the Twin Cities

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