

To: NRP Policy Board Members and Alternates

From: Robert D. Miller, Director

Date: October 5, 2006

Subject: Longfellow Community Phase II NRP Neighborhood Action Plan

The Longfellow Community Council (LCC) is submitting their NRP Phase II Neighborhood Action Plan on behalf of the Cooper, Howe, Hiawatha and Longfellow neighborhoods for your approval. This plan was approved by Longfellow Community Council Board of Directors on August 17, 2006 and by the Longfellow Community residents on September 13, 2006.

The Longfellow NRP Phase II Neighborhood Action Plan requests a total NRP appropriation of \$2,306,477. Of these funds, \$74,392.50 has already been approved from the Phase II Plan Development Reserve Fund. A draft of this plan was circulated electronically to public staff and LCC has involved public staff in the plan development process. NRP's legal counsel has reviewed the plan.

The Longfellow NRP Phase II Neighborhood Action Plan devotes 87.8% of its allocation to housing. The plan continues to support a variety of home improvement and housing development programs as well as maintaining the community housing office.

The non-housing portions of the Longfellow Phase II Neighborhood Action Plan are investing in the Environment (Mississippi River Gorge and Midtown Greenway) connecting community members (continuation of the Latino outreach program, art and theater projects and managing crime) and sustaining the community organization.

Based upon the plan development process used by the neighborhood, the results of the distribution to public staff and the request of the neighborhood, I recommend that the Policy Board adopt the following resolution:

**WHEREAS:** On April 19, 2004 the Minneapolis Neighborhood Revitalization Program (NRP) Policy Board ("Board") approved a Phase II allocation for the Longfellow neighborhood of \$2,306,477 based on the Phase II revenues projected for NRP;

**WHEREAS:** The neighborhood conducted a Phase II neighborhood planning process that began in June 2003 and has submitted a Longfellow Community NRP Phase II Neighborhood Action Plan that requests a Phase II allocation of \$2,306,477;

**WHEREAS:** The Longfellow neighborhood has allocated at least 70% of their Phase II Neighborhood Action Plan to housing programs, projects, services and activities;

**RESOLVED:** That the Minneapolis Neighborhood Revitalization Program Policy Board (Board) hereby accepts and adopts the Longfellow NRP Phase II Neighborhood Action Plan;

**RESOLVED FURTHER:** That the Board hereby authorizes the Director to request that the City Council and Mayor: [a] approve the Longfellow NRP Phase II Neighborhood Action Plan, and specifically those parts of the Plan that fall under City jurisdiction, for their Phase II allocation of up to \$2,306,477; [b] amend the 2006 General Appropriation Resolution to increase the Fund CNR0 (NRP Fund) appropriation by \$770,071 from existing fund balance for implementation of the approved Plan; [c] refer \$385,035 to the 2007 budget and authorize the appropriate City officers to reserve the remaining \$1,076,978.50 for Plan implementation in a reserve account within Fund CNR0 for future years expenditures on the approved Plan provided that no more than 70% of the amount approved for the Plan (\$1,614,534) shall be obligated in the first three (3) years after approval of the Plan; and [d] authorize the appropriate City officers to enter into any contracts or agreements necessary to implement the Plan and the activities above.

## LONGFELLOW COMMUNITY PHASE II ACTION PLAN

ACTIVITY	2003/04-EARLY ACCESS		ACTION PLAN		NRP	PROGRAM INCOME	PHASE I ROLLOVER	CHANGES
	NRP HOUSING	NRP OTHER	NRP HOUSING	NRP OTHER	PHASE II TOTAL			
<b>IMPLEMENTATION AND ADMINISTRATION (page 12)</b>								
1.A.1. Phase II Plan Development		74,392.50			74,392.50			
1.B.1. Phase II Administrative Support				397,584.50	397,584.50			
<b>COMMUNITY CONNECTIONS (page 14)</b>								
2.A.1. Communications to Welcome and Inform Residents				8,500	8,500			
2.A.4. Promote Institutions that Foster Relationships				5,000	5,000			
3.A.2. Community Art Events				10,000	10,000			
3.A.3. Community History Play				5,000	5,000			
3.B.3. Develop Unique Longfellow Identity				1,500	1,500			
4.A.2. Youth Engagement Program				10,000	10,000			
5.A.1. Facilitate Access to Crime and Safety Information				5,000	5,000			
5.A.2. Support Block Clubs				2,500	2,500			
5.A.3. Seward/Longfellow Restorative Justice				10,000	10,000			
5.A.4. Seward/Longfellow Public Safety Initiative *	see * below				-			
<b>HOUSING (page 20)</b>								
6.A.1. Housing Office			344,000		344,000			
7.A.1. Home Improvement Program			550,000		550,000			
7.A.2. Incentives for Sustainable Technologies			100,000		100,000			
8.A.1. Housing Development Incentives			450,000		450,000			
9.A.1. Support for Increased Housing Options			160,000		160,000			
9.A.2. Hiawatha Commons	see ** below				-			
<b>COMMERCIAL REVITALIZATION (page 24)</b>								
10.A.1. Commercial Revitalization Staff Support				40,000	40,000			
10.C.1. Improve Bicycle and Pedestrian Conditions				21,000	21,000			
11.A.1. New and Existing Business Staff Support				31,000	31,000			
<b>ENVIRONMENT AND TRANSPORTATION (page 27)</b>								
12.A.1. Environmental Projects Partnerships				8,000	8,000			
12.B.1. Brownfield Conversions				5,500	5,500			
12.C.1. Land and Water Stewardship Projects				5,500	5,500			
12.D.1. Community Gardens				8,000	8,000			
13.A.1. Promote Green/Sustainable Infrastructure on Lake				3,500	3,500			
13.B.1. Improve Bicycling Facilities				3,500	3,500			
13.C.1. River Lake Greenway				7,000	7,000			
<b>RIVER GORGE (page 32)</b>								
15.A.2. Ecological Restoration Activities				30,000	30,000			
15.B.2. Trail Improvement Activities				5,000	5,000			
15.C.1. Improve Water Quality				5,000	5,000			
<b>TOTAL</b>	0	74,392.50	1,604,000	628,085	2,306,477	0.00	0	
APPROVED EARLY ACCESS - PLAN DEV'L	74,392.50				74,392.50			
<b>ACTION PLAN REQUEST</b>	<b>74,392.50</b>		<b>2,232,085</b>		<b>2,306,477</b>			
APPROVED COPSI RESERVE FUND *	31,240				31,240			
APPROVED AFFORDABLE HOUSING FUND **	500,000				500,000			
ADMINISTRATIVE FUNDS IN PLAN	74,392.50		406,084.50		480,477	20.83%		
ADMIN FUNDS FOR HOUSING					422,062			
TOTAL HOUSING ALLOCATION					2,026,062	87.84%		
2006 APPROPRIATION NEEDED			770,071		770,071			
2007 APPROPRIATION NEEDED			385,035		385,035			
2008 APPROPRIATION NEEDED			385,035		385,035			
AMOUNT AVAILABLE (70%) IN 1ST 3 YEARS ***	74,392.50		1,540,141		1,614,534			

\* - The Seward/Longfellow Community Oriented Public Safety Initiative (Community Connections 5.A.4.) was funded through the NRP Community Oriented Public Safety Initiatives Reserve Fund (COPSIRF) for a total of \$39,050; Longfellow's portion of the allocation is \$31,240. Final expenditures for this initiative are \$39,000; Longfellow's share of these expenditures is \$31,200. Since the allocation is from the Community Oriented Public Safety Initiatives Reserve Fund, the allocation is not included in the total Action Plan Request calculated above, nor does it count against the neighborhood's Phase II allocation.

\*\* - Hiawatha Commons (Housing 9.A.2.) received \$500,000 through the NRP Affordable Housing Reserve Fund. As such, it is considered an Early Access project. However, the allocation is not included in the total Action Plan Request, nor is it included in the calculation of the neighborhood's Housing Allocation.

\*\*\* - On March 22, 2004, the NRP Policy Board adopted a policy that requires each neighborhood to limit its Phase II Neighborhood Action Plan obligations to no more than 70% of of their neighborhood allocation during the first three years following approval of its action plan.

## LONGFELLOW COMMUNITY PHASE II ACTION PLAN

ACTIVITY	COMMENTS				CONTRACT ADMINISTRATOR			
<b>IMPLEMENTATION AND ADMINISTRATION (page 12)</b>								
1.A.1. Phase II Plan Development					NRP			
1.B.1. Phase II Administrative Support					NRP			
<b>COMMUNITY CONNECTIONS (page 14)</b>								
2.A.1. Communications to Welcome and Inform Residents					NRP			
2.A.4. Promote Institutions that Foster Relationships					DFD/MPL			
3.A.2. Community Art Events					NRP/DFD			
3.A.3. Community History Play					DFD or MPS			
3.B.3. Develop Unique Longfellow Identity					NRP			
4.A.2. Youth Engagement Program					DFD			
5.A.1. Facilitate Access to Crime and Safety Information					DFD			
5.A.2. Support Block Clubs					DFD			
5.A.3. Seward/Longfellow Restorative Justice					DFD/Hennepin County			
5.A.4. Seward/Longfellow Public Safety Initiative *					Police Department			
<b>HOUSING (page 20)</b>								
6.A.1. Housing Office					NRP			
7.A.1. Home Improvement Program					DFD			
7.A.2. Incentives for Sustainable Technologies					DFD			
8.A.1. Housing Development Incentives					CPED			
9.A.1. Support for Increased Housing Options					CPED			
9.A.2. Hiawatha Commons					CPED			
<b>COMMERCIAL REVITALIZATION (page 24)</b>								
10.A.1. Commercial Revitalization Staff Support					NRP			
10.C.1. Improve Bicycle and Pedestrian Conditions					NRP/Public Works			
11.A.1. New and Existing Business Staff Support					NRP			
<b>ENVIRONMENT AND TRANSPORTATION (page 27)</b>								
12.A.1. Environmental Projects Partnerships					DFD			
12.B.1. Brownfield Conversions					CPED			
12.C.1. Land and Water Stewardship Projects					DFD			
12.D.1. Community Gardens					DFD			
13.A.1. Promote Green/Sustainable Infrastructure on Lake					NRP			
13.B.1. Improve Bicycling Facilities					DFD/Public Works			
13.C.1. River Lake Greenway					Public Works			
<b>RIVER GORGE (page 32)</b>								
15.A.2. Ecological Restoration Activities					MPRB			
15.B.2. Trail Improvement Activities					MPRB/DFD			
15.C.1. Improve Water Quality					MPRB/DFD			

Longfellow Community Phase II Action Plan (Longfellow 2.xls)

Date Created: September 19, 2006

Last Revision: September 21, 2006

Prepared By: Robert Cooper, Finance, 673-5239

# **Longfellow Community Neighborhood Revitalization Plan**

## **Phase II**

Longfellow Community Council  
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Minneapolis, MN 55406  
(612) 722-4529  
info@longfellow.org

*Approved by Longfellow Community Council Board of Directors, August 17, 2006*

*Community Review and Approval, September 13, 2006*

**Longfellow Community  
NRP Phase II  
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## **Introduction to the Plan**

The Longfellow Community Council (LCC) Board of Directors and the LCC NRP Phase II Steering Committee proudly present the following Phase II Action Plan. The Longfellow Community has benefited immensely from NRP Phase I and we anticipate building upon our successes with Phase II.

This document is presented as a guide for our community's future. The neighborhoods of Greater Longfellow are strong and full of assets and energy. As we implement Phase II, we will build from this strong foundation a vibrant, inclusive and engaged community. We will strengthen existing partnerships and forge new collaborations within and beyond our community, engage residents and businesses, develop new programs, connect youth, engage seniors, improve current programs, leverage funds and maintain a high level of livability.

Throughout this entire process, we were committed to the well being of all in our community and to values of respect, inclusiveness, and diversity. The components of our resulting NRP II Phase Plan present an ambitious community agenda to maintain and strengthen our vibrant and dynamic community in the years ahead.

Specifically, we will use this plan to:

- Document goals and funding sources;
- Understand how those goals will be accomplished with NRP funds;
- Understand how those goals promote Longfellow's visions and values;
- Seek and leverage additional funding, both during NRP Phase II and beyond;
- Build community volunteerism;
- Identify ways to partner with other organizations in the community; and
- Assign responsibility for implementation of strategies and to enable the shifting of responsibility between committees when committees change.

## Community Description

The Greater Longfellow Community, comprised of the Longfellow, Cooper, Howe and Hiawatha Neighborhoods, is bordered on the north by the 27<sup>th</sup> Street rail line/future Midtown Greenway, on the south by Minnehaha Park, on the west by Hiawatha Avenue/Highway 55 and on the east by the Mississippi River.

Over 20,000 people reside in the Longfellow Community. Restaurants and cafes, cultural centers, and new and established businesses and retail shops are located along East Lake Street, Minnehaha Avenue, and in neighborhood commercial nodes.

Longfellow Community Council (LCC) is the official citizen participation organization for the Howe, Hiawatha, Cooper and Longfellow Neighborhoods in Minneapolis. LCC's mission is *to improve the quality of life and develop a sense of community among the Longfellow, Cooper, Howe, and Hiawatha neighborhoods and to promote their well being*. The Longfellow Community Council involves and empowers the members of the community in all of its diversity to take action on issues affecting their lives.

We are a community in which people of all ages and backgrounds live in harmony. We welcome people of different cultures and races into our neighborhood. We want young people to view Longfellow as the place that will continue to be their home as they move into adulthood. We are a community that provides for the needs of all our residents, and where all residents have the opportunity to maximize their individual potential. We have a strong neighborhood organization, the Longfellow Community Council, which enables all residents to work for the betterment of the entire community.

We envision a future where the housing stock is well maintained and affordable, our natural resources are preserved and enhanced, and all residents have a sense of connectedness, commitment and responsibility.

Below are demographic snapshots of each of Greater Longfellow's neighborhoods.

### ***Longfellow***

- Longfellow neighborhood's population decreased by 2.1 percent from 5,078 in 1980 to 4,972 in 2000. This contrasts with the 3.1 percent citywide population increase during the same period.
- From 1980 to 2000, the neighborhood's population got younger. The number of children and teens increased by 7 percent, and the number of adults grew by almost 6 percent. Over this time, Longfellow lost about 40 percent of its senior population, especially those ages 65 to 84. As a result, the neighborhood saw an overall decline in its population.
- Ethnicity: Although 68 percent of Longfellow's population in 2000 was Caucasian, the neighborhood has become more diverse since 1980. All ethnic groups except for whites increased in population during this time period. The African-American population in 2000 was five times larger than its 1980 figure, adding almost 450 new residents, and the Latino population added about 400 people.



### ***Cooper***

- Population change: Between 1980 and 2000, Cooper's population declined by 12 percent from 3,938 to 3,448.
- Age distribution: In 2000 there were 18 percent fewer children and adolescents, 0.2 percent fewer adults and 48 percent fewer senior residents in the neighborhood than in 1980. Although there were about 290 more people between the ages of 25 and 44 in 2000 than in 1980, this increase could not offset an overall population decrease.
- Ethnicity: At 87 percent in 2000, Cooper's Caucasian population was down from 96 percent of the total population in 1980. The number of Latino residents increased by about 100 from 1980 to 2000, and the African-American population grew by about 90 in the same period.

### ***Howe***

- Between 1980 and 2000, Howe's population declined by 5 percent from 7,241 to 6,878.
- Age distribution: Howe neighborhood's population declined in almost every age group except for those 25 to 64 years old. This group grew by more than 19 percent. However, the populations in all other age groups declined, including a loss of 47 percent of senior residents. The overall adult population expanded by 7 percent.
- Ethnicity: The ethnic makeup of the population in Howe changed between 1980 and 2000. Howe's Caucasian population made up 94 percent of the neighborhood's total population in 1980, but it fell to 76 percent in 2000. All other ethnic groups increased. One of the more substantial increases came with the Latino population, which reached 6 percent of the total population in 2000, while it had been less than 1 percent in 1980.

### ***Hiawatha***

- Between 1980 and 1990, Hiawatha's population increased from 5,627 to 5,759. This trend reversed in the following 10 years. Between 1990 and 2000, the population fell in the Hiawatha neighborhood by nearly 8 percent, from 5,759 to 5,304.
- Age distribution: In 2000, there were 143 fewer children and teens than in 1980, a loss of 13 percent. During this period, the adult population decreased by 2.4 percent, and seniors by 8.5 percent. Within the adult population, the 25 to 44 and 45 to 64 age brackets added 290 people between them, but they could not offset the losses in the other age groups.
- Ethnicity: Hiawatha's population gradually became more diverse between 1980 and 2000. The African-American population increased from 0.7 percent in 1980 to 5.1 percent in 2000, adding 226 people. The number of Latino residents steadily increased in the same period. That group comprised 0.6 percent of the population in 1980 and increased to 1.3 percent in 2000, adding 132 people. Caucasian residents, who accounted for 97 percent of the neighborhood's total population in 1980, decreased to 86 percent by 2000.

**Population Summary**

	<i>1980</i>	<i>1990</i>	<i>2000</i>
Longfellow	5,078	5,023	4,972
Cooper	3,938	3,708	3,448
Howe	7,241	7,108	6,878
Hiawatha	5,627	5,759	5,304
<b>Greater Longfellow total</b>	<b>21,884</b>	<b>21,598</b>	<b>20,602</b>

*Source: City of Minneapolis CPED*

## **The Neighborhood Revitalization Program in Longfellow: Looking Back at Phase I**

In 1992, the residents of Longfellow, Cooper, Howe and Hiawatha came together to lay the groundwork for a coordinated effort to strengthen and reinvigorate greater Longfellow, the community which incorporates the four neighborhoods.

Under the auspices of the Longfellow Community Council (LCC), the four neighborhoods submitted an application to participate in the City's newly established Neighborhood Revitalization Program (NRP).

When Longfellow was selected for inclusion in NRP in August 1992, its community, with a population of more than 20,000 was -- and still is -- the largest NRP area in Minneapolis.

In 1993, Longfellow initiated its first pilot NRP project--- a low-interest home improvement program targeted at homeowners in the western end of the community.

That same year, LCC developed a participation agreement, which specified how it would prepare its NRP action plan.

After nearly two years of intensive outreach meetings, door-to-door surveys and written questionnaires, Longfellow's action plan was completed in 1995 and approved by the Minneapolis City Council in early 1996. The plan envisioned a future "where the housing stock is well maintained and affordable, our natural resources are preserved and enhanced, and all residents have a sense of connectedness, commitment and responsibility."

The plan established goals for Longfellow in five broad areas: housing, environment and transportation, community development, neighborhood safety, and youth and families.

### *A decade of community building*

In 2006, area residents can look back at more than a decade of community building – stimulated by a citizen-directed NRP plan that has touched virtually every block of Longfellow, Cooper, Howe and Hiawatha.

Many of NRP's most important contributions over the last dozen years have been difficult to quantify. They include:

- A revitalized community organization that has become an effective advocate for Longfellow and its residents.
- Volunteer efforts by hundreds of residents who have banded together to promote community betterment through projects ranging from playground construction to block clubs to River Gorge restoration.
- The rediscovery of an important but hidden assets—Longfellow's stock of well-preserved craftsman-era bungalows.

NRP statistics provide an impressive record of achievement:

- More than 15 percent of the housing stock in the four neighborhoods have been improved as a result of Longfellow NRP housing programs.
- A total of \$9.3 million in NRP funds has leveraged over \$15 million in additional improvements in Longfellow.
- LCC has directly recaptured more than \$1.2 million of its initial NRP investments through its revolving loan funds.

#### NRP Phase I Highlights

- **River Gorge restoration.** A River Gorge master plan and inventory helped stimulate extensive on-going restoration work spearheaded by LCC's River Gorge Committee and the volunteer River Gorge Stewards.
- **Housing.** Initiatives included: (1) a major remodeling program for home additions and other major rehab projects, (2) a basic home improvement program for low and moderate-income homeowners, and (3) a fix and paint program to provide matching grants for exterior improvements. LCC was able to create additional programs for residents with the dollars returned from the original loans.
- **Community development.** The Economic Opportunity Fund helped support 12 commercial revitalization projects including the restoration of the Coliseum Building at 27<sup>th</sup> and Lake, a major community landmark. A storefront revitalization initiative stimulated 31 commercial building improvements. NRP corridor studies helped to guide development on Lake Street, the Midtown Greenway and Minnehaha Avenue.
- **Parks and playgrounds.** In partnership with the Minneapolis Park Board, Longfellow was largely responsible for the construction of a new Brackett Park building and helped restore the Longfellow House at Minnehaha Park. Working with the School Board, the community helped create new playgrounds at area schools with equipment funding provided by LCC and volunteer labor and other funding provided by community residents' fundraising efforts, including a handicapped-accessible playground at Hiawatha School Park.

Over the past dozen years, Greater Longfellow has achieved great accomplishments with resources allocated and leveraged by NRP. The NRP Phase I plan called on our community to maintain a strong housing stock, preserve and enhance our natural resources and help our residents develop a sense of connectedness, commitment and responsibility. That vision is now being realized as we embark on NRP Phase II.

## **NRP Planning Process**

The development of Longfellow Community Council's (LCC) NRP Phase II Plan has occurred in 4 phases: (1) completion of the NRP Phase I Review in February 2004; (2) adoption of LCC's 5-Year Strategic Plan in September 2004; (3) completion of a community survey in August 2004; and (4) gathering additional and targeted community input in 2005 and 2006. The NRP Phase II Planning process is discussed in more detail below.

### **Strategic Plan**

LCC began its NRP Phase II planning process after completion of its NRP Phase I Report in June 2003. At that time, the LCC Board decided to develop a 5-Year Rolling Strategic Plan, which would incorporate potential components for the NRP Phase II Plan. The LCC Board developed a Strategic Plan because: (1) LCC's last strategic plan (the NRP Phase I Plan) was approved by the Community almost a decade ago in 1995, (2) NRP Phase I was ending and NRP Phase II was beginning, and (3) LCC needed to reassess community needs and priorities. In preparing the Strategic Plan, LCC recognized that to accomplish community goals, LCC would need to utilize and acquire resources above and beyond those available from NRP now and into the future.

A nine-member Strategic Planning Steering Committee was formed to guide LCC's Strategic Planning process. The process included a mini-retreat in December 2003 (with 22 participants), ongoing Writing Group meetings, and another mini-retreat in May 2004. Ultimately, the LCC Board approved the Strategic Plan in June 2004, and the community approved the Plan at a general membership meeting in September 2004.

In order to recruit planning participants, LCC announced the strategic planning process in the local neighborhood newspaper, by email, and through word of mouth. Anyone who lived or worked in the neighborhood was invited to participate in the strategic planning process. At the first mini-retreat, five Writing Groups (Community Connections; Environment and Transportation and River Gorge; Neighborhood Development; Housing; and Organizational Development and Community Communications) were formed. These Writing Groups met independently over several months to brainstorm, develop and refine goals and objectives in their strategic areas. In all, 30 community members participated in Writing Groups. The goals and objectives formed by the Writing Groups formed the substance of the Strategic Plan. The goals and objectives in the Strategic Plan (along with additional community input obtained in 2004, 2005 and 2006 as described below) also contributed to the substance of the NRP Phase II Plan.

### **Longfellow Community Survey**

In the summer of 2004, LCC worked with the Minnesota Center for Survey Research at the University of Minnesota to develop and conduct a community survey. The survey was conducted to gather information from community residents to assist LCC in planning and decisionmaking. Questionnaires were mailed to 800 randomly selected residents of the greater Longfellow Community (Longfellow, Cooper, Howe, and Hiawatha neighborhoods). The mailing list for the community was provided by LCC, and the Center for Survey Research

selected the random sample. The mail survey was conducted from May 5 to July 8, 2004. The cover letter for the Survey included a sentence in Spanish that invited those who needed the survey translated into Spanish to call the LCC, who would make arrangements for a translator. Questionnaires were completed and returned by 491 community residents, with an overall response rate of 64 percent.

Respondents answered questions on seven topics: (1) arts, social, and cultural activities; (2) youth and family, schools, and community; (3) parks, open space, and environmental quality; (4) transportation and traffic; (5) crime and safety; (6) housing and neighborhood development; and (7) the Longfellow Community Council.

The results of the Survey are contained in a Report dated August 25, 2004. The Survey results were considered in preparing the NRP Phase II Plan.

### **Additional Community Input**

Neighborhood Meetings - In September and October 2005, LCC hosted four community meetings (one in each of the four neighborhoods) to obtain additional community input to prepare the NRP Phase II Plan. Notice of the meetings was contained in the *View* (an LCC publication which was mailed to all residents in the four neighborhoods), in the neighborhood newspaper (the *Longfellow Nokomis Messenger*), and sent by email to residents on LCC's email lists. At the meetings, participants were asked to brainstorm ideas on ways to improve the neighborhood and the Longfellow Community in the following 10 categories: housing, business development, crime and safety, environment, seniors, teens, transportation, youth and families, unique qualities in the neighborhood, and other. After ideas were generated, the participants were asked to select priorities from these lists through the use of "dots." The results of the community meetings were collected and summarized, both by neighborhood and by category, and were considered in preparing the NRP Phase II Plan.

Letters to Community Organizations - In September 2005, LCC sent letters to 40 non-profit organizations, schools, and churches in the Longfellow Community inviting them to attend the neighborhood meetings that were being held to gather input on neighborhood priorities. The letter also asked for their feedback on neighborhood issues and challenges to assist LCC in developing goals and strategies for NRP Phase II.

Other - LCC also obtained input for NRP Phase II planning through meetings with the Longfellow Business Association and from a questionnaire presented at the Seward Longfellow Youth Neighborhood Champions Banquet.

### **Development of the NRP Phase II Plan**

In October 2004, NRP approved LCC's Phase II Participation Agreement describing LCC's outreach, plan development and plan approval process for the preparation of its NRP Phase II Plan.

LCC's NRP Phase II Steering Committee guided the process of gathering community input and preparing the NRP Phase II Plan. The Steering Committee, made up of the LCC's Executive Committee and other volunteers, met monthly throughout the fall of 2005 and the first half of 2006.

LCC's committees (Housing, Neighborhood Development, Environment and Transportation, River Gorge, and Community Connections) took primary responsibility for development of the goals, objectives, and strategies for the NRP Phase II Plan in each of their areas. Notices of the committees' meetings were published in the Longfellow Messenger, on LCC's website, and in the Insider (an email newsletter of the Longfellow Community Council sent monthly to more than 320 residents at that time) and were sent to LCC's e-mail list serves set up for residents interested in receiving information on community issues and committee activities.

To assist the committees' work, the Steering Committee provided each committee with copies of the Phase I NRP Report, LCC's Strategic Plan, the results of the Community Survey, and the ideas generated at the NRP Phase II community meetings along with facts and demographics of the neighborhoods. In light of substantially reduced financial resources for NRP Phase II, committees were also asked to identify organizations to partner with on funding and implementation efforts. The committees then developed proposed goals, objectives, and strategies along with priorities, timelines, and budgets.

The Steering Committee also developed the following criteria to evaluate proposed NRP Phase II strategies to assist the committees. The criteria looked at whether the proposed strategy:

1. Is consistent with the LCC Strategic Plan.
2. Provides measurable community benefit and impact.
3. Maximizes leveraging of LCC funds.
4. Maximizes recapture opportunities for LCC.
5. Fulfills needs not currently being met by other programs.
6. Offers feasible and cost-effective options for implementation.
7. Gives priority to catalyst and high visibility projects.
8. Serves a community building function.

Once the committees had completed development of the goals, objectives and strategies, the Steering Committee drafted the NRP Phase II Plan.

### **Plan Approval**

The Participation Agreement specifies the process for ratification of the NRP Phase II Plan, which requires approval of the LCC Board and review and approval by the community at a general membership meeting.

On August 17, 2006, the LCC Board will review and recommend approval of the draft NRP Phase II Plan. The Plan will be presented to the community for approval at the LCC General Membership Meeting on September 13, 2006.

## Implementation

LCC will begin implementation efforts in 2006 following the NRP Policy Board and Minneapolis City Council approvals. The LCC Board will oversee implementation of the NRP Phase II Plan.

## Funding Allocations

*Total Plan Amount: \$2,306,477*

### Funding Allocations Based on Plan Components

<b>Plan Components</b>	<b>Plan Amount</b>
Housing	\$1,604,000
Commercial Revitalization	\$92,000
Environment	\$41,000
River Gorge	\$40,000
Community Connections	\$57,500
Implementation & Administration	\$471,977
<b>Total</b>	<b>\$2,306,477</b>

## **Goals, Objectives and Strategies for NRP Phase II**

### **Implementation & Administration**

*\$471,977*

**Goal 1: Develop and maintain the Longfellow Community Council as an effective community participation organization serving the Longfellow, Cooper, Howe and Hiawatha neighborhoods.**

**Objective A:** Provide administrative support and resources to implement remaining NRP Phase I strategies and support neighborhood Phase II NRP planning activities.

**Strategy 1:** Maintain staff and provide funding for operating expenses to enable NRP planning, program development, management and evaluation, partnership development, community engagement through communication, volunteerism and organizing efforts.

**NRP Resources: \$74,392.50 (Phase II Plan Development Funds)**  
(2/24/03 - \$50,000 + 1/26/04 - \$24,392.50)

**Contract Manager:** NRP

**City Goals Addressed by this Strategy:**

- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.
- Strengthen City government management and enhance community engagement.

**Objective B:** Provide administrative support and resources to implement NRP Phase II strategies.

**Strategy 1:** Maintain staff and provide funding for operating expenses to enable NRP plan implementation, program development, management and evaluation, partnership development, community engagement through communication, encouraging volunteerism and organizing efforts.

Strategy activities include:

- **Staff support** for organizational management, financial and administrative support, volunteer recruitment, coordination and training, program planning and implementation, evaluation, organizational partnership development, community organizing, committee support, and communications to the community.
- **Training** to enable staff members and volunteers to gain knowledge and skills that will enable them to better meet the needs of the Longfellow community.
- **Office space, supplies, and resources** to maintain and/or implement LCC programs (including maintenance, insurance, utilities, equipment, postage).



**NRP Resources: \$397,584.50**

(2006 = \$198,792.25; 2007 = \$99,396.12; 2008/09 = \$99,396.12)

**Contract Manager: NRP**

**City Goals Addressed by this Strategy:**

- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.
- Strengthen City government management and enhance community engagement.

## **Community Connections**

*\$57,500*

### **Goal 2: Build community and foster positive relationships among neighbors.**

**Objective A:** Involve residents, businesses, and local institutions in activities that promote shared neighborhood goals and build a sense of community.

**Strategy 1:** Develop and implement ongoing communications strategies to welcome and inform residents.

- a. Prepare and distribute Welcome Wagon information in English and Spanish.
- b. Implement print newsletters and email newsletters, and maintain LCC's website.
- c. Create and manage community bulletin boards at community gathering spaces (for example, local coffee houses, East Lake Library, Riverview Theater).

**NRP Resources: \$8,500**

(2006 = \$4,250; 2007 = \$2,125; 2008/09 = \$2,125;)

**Contract Manager:** NRP

#### **City Goals Addressed by this Strategy:**

- Deliver consistently high quality City services at a good value to our taxpayers.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.
- Strengthen City government management and enhance community engagement.

**Strategy 2:** Recruit, manage, and support community volunteers who provide programs, events, and services that build community.

- a. Create and maintain a database of volunteers, volunteer opportunities, and available meeting spaces in the community (noting accessibility).
- b. Communicate community volunteer opportunities to neighborhood groups, block clubs, churches, seniors and youth.
- c. Organize activities to engage, activate, and support volunteer block club leaders to educate them in community building and to prevent burnout.
- d. Coordinate volunteer and community involvement in events and programs (such as the strategies listed below)
- e. Solicit youth and seniors and other volunteers for volunteer opportunities within the neighborhood.

**NRP Resources: \$0** (staff support funded in Implementation & Administration)

**Strategy 3:** Plan and implement at least two fundraising events each year, with the goal of raising \$10,000 to fund community building efforts by involving community volunteers and businesses (e.g., neighborhood businesses coupon book/punch card,

Riverview Theater event, auction event, restaurant tour, community nights sponsored at local venues).

**NRP Resources: \$0**

**Strategy 4:** Promote the institutions that foster relationships in our community.

- a. Promote enhanced hours of operation at East Lake Library.
- b. Provide yearly funding for Midtown Public Market.

**NRP Resources: \$5,000**

(2006 = \$2,500; 2007 = \$1,250; 2008/09 = \$1,250)

**Contract Manager:** DFD/MPL

**City Goals Addressed by this Strategy:**

- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.
- Strengthen City government management and enhance community engagement.

**Strategy 5:** Promote integration and welcoming of new residents from other cultures by supporting organizing efforts and social programs.

- a. Support the continuing efforts of Latinos en Acción.

**NRP Resources: \$0**

### **Goal 3: Promote the unique features and qualities of the Longfellow Community and its residents.**

**Objective A:** Provide staff support and incentives to promote arts opportunities that build community among residents and enhance the reputation of the Longfellow Community.

**Strategy 1:** Facilitate reuse of Howe School to meet community-building goals of the neighborhood.

**NRP Resources: \$0**

**Strategy 2:** Facilitate community art events (e.g., Longfellow Art Crawl, a family-oriented art event at a park).

**NRP Resources: \$10,000**

(2006 = \$5,000; 2007 = \$2,500; 2008/09 = \$2,500)

**Contract Manager:** NRP/DFD

**City Goals Addressed by this Strategy:**

- Preserve and enhance our environmental, economic and social realms to promote a sustainable Minneapolis.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.
- Strengthen City government management and enhance community engagement.

**Strategy 3:** Collaborate with a local theater project to write and produce a community history play with the goal of identifying shared values, understanding past and current community dynamics, creating a shared community-building experience across cultures, classes, ages, and races, and leverage additional funds.

**NRP Resources: \$5,000**

(2009 = \$5,000; 30% set aside)

**Contract Manager: DFD/MPS**

**City Goals Addressed by this Strategy:**

- Preserve and enhance our environmental, economic and social realms to promote a sustainable Minneapolis.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.
- Strengthen City government management and enhance community engagement.

**Objective B:** Provide staff support to establish and promote the identity of the Longfellow Community within the greater Twin Cities.

**Strategy 1:** Recruit homeowners to ensure Longfellow neighborhoods are represented in Minneapolis/St. Paul Home Tour and Twin Cities Bungalow Club Home Tour.

**NRP Resources: \$0**

**Strategy 2:** Promote Longfellow businesses in collaboration with the Longfellow Business Association.

**NRP Resources: \$0**

**Strategy 3:** Work with the Minnesota Council of Nonprofits ad group to develop a Longfellow “brand,” key messages and strategies to communicate those messages in order to build and promote a unique Longfellow identity.

**NRP Resources: \$1,500**

(2006 = \$1,500)

**Contract Manager:** NRP

**City Goals Addressed by this Strategy:**

- Deliver consistently high quality City services at a good value to our taxpayers.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.
- Strengthen City government management and enhance community engagement.

**Objective C:** Provide opportunities for neighborhood residents to understand the history of the Longfellow neighborhoods and its unique features.

**Strategy 1:** Promote the work of the Longfellow History Project by supporting the development of a book, including information on LCC's website, promoting walking tours, and installing a Longfellow history exhibit in the East Lake Library.

**NRP Resources:** \$0

**Goal 4: Promote the physical and social well-being and useful participation of neighborhood residents in the life of the community.**

**Objective A:** Promote continued community engagement and social networking of senior and youth residents.

**Strategy 1:** Establish LCC partnerships with county and city senior initiatives (e.g., Healthy Seniors program, church senior programs).

**NRP Resources:** \$0

**Strategy 2:** Develop youth engagement program to organize and involve local youth in neighborhood decision-making, volunteer opportunities, and events.

**NRP Resources:** \$10,000

(2006 = \$5,000; 2007 = \$2,500; 2008/09 = \$2,500)

**Contract Manager:** DFD

**City Goals Addressed by this Strategy:**

- Build communities where all people feel safe and trust the City's public safety professionals and systems.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.
- Strengthen City government management and enhance community engagement.

**Strategy 3.** Promote meetings of neighborhood youth-serving agencies to encourage collaboration and partnerships.

**NRP Resources: \$0**

## **Goal 5: Create safe neighborhoods in the Longfellow Community.**

**Objective A:** Promote resident involvement in crime prevention and intervention.

**Strategy 1:** Facilitate access to crime and safety information by:

- a. Creating and maintaining a directory of block clubs and landlords.
- b. Sponsoring community crime prevention meetings to inform residents of immediate crime trends and prevention strategies.
- c. Maintaining communications networks to quickly inform residents of crime issues.

**NRP Resources: \$5,000**

(2006 = \$2,500; 2007 = \$1,250; 2008/09 = \$1,250)

**Contract Manager:** DFD

### **City Goals Addressed by this Strategy:**

- Build communities where all people feel safe and trust the City's public safety professionals and systems.
- Deliver consistently high quality City services at a good value to our taxpayers.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.
- Strengthen City government management and enhance community engagement.

**Strategy 2:** Organize activities to engage, activate, and support block club leaders, to educate them in community building and to prevent burnout.

**NRP Resources: \$2,500**

(2006 = \$1,250; 2007 = \$625; 2008/09 = \$625)

**Contract Manager:** DFD

### **City Goals Addressed by this Strategy:**

- Build communities where all people feel safe and trust the City's public safety professionals and systems.
- Deliver consistently high quality City services at a good value to our taxpayers.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.

- Strengthen City government management and enhance community engagement.

**Strategy 3:** Continue involvement in Seward/Longfellow Restorative Justice.

**NRP Resources: \$10,000**

(2006 = \$5,000; 2007 = \$2,500; 2008/09 = \$2,500)

**Contract Manager:** DFD/Hennepin County

**City Goals Accomplished:**

- Build communities where all people feel safe and trust the City's public safety professionals and systems.
- Deliver consistently high quality City services at a good value to our taxpayers.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.
- Strengthen City government management and enhance community engagement.

**Strategy 4:** Community Oriented Public Safety Initiative Reserve Fund (COPS)

Utilize directed patrolling services as outlined in the COPS proposal and contract with the Minneapolis Police Department (3rd Precinct).

**NRP Phase II Resources: \$31,240 (COPSIRF)**

(The funding for this strategy has already been allocated and is not included in LCC's total Phase II Funding Allocation)

**Housing**  
**\$1,604,000**

**Goal 6: Provide staff support and resources to implement NRP Phase II housing strategies for existing and new housing, and housing options.**

**Objective A:** Develop, implement, and manage communication and programming strategies and partnerships to ensure that Longfellow residents are informed of current housing issues and available resources, housing developments being planned in the area and opportunities for meaningful participation in the planning process, housing options, and creative ways that housing needs can be met.

**Strategy 1:** Maintain a housing office with staff to:

- a. Develop and implement (or sponsor) communication strategies (print materials, web materials, door-to-door visits, workshops, events) to disseminate information about LCC housing programs, home improvement funds and options, home health and safety issues, home security, housing fairs, energy conservation, environmental sustainability, lifecycle housing options, adaptability options, foreclosure prevention programs, predatory lending practices, and home-sharing strategies.
- b. Seek partnership opportunities with housing-related organizations to promote Longfellow housing goals and housing programs, including sponsoring and promoting workshops and resource events.
- c. Work with tenants and neighbors to address livability issues in rental properties, to seek enforcement of housing codes and to encourage rehabilitation of substandard rental housing or unfair or discriminatory housing practices.
- d. Facilitate community dialogue with developers to ensure developers understand community vision and can plan housing that gains community approval.
- e. Facilitate community groups, meetings, and special task forces to develop area plans.
- f. Develop and implement partnerships and communication strategies to educate Longfellow residents and prospective area developers about issues related to affordability, livable design, transit-oriented development, traffic patterns, density, parking, and community benefits agreements.
- g. Help renters access home ownership information and resources.
- h. Maintain a list of contractors who specialize in housing adaptability.
- i. Communicate with seniors and empty nesters about options for currently unused housing space.
- j. Research, in collaboration with community partners, strategies to improve housing affordability and increase housing options, such as land trusts, limited equity co-ops, co-housing, home sharing, adding rental space, reverse mortgages, etc. Communicate information to the community.

**NRP Resources: \$344,000**

(2006 = \$105,000; 2007 = \$52,500; 2008/09 = \$52,500)

(30% hold-back = \$134,000)

**Contract Manager:** NRP



**City Goals Addressed by this Strategy:**

- Build communities where all people feel safe and trust the City's public safety professionals and systems.
- Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.
- Strengthen City government management and enhance community engagement.

**Goal 7: Maintain and improve the quality of the Longfellow Community's existing housing stock.**

**Objective A:** Develop and implement funding strategies to maintain and improve the condition of existing housing in the Longfellow Community.

**Strategy 1:** Provide financial support and incentives for low- and moderate-income residential homeowners (including owner-occupied rental housing of 1-4 units) to make property improvements relating to:

- a. Elimination of health and safety hazards and improvement of basic livability of homes in Longfellow (such as decayed stairs and walkways, lack of railings, basement mold abatements, wet basements, leaking roofs, including conditions that cause a home to be rated as condition 7 or 8 by the city inspection department).
- b. Increasing livability of homes across changing lifecycle (e.g., arrival of children, empty nester, aging) such as:
  - i. Accessibility and single-floor living (handicapped and aging populations)
  - ii. Family expansion (adding bedrooms and bathrooms)
- c. Improving security of homes (e.g., windows, doors, lighting, locks).

**NRP Resources: \$550,000**

(2006 = \$150,000; 2007 = \$75,000; 2008/09 = \$75,000)

(30% hold-back = \$250,000)

**Contract Manager:** DFD

**City Goals Addressed by this Strategy:**

- Maintain the physical infrastructure to ensure a healthy, vital and safe city.
- Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth.

**Strategy 2:** Provide information and incentives to encourage installation of sustainable technologies (such as solar roof panels, or other technology with positive environmental or energy impact).

**NRP Resources: \$100,000**

(2006 = \$37,500; 2007 = \$18,750; 2008/09 = \$18,750)

(30% hold-back = \$25,000)

**Contract Manager:** DFD

**City Goals Addressed by this Strategy:**

- Maintain the physical infrastructure to ensure a healthy, vital and safe city.
- Preserve and enhance our environmental, economic and social realms to promote a sustainable Minneapolis.

**Goal 8: Encourage the development of new housing stock and housing options in Longfellow Community to meet diverse community needs.**

**Objective A:** Develop and implement funding strategies to promote the development of new housing in Longfellow Community that furthers the goals of providing housing for a diverse community, including low-to-moderate-income housing, family housing, and accessible housing.

**Strategy 1:** Provide incentives for housing developments (large residential, small mixed use, nonprofit build or rehab) to:

- a. Include affordable 3 and 4-bedroom affordable rental units within new multi-family housing developments.
- b. Include housing units (affordable or market rate) in smaller mixed-use developments addressing blight along commercial corridors.
- c. Develop in-fill housing to replace uninhabitable housing, with a focus on providing 3 and 4-bedroom affordable homes (e.g., working with Habitat for Humanity and/or Urban Homeworks).

**NRP Resources: \$450,000**

(2006 = \$132,000; 2007 = \$66,000; 2008/09 = \$66,000)

(30% hold-back \$186,000)

**Contract Manager:** CPED

**City Goals Addressed by this Strategy:**

- Maintain the physical infrastructure to ensure a healthy, vital and safe city.
- Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth.
- Preserve and enhance our environmental, economic and social realms to promote a sustainable Minneapolis.

- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.

**Goal 9: Encourage the expansion of housing options in the Longfellow Community in order to meet diverse housing needs of individuals and families.**

**Objective A:** Develop and implement funding strategies to support housing options in the Longfellow Community.

**Strategy 1:** Provide incentives to assist in implementation of strategies identified under Goal 6, Objective A, Strategy 1.j, as suitable and of interest to the Longfellow Community.

**NRP Resources: \$160,000**

(2006 = \$34,028.45; 2007 = \$17,014.22; 2008/09 = \$17,014.22)  
(30% hold-back = \$91,943.10)

**Contract Manager:** CPED

**City Goals Addressed by this Strategy:**

- Maintain the physical infrastructure to ensure a healthy, vital and safe city.
- Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth.
- Preserve and enhance our environmental, economic and social realms to promote a sustainable Minneapolis.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.

**Strategy 2:** Participate in the Hiawatha Commons Project through the NRP Affordable Housing Reserve Fund. (These funds do not affect the total for the Longfellow Community Phase II NRP allocation)

**NRP Resources = \$500,000 (Affordable Housing Reserve Funds)**

**Contract Manager:** CPED

**City Goal addressed by this strategy:**

- Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth.

## **Commercial Revitalization**

*\$92,000*

### **Goal 10: Create and support commercial nodes and corridors that are attractive places for local neighborhood serving businesses to thrive.**

**Objective A:** Support community organizing and involvement in planning activities related to commercial nodes and corridors.

**Strategy 1:** Provide staff support and resources to implement commercial revitalization activities related to commercial nodes and corridors that may include:

- a. Creating implementation plans, partnerships or programs for the development or renovation of key sites and significant buildings in the community, particularly those that are distressed or underutilized.
- b. Coordinating periodic reviews and updates of small area plans to reflect existing market conditions, with consideration given to the interrelationships between plans.
- c. Supporting higher density mixed-use development and a mix of uses along commercial corridors.
- d. Creating a cohesive urban design standard for commercial areas.

**NRP Resources: \$40,000**

(2006 = \$20,000; 2007=\$10,000; 2008/09 = \$10,000)

**Contract Manager:** NRP

**City Goals Addressed by this Strategy:**

- Maintain the physical infrastructure to ensure a healthy, vital and safe city.
- Deliver consistently high quality City services at a good value to our taxpayers.
- Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets.
- Preserve and enhance our environmental, economic and social realms to promote a sustainable Minneapolis.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.

**Objective B:** Improve parking conditions along commercial nodes and corridors.

**Strategy 1:** Provide staff support and resources to develop parking-related planning and development, including:

- a. Development of effective parking strategies for residents and businesses near light rail transit (LRT) stations and key sites (such as 27<sup>th</sup> Avenue and Lake Street).
- b. Development of plans and enforcement actions to improve the attractiveness of off-street parking areas, particularly through site plan design.

- c. Promotion of shared use parking lots within commercial areas, particularly for businesses that have different hours of operation.

**NRP Resources: \$0 (as funds become available)**

**Objective C: Improve bicycle and pedestrian conditions along commercial nodes and corridors.**

**Strategy 1:** Encourage safe and well-designed pedestrian and bike-friendly destinations, including LRT station areas, to improve pedestrian and bicyclist safety through activities including, but not limited to, the following:

- a. Work with appropriate governmental officials and units to secure capital funding commitments to improve the pedestrian and bicycle environment in commercial nodes and corridors.
- b. Promote city adoption and implementation of the Midtown Greenway land use and predevelopment study plan for Phase III including north/south pedestrian/bike connections.
- c. Remediate barriers which confront people with disabilities.

**NRP Resources: \$21,000**

(2006 = \$10,500; 2007 = \$525; 2008/09 = \$525)

**Contract Manager:** NRP/Public Works

**City Goals Addressed by this Strategy:**

- Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets.
- Preserve and enhance our environmental, economic and social realms to promote a sustainable Minneapolis.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.

**Goal 11: Promote commercial development and investment in the Longfellow economy.**

**Objective A:** Support existing and new businesses that provide local employment opportunities and meet neighborhood needs for products and services.

**Strategy 1:** Provide staff support for community-based efforts to communicate with and advocate for new and existing businesses in the Longfellow Community and provide financial and non-financial resources for activities, which may include:

- a. Strengthening relationships with local business associations.
- b. Recruiting businesses into the community that fulfill unmet market needs and promote diversity of commercial opportunities.
- c. Building on synergies among businesses to enhance economic opportunities.
- d. Monitoring and publicizing the availability of commercial properties.

- e. Supporting and promoting business retention and expansion.
- f. Supporting and strengthening new and existing entertainment, arts and culture, and community gathering venues.
- g. Encouraging small business development and entrepreneurial ventures.
- h. Promoting local businesses through various media.

**NRP Resources: \$31,000**

(2006 = \$15,500; 2007=\$7,750; 2008 = \$7,750)

**Contract Manager: NRP**

**City Goals Addressed by this Strategy:**

- Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets.
- Preserve and enhance our environmental, economic and social realms to promote a sustainable Minneapolis.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.

**Objective B:** Advocate for policies and resources that improve the community business environment.

**Strategy 1:** Provide staff support for community-based efforts to advocate for business, and provide financial and non-financial resources to support business activities that may include:

- a. Providing proactive assistance to help businesses plan for and survive street reconstruction (e.g., Lake Street Reconstruction (2006, 2007) and Minnehaha Avenue (scheduled to begin in 2009)).
- b. Creating opportunities for citizen input, and facilitating participation by neighborhood residents in commercial development decision-making.
- c. Strengthening the community's relationships with government partners.
- d. Encouraging the City to streamline regulatory and approval processes.
- e. Working to notify community members of city zoning and land use applications and organizing meetings for larger-impact proposals.

**NRP Resources: \$0 (as funds become available)**

## **Environment & Transportation**

*\$41,000*

### **Goal 12: Develop and enhance Longfellow's urban green spaces by promoting responsible stewardship by private and public landowners.**

**Objective A:** Enhance and unify the vegetation along the north and south sides of the Midtown Greenway.

**Strategy 1:** Work in partnership with local businesses, nonprofit partners and government agencies to undertake improvement projects, such as:

- a. Collaborate with Hennepin County and the City of Minneapolis through Arbor Day and other planting events, to implement the recommendations of the Midtown Greenway Landscape Plan, especially plantings around ramps and public art locations.
- b. Work with the Minneapolis Parks and Recreation Board (MPRB) to manage vegetation and establish native plants along the part of the Greenway that borders on Brackett Park.
- c. Organize volunteers and seek grant funds to continue planting projects along the Greenway, focusing on areas around ramps and public art locations. Work to raise larger amounts of money to naturalize the large areas between intensive plantings.

**NRP Resources: \$8,000**

(2006 = \$4,000; 2007 = \$2,000; 2008/09 = \$2,000)

**Contract Manager:** DFD

#### **City Goals Addressed by this Strategy:**

- Maintain the physical infrastructure to ensure a healthy, vital and safe city.
- Deliver consistently high quality City services at a good value to our taxpayers.
- Preserve and enhance our environmental, economic and social realms to promote a sustainable Minneapolis.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.

**Objective B:** Promote the conversion of neighborhood brownfields to greenfields.

**Strategy 1:** Promote the conversion of neighborhood brownfields north of the Greenway to greenfields, focusing on the site north of the Target Mall and the north end of the No Lo/MCDA site and continue work to clean up and secure the No Lo and Hiawatha sites as permanent green space.

**NRP Resources: \$5,500**

(2006 = \$2,750; 2007 = \$1,375; 2008/09 = \$1,375)

**Contract Manager:** CPED

**City Goals Addressed by this Strategy:**

- Maintain the physical infrastructure to ensure a healthy, vital and safe city.
- Preserve and enhance our environmental, economic and social realms to promote a sustainable Minneapolis.

**Objective C:** Promote land and water stewardship to protect and improve water quality of the Mississippi River.

**Strategy 1:** Conduct organizing activities, educational programs, government and nonprofit partnerships, and matching grant programs that:

- a. Coordinate identification and removal of buckthorn on private lots.
- b. Encourage planting of native species in private yards through educational and matching grant programs.
- c. Encourage onsite treatment and use of rainwater on private lots through educational and grant programs.
- d. Develop partnerships that will allow for the continuation of eradication of exotics.
- e. Work with the City to establish an ongoing program to support the use of processes that keep rain water out of the storm sewer system.

**NRP Resources: \$5,500**

(2006 = \$2,750; 2007 = \$1,375; 2008 = \$1,375)

**Contract Manager:** DFD

**City Goals Addressed by this Strategy:**

- Preserve and enhance our environmental, economic and social realms to promote a sustainable Minneapolis.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.
- Strengthen City government management and enhance community engagement.

**Objective D:** Support community gardens as neighborhood resources.

**Strategy 1:** Maintain, develop and promote community gardens by:

- a. Funding improvements and ongoing operations (if needed) at the three existing neighborhood community gardens (Dowling, 32nd Street, and Minnehaha)
- b. Monitoring efforts by other groups to develop mechanisms that permanently preserve land for community gardens.
- c. Monitoring new developments in the neighborhood in order to identify opportunities to create new community garden spaces.



**NRP Resources: \$8,000**

(2006 = \$4,000; 2007=\$2,000; 2008/09=\$2,000)

**Contract Manager:** DFD

**City Goals Addressed by this Strategy:**

- Preserve and enhance our environmental, economic and social realms to promote a sustainable Minneapolis.
- Strengthen City government management and enhance community engagement.

**Objective E:** Integrate green / sustainability issues more fully into housing development plans for the neighborhood.

**Strategy 1:** Work with LCC Housing Committee to ensure green/sustainability issues are considered in housing development, using the sustainability indicators that the City is developing as an educational and planning tool.

**NRP Resources:** \$0

**GOAL 13: Encourage development of sustainable transportation corridors and facilities.**

**Objective A:** Promote sustainable and green infrastructure on East Lake Street.

**Strategy 1:** Undertake organizing and educational efforts during and following the Lake Street Reconstruction and Streetscape Project to:

- a. Advocate for greenspace enhancements during construction and before construction begins.
- b. Advocate for, and talk with businesses about, designs which improve stormwater management, such as green boulevards, rain gardens and pervious pavers. Activities may include producing educational materials (pamphlets, newsletters).
- c. Develop an Adopt-A-Block program on Lake Street to take care of boulevard plantings for businesses (like Adopt-A-Highway).

**NRP Resources: \$3,500**

(2006 = \$1,750; 2007 = \$875; 2008/09 = \$875)

**Contract Manager:** NRP

**City Goals Addressed by this Strategy:**

- Preserve and enhance our environmental, economic and social realms to promote a sustainable Minneapolis.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.

**Objective B:** Improve and expand bicycling facilities in the Longfellow Community.

**Strategy 1:** Work with local businesses, nonprofit partners and government departments to undertake projects such as:

- a. Provide funding support to purchase and situate additional bike racks in the neighborhood.
- b. Mark bicycle routes with signage.
- c. Advocate for improved bicycle paths and lanes.
- d. Monitor installation of bike racks along Lake Street during and after reconstruction for gaps. Advocate for additional racks where needed.

**NRP Resources: \$3,500**

(2006 = \$1,750; 2007 = \$875; 2008/09 = \$875)

**Contract Manager:** DFD/Public Works

**City Goals Addressed by this Strategy:**

- Preserve and enhance our environmental, economic and social realms to promote a sustainable Minneapolis.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.

**Objective C:** Implement the River Lake Greenway.

**Strategy 1:** Collaborate with City of Minneapolis Public Works, other neighborhood organizations, and nonprofit partners (e.g., Transit for Livable Communities) to:

- a. Develop consensus regarding location and design of a bridge over Hiawatha Avenue.
- b. Support the River-Lake Greenway as it passes through Longfellow on 42nd Street.
- c. Encourage the City to apply for streetscape funds for the Longfellow stretch.
- d. Promote community participation in development of more detailed trail and streetscaping designs.

**NRP Resources: \$7,000**

(2006 = \$3,500; 2007 = \$1,750; 2008/09 = \$1,750)

**Contract Manager:** Public Works

**City Goals Addressed by this Strategy:**

- Preserve and enhance our environmental, economic and social realms to promote a sustainable Minneapolis.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.

**GOAL 14: Promote the overall sustainability of the neighborhood and development projects.**

**Objective A:** Integrate green / sustainability issues more fully into development issues and planning.

**Strategy 1:** Work with other Longfellow Community Council Committees such as Neighborhood Development and Housing to monitor proposed developments and integrate sustainability issues more fully and use the sustainability indicators that the City is developing as an educational and planning tool.

**NRP Resources: \$0**

**River Gorge**  
*\$40,000*

**GOAL 15: Protect and enhance the Mississippi River Gorge in Longfellow.**

**Objective A:** Protect and restore the natural vegetation and ecological habitat of the gorge in accordance with the Longfellow River Gorge Ecological Management Plan.

**Strategy 1:** Engage in strategic planning and fundraising to leverage NRP funds with matching grants from past and prospective partners (Friends of the Mississippi River (FMR), Great River Greening, Mississippi Watershed Management Organization (MWMO), Minnesota Department of Natural Resources (DNR) Conservation Partnership Fund, Minnesota Legislative Commission on Minnesota Resources, Mississippi River Fund, and National Park Service).

**NRP Resources: \$0 (as funds become available)**

**Strategy 2:** Continue implementation of ongoing ecological restoration activities through:

- a. Recruiting Longfellow residents to participate in the Mississippi River Gorge Stewards Program and other stewardship activities and events.
- b. Working in partnership with Friends of the Mississippi River, Minneapolis Park and Recreation Board and other partner groups.
- c. Educating Longfellow residents about Gorge natural resources and how neighbors can help protect them.

**NRP Resources: \$30,000**  
(2006 = \$15,000; 2007 = \$7,500; 2008/09 = \$7,500)

**Contract Manager:** MPRB

**City Goal Accomplished:**

- Preserve and enhance our environmental, economic and social realms to promote a sustainable Minneapolis.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.

**Objective B:** Improve and enhance trails, pedestrian access, and scenic overlooks in the River Gorge in accordance with the Longfellow River Gorge Park Master Plan.

**Strategy 1:** Engage in strategic planning and fundraising to leverage NRP funds with matching grants from past and prospective partners (Minnesota DNR National Trails Program, MWMO, Mississippi River Fund, and National Park Service).

**NRP Resources: \$0 (as funds become available)**

**Strategy 2:** Recruit Longfellow residents and River Gorge Stewards to:

- a. Promote and support trail monitoring and trash pick-up activities.
- b. Implement erosion control and trail improvement activities in partnership with MPRB and other partner groups.

**NRP Resources: \$5,000**

(2006 = \$2,500; 2007 = \$1,250; 2008/09 = \$1,250)

**Contract Manager:** MPRB/DFD

**City Goals Addressed by this Strategy:**

- Preserve and enhance our environmental, economic and social realms to promote a sustainable Minneapolis.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities.
- Strengthen City government management and enhance community engagement.

**Objective C:** To protect and improve water quality in the Mississippi River and its watershed.

**Strategy 1:** Recruit Longfellow residents and River Gorge Stewards to:

- a. Work with local property owners to improve water quality by supporting, promoting and implementing alternative landscaping and stormwater treatment projects throughout the neighborhood.
- b. Educate Longfellow residents about the Mississippi River Watershed and how neighbors can help protect water quality.

**NRP Resources: \$5,000**

(2006 = \$2,500; 2007 = \$1,250; 2008/09 = \$1,250)

**Contract Manager:** MPRB/DFD

**City Goals Addressed by this Strategy:**

- Preserve and enhance our environmental, economic and social realms to promote a sustainable Minneapolis.
- Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities

## **Acknowledgements and Thanks**

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LCC Committees and a Housing/Development Work Group invested time and expertise over many months in reviewing this input and creating goals, objectives and strategies.

We are extremely grateful for the efforts of the following community volunteers, staff, advisors and resources who guided the development and drafting of this Plan:

### **LCC NRP Steering Committee Members:**

Leslie Mackenzie (Co-Chair)  
Beverly Conerton (Co-Chair)  
Greg Toltzman  
DeWayne Townsend  
Iric Nathanson  
Jan Pearson  
Irene Jones  
Ralph Wyman  
Melissa Erjavec  
Scott Paine  
Candyce Anderson (2004-05)  
Brian Hall (2004-05)  
Linda Halone (2004-05)  
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Bob Miller – Neighborhood Revitalization Program  
Brian Miller – Seward Redesign

Thank you everyone!!