

MINNEAPOLIS NEIGHBORHOOD REVITALIZATION PROGRAM

**HAWTHORNE
NEIGHBORHOOD
ACTION PLAN**

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HAWTHORNE NRP ACTION PLAN

AUGUST 10, 1999

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HAWTHORNE NEIGHBORHOOD NRP ACTION PLAN AUGUST 10, 1999

The Hawthorne Neighborhood of North Minneapolis is a very diverse urban neighborhood located in the heart of Minneapolis. After four years of self examination and planning by community Stakeholders consisting of Social Service organizations, Faith based representatives, Foundation/Corporate supporters, Businesses, Governmental representatives from various areas of local government, and neighborhood residents including block clubs, homeowners and renters, we have completed the Hawthorne NRP Action Plan.

Our plan was designed to substantially leverage additional investment from other sources while outlining community priorities to governmental planners and those involved in plan implementation. The plan also accounts for recent synergy created by the reinvigoration of our neighborhood group, the Hawthorne Area Community Council who will be responsible for coordinating administration implementation of the plans over the next five years. We've divided our action plan into four major areas: Housing and Neighborhood Appearance, Job Development, Business and the Environment, Crime Prevention and Family Safety, and Neighborhood Administration and Capacity Building which will provide a holistic framework for addressing many of the challenges affecting our neighborhood.

Throughout the Hawthorne neighborhood planning process we adhered to the process outlined in the Hawthorne neighborhood participation agreement accepted by the NRP Policy Board in 1995 at the inception of our 1st Step planning process, and again in 1998 when we began our First Step implementation and Full plan development.

Participation from various constituencies of our community is evident in the Hawthorne NRP action plan, as we have developed an ambitious proactive plan which halts our neighborhood decline and strongly positions us for an impending Hawthorne Renaissance. The input of more than 500 community stakeholders at various taskforce meetings throughout the process has enable us to design an innovative approach to utilizing Phase 1 NRP funds designated for Hawthorne Neighborhood. Additionally our plan embodies the following vision statement outlined by community members several years ago:

Vision Statement

Our vision is to draw together all available resources to improve the quality of life for the residents of the Hawthorne neighborhood. We will provide a forum for the Hawthorne residents, block clubs, workers, and business owners to come together with one another and with governmental agencies that are involved in the neighborhood to eliminate barriers to our vision. Our goal is to create a community of residents and business owners, with well-maintained properties, living and working with pride in a neighborhood that has earned a positive image.

We value:

- The input, time and talent of all the members of our community who are working to improve Hawthorne
- The diversity of our Hawthorne family
- The park, boulevards, and green spaces throughout our community
- The unique and historic treasures of our neighborhood
- The energies and heart of city or other governmental employees who aid us in our mission
- The quiet unassuming neighbor who lives by the pledge of the first part of the Hippocratic Oath, "First do no harm"

Therefore, we the Hawthorne Area Community Council, on behalf of the proud community stakeholders and residents of Hawthorne Neighborhood present our grassroots roadmap for our neighborhood's redevelopment.

HOUSING & NEIGHBORHOOD APPEARANCE

GOAL 1: IMPROVE THE NEIGHBORHOOD HOUSING VALUE AND PERCEPTION AND BRING TOGETHER RESOURCES TO IMPROVE THE QUALITY OF LIFE.

Objective 1: Offer incentives for owner-occupants to invest in their properties

A. Create a matching grant program to fix up homes.

The Hawthorne Area Community Council (HACC) will create a home improvement matching grant program. We will encourage property owners to support neighborhood-based contractors, and will conduct a lottery to select winners of these grants. This First Step program will include homesteaded properties and may include non-homesteaded properties.

Resources: \$250,000 NRP (First Step) funds for matching grants and program administration
private investment

Contracting Agency: Minneapolis Community Development Agency (MCDA)

Partners: HACC, MCDA

Start date: Fall 1997

First Step Update: Hawthorne held a lottery for these grant funds during the summer of 1998. Funds were provided to improve 64 homes.

B. Offer loans for the rehabilitation of owner-occupied homes.

This rehab assistance will reduce the risk to owner-occupants when the investment to homes may be worth less than the value added. Applicants for assistance will be informed of other financing tools, including rehab / refinancing and other available programs. There will be revolving loans and deferred loans (with no monthly payments, payback at time of sale, and loan forgiveness after 10 years). There will be no income limits for revolving loans. For deferred loans, a matching requirement will be required on a sliding scale. Interest rates will also be on a sliding scale based on household income. Improvements should increase the marketability of the house.

Resources: \$650,000 NRP funds (includes \$150,000 Early Access funds)
\$600,000 owner and foundation investment
TOTAL INVESTMENT = \$ 1,250,000

Contracting Agency: MCDA

Partners: HACC, MCDA, General Mills, Northside Neighborhood Housing Services (NNHS), Northside Residents Redevelopment Council (NRRC), non-profit housing developers and administrators, mortgage companies, contractors

Start date: Fall 1999

Objective 2: Stabilize physical conditions, management capacity and turnover rate in existing rental property.

A. Encourage rental property owners to collaborate on training programs and other capacity building programs.

This strategy is designed to help rental property owners build management capacity. Funds will be used for educational and programming expenses.

Resources: \$50,000 NRP funds (\$10,000 per year for 5 years)
TOTAL INVESTMENT = \$50,000

Contracting Agency: MCDA or NRP

Partners: HACC, MCDA, Rental Property Owners Groups (RPOGs,) non-profit housing developers

Start date: Spring 2000

B. Provide loans for rental property owners to invest in rental properties in Hawthorne.

Over half of Hawthorne residents live in rental property. We want to improve housing for *all* Hawthorne residents. This strategy offers an incentive for rental property owners to invest in their properties and make changes result in improved living conditions for their tenants. MHFA and MCDA models for rental rehab deferred loans will be used and additional private investment will be encouraged.

Resources: \$270,000 NRP funds (includes \$20,000 First Step funds)
\$270,000 owner and foundation investment
TOTAL INVESTMENT = \$540,000

Contracting Agency: MCDA

Partners: HACC, MCDA, General Mills, CCP/SAFE, non-profit housing developers

Start date: Fall 1998

First Step Update: The majority of Hawthorne rental property is owned by “ma and pa” rental property owners. Through First Step, Hawthorne offered small grants for security improvements.

C. Reduce rental turn-overs by administering emergency homeless prevention funds through an established renter assistance program.

Over half of Hawthorne’s residents are renters, and a high percentage of our renters move at least once a year. Many Hawthorne renters live in danger of becoming homeless. HACC will work with Hennepin County to issue an RFP and contract with an existing service provider to support a social service program that assists residents in remaining in their current housing in Hawthorne. Funds will not be provided directly to the tenant.

Resources: \$50,000 NRP funds (\$10,000 per year for 5 years)
\$50,000 other sources
TOTAL INVESTMENT = \$100,000

Contracting Agency: Hennepin County

Partners: HACC, Hennepin County, MCDA, Minneapolis Public Housing Authority (MPHA,) churches, non-profit housing developers
Start date: Spring 2000

Objective 3: Eliminate undesirable vacant and boarded houses in Hawthorne.

A. Establish a process by which houses are slated for demolition and support demolition when necessary.

Hawthorne has more houses in Hawthorne on the City's 249 Boarded and Vacant Property list than most other Minneapolis neighborhoods. Despite City-wide attention to this issue, few houses have come down in Hawthorne. The Hawthorne Housing Committee will work to establish and implement a process (involving block clubs) by which the neighborhood can identify structures to be demolished using the Early Access funds already set aside for this purpose in Hawthorne.

Resources: \$157,881 NRP (Early Access) funds for demolition activities
Minneapolis Inspections Department match as part of the 1995-98 Memorandum of Understanding for the Hazardous / Boarded Buildings Program

TOTAL INVESTMENT = \$315,762 (based on a one-for-one match from Inspections)

Contracting Agency: Inspections Department

Partners: HACC, MCDA, Inspections, non-profit housing developers

Start date: Fall 1995

Early Access Update: Hawthorne has contributed over \$117,000 to date towards the demolition of boarded properties. Many Hawthorne structures still remain on the 249 list, and we will continue working to address this issue. With the adoption of the full Action Plan, \$150,000 is being redirected to Housing 1.4.E: Construct Single Family Homes.

B. Acquire vacant property.

In addition to the houses on the 249 list, Hawthorne has many vacant residential structures. We want to be able to intervene and acquire and rehab these structures for rehabilitation before they further deteriorate or become problem properties for surrounding neighbors. HACC will work with the MCDA and nonprofit housing organizations to facilitate acquisition and redevelopment but will not own the properties. Funds from this strategy may be used for the acquisition of vacant properties for rehabilitation, for demolition, and to facilitate new construction described elsewhere in our plan.

Resources: \$392,119 NRP funds (Early Access) for acquisition, rehabilitation, and demolition activities
private redevelopment funds

Contracting Agency: MCDA

Partners: HACC, MCDA, Inspections, non-profit housing developers

Start date: Fall 1995

Early Access Update:

Hawthorne originally allocated “early access” fund just for demolition. We later modified the request to include funding for acquisition for redevelopment projects. So far, however, these projects have been difficult to put together. With the adoption of the full Action Plan, \$100,000 is being redirected to Housing 1.4.E: Construct Single Family Homes.

C. Support St. Olaf Residence’s development of small, residentially-appealing, supportive care homes for the frail elderly.

St. Olaf Residence is considering plans for the development of new residential facilities on the Northside. The development would be concentrated in Jordan, just west of the Hawthorne - Jordan border. The St. Olaf / North Oaks staff were a positive influence in the development of our NRP First Step plan. We support their efforts.

Partners: St. Olaf Residence, PPL, JACC, HACC

First Step Update: HACC will support JACC’s efforts to work with St. Olaf staff on this project.

Objective 4: Promote home ownership opportunities for renters.

A. Encourage the sale of homes to buyers who are able to improve the properties.

Too often publicly owned houses in Hawthorne are sold to buyers who can’t or don’t follow through with improvements. We want to develop a mechanism to prevent the resale of blighted structures and encourage the sale of the properties to buyers who are capable of improving the properties. This strategy includes the development of a mediation process to ensure that people are not unfairly discouraged from purchasing homes.

Partners: HACC, MCDA, Inspections, for-profit and non-profit housing developers

First Step Update: This strategy continues to be a priority of the Hawthorne Housing Committee.

B. Work with the Berean Church homeownership program.

In the course of developing our First Step Plan, the Hawthorne NRP Housing Task Force learned about this new program in our neighborhood. Berean Church is working to rehabilitate houses and sell them to new owners. We have invited Berean Church members to the Housing Task Force meetings, and hope to work together to identify blighted houses for acquisition through their homeownership program.

Partners: Berean Church, other communities of faith, non-profit housing developers, HACC, MCDA, Inspections

First Step Update: Berean Church members have been active in developing our NRP Plan. Additionally, several other Hawthorne churches have been working to address housing needs in Hawthorne. We support these efforts.

C. Research down payment assistance programs.

We want to support homeownership through multiple avenues. This research supports committee work to help us decide how we should proceed in our full NRP plan.

Partners: HACC, MCDA, Northside Neighborhood Housing Services (NNHS), Northside Residents Redevelopment Council (NRRC), other neighborhood NRP committees, for-profit and non-profit housing developers

First Step Update: Assisting with homeownership continues to be a priority. Our Full Plan efforts are funded through Housing 1.4.D (shown below).

D. Provide downpayment assistance.

Increase the number of qualified buyers for owner-occupied single family homes and duplexes. Provide a way for people to purchase homes in Hawthorne, including the possibility of renters purchasing the housing units they currently occupy -- many of which are single family homes and duplexes and could be recycled to owner-occupancy through physical improvements and through down-payment assistance. In addition, down-payment assistance will be a tool for marketing newly constructed homes.

Resources: \$200,000 NRP funds (\$50,000 per year for 4 years)
\$300,000 other sources
TOTAL INVESTMENT = \$500,000

Contracting Agency: MCDA

Partners: HACC, MCDA, Inspections, ACORN, GMMHC, Rental Property Owners, for-profit and non-profit housing developers

Start date: Spring 2000

E. Construct new single family homes

In Hawthorne, the cost to construct single family housing currently exceeds the market value. A subsidy of approximately \$30,000 is required. It is hoped that the required subsidy amount will decrease as our neighborhood improves. HACC will support half the cost of the subsidy required to build each house, with the remaining subsidy coming from other sources. Guidelines will be established to encourage long term residency and prevent resale by speculators for quick profit at the community's expense. Subsidies will be directed to projects that maximize the impact of new development, and critical areas will be identified through community input. Input may be given by attending HACC board and committee meetings, by participating in design charrettes sponsored by HACC, by written communication from block clubs, and by a variety of other methods. Potential developers include GMMHC, PPL, Habitat for Humanity, MCDA, no-profit and for-profit developers. Other partners will be corporate and other sponsors who match HACC NRP funds.

Resources: \$350,000 NRP funds (includes \$150,000 Early Access funds redirected from Housing 1.3.A: 249 Demolitions and \$100,000 Early Access funds redirected from Housing 1.3.B: Acquisition funds).
This funding supports half the gap (\$15,000) required for ~23 homes.
\$350,000 other sources (\$15,000 x ~23 homes)

\$1,840,000 buyer investment (\$80,000 x ~23 homes)

TOTAL INVESTMENT = \$ 2,540,000

Contracting Agency:

MCDA

Partners:

HACC, MCDA, Inspections, ACORN, GMMHC, Rental Property Owners, for-profit and non-profit housing developers

Start date:

Fall 1999

F. Support a redevelopment strategy for Lowry Avenue.

The most critical and immediately obvious need for new development along Lowry is at the north end of Emerson Avenue North, from 30th Avenue to the Lowry commercial corridor. This site straddles Emerson and is located in both the Hawthorne and Jordan neighborhoods. Hawthorne will invest demolition and acquisition funds to gain site control of this block and will work with the Penn-Lowry Implementation Committee (PLIC) in implementing an overall strategy for the redevelopment of the Lowry corridor from 44th and Penn to Lowry and the Mississippi River.

Resources:

\$50,000 NRP funds for seed dollars for site control, pre-construction costs, and property rehabilitation

\$3,500,000 MCDA, Minnesota Housing Finance Agency (MHFA), Family Housing Fund (FHF)

TOTAL INVESTMENT = \$3,550,000

Contracting Agency:

MCDA

Partners:

HACC, MCDA, Inspections, ACORN, GMMHC, Rental Property Owners, for profit and non-profit housing developers

Start date:

Spring 2000

G. Support new homeownership opportunities sponsored by General Mills.

Hawthorne has been fortunate to receive the assistance of the General Mills Foundation. On April 21, 1999, in conjunction with a visit by U.S. Attorney General Janet Reno, the General Mills Foundation announced their plan to invest \$3 million to construct and rehabilitate housing in Hawthorne. The Hawthorne community will continue to work with the Foundation to coordinate this and other nearby projects. We gratefully acknowledge their assistance.

Resources:

\$3 million from the General Mills Foundation for housing redevelopment

Partners:

HACC, MCDA, Inspections, ACORN, GMMHC, non-profit housing developers

Objective 5: Improve community image and the marketability of housing.

A. Support the “Green and Clean” program.

“Green and Clean” is a neighborhood clean-up program in Hawthorne that pulls together youth and area block clubs. This strategy expands the CCP/SAFE sponsored “Green and Clean” program (using its present model) on 12 additional blocks in our neighborhood. We will notify all block

clubs, and make this program available to blocks contingent upon sufficient adult and youth volunteers. We will recruit volunteers on blocks to supervise kids in clean-up work and provide donated snacks afterwards. Youth will be paid for the clean-up work. Current Hawthorne "Green and Clean" blocks should apply to the City before requesting NRP funds.

Resources: \$11,000 NRP (First Step) funds for youth stipends
Current CCP/SAFE "Green and Clean" funds
Neighborhood volunteers, donated trash bags and gloves, donated food for snacks staff time and Hawthorne newsletter to promote the program
TOTAL INVESTMENT = \$11,000

Contracting Agency: NRP

Partners: HACC, CCP/SAFE, Solid Waste and Recycling

Start date: Spring 1998

First Step Update: Several hundred kids have participated in Clean and Green. Unfortunately, we haven't always had sufficient adult supervision to make this program an unqualified success.

B. Eliminate graffiti in Hawthorne.

Graffiti remains a major problem in our neighborhood. We will continue to encourage volunteers to participate in graffiti removal and inform property owners and block clubs of free graffiti removal. This strategy provides funding for supplies the City does not provide (paint, rollers, etc.) and reimburses volunteers for out of pocket expenses.

Resources: \$4,000 NRP (First Step) funds for graffiti removal supplies and coordination for one year
TOTAL INVESTMENT = \$4,000

Contracting Agency: NRP

Partners: HACC, Inspections, Police Department

Start date: Fall 1998

First Step Update: Hawthorne's "graffiti czars" have removed graffiti from numerous properties. This is a problem we continue to combat.

C. Conduct a Hawthorne marketing campaign.

Support a multi-effort marketing campaign to highlight Hawthorne. This strategy is designed to be similar to that of Near North-Willard Hay and Stevens Square. The campaign will include (but is not limited to) media events, a Northside Housing Fair, participation in the annual Minneapolis - St. Paul Home Tour, the distribution of welcome packets, the creation of a Hawthorne website and a video on Hawthorne's history, and the installation of gateway markers and signs. The campaign will emphasize our amenities, particularly the river, view, park, and school.

Resources: \$50,000 NRP funds for marketing expenses
TOTAL INVESTMENT = \$50,000

Contracting Agency: NRP or Office of Public Affairs

Partners: HACC, Minneapolis Arts Commission, nonprofit housing developers

Start date: Spring 2000

D. Expand the Hawthorne newsletter to publicize housing opportunities in Hawthorne.

The Hawthorne Area Community Council will expand its newsletter to create a special focus on housing. (See Neighborhood Administration 1.1.A)

E. Hire a staff person to coordinate Hawthorne housing projects.

The Hawthorne Area Community Council will hire a coordinator to work with the Housing Committee to improve housing in Hawthorne.

Resources: \$119,600 NRP funds (includes \$30,000 First Step funds) over six years

Contracting Agency: NRP

Start date: Winter 1998

First Step Update: HACC's housing staffperson began work early in 1998. Housing continues to be among Hawthorne's most pressing issues.

JOB DEVELOPMENT, BUSINESS, & THE ENVIRONMENT

GOAL I: ENSURE THAT UNEMPLOYED HAWTHORNE RESIDENTS OBTAIN AND RETAIN LIVABLE WAGE JOBS.

Objective 1: *Assess the barriers to employment for Hawthorne residents.*

A. Collect and review relevant existing employment data.

In creating our First Step Plan, the NRP Business and Job Development Task Force looked at several job training and placement programs. Before we expand an existing program, or create a new one, we want to make sure the funds are going where they're most needed. We hope to explore what people need in order to go to work (if indeed they want to work), the availability of (and options for improving access to) daycare and transportation for second and third shift workers, and the mobility of new job holders who may leave the neighborhood once they are gainfully employed. We plan to work with the NET director to review employment data in Hawthorne and use this information to design an appropriate program (funded through 1.2.A, below).

Resources: \$5,000 NRP (First Step) funds

Contracting Agency: Minneapolis Employment and Training Program (METP)

Partners: NET, METP, Hennepin County Training and Employment Assistance (TEA)

Start date: Spring 1998

First Step Update: HACC worked with METP and researcher Juan Jackson to develop and implement a survey of unemployed and underemployed Hawthorne residents. These residents were interviewed to more fully assess barriers to employment and develop potential solutions. The survey was used to inform the RFP for the Hawthorne employment program, described below.

Objective 2: *Assist Hawthorne residents in seeking employment; improve job retention among neighborhood residents.*

A. Support and expand existing programs to assist hard to employ Hawthorne residents in finding and keeping jobs.

The Hawthorne Business Committee will work with existing programs to expand efforts to assist Hawthorne residents in obtaining and retaining employment. Agreements will be structured to reward job placement and retention. An RFP will be issued to:

- support basic job skills training programs focusing on appropriate job behaviors;

- identify Hawthorne residents for job training and placement;
- develop an incentive program for employers;
- provide ongoing support for new employees to assure job retention;
- track the success of these efforts.

Resources: \$200,000 NRP funds for employment and training program costs
\$75,000 of Hennepin County NRP funds dedicated to Hawthorne approved through First Step

Contracting Agency: Hennepin County TEA or METP

Partners: Hennepin County TEA, METP, NET programs, OICs, West Broadway Business Association (WBBA,) area churches (through their “soft skills” training programs) and the St. Olaf Residence (through their proposed nursing assistant certification program)

Start date: Winter 1999

First Step Update: An RFP was issued for the \$75,000 of approved County NRP funds in February 1999. A contract is currently being written. The success of this initial social service program will influence how future Hawthorne NRP employment funds are spent.

Objective 3: Create additional part-time summer employment opportunities for all Hawthorne youth.

A. Expand existing youth employment programs.

The NRP Business and Job Development Task Force will explore opportunities to develop new youth employment opportunities in the neighborhood, with a particular focus on Farview Park. The program(s) we support will be open to all Hawthorne youth, regardless of income. It is projected that this strategy will fund an employment and training program for 20 youth.

Resources: \$22,000 of Hawthorne NRP (First Step) funds for youth employment program costs
\$28,000 of Hennepin County NRP funds for youth employment program costs

Contracting Agency: Hennepin County TEA or METP

Partners: Hennepin County TEA, METP, HACC, General Mills, Summit Academy OIC

Start date: Spring 2000

First Step Update: Several ideas for this program are currently being discussed. The program is scheduled to be implemented during the spring and summer of 2000.

GOAL 2: ENSURE THAT SMALL AND EXISTING BUSINESSES CAN THRIVE IN THE HAWTHORNE NEIGHBORHOOD.

Objective 1: Assess the availability and impact of existing small business development programs to help start new businesses, help existing small businesses expand, and attract new small businesses to Hawthorne.

A. Expand the efforts of the West Broadway Business Association to assist Hawthorne businesses.

The West Broadway Business Association will work with the NRP Business and Job Development Task Force to:

- research existing micro-loan programs for small businesses and programs that support small and home-based businesses;
- assess the need for additional programs to help start, expand and attract new small businesses that benefit the neighborhood;
- create a resource directory of neighborhood-based businesses, including home-based businesses;
- encourage the use of MCDA's Neighborhood Economic Development Fund (NEDF) for facade improvements;
- conduct a business profile survey / customer buying behavior survey;
- participate in the U of M Design Center's West Broadway corridor analysis.

Resources: \$10,000 NRP (First Step) funds
\$5,000 in-kind matching funds from WBBA

Contracting Agency: NRP

Partners: WBBA, U of M Design Center, Center for Urban and Regional Affairs (CURA,) other neighborhood NRP committees, MCDA

Start Date: Spring 1998

First Step Update: HACC contracted with WBBA for these services. Highlights of WBBA's work include a report detailing North Minneapolis business conditions and assistance in planning for West Broadway redevelopment. A resource directory is still in the works.

Objective 2: Provide assistance to new and existing businesses within Hawthorne.

A. Support the creation of a Hawthorne Business and Labor Center.

The Hawthorne Area Community Council (HACC), in conjunction with other non-profit and for-profit community stakeholders, will create a subsidiary corporation to develop a business and labor center (also known as a "business incubator"). The Center will serve both Hawthorne and other Northside neighborhoods.

Resources: \$250,000 NRP (Early Access) funds for site acquisition and preparation
\$3 million from foundations, banks, government agencies and private investors

Contracting Agency: MCDA

Partners: Foundations, banks, government agencies and private investors

Start Date: Fall 1999

Early Access Update: This strategy was approved by the NRP Policy Board on March 1, 1999. HACC consultant George Garnett, NGB Consulting, has been working with MCDA staff to finalize a contract for this project.

B. Create an equity fund to support the expansion of existing businesses and to develop new businesses in Hawthorne.

This fund is intended to support small businesses while giving us the opportunity to invest in our community. We plan to use these funds to leverage a pool of at least \$250,000. The funds would be used to purchase a share in a business in Hawthorne, providing much needed capital to new and small businesses and leaving the businesses without the struggle of immediately paying back a traditional loan. Funds would be used for capital (versus operating) expenses, and would be repaid when the business becomes profitable, or Hawthorne could continue to hold stock in the business.

Resources: \$50,000 NRP funds for capital expenses and as leverage for other funds
Contracting Agency: MCDA
Partners: Community businesses
Start Date: Fall 2000

C. Provide technical assistance to new and existing businesses.

HACC will develop a collaborative working relationship with NRRC, the Siroli Institute, or another organization to provide “enterprise facilitation,” assist businesses in mastering day-to-day operations, and assist HACC in gaining the capacity to provide these services.

Resources: \$30,000 NRP funds for technical staffing
Contracting Agency: Hennepin County Training and Employment Assistance
Partners: NRRC, the Siroli Institute, community businesses, the Hawthorne Business and Labor Center (HBLC), the Metropolitan Economic Development Association (MEDA), and the Small Business Association (SBA)
Start Date: Fall 2000

GOAL 3: ENSURE STRONG, ECONOMICALLY VIABLE COMMERCIAL COORIDORS THROUGHOUT OUR COMMUNITY.

Objective 1: Revitalize Hawthorne’s commercial corridors.

A. Participate in the collaborative planning effort coordinated by the West Broadway Area Coalition (WBAC) to support the comprehensive revitalization of West Broadway Avenue.

HACC will work with the Northside Residents Redevelopment Council (NRRC), the Jordan Area Community Council (JACC), the WBAC, WBBA, the Planning Department, the Public Works Department and Hennepin County to plan and implement improvements to West Broadway in conjunction with the reconstruction of the roadway.

Resources: \$30,000 NRP funds for improvements to West Broadway, including facade improvements, trees, plantings, fencing, and other pedestrian-friendly streetscape elements
Near North-Willard Hay NRP funds pending
Hennepin County for major road reconstruction
Contracting Agency: Public Works or Hennepin County

Partners: NRRC, JACC, WBAC, WBBA, Second Street Business Association, MCDA, Planning Department, Public Works Department and Hennepin County
Start date: Fall 2000

B. Work with the Penn Lowry Implementation Committee (PLIC) to support the redevelopment of Lowry Avenue, particularly at selected nodes in Hawthorne.

HACC will work with PLIC to implement improvements to and along Lowry Avenue as described in the Penn-Lowry plan. We hope to implement streetscape improvements and to create an interest rate buy-down program (similar to that in the Central Neighborhood) to fund the rehabilitation of structures along the Avenue.

Resources: \$30,000 NRP funds for improvements to Lowry Avenue, including facade improvements, trees, plantings, fencing, and other pedestrian-friendly streetscape elements

Contracting Agency: Public Works or MCDA

Partners: PLIC, representatives of the McKinley, Folwell, Cleveland and Jordan neighborhoods, MCDA (especially through the Northside Economic Development Fund) Planning Department, Public Works Department and Hennepin County

Start date: Fall 2000

C. Support improvements to the I-94 corridor.

I-94 bisects Hawthorne and divides our residential district from the Mississippi River. This strategy supports plantings and other air and noise pollution reduction measures along the freeway corridor.

Resources: No NRP funds requested.

Contracting Agency: Public Works

Partners: MNDot, Public Works, HACC

Start date: Fall 2000

GOAL 4: STRENGTHEN THE NEIGHBORHOOD'S ECONOMY THROUGH SUPPORT TO CHILDREN AND FAMILIES.

Objective 1: Improve services that help Hawthorne families more fully participate in the economy.

A. Ensure the creation of a new school / family community center to be established in Hawthorne.

HACC will work with the School Board, Park Board, Hennepin County, the WBBA and others to establish a framework and timeline leading to the development of this much-needed facility.

Resources: \$3,000 NRP (First Step) funds for organizing and communications

Contracting Agency: NRP

Partners: School Board, Park Board, Planning Department, Hennepin County and WBBA

Start date: Fall 1997

First Step Update:

HACC has been working with School Board to plan the construction of a new elementary school. The school was originally projected to be sited next to Farview Park. Residents organized, and the School Board agreed to locate the new school at the neighborhood’s preferred site between Aldrich and Colfax.

GOAL 5: IMPROVE THE ENVIRONMENT.

Objective 1: Encourage the creation of greenways and bike routes in North Minneapolis.

A. Promote the development of a 26th Avenue greenway.

The Northside lacks many amenities commonly found in South Minneapolis. 26th Avenue is Hawthorne’s non-commercial east-west main street. We aim to work with surrounding neighborhoods, the WBBA, Public Works, Park Board, and Hennepin Community Works to plan and establish a greener 26th Avenue.

- Resources:** \$40,000 NRP funds for plantings, stormwater runoff prevention, and pedestrian and bicycle friendly improvements.
\$1,000 in-kind donation of staff time from the WBBA approved through First Step
- Contracting Agency:** Public Works
- Partners:** WBBA, Public Works, Park Board, Planning Department, Hennepin Community Works, and other neighborhoods
- Start date:** Spring 2000

B. Create a bicycle link between the Mississippi River and Farview Park.

I-94 and our industrial area divide the Hawthorne residential district from the River. Further, designated bike routes on the Northside are few and far between. We plan a bike path to link our park and our river.

- Resources:** \$6,500 NRP funds (includes \$1,000 First Step funds) for signage and striping
- Contracting Agency:** Public Works
- Partners:** Public Works, Park Board, Minneapolis Bicycle Advisory Committee and other neighborhoods
- Start date:** Fall 2000
- First Step Update:** This strategy is being addressed, in part, with the Upper Mississippi River planning process.

C. Support the implementation of the Upper River Plan.

Although Hawthorne is cut off from the Mississippi River by I-94, residents have been involved in the Upper River planning effort coordinated by the Park Board. HACC will continue working to support initiatives that strengthen the neighborhood’s link to the river.

Partners: Mississippi Corridor Neighborhood Coalition, Park Board, Planning Department, MCDA, Hennepin County, and others.
Start date: Spring 1999

Objective 2: Ensure improved environmental standards through collaboration with community stakeholders.

A. Improve the environmental health of the Mississippi River through education and innovative stormwater run-off prevention projects including rain and rooftop gardens and the use of permeable surfaces.

HACC is committed to efforts that improve water quality. We aim to encourage development that encourages natural purification and prevents water from flowing away from the property and into the River. Potential methods for accomplishing this strategy include funding the cost difference between a traditional roof and an eco-roof or roof-top garden and supporting the creation of environmentally friendly designs.

Resources: \$90,000 NRP funds
Contracting Agency: Public Works
Partners: Public Works, Minneapolis Environmental Coordinating Team, Cemston, CAMAS, LaFarge, KEEY (Kids, Education, the Environment and You,) and other stakeholders
Start date: Spring 1999

B. Support neighborhood environmental initiatives.

The Hawthorne Neighborhood Pollution Prevention Partners have several projects which are underway. Projects include arranging for pollution prevention assessments for neighborhood businesses, supporting initiatives leading to increased green space and promoting recycling and proper use and disposal of household hazardous waste.

Resources: \$25,000 NRP funds for project hard costs
Contracting Agency: Environmental Inspections
Partners: Minnesota Technical Assistance Program (MnTAP), Minneapolis Environmental Coordinating Team, Environmental Inspections, Public Works, Hennepin County, and other stakeholders
Start date: Spring 1999

C. Provide technical support for environmental initiatives.

The Hawthorne Area Community Council will hire staff or provide consultants to coordinate neighborhood environmental efforts and assist with the implementation of environmental strategies within the Hawthorne NRP plan.

Resources: \$41,000 NRP funds over 3 years for staff or consultants
Contracting Agency: NRP

Partners: Minnesota Technical Assistance Program (MnTAP), Minneapolis Environmental Coordinating Team, Environmental Inspections, Public Works, Hennepin County, and other stakeholders
Start date: Spring 2000

D. Support Project XL in Hawthorne.

Project XL is a program of the Environmental Protection Agency (EPA) through which industries gain regulatory flexibility if they work as part of a team and demonstrate that benefits will exceed compliance with current regulation. Hawthorne has submitted a proposal to encourage the implementation of this programming in our neighborhood.

Resources: No NRP funding requested
\$25,000 from the Institute for Conservation Leadership
Partners: EPA, MPCA, Minneapolis Environmental Coordinating Team, Public Works, and other stakeholders
Start date: Spring 1999

E. Address other issues of environmental concern including the Kondirator, the impact of I-94, and coordination of neighborhoods along the Mississippi.

Resources: \$2,500 NRP funds for mailings and other organizing activities provided by the Mississippi Corridor Neighborhood Coalition (MCNC) or another organization
Contracting Agency: Environmental Inspections
Partners: HACC, MCNC, other river neighborhoods and environmental organizations
Start date: Winter 2000

CRIME PREVENTION & FAMILY SAFETY

GOAL I: MAKE THE STREETS OF HAWTHORNE SAFE AND SUITABLE FOR FAMILY LIFE.

Objective 1: Expand services and activities available to Hawthorne community members.

A. Expand organized activities for youth, families and community members at Farview Park.

Farview is one of the most used parks in Minneapolis. It is also, at times, understaffed and out of control. (While this plan was being completed it was not unusual for there to be over 100 people at the park on a weekday evening). We support our park and its staff. The Hawthorne NRP Crime Prevention and Family Safety Committee will work with the Park Board and Farview Park staff to establish a park advisory committee and expand organized activities for community members at Farview Park. Use of NRP funds from this strategy **MUST** be approved by this committee. Any funds from this strategy devoted to staffing should be matched by Park Board funds. This strategy is not intended to replace existing funding or provide operating expenses for the Park Board.

Resources: \$136,500 NRP funds (includes \$5,000 First Step funds from this strategy and \$1,500 First Step funds redirected from Crime Prevention and Family Safety 1.4.C: Farview Cell Phones) over five years for additional staffing, supplies, equipment and uniforms

Contracting Agency: Park Board

Partners: Park Board, HACC, Police Department, School Board, Hennepin County

Start date: Spring 1999

First Step Update: A contract for the First Step funds is being discussed. The initial funds will be used for park equipment.

B. Support the “Tree House” and the YATA program.

In our First Step plan, we allocated funds for CCP/SAFE’s “Tree House” program. The “Tree House” was a newly-initiated youth program which focused on alleviating misdemeanor crimes committed by unsupervised youth. Community agencies were to come to the neighborhood and offer programming. The program planned to use the lower half of a rented duplex.

A scope of services was never agreed to for this strategy, but we still like the idea. Since then, staff from the Hennepin County Juvenile Probation department has started YATA - Youth Are The Answer. YATA intends to accomplish many of the same goals as the “Tree House” hoped to. This revised strategy funds rent and supplemental program costs for YATA, a social service program of Hennepin County.

Resources: \$10,000 NRP (First Step) funds for rent and program costs

Contracting Agency: Hennepin County

Partners: Hennepin County, HACC, Urban Hope Ministries, CCP/SAFE, School

Start date: Board, Community Education, Minnesota Extension Services
Spring 1999
First Step Update: A contract for the First Step funds is being finalized.

C. Work with community based youth, family and elder service providers to expand services and resources to Hawthorne community members.

Fund a yearly RFP process to provide community based social service organizations with small program grants. Funds will be used for additional programming aimed at addressing the unique needs of Hawthorne residents. The grant applications will be reviewed by the HACC Crime Prevention and Family Safety Committee and will be awarded based on guidelines developed by the committee. Grants are intended to be used to expand programming available to Hawthorne residents. The maximum grant amount is expected to be approximately \$20,000.

Resources: \$300,000 NRP funds (\$100,000 per year for three years)
Contracting Agency: Hennepin County or Minneapolis Department of Health and Family Support
Partners: Hennepin County, Minneapolis Department of Health and Family Support, CCP/SAFE, Northside service providers, Block Clubs
Start date: Spring 2000

Objective 2: Support block clubs in Hawthorne.

A. Provide block club grants for safety projects.

The Hawthorne Crime Prevention and Family Safety Committee will provide block club grants to support and expand block club activities. The maximum grant is expected to be approximately \$2,000. Block club success stories will be shared with the neighborhood through the newsletter. All efforts will be coordinated with existing block club organizing by CCP/SAFE, and the NRP Crime Prevention and Family Safety and CCP/SAFE will work together to review grant applications. This strategy enhances and expands on current CCP/SAFE efforts.

Resources: \$28,500 NRP (First Step) funds for block club grants for safety and community building projects
Contracting Agency: NRP
Partners: HACC, CCP/SAFE, MCDA
Start date: Spring 2000
First Step Update: This program has gotten off to a slow start. The program guidelines will be revisited this fall.

B. Provide staff support for block clubs and other community safety efforts.

HACC will hire a coordinator to work with block clubs and support community organizing efforts in Hawthorne.

Resources: \$83,200 NRP funds over 5 years for a community organizer
Contracting Agency: CCP/SAFE

Partners: HACC, CCP/SAFE, Park Board
Start date: Fall 1999

Objective 3: Support physical improvements aimed at increasing safety in Hawthorne.

A. Implement traffic calming measures.

The Hawthorne Neighborhood suffers from traffic travelling well above posted limits through our neighborhood, particularly along Lyndale, Emerson, and 26th Avenues. Further, Hawthorne's new school, the Marigold Foods expansion, and work on Lowry and West Broadway promise to affect traffic flow on our streets. The School Board is current studying neighborhood traffic patterns in Hawthorne. This strategy funds improvements which will make our streets safer for auto, bike and foot traffic.

Resources: \$30,000 NRP funds for implementation of traffic calming measures
Contracting Agency: Public Works
Partners: Police Department, Planning Department, School Board
Start date: Spring 2000

B. Improve lighting at public facilities.

While Hawthorne's crime rate is declining, crime is still a problem in our neighborhood. We hope to help residents feel safer by improving lighting at Farview Park and the new school.

Resources: \$100,000 NRP funds
Contracting Agency: Park Board or School Board
Partners: Police Department, Public Works, Park Board, School Board, MCDA
Start date: Spring 2000

C. Encourage property owners to improve lighting on private property.

The Hawthorne Crime Prevention and Family Safety Committee will coordinate the bulk purchase of dusk-to-dawn photo cell lights (costing less than \$5 each) and will encourage their installation. This strategy aims to provide an economical solution to improving residents' sense of security around their own homes.

Resources: No NRP funding requested
Partners: CCP/SAFE

Objective 4: Work with police and others to enforce current laws and prevent crime from recurring.

A. Fund police buy-back time.

We want to have more police on the streets of Hawthorne at key times. The Hawthorne Crime Prevention and Family Safety Committee, using CCP/SAFE as a resource, will identify the "hot spots" where officers will be deployed. The Committee will also be involved in the selection process

of officers who will be utilized in this “buy back” effort. We are interested in coordinating the use of “buy-back” funds for bike and foot officers, mounted patrol, and possibly City or County Attorney time to prosecute those arrested in Hawthorne.

Resources: \$40,000 NRP funds (includes \$20,000 First Step funds) for police buy back time

Contracting Agency: Police Department

Partners: Police Department , HACC, CCP/SAFE, Minnesota HEALS

Start date: Spring 1998

First Step Update: This program is currently underway.

B. Support the Lowry Avenue police substation.

The Lowry Avenue substation is joint project of the Minneapolis Police Department and five Northside neighborhoods. The Hawthorne Crime Prevention and Family Safety Committee will work with substation volunteers and staff to develop improvements to the substation.

Resources: \$1,000 NRP (First Step) funds

Contracting Agency: Police Department

Partners: Police Department, other Northside neighborhoods

Start date: Spring 1999

First Step Update: A scope of service for this strategy is currently being finalized.

C. Provide emergency cell phones or walkie talkies for Farview Park staff.

Farview Park is a beautiful site with rolling hills. Unfortunately, it’s also often crime ridden and the hills block site lines. This strategy connects those working outside in the Park with staff inside the building as an additional means of security. The NRP Crime Prevention and Family Safety Committee will develop methods for this equipment to be used and will continue to develop effective crime prevention strategies through dialogue with the Farview Park staff about park police, fighting in the park, staff wearing uniforms and nametags, and signs around the park.

Resources: No NRP funding requested

Partners: Farview Park staff, HACC, CCP/SAFE, Police Department

First Step Update: This strategy has been reconsidered. The \$1,500 originally approved for this strategy through First Step has been reallocated to Crime Prevention and Family Safety 1.1.A: Farview Park Programming.

D. Support restorative justice efforts in Hawthorne.

The Hawthorne Crime Prevention and Family Safety Committee will work with government agencies and community based efforts to support the expansion of restorative justice programs, peace keeping circles, and mediation for victims of crime in Hawthorne.

Resources: \$20,000 NRP funds for program costs

Contracting Agency: Hennepin County, Office of the Minneapolis City Attorney

Partners: CCP/SAFE, Police Department, Hennepin County, Office of the Minneapolis City Attorney, other community resources

Start date: Fall 2000

NEIGHBORHOOD ADMINISTRATION & CAPACITY BUILDING

GOAL 1: SUPPORT COMMUNITY-BASED LEADERSHIP AND GOVERNANCE FOR NEIGHBORHOOD PLANNING AND DEVELOPMENT.

Objective 1: Support the MCDA designated citizen participation organization to coordinate NRP implementation activities and other necessary planning and development functions in the Hawthorne neighborhood.

A. Provide staff and administrative resources to the Hawthorne Area Community Council.

The Hawthorne Area Community Council will recruit and sustain volunteer participation of community stakeholders, including residents, businesses, social services and faith organizations, to participate in community governance administered through the HACC committee structure. The committees will serve in an advisory role and will include Housing, Business & Environment and Crime Prevention & Family Safety.

HACC functions will include:

- program staff
- staff administrative support for NRP implementation contracts
- 6 bi-monthly newsletters each year
- neighborhood advocacy and outreach
- fundraising to support neighborhood initiatives
- community planning and organizing for NRP implementation activities.

Resources: \$384,100 NRP funds (includes \$13,000 First Step funds allocated to the newsletter, \$15,000 First Step funds allocated to housing administration, and \$60,000 Early Access funds allocated to administrative support). This strategy and the strategies for the program staff fund a portion of the projected HACC annual budget and leverages the services of four full-time staff plus consultants.

Contracting Agency: NRP

Start date: Winter 1998

First Step Update: Over 90% of Hawthorne NRP First Step funds are currently under contract. In November 1998 the State Auditor issued an “unqualified opinion” on the financial status of the organization.

B. Provide leadership development and training opportunities to increase the skills of neighborhood volunteers and staff.

HACC will coordinate training opportunities to enhance volunteer and staff ability to effectively and efficiently conduct neighborhood planning and implementation activities.

Resources: \$10,000 NRP funds (\$2,500 per year for 4 years)

Contracting Agency: NRP

Start date: Spring 2000