



Phillips Partnership

safety—jobs—housing—infrastructure
for the Phillips neighborhood

Allina Health System
Gordon Sprenger, CEO

Children's Hospitals and Clinics
Brock Nelson, CEO

Fannie Mae
Missy Thompson, Director,
Minnesota Partnership Office

Honeywell
Kevin Gilligan, President
Home & Building Controls

Metropolitan Council
Ted Mondale, Chair

The Minneapolis Foundation
Emmett Carson, President

Wells Fargo
Jim Campbell,
Chairman and CEO

US Bank
John Murphy
Minnesota State Chairman

City of Minneapolis
Mayor Sharon Sayles Belton

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Update

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The Health and Safety Fair

A Celebration of Well Being

Summer is here, and the Phillips Partnership's Community Crime Prevention Initiative (CCPI) has some big events planned, including the Health and Safety Fair Friday, June 15. The occasion presents an opportunity for the

ranging from bicycle helmet safety to domestic abuse awareness. Other attractions will include an ambulance provided by Hennepin County Medical Center, a Minneapolis Police squad car and fire truck from the Minneapolis

health services and parenting programs available in the neighborhood. CCPI will also distribute literature on the initiative to recruit more residents interested in joining the neighborhood's crime prevention efforts.



Volunteers from the Minneapolis Park and Recreation Board served food from the grill to attendees of last year's festival.

Partnership to participate in an event that highlights the CCPI's effort to promote safe streets and encourage community involvement. The purpose of the Health and Safety Fair is to inform Phillips residents about personal safety through crime prevention and to provide them with resources to help them to live a healthier lifestyle.

CCPI's resident advisory committee has recruited more than 30 neighborhood organizations to partake in the event. Participating groups will arrange displays and staff booths, providing information

Fire Department for residents to view, tour and ask questions about. McGruff the Crime dog will also make a guest appearance, take photos with children and talk with them about personal and recreational safety.

In respect to health, there will be blood pressure checks, blood sugar testing and immunization information. Representatives from Teenage Medical Services (TAMS), the YMCA Women's Wellness Program and an education specialist from Children's Hospital will be on hand to provide information to residents about

Establishing Tradition

The Health and Safety Fair will be part of a larger event, the *Celebrating Families in Phillips Festival*, a celebration of wellness and ethnic diversity of children and families in the Phillips Neighborhood. Sponsored by the Phillips Family Network, the first annual festival held last year was a huge success and drew nearly one thousand residents. The carnival-like event brought people together from the most diverse of all neighborhoods in Minnesota in a spirited celebration of culture and community.

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JSI Multi-Family Project: Restoring Value and Pride to the Phillips Neighborhood

As the Joseph Selvaggio Initiative's multi-family project nears completion, it symbolizes a return to community in Phillips, and marks yet another evolutionary turn for this historic neighborhood.

During the late 1800's, the homes on Portland and Park Avenues were home to some of the wealthiest families in Minneapolis. With granite block streets lined with regal mansions that painted pictures of grandeur and elegance, this area was known as "Minneapolis' Gold Coast." Residents were connected and active, supported by a close-knit neighborhood organization, the "Park Avenue Improvement Coalition." The coalition was one of the first of its kind in the area and served as a unified voice for the neighborhood.

As Minneapolis' Chain of Lakes became accessible for development, the affluent families of the Phillips neighborhood began to migrate west. As these families (and large amounts of money) left Phillips and built homes elsewhere, the neighborhood began to see a change in landscape as well as population. Park and Portland Avenues were filled in with large apartment units as the culture began to lean toward more middle-income families, marking a significant shift in demographics. New development was characterized by urban high-density housing and consisted of mainly duplexes, twinhomes and high-rise apartment buildings.

Changing Times

The trend of the wealthy moving out and the lower to middle income residents moving in, continued throughout the last

century. The 1990's were particularly rough on numerous houses along Park and Portland Avenues, as many of them became neglected rental properties. This led to more transient residents and began eroding a once community-oriented neighborhood. The culmination of these events also led to residential disconnection and paved the way for crime. The neighborhood began to deteriorate as the attitude of landlords to ignore criminal activity and allow homes to fall below city standards was frequent. As long as rent was paid, few regulated what took place at many of these houses, and 2729 Portland was no exception.

By the time this house was purchased by Project for Pride in Living last year, it was a rundown overcrowded property that had been condemned by the City. The two-level house consisted of eight oddly cut units and housed upwards of 20 people, with entire families living in the space of a small room. Rent was exorbitant for the minimal space and amenities tenants received. Gang members occupied the upper level of the house, running drug-dealing operations that kept the tenants of the lower level in constant fear for their homes and their lives. "This specific house was in terrible shape when we bought it," recalls PPL Executive Director Jim Scheibel. "It was difficult to imagine that people had been living in such conditions."

Like many homes in Minneapolis, 2729 Portland has seen good and bad times. With the work of the Selvaggio

Initiative, the house is now a newly remodeled four-unit multi-family home, two 1-bedrooms and two 2-bedrooms, with a refurbished front porch and oak hardwood floors and woodwork. Completion is expected in fall of this year.

Progress Update

Remaining JSI properties will also complete rehabilitation over the course of the summer, becoming available for rental by September 2001. Seven of the eight multi-unit buildings are rehabilitated and one is newly constructed. The housing units, located in the 2700 blocks of Chicago and Portland Avenues and 27th Street off of Oakland Avenue, will include two 1-bedrooms, twenty-four 2-bedrooms, two 3-bedrooms and two 4-bedrooms.

Rents will range from \$510 for 1-bedrooms to \$700 for 4-bedrooms. All households are subject to maximum income levels and all tenants are subject to PPL's Housing Criteria: good rental history for at least two years, monthly income twice rental amount (unless subsidized) and no recent criminal history.

A New Day

As the Phillips neighborhood continues to rebuild and renew, a sense of ownership and dignity



Roofers work to complete rehabilitation of 2729 Portland Avenue.

has replaced feelings of fear and hopelessness. Like the days of the neighborhood's beginnings, residents of Phillips are again finding strength in their neighborhood organizations and each other. "The people of Phillips have really come together in an effort to increase the livability of not only their homes, but their community," states County Commissioner Peter McLaughlin. "What has happened in this neighborhood is remarkable, by any standards."

The Joseph Selvaggio Initiative continues to change the face of Phillips. A positive visible impact, enhancing the living and working environment, is transforming the neighborhood house by house, block by block. Combined with the enthusiasm of residents to improve their homes and reestablish the roots of family, Phillips is showing signs of revitalization.

While Phillips may never again be referred to as the "Gold Coast," neighborhood spirit and resilience have managed to restore the sense of pride and community that it used to know so well. ■

Health Careers Institute Focuses on Neighborhood Recruitment

Not even a year old, Health Careers Institute (HCI) is already turning its attention toward recruiting more students from the Phillips neighborhood, and Mary Rosenthal, HCI's Executive Director, has hired staff to specifically help spread the word about HCI opportunities.

"Our goal is to have 50-70% of HCI's students be from the Phillips neighborhood," says Rosenthal. "Our recruitment initiative is an effort to reach this goal and to fulfill our commitment to the Phillips neighborhood."

Commitment to Phillips

HCI is a joint venture of the Phillips Partnership, Allina Health System and Minneapolis Community and Technical College (MCTC). It is the latest in a series of successful initiatives and programs in the Phillips neighborhood that have led to dramatic crime reduction and broad improvement in the economic vitality of the Phillips area.

HCI delivers education and skill-training that enables Phillips residents to obtain more advanced, higher-paying technical and professional positions in the health care industry. In its first session, 46% of its students were Phillips residents. With foundation laid and programs expanding, HCI can now focus on increasing that number.

"Through HCI, MCTC and the Phillips Partnership are attempting to respond to the needs of the community," says Phil Davis, MCTC President. "We want to make sure information about health career opportunities reaches every corner of Phillips this



Jamal Adam, MCTC graduate and HCI recruiter

summer." During the summer months, HCI will turn its attention to grassroots recruiting and spreading the word in Phillips about HCI's programs and career opportunities.

Community Organizing: Focusing on the Somali Population in Phillips

One of HCI's major recruitment efforts this summer will focus on recruiting students from the Somali population in Phillips, and HCI has hired staff to meet the challenge.

Jamal Adam, a Somali immigrant, Phillips neighborhood resident and recent graduate of MCTC, will start recruiting Somali students to attend HCI from the Phillips neighborhood this month. His focus will be on informing Somali residents about opportunities at HCI through Somali community organizations, MCTC students and area Somali high school students.

Adam, who works part-time on HCI efforts at MCTC's Office of Multi-Cultural Student Services, immigrated to Minnesota four years ago and enrolled at MCTC. He says, "Without education, it's

almost impossible to improve your skills. Education is the key to climbing the career ladder."

That's exactly the mission of HCI: to give people the training they need to get better jobs and build better lives.

Adam has taken his own advice and now, after graduating with a degree from MCTC, Adam is trying to help other Somali immigrants take the same steps he has.

At MCTC, Adam plans to reach out to entering Somali students and to students in ESL programs. Adam is the first person Somali students will come to when deciding to go back to school. "Somali students need a liaison, someone who understands them," says Adam. Adam provides that connection.

He will also provide that connection when reaching out to community organizations that work with the Somali population in Phillips, as well as two of the area's heavily Somali populated high schools – Edison and Roosevelt.

Adam knows the difficulties of immigrating and starting a new life and understands the importance of education and skill building. He sees HCI as an opportunity to help fellow Somalis gain the skills they need to build stronger families. This is the message Adam will bring to the Somali community in Phillips this summer.

Outreach through Media

Rosenthal and Adam are also working with the media to spread the word. Plans are underway to feature HCI on a Somali community television program in the coming months. The program will feature HCI graduates in an effort to generate interest in the school's programs.

HCI has also enlisted the help of Adan Mursal, a staff member at the Central Community Housing Trust, who recently translated information about HCI programs into Somali. The article was published in the May edition of *Warsan*, a Minnesota Somali newspaper that is distributed to 15,000 Somali households in Minnesota, many of which are in the Phillips neighborhood.

Looking Forward

After nearly a year of hard work and foundation building, HCI is continuing to expand in the neighborhood. "We are extending our reach into the Phillips community to help every resident benefit from the promise of HCI training and employment," says Commissioner Peter McLaughlin. "We want the people of Phillips to have the opportunity to build real careers and, ultimately, better lives. HCI can help them achieve this goal." ■

Train To Work Summary Report June 11, 2001

Number of graduates YTD	363
Total of graduates placed	288
Total of graduates awaiting placement	42

Health and Safety Fair
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The Phillips Family Network (PFN) began as a grassroots organization established by a group of home-visit physicians and nurses that sought to increase the quality of life of the families and children in Phillips. Committed to celebrating the positive and promoting neighborhood pride, the group decided to plan a free event that all residents of the Phillips community could enjoy.

Once the logistics of the event were in place, PFN circulated letters to surrounding community organizations requesting their support and funding contributions. Word of mouth spread quickly as neighborhood organizations began to express their desire to join the effort. Partnerships quickly solidified as dozens of local groups and

neighborhood associations lined up to offer their assistance.

To date, 36 affiliated groups and community organizations, ranging from Big Brothers Big Sisters to the Somali Community of Minnesota, have evolved into a multi-agency partnership known as the Phillips Family Network. Organizing so many contributing entities might seem difficult, but the structure of the PFN has been very successful. Cindy Hillyer, founding PFN member attributes the network's success to the informal nature of the group. "Work is shared and decisions are based on consensus," states Hillyer. "I am not an administrator or a manager. We work together collaboratively toward a common goal."

A Healing Community

The overall health of a community consists of more than physical

wellness. The ability to unite and act as a support system strengthens the commitment and cohesiveness of residents, enabling a community to experience a higher quality of life. "Health in my mind is total mind, body and spirit," states Gordon Sprenger, Allina Health System C.E.O. and Phillips Partnership Co-Chair. "A healthy community is one that is safe, but also one with a solid commitment to the well-being of its residents. Strong neighborhood activities are what has brought this community back to life."

"Crime prevention efforts in the Phillips neighborhood have paid off and are showing incredible results," states Mayor Sharon Sayles Belton. "Phillips residents, community leaders, elected officials and law enforcement alike have remained committed to a safer, healthier Phillips and the

cumulative voice of a community that refused to give up on their neighborhood, is alive and well."

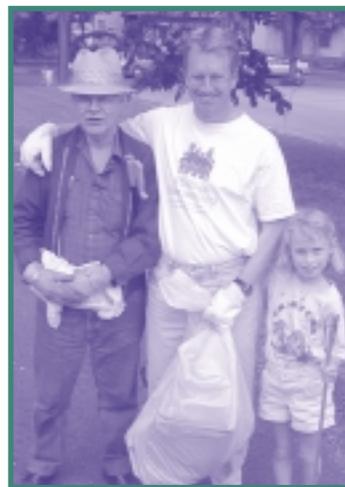
The Phillips neighborhood is getting back on track, and the Health and Safety Fair and the Celebrating Families in Phillips Festival are strong examples of the healing power of community partnership. Events such as these send the message to residents and community leaders that, while there is still work to be done, the neighborhood has indeed made significant progress and certainly has reason to celebrate. ■

crime prevention

Community Crime Prevention Initiative members and Phillips residents were joined by Allina Health System and Wells Fargo employees at the annual Neighborhood Trash Pickup, Thursday, May 31.



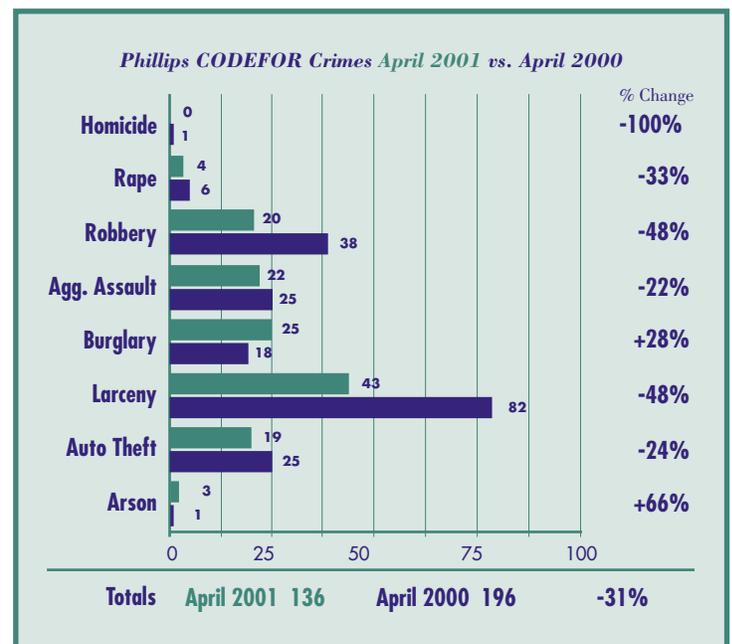
Phillips resident Cynthia Kretz gets a hand from her daughters Alexis (top) and Aundra.



Allina Health System Executive Director, Mike Christenson took a break with daughter Aria and Phillips resident, Hugh Mahoney.



Residents and volunteers enjoyed a pizza party following the cleanup.



Phillips Partner profile

Sharon Sayles Belton, Mayor of Minneapolis

The Strength of Public-Private Partnership

“We had a vision of what was possible in Phillips. We knew it would take the strength of those with the power to make significant and visible changes that would inspire positive, continual efforts in the Phillips neighborhood. It would take the commitment of both the public officials representing the residents of the community, and the private stakeholders with shared investments in the future of the neighborhood. Any one partner individually could never have done what we have accomplished in Phillips. Public-private partnership is about the force of combined effort and resources. It’s about the strength of unity.”

Committed to the Phillips Community

“What we have tried to do here, and I believe have been successful in, is support and increase the quality of life for Phillips residents. We targeted and dramatically reduced crime by initiating and supporting community-oriented policing and new crime fighting strategies that use technology to better anticipate, respond to and track crime trends. We offered jobs and job skills training programs at the area hospitals to decrease unemployment and provide residents with the resources to further their education and increase their earning power. We have built and rehabilitated affordable housing where crack houses used to stand and are

working aggressively to open access to 35W in an effort to provide transportation options and bring economic stability back to the neighborhood. I am personally invested in these issues. These are not just my constituents, they are my neighbors, my community.”

The Future of the Phillips Partnership

“The job skills training of the Train to Work program has been so successful it spawned the more advanced training offered at the Health Careers Institute. I would like to see the Health Careers Institute continue to grow and flourish, expanding programs and courses to residents looking to continue their education and obtain more rewarding jobs. I would like it to become an educational institution within the neighborhood providing the tools to residents to increase their earnings and improve their lifestyle. Chicago Avenue, through the Phillips neighborhood, is a Medical Corridor. There is a huge opportunity here for residents to not only find jobs, but to play a role, literally, in increasing and maintaining the health of their neighborhood.”

“Construction of freeways in Minneapolis essentially cut off access to Phillips’ commercial corridors, which significantly impacted the viability of commercial and retail enterprises in the neighborhood. I want to see the infrastructure change to better serve the residents in this area and allow them a fair chance to

increase their vitality and feel a sense of connection, as opposed to isolation, to the rest of the city.”

“My desire for the Phillips Partnership has not changed since the day we started. It is to strengthen the community by providing the resources that allow them to build themselves back up. The crime and misfortune that devastated this area are not the fault of the good people that live here. It is our responsibility as elected leaders and executives to give the residents of Phillips the resources that build opportunities. They deserve opportunities for growth and stability. They deserve the same opportunities that are afforded to everyone else in this city. As long as I am Mayor, I will work to make sure that happens.” ■



Mayor Sharon Sayles Belton

BACKGROUND

Mayor Sharon Sayles Belton is currently serving her second four-year term as Mayor of Minneapolis. She entered Minnesota politics in 1984 when she was elected to the Minneapolis City Council representing the 8th Ward. She spent six years as a Council Member before being elected the first African-American Minneapolis City Council President in 1990. She served as Council President for four years before being elected mayor in

1994. She is also the first African-American and the first female Mayor of Minneapolis. As Mayor, she has focused on increasing public safety, creating jobs to expand the economy and strengthening the families of Minneapolis.

EDUCATION

Program for Senior Executives, John F. Kennedy School of Government, Harvard University; Macalester College, St. Paul, MN, 1969-1973.

I-35W Access Project: New Approach to Transportation Design

The Minneapolis residents and business leaders who form the I-35W Access Project's Mitigation/ Enhancement Subcommittee have set their sights on nothing less than changing the way highway projects are designed. For John Kremer of the Whittier Alliance, this represents a refreshing change from past freeway discussions in Minneapolis. "This process is a great opportunity to show the rest of the metro area how the community stakeholders can influence the design of a regional transportation project," Kremer noted. "We are intensely interested in how transportation infrastructure can serve the local

neighborhoods as well as those who drive the freeway. That has not always been the case in the past, and it shows."

Mitigation Subcommittee members are focusing initially on traffic management and calming measures, such as bump-outs, speed tables, and throatings, for local streets potentially affected by the I-35W Access Project. With the assistance of the City's Public Works department, the Subcommittee set parameters for each type of traffic calming measure considered allowable given each street's traffic demand and functional class within the City's system. Funding limits will continue to be an issue, and so

Subcommittee members have remained mindful of the potential cost implications as they make recommendations.

"Our work on this Subcommittee is exciting," observed Powderhorn Park Neighborhood Association representative Michael Gramling, "but we will need to keep in mind our limitations. We will be making some important decisions, but this is not the place where decades of traffic problems in South Minneapolis will be solved." Once the Subcommittee identifies proposed calming measures, project technical consultants will analyze them to determine their feasibility. The Project Advisory Committee will then review in

detail the Subcommittee's recommendations. If adopted, these measures will be incorporated into the overall Project Design Plan.

Street calming is but one of several mitigation and enhancement measures that will be included within the eventual Project design plans. Other potential enhancements include landscaping and public art. Each mitigation and enhancement measure must respond to the requirements established by the Project Advisory Committee that the Access Project serves to enhance the area and improve current neighborhood conditions. ■



hills
partnership

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