



Phillips Partnership

safety-jobs-housing-infrastructure
for the Phillips neighborhood

Allina Health System
Gordon Sprenger,
Executive Officer

Children's Hospitals and Clinics
Brock Nelson, CEO

Fannie Mae
Gloria Bostrom, Director,
Minnesota Partnership Office

Honeywell
Michael Bonsignore,
Chairman and CEO

The Minneapolis Foundation
Emmett Carson, President

Norwest Bank
Jim Campbell,
Chairman and CEO

U.S. Bancorp
Jack Grundhofer,
President and CEO

City of Minneapolis
Mayor Sharon Sayles Belton

Hennepin County
Commissioner Peter McLaughlin

Co-Chairs
Michael Bonsignore
Gordon Sprenger

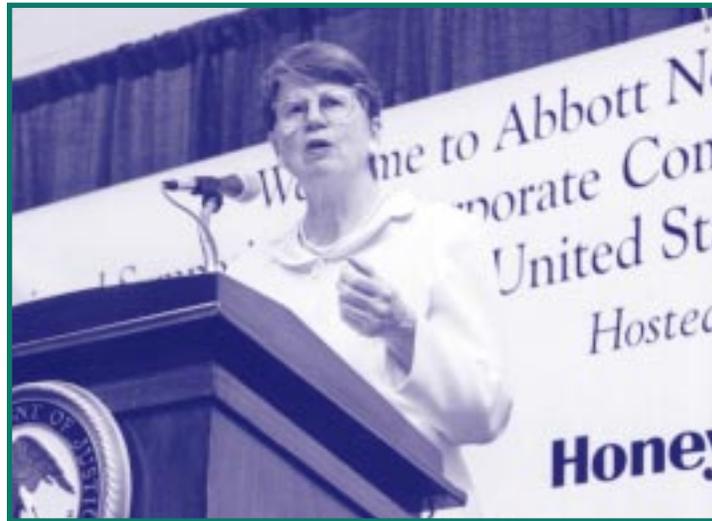
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Update

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Reno Spotlights Phillips Partnership



Attorney General Janet Reno convened a national forum at Abbott Northwestern Hospital on April 21, praising the work of the Phillips Partnership and Minnesota HEALS. "The energy sparked by your Partnership is absolutely contagious," she said, "and it is felt all the way to Washington."

United States Attorney General Janet Reno came to Minneapolis April 21 to focus the national spotlight on the Phillips Partnership and Minnesota HEALS. "You have taken action on the streets of this city," she said, "and you have shown the power of people who care." Reno gave the keynote address for her National Symposium on Corporate-Community Partnerships for Public Safety. She convened the forum to build support for a national initiative promoting corporate-community partnerships to fight crime.

Neighborhood on the move Honeywell, General Mills, and Allina Health System co-sponsored the symposium, held at Abbott Northwestern Hospital. Allina CEO Gordon Sprenger

welcomed participants to Abbott Northwestern, telling Reno that she was "seeing a neighborhood on the move." In just two years, observed Sprenger, the Phillips Partnership has supported law enforcement initiatives from Minneapolis Mayor Sharon Sayles Belton, Police Chief Robert Olson, and Hennepin County Commissioner Peter McLaughlin, which have significantly reduced crime. "We have trained and placed 113 neighborhood residents in permanent jobs at Abbott Northwestern and Children's Hospitals," continued Sprenger, "we are investing nearly \$25 million in housing, and we are designing new access to the freeway to serve our neighborhoods and institutions in the inner city."

There is only "we" Honeywell Chairman and CEO Michael Bonsignore urged corporate leaders to engage in the work of these public-private partnerships. "Like most of you," said Bonsignore, "I have watched the crime statistics rise for many years, and I often shook my head and wondered why 'they' could not get this crime problem under control...it became abundantly clear to me that 'they' couldn't solve this problem because there is no 'they'. There is only 'we'. And we can make an enormous difference, together." Bonsignore took the occasion to announce a new commitment of \$210,000 from Honeywell to the Joseph Selvaggio Initiative, building on Honeywell's \$4.8 million housing investment in Portland Place.

Fannie Mae and Pfizer offered two other partnership examples, from Washington D.C. and Brooklyn, NY, respectively. Alvin Nichols, Director of Fannie Mae's partnership office in Washington, D.C., highlighted the La Droit Park initiative, which joined Fannie Mae with Howard University and Bell Atlantic. Forty-two renovated homes near Howard University now have "smart wiring" for high-tech telecommunications and security. Tom Deyo, Vice President of Reno...continued page 2

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Train to Work – A Brand New Start

As a single mother of five in 1995, Karen Williams wanted to get out of Chicago. “The cost of living was way too high, and welfare wasn’t enough.” So she relocated to the Twin Cities, looking for a brand new start. “I heard about the promising job market here from my family and I wanted a livable wage.

“Train to Work helped me get things into perspective.” Train-To-Work (TTW) is a work readiness program that has helped 113 Phillips residents obtain positions at Abbott Northwestern and Children’s Hospitals of Minneapolis. A friend of hers told Williams about the program, “so I applied and I was accepted into their third class in February of 1998.” Williams successfully completed the program and received a job with Children’s Hospital working in both the mailroom and staffing office.

Making things happen “Coming off welfare was really hard. I knew I would have to make things happen for myself by pushing myself.” Trying to find good, affordable daycare for her children was very difficult. She hopes policy makers can do more to transition welfare mothers to work by providing assistance as they make their transition.

As she struggled to deal with her child care concerns,



Karen Williams

Williams knew she was not alone. “A lot of people here (at Children’s) were sympathetic, like my boss and his director...especially while I dealt with my child care issues. When I’d made the decision to get off support, I had only thought about the long-term gains. The ‘what-ifs’ surprised me and couldn’t be ignored in the short-term. They had to be overcome.” As her hardships mounted, Williams’ mother thought she should come home to Chicago but she would not give up. “I kept pluggin’ and kept focused. I told myself ‘if you keep self-motivated it’ll pan out.’ Now my mom’s realized how hard I’ve worked and she’s so proud.”

Career track

And there’s good reason to be: after 14 months on the job at Children’s Hospital, Karen Williams has been promoted to their Central Data Processing group as a case cart aid. She has received a significant pay increase and is on a career track to become a certified technician for instrument sterilization. “This position is a great opportunity for me.” ■

Train to Work Statistics	
To Date	Ethnicity of Placements
Graduates:147	African American76
Male:35	Asian-American3
Female:112	Euro-American17
Placements:113	Native American16
	Spanish Descent1



Phillips Partnership Co-Chair Michael Bonsignore listens as Attorney General Reno delivers the keynote address to the National Symposium on Corporate-Community Partnerships for Public Safety.



Attorney General Reno tours Abbott Northwestern Hospital with Phillips Partnership Co-Chair Gordon Sprenger.

Reno...Continued from page 1

Neighborhood Partnership Initiatives, pledged Fannie Mae’s commitment to the Phillips Partnership, saying “we take this mission to heart; you are not alone.”

Pfizer’s Tom Kline entertained and inspired symposium participants with Pfizer’s story of urban renewal in Brooklyn. “In our old corporate headquarters, we now have a primary and middle school serving 350 children from our neighborhood,” he mused, “and we have kids who used to vandalize our property now active in the Pfizer computer club!”

Minneapolis tradition

Mayor Sayles Belton claimed that there could only be one place in the country to hold this Symposium, given the rich tradition in Minneapolis of public-private

partnerships. “We should be proud of our record – and we are fortunate that Attorney General Reno has come here for the fourth time in three years to keep inspiring our work.” Reno responded by affirming that “this Symposium is not just some glib promotion. The energy sparked by your Partnership is absolutely contagious, and it is felt all the way to Washington.”

“What has begun here in Minneapolis can spread around the nation,” she went on to say. “You can go back to your businesses, communities and say ‘I saw it work in Minneapolis.’” ■

Portland Place is “Priceless” for High School Sweethearts

The asking price at 2626 Portland Avenue was \$97,500 but the memories it will hold are priceless for Ralph and Sandy Loescher. The couple married October 8, 1998, and is off to a fast start, after a 33-year hiatus.

Sandy Loescher is a well-established real estate broker in the Twin Cities. She serves the entire metro area but admits the south side of Minneapolis is her forte. “We (at Sandy Green Realty) average about 50 houses a year. Approximately 95% of the homes are for south Minneapolis — Powderhorn, Longfellow and Phillips neighborhoods.” As a matter of fact, Sandy was a broker for Phase I of Portland Place, a 51-unit housing development lead by Honeywell and managed by Project for Pride in Living. It took her just a few months to move the five units she was assigned. All 31 units in the first phase have been sold.

Ralph or “Butch” Loescher recently relocated to Minneapolis from Seattle, Washington. “I have always been in love with Sandy. We were high school sweethearts in Dixon, Illinois. Even went to grade school together. It took me a few years to catch up with her.” A senior service technician for OCE Engineering Systems, he relocated with his company – taking a considerable cut in pay, to be near her. “But the logistics worked just fine,” he said.

Having found one another they began their home search around the metro area. “We even looked at doing our own construction,” Butch said, “But we would net 1,100 square feet for \$165,000. What we’re getting is 1,760 square feet for considerably less.” The twin home they opted for is a 1930s, bungalow-styled house that comes with a two-car garage.



Ralph and Sandy Loescher stand on the porch of their new home at Portland Place.

Finishing Touches

“We looked all over the Cities but for the quality and size, Portland Place is the best housing value,” said Sandy. The newlyweds intend to put their ‘touch’ on their home by making some slight home improvements. “We got the twin home for the extra space,” she said, “one of the bedrooms will be used as our home office.” Butch piped in, “And I hope to have a workshop in the unfinished basement.”

“We’re so excited about our neighbors too. One is an associate principal with a 7-year-old

daughter and extended family in the community,” Sandy said. “I’ve lived in Minneapolis for 25 years so when we began our search, I knew I wanted to stay here.” As a long-standing supporter of the Phillips neighborhood, she’s advertised in the Alley newspaper for 13 years and is the only real estate broker who does. But what is most remarkable about the Loeschers is their endearing relationship. “We met again at our 31st class reunion, held at a park in Dixon,” Butch said, his voice faltering slightly, “and you can guess the rest.” ■

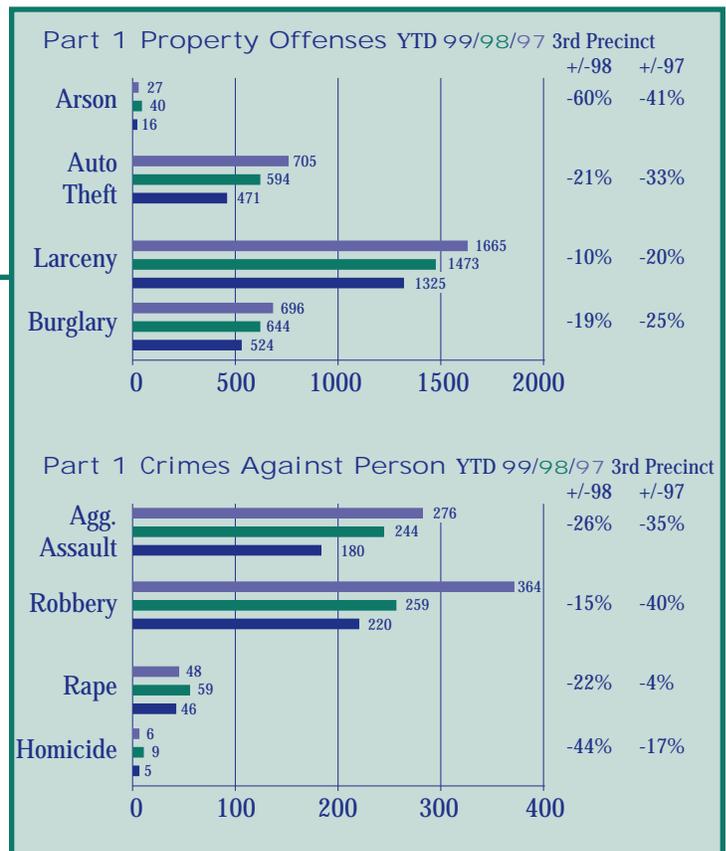
crime update

Crime continues to fall in Phillips, Third Precinct

Community Crime Prevention/SAFE reports that for January through March, “livability crimes” fell a whopping 44% in 1999 compared to the same period last year. CCP/SAFE has identified these “livability crimes” in terms of the crime categories that it considers to matter most to neighborhood residents and businesses. From 1995 to 1998, Phillips saw a 38% decline

for crimes in these categories.

The Minneapolis Police Department similarly reports that serious (“Part One”) crimes declined in the first quarter of 1999 by 16% in the Third Precinct. This decline follows a 23% decrease in serious crimes for the Third Precinct in 1998. The Third Precinct covers much of south Minneapolis. ■





Ted Mondale, Chair of the Metropolitan Council, took a tour of Phillips Partnership initiatives hosted by Hennepin County Commissioner Peter McLaughlin (center, right photo)

Members of the Phillips Partnership listen as Mondale describes the importance of Phillips to the region.



Brian Lamb, Metro Transit, Hennepin County Commissioner Peter McLaughlin, Aaron Isaacs, Manager of Facility Development for Metro Transit discuss I-35W accessibility.

Technical Teamwork: Engineering Community Access to 35W

Transportation engineers from four transportation agencies are meeting monthly to provide a technical sounding board for the Phillips Partnership's I-35W Access Project. Jim Grube, the Director of Hennepin County's Transportation Department, chairs this Technical Advisory Committee (TAC), and he is impressed with the committee's breadth of expertise and commitment to understanding the needs of local residents.

Meeting local needs

"Our job is to analyze every option from an engineering perspective," he explained, "but we are well beyond the days of designing highways simply to move cars without appreciating how transportation systems relate to local land use and community needs."

Grube noted that this committee of technical experts has a great diversity of perspectives. State, regional, county, and city transportation officials all serve on the advisory committee, and each brings a different point of view.

Tom O'Keefe represents the Minnesota Department of Transportation on the committee, and is the Project Manager for I-35W generally. Traffic management expertise comes to the committee through Rich Lau, from the MnDOT Traffic Management Center in downtown Minneapolis, and from Mark Filipi, a traffic specialist with the Metropolitan Council. Aaron Isaacs, Manager of Facility Development for Metro Transit, brings key insights into how the proposed access ramps can best

integrate with the new Lake Street/35W transit station.

Impacts on local streets and residential transportation needs are expressed by Greg Finstad, Director of Minneapolis Transportation and Parking Services, and Rammankutty Kannankutty, of the Minneapolis Department of Public Works. Together, the members of the technical advisory committee guide the work of Tom Johnson, Smith Parker, and Scott McBride, Orr Schelen Mayerson, who serve as project manager and consulting engineer, respectively.

Strong Communication Link Grube, Isaacs, and several other TAC members also attend the Project Advisory Committee created by Hennepin County to provide input and guidance from local residents and institutions. "The only way a project of this scope and magnitude can succeed," observed Isaacs, "is when there is a strong communication

link between the technical and neighborhood perspectives." McBride noted that his engineering team includes urban design professionals who will evaluate each access ramp alternative in terms of its aesthetic and community impacts. A comprehensive traffic study will also assist the engineers and technical committee members in understanding how I-35W relates to east/west travel in south Minneapolis.

The technical committee's upcoming agenda includes refinement of evaluation criteria, scoping of all potential alternatives, designing preliminary plans and geometrics, and analyzing environmental impact. If all proceeds according to schedule, these activities will be completed by the end of 2000, and final plans and specifications will be finished by June 2001. Construction could begin later that year, if the necessary funding is secured. ■

The Minneapolis Model: Fighting Crime through Partnerships

By Sharon Sayles Belton
Mayor of Minneapolis

United States Attorney General Janet Reno came recently to Minneapolis to highlight the unique approach we have developed in our city to fighting crime. In fact, while we should feel proud of our accomplishments, our approach is really rather simple. We fight crime in Minneapolis with a combination of aggressive law enforcement, intervention and a steadfast commitment to building community to prevent crime.

What is unique in Minneapolis is the exceptional success we have enjoyed in developing partnerships with the business community to support this agenda. Honeywell, Allina Health System, and General Mills are just three of many businesses here that have made profound commitments to addressing both the needs of law enforcement and the deeper underlying needs of our citizens in some of the city's most troubled neighborhoods.

All three of these corporations are founding members of Minnesota HEALS (Hope, Education, And Law & Safety), a public-private partnership formed in 1997 to help reduce crime statewide. HEALS has provided funding for research to improve coordination within our criminal justice system. General Mills has played a key role in supporting the "Hawthorne Huddle," a new model for joining

community residents with law enforcement resources to reduce and prevent crime in Minneapolis' Hawthorne neighborhood.

Comprehensive strategy
Our corporate partners have also supported the City's law enforcement initiatives within the Minneapolis Police Department, such as CODEFOR, which targets enforcement resources where crime is occurring. As a result of our comprehensive strategy, including our strong public-private partnerships to build community, Minneapolis is experiencing a dramatic decrease in serious crime.

To date this year, serious crime in Minneapolis, including homicide, is down 25% over the same period in 1997. This decline has been the most dramatic in some of our most troubled neighborhoods. For example, last year citizens in the Third Precinct, which includes the Phillips, Powderhorn and Central neighborhoods of south Minneapolis experienced a 19% decline in serious crime!

Even with these recent successes, all of us—whether block club leader, beat cop, CEO, or elected official—know that the best long term strategy to fighting crime is to build strong families and communities. Honeywell knows this, and has invested \$4 million into creating



Mayor Sayles Belton addresses the National Symposium on Corporate-Community Partnerships for Public Safety.

new housing in the Phillips neighborhood. Allina Health System knows this, and has led the community along with other health care institutions to immunize all of the students in our city schools, and worked to reduce child asthma.

Focused commitment

One further sign of this profound corporate commitment to our city can be found in the Phillips Partnership. The CEOs of Honeywell, Allina, Children's Hospitals and Clinics, Fannie Mae, Norwest Bank, U S Bank, and the Minneapolis Foundation have joined with Hennepin County Commissioner Peter McLaughlin and myself to make long term focused, strategic investments in safety, jobs, housing and infrastructure for the Phillips neighborhood.

In just two years, the Phillips Partnership has trained over 113 neighborhood residents who were formerly welfare recipients and placed them in permanent jobs at Abbott Northwestern and Children's Hospitals. We are

investing \$25 million in housing to increase homeownership and improve the quality of housing in the Phillips neighborhood. And three decades after I-35W cut a path through south Minneapolis neighborhoods, we're leading a community process to design new access so that the freeway will finally serve our neighborhoods and institutions in the inner city. This project, which has been much discussed, now has hope of coming to life thanks to the Phillips Partnership!

This is not glamorous work and it rarely, if ever, grabs a headline. But US Attorney General Janet Reno has taken notice, and convened a National Symposium on Corporate — Community Partnerships at Abbott Northwestern Hospital. We hope that Minneapolis' simple partnership approach to fighting crime and building community takes root all across the country. ■