



Phillips Partnership

safety-jobs-housing-infrastructure
for the Phillips neighborhood

Update

NOVEMBER 1998

Norwest, U S Bancorp CEOs Join Phillips Partnership

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*

Counsel
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The Phillips Partnership has added two more partners, the two largest banks in the Twin Cities. Jim Campbell, Chair and CEO of Norwest Bank, says that Norwest has a longstanding commitment to the Phillips neighborhood. "While of course we must keep in mind the needs of the entire city and region, the future of the Phillips neighborhood is critical," says Campbell. "Our resources and commitments will be there - for both residents and businesses."

U.S. Bancorp CEO Jack Grundhofer stresses that U.S. Bank has directed significant dollars and other resources to the Phillips neighborhood over the years, and plans to continue. "We are looking forward to strengthening our commitment to lending, investment and technical assistance in this neighborhood. The reason? We believe the long-term future of Minneapolis includes a strong Phillips area."

Fannie Mae's Minnesota Partnership Office director Gloria Bostrom highlights the significance of Norwest and U S Bancorp as partners, "We work closely with both banks on housing and community development projects around the country," says Bostrom. "These institutions clearly share Fannie Mae's commitment to revitalizing our urban neighborhoods."

Long time Phillips resident Jennifer Naglak is pleased to see the banks coming on board. "The Phillips Partnership is offering us a new prototype for collaboration," say Naglak. "As facilitator of the Phillips Housing Committee, I am encouraged by the confidence in our neighborhood expressed by the business community; now we all need to work to assure that this confidence leads to more quality affordable housing."

The Phillips Partnership was created through the efforts of Honeywell and Allina Health System in the spring of 1997 to improve the long term livability of the Phillips neighborhood through a strategic vision to guide and leverage institutional contributions to the neighborhood more effectively. The Partnership is lead by Honeywell CEO Michael Bonsignore and Allina Executive Officer Gordon Sprenger.

Mayor Sharon Sayles Belton and Commissioner Peter McLaughlin represent the City of Minneapolis and Hennepin County in the Partnership. Other members in the Partnership are The Minneapolis Foundation, represented by the Foundation's President, Emmitt Carson, and Children's Hospitals and Clinics, represented by Children's President and CEO, Brock Nelson. Fannie Mae joined the Phillips Partnership in March 1998. ■



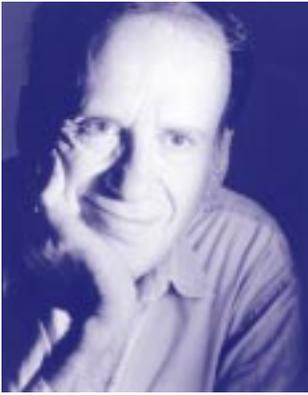
Jack Grundhofer
CEO, U.S. Bancorp



Jim Campbell
Chair and CEO,
Norwest Bank

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Newest Partnership housing initiative honors Joe Selvaggio

Members of the Phillips Partnership announced a new housing initiative in the Phillips neighborhood on November 23. Building on the Portland Place and Phillips Park projects, the Joseph Selvaggio Initiative will bring \$6.5 million to an eight block area between 26th and 28th streets, and Portland and Chicago avenues. A three-pronged approach will improve the quality of affordable rental housing, strengthen the existing single family residences, and design a revitalized streetscape.

Gordon Sprenger, executive officer of Allina Health System, said that he will lead a capital fund drive to raise the \$3 million in private contributions needed for the project. "This project is really an extension of how we understand health needs in the community," said Sprenger. "For example, too many children in Phillips are contracting childhood asthma, and we know that this is directly related to the poor quality of their housing."

Project for Pride in Living, Inc. (PPL) will serve as the developer to acquire and rehabilitate 40 units of multi-family rental housing in eleven buildings. A health assessment will be performed for each structure to identify design improvements to promote indoor air quality, safety, and energy efficiency. PPL will manage the apartments and work with residents to identify employment needs and opportunities.

PPL will join with Abbott Northwestern Hospital to administer a grant and loan program for improvements to 72 existing single family homes. Joyce Krook has lived for many years in Phillips and works at Abbott Northwestern. She co-chairs the project's advisory committee and report a high level of

interest among neighborhood residents. "People are enthusiastic about this initiative," said Krook, "and they see an opportunity to address needs that they have been talking about for a long time."

Phillips Partnership members chose to name the project to honor PPL founder Joseph Selvaggio for his many decades of service to Phillips residents. ■

Joseph Selvaggio Initiative Advisory Committee

Co-chairs

Mark Billman, resident

Joyce Krook, Community Relations Director, Abbott Northwestern Hospital

Committee Members

Jeff Amann, Administrator, Ebenezer Luther Hall
Tom Fontana, property owner
Scott Hicks, resident
Bruce Karstadt, Executive Director, American Swedish Institute
Judy Larkin, resident
Hugh Mahoney, resident

Kathy Mellon, resident
Darlene Moen, resident
Jim Moran, resident
Diane O'Donnell, property manager
Marion Spartz, resident
Loretta Suttles, resident
Marion Swanson, resident
Deb Terwilliger, resident
Dawn Wangen, resident



Joseph Selvaggio Initiative timetable

Fall 1997

As Honeywell announces Portland Place, Mayor Sharon Sayles Belton asks Allina Health Systems and Abbott Northwestern Hospital to lead a revitalization effort on the other side of Portland Avenue.

Spring 1998

Allina and Abbott ask Project for Pride in Living (PPL) to work with neighborhood to analyze housing needs in eight block area from Portland to Chicago avenues, and 26th to 28th streets.

July 15, 1998

Phillips Partnership hosts first neighborhood meeting to discuss housing needs and potential resources for eight block area.

October 1998

Architectural team hired: Close Landscape Architecture; Lunning Wende; and health design consultant LHB Engineers & Architects.

November 10, 1998

First Project Advisory Committee monthly meeting.

November 17, 1998

Second neighborhood meeting.

November 23, 1998

Phillips Partnership announces Joseph Selvaggio Initiative, capital fund drive for eight block area.

February 1999

Architects complete eight block framework plan.

March 1999

Architects complete streetscape and public space design, and single family exterior improvement guidelines.

April 1999

Single family exterior improvement grants/loans available.

May 1999

Multi-family rehab design complete.

October 1999

Multi-family rehab construction begins.

jobs & training



Train to Work: pride in living through a permanent job

At Brenda Stevens' graduation from Train to Work last January, she told the audience that she had a new motto from now on. "It is impossible to move forward if you are looking backward." Since January, Stevens has been moving forward, "full speed ahead," while working as a housekeeping aide at Abbott Northwestern Hospital.

Train to Work is a job training initiative funded by the Phillips Partnership, targeting 150 permanent jobs for Phillips area residents at Abbott Northwestern Hospital and Children's Hospitals and Clinics. Through

Train to Work, the staff of Project for Pride in Living, Inc. provide four weeks of paid, full-time work-readiness training. The curriculum consists of both employment training and learning life skills, such as understanding and meeting employer expectations, communication, stress management, and budgeting. Trainees designate a position they are interested in and are provided job shadowing opportunities to learn if the position is suitable for them.

Ninety-three local residents have graduated from Train to Work since November 1997, and the vast majority have been placed in jobs at the two hospitals. The program also provides eighteen months of continued mentoring and support after initial job placement. Train to Work graduates earn \$9 to \$11 per hour, plus benefits.

A former stay-at-home and single mother receiving AFDC, Brenda Stevens says it took courage and self-confidence to believe she could apply for and get a job. She credits the Train to Work staff from PPL with boosting her self-esteem. "The program manager told me that I was meant for greatness," says Stevens. "She saw something in me that I didn't see in myself. That helped me relax and get through the program."

Now approaching her one year anniversary at Abbott Northwestern, life is definitely moving forward for Stevens. "I have a bank account—actually two—checking and savings! I am able to afford to do things with my kids, and, while they always respected me, now they are proud of me." ■

Phillips watch

CODEFOR brings serious crime down in Phillips by 20%

Serious crimes in Minneapolis are down 16% during the first nine months of an aggressive new law enforcement strategy, CODEFOR, Computer Optimized Deployment-Focus on Results. It is a strategy to reduce crime involving every unit of the Minneapolis Police Department, including patrol, investigations, administration, special units, and support services.

CODEFOR utilizes four elements essential to crime control: accurate and timely information about crime that is occurring, rapid deployment of personnel and resources, effective tactics, and relentless follow-up and assessment. Mayor Sharon Sayles Belton is pleased with CODEFOR's progress so far. "Six thousand fewer citizens have been victims of serious crime in our city this year as a result of CODEFOR," she said. "I want to express my full support for our police department. I am particularly pleased with the tremendous changes in areas, like Phillips, where our citizens are most often the victims of crime and where CODEFOR has made the greatest impact. An impact not only measurable in crime statistics, but also in the atti-

tudes and lives of our citizens. We will continue with CODEFOR and I will need all sectors of the community to pledge their continued support."

CODEFOR has prompted a great increase in arrests. As a result, Hennepin County is experiencing both a jail and a booking unit that are over capacity. In response, the Hennepin County Board transferred \$1 million to the Sheriff's budget to add 25 new positions in the booking unit, pay for the additional overtime hours worked by deputy sheriff's and help rent additional jail beds from other jurisdictions. Commissioner Peter McLaughlin said the situation required a prompt response and targeting of resources to critically needed criminal justice activities. "Our decision to provide \$1 million to the Sheriff's office reflects an understanding that something needed to be done *now* to relieve pressure on the jail and speed up the booking process, to get police back out on the street."

In an effort to free up additional booking capacity, certain accused individuals returning for trial will now be processed

Part I Crimes in Phillips

January through August,
1997 and 1998

	1997	1998
Homicide	6	7
Rape	48	47
Robbery	264	154
Ag. Assault	241	206
Burglary	308	180
Larceny	661	578
MVT	269	253
Arson	17	25
TOTAL	1814	1450

CODEFOR, continued page 4

infrastructure

New freeway access feasible for Phillips

Transportation engineers just completed a 77-page study which finds new access ramps to I-35W at Lake Street to be technically feasible. "This is great news for our neighborhood," said 16-year Phillips Resident, Greg Walsh. "The future of re-development in Phillips requires better access to the freeway," he said. "Our problems in South Minneapolis began when we became isolated by the freeway."

Dave Chapman, a Central neighborhood representative on the 20-member Communications Committee for the Phillips Partnership Transportation Initiative, agreed with Walsh.



This sign will soon be a thing of the past.

"What excites me about this work," said Chapman, "is the unusual cooperation we have going between the neighborhoods and the corporate institutions." The Committee, comprised of neighborhood residents and business owners, has met monthly for the past eight months to review the project.

Phillips Partnership institutions funded the feasibility

study to explore how improved freeway access could better serve neighborhood institutions, businesses, and residents. The report concludes that new access ramps appear feasible for both north and south entry and exit to the freeway. Construction cost estimates range from \$12 to \$20 million.

The project will now proceed to the design phase, with Hennepin County serving as the lead governmental agency for the project. "We have made tremendous progress," said County Commissioner, Peter McLaughlin. "The key is to approach freeway infrastructure questions by asking how can the freeway really serve South Minneapolis—rather than isolate us."

Last May, Congressman Martin Sabo and Senators Wellstone and Gram worked with

Partnership members to obtain a \$2 million appropriation to design new access ramps in the Lake Street area. Hennepin County, the City of Minneapolis, and Mn/DOT will provide a 20% local match to the federal funding for the new access design.

Ray Harris, developer of the Great Lake Commercial Center, is also enthusiastic about this initiative. "Better access to the freeway is an absolute must for our project," says Harris. "We plan to have 5,000 people, working everyday at the Center, coming and going. To succeed, our tenants must be able to attract customers who, unless we become more accessible, will find other places to go."

While a number of design challenges remain, the plan is to commence construction of the new access ramps in the year 2001. ■

housing

Portland Place Update

Four hundred Honeywell and community volunteers completed a blitz build of four Habitat for Humanity houses in 12 days in September. Construction of the remaining 47 units is proceeding, and will be completed in 2000.

André Lewis, director of Community and Local Government Affairs and Executive Director of the Honeywell Foundation noted that, "Marketing is way ahead of schedule—eleven units have already been pre-sold and we don't even have a marketing office in place yet." Lewis explained that a marketing office will open in January and the sale of all of the units could proceed well ahead of schedule. "There is a demand for newly constructed housing in the City," said Lewis. ■



CODEFOR, *continued from page 3*

outside the Adult Detention Center. The County will construct a small holding facility within the Government Center for \$250,000, thus eliminating the need for these individuals to break the secure perimeter of the jail. As a result, pressure on the booking unit will be reduced.

The Phillips neighborhood is seeing positive results from all of these efforts. Serious crimes in Phillips are down 20% over last year. Mark Mullen, security investigator for Abbott Northwestern Hospital, and a three year resident of the neighborhood, recently reported that this is the quietest he has seen Phillips since he moved here. "I used to hear gunfire five to six times a week," he said. Now I rarely hear it at all." ■