

MINNEAPOLIS NEIGHBORHOOD REVITALIZATION PROGRAM

HAWTHORNE

NRP PHASE II

NEIGHBORHOOD ACTION PLAN

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Hawthorne Neighborhood Council

NRP Phase II Action Plan

February 2011



Table of Contents

Acronyms List	3
Mission Statement	4
About Hawthorne	4-5
Neighborhood Demographics	6
Phase II Planning	
The Process	7
Outreach	7-8
Strategy Summary Table	9
Housing & Neighborhood Appearance	10-14
Business & Economic Development	15-17
Crime Prevention & Family Safety	18-21
Community & Communication	22-23
Environment	24-28
Neighborhood Administration & Capacity Building	29-30

Acronyms list

AFCAC	Above the Falls Citizen Advisory Committee
ATF	Above the Falls
BAC	Bicycle Advisory Committee
CCP/SAFE	Community Crime Prevention/ Safety For Everyone
CEE	Center for Energy & Environment
CLIC	Capital Long-Range Improvement Committee
CPED	Community Planning & Economic Development
DFD	Development Finance Division
FNA	Folwell Neighborhood Association
GMHC	Greater Metropolitan Housing Corporation
HACC	Hawthorne Area Community Council
HNC	Hawthorne Neighborhood Council
IBEW	International Brotherhood of Electrical Workers
JACC	Jordan Area Community Council
MnTAP	Minnesota Technical Assistance Program
MPD	Minneapolis Police Department
MPRB	Minneapolis Parks & Recreation Board
MRC	Minneapolis Riverfront Corporation
MWMO	Mississippi Watershed Management Organization
NCR	Neighborhood & Community Relations Department
NHS	Neighborhood Housing Services
NRP	Neighborhood Revitalization Program
PPL	Project for Pride in Living
PRG	Powderhorn Residents Group
WBC	West Broadway Coalition

Hawthorne Mission Statement

The Hawthorne Neighborhood Council seeks to improve the quality of life in the Hawthorne neighborhood through empowering the residents in order that they can address the physical, cultural, social and economic needs of the community.

About the Hawthorne Neighborhood

The Hawthorne neighborhood is located in North Minneapolis and is bounded by the Mississippi River to the east, Emerson Avenue to the west, West Broadway Avenue to the south, and Lowry Avenue to the north.

Named after the American writer, Nathaniel Hawthorne, the Hawthorne Neighborhood Council (formerly known as the Hawthorne Area Community Council, or HACC), was incorporated in January 1980. The grassroots organizers who founded the organization sought to address the social and economic needs of the neighborhood residents. From its humble beginning as an organization with limited financial resources, HNC has undergone significant program and structural transformation in order to effectively create and nurture comprehensive programs that focus on bettering the community.

HNC works to help revitalize the neighborhood through housing opportunities and assistance, business development, and services to families. Four major committees have been in place for many years addressing the issues that residents have deemed most vital in affecting change throughout the neighborhood. These committees include Housing, Crime Prevention and Family Safety, Business, and Environment. The Hawthorne neighborhood relies heavily on a small but committed group of volunteers that execute a great deal of the work as outlined by these committees. HNC recognizes the need to expand the number of individuals involved in working on neighborhood goals. To this effort, a fifth committee, Community and Communications, has been designed to increase HNC's visibility as a source of neighborhood information and to act as a catalyst for implementing positive change.

Although Hawthorne shares many of the issues and attributes that other North Minneapolis neighborhoods do, it is also unique in several ways. The goals and work that are driven by HNC must reflect those differences. For instance, Hawthorne boasts one of the largest business districts among Northside neighborhoods. For some time, the major corridors saw a considerable decrease in the number and quality of businesses operating in the neighborhood. Currently, the atmosphere is ripe for reinvestment in this area. City and County entities and developers have recognized the potential for growth in Hawthorne (and North Minneapolis in general) and have committed themselves to attracting and growing new and reputable businesses that will be beneficial to the entire area. Realizing that there is a rich and storied history

regarding existing businesses in Hawthorne, some resources have been dedicated to help these businesses improve the appearance of their storefronts and expand their current operations. In addition to North 2nd Street and West Broadway Avenue, Lowry Avenue will hopefully become another viable corridor with a mix of small businesses and medium density housing. HNC has entered into a partnership with leadership from the Jordan, McKinley, Folwell, and Cleveland neighborhoods that focuses on eliminating barriers that would deter developers and private investors from being able to establish themselves on Lowry Avenue.

Hawthorne's housing market is different from other Northside neighborhoods. While there are soundly built new and existing buildings, there are also a disproportionate number of structures that are in serious decline. Sub-standard best describes the bulk of this housing. Lack of maintenance by property owners (both owner occupied and absentee) has resulted in a continuing downward spiral. Prompted by infomercials claiming great wealth through real-estate investments, this neighborhood has been repeatedly preyed upon by investors. Not all investors are or were predatory. However, during the housing boom which occurred earlier in the decade, properties were purchased and flipped without improvements or with minimal shoddy workmanship. All housing market values were erroneously inflated by these sales, making this area prime for mortgage scams. As the housing market began to collapse and foreclosures rose, the neighborhood was overwhelmed with vacant structures (boarded and un-boarded), of which the majority were investment properties. Most of the 72 blocks comprising Hawthorne had from one to five shuttered structures. Determining who owned or was responsible for maintaining and securing these sites moved slowly, leaving plenty of time for thieves to strip and damage these properties. Low home ownership (less than 40%) and limited long term tenants also contributed to neighborhood destabilization. HNC's Housing Committee has not lost sight of one primary goal: to create home ownership opportunities. Working with partners in government and the non-profit sector, some headway has been made in adding to the home ownership numbers. In addition, the committee has directed that new housing and rehabs constructed by the development partners must meet Green Community standards or better.

Neighborhood Demographics

Based on Census 2000 figures, Hawthorne's ethnic makeup changed significantly between 1980 and the year 2000. All ethnic groups except Caucasians and American Indians increased in number. The Caucasian population dropped from 85 percent of total population in 1980 to 19 percent in the year 2000. During that same period, the African American population increased from 5 to 50 percent, and the Asian population grew from less than 1 percent to 17 percent. It is expected that Census 2010 will reflect an even greater change in the diversity of Hawthorne's residents.

The Census 2000 figures also indicated that the number of children and adolescents in Hawthorne increased by almost 30 percent, and the school aged population in particular (5 to 17 years old) grew by 93 percent. These same figures also show that Hawthorne saw nearly 3 percent fewer adults and 60 percent fewer senior residents than in 1980. As a result, the total population decreased slightly. The neighborhood has an average of 3.4 people residing in each household with a median income of \$21,865 per year.

The number of housing units in Hawthorne decreased for various reasons by 608 between 1980 and 2000. The vacant housing rate was 5.8 percent in 1980, reached its highest level in 1990 at 15 percent and dropped back to 8.8 percent in the year 2000.

Hawthorne's owner and renter vacancy rates were consistently higher than in city wide totals between 1980 and 2000 though both neighborhood and city followed the same trends for both figures peaking in 1990 and falling significantly in 2000.

Between 1980 and 2000, Hawthorne's median housing values were significantly below the Minneapolis figure, increasing from more than \$29,000 to almost \$50,000. The difference was accentuated because median house values declined more in the neighborhood. This statistic, in particular, will show a dramatic change once new and official figures become available. Hawthorne currently has some of the lowest home values in the entire city.

Housing costs also reflect a substantially higher percentage of household income than in the City of Minneapolis. In 2000, median housing costs (including mortgage) were nearly 50 percent of median household income in Hawthorne as compared to a citywide estimate of approximately 30 percent. From 1980 to 2000, costs as a proportion of income climbed in the neighborhood by 10 percent while the city reflected an increase of only 3 percent.

Hawthorne's median gross rent as a percentage of median household income was consistently higher than Minneapolis' between 1980 and 2000. The gap between the neighborhood and the city widened during this period from 5 percent in 1980 to 11 percent in 1990 and 13 percent in 2000. The number of families in Hawthorne living in poverty continues to be significantly higher than in the rest of the city.

Phase II Planning

The Process

Phase I was developed with neighborhood input by the Phase I Steering Committee and was executed according to plan with some modifications to better accomplish the goals and objectives of the Phase I Action Plan. HNC's Board of Directors (with 18 seats), guides the work of the organization from staff to committee members and volunteers. The Board recognizes HNC's Phase II Steering Committee as the primary entity responsible for developing Phase II plans, goals, and implementation processes. NRP Phase II goals are similar to those outlined in Phase I.

The Steering Committee began recruiting members in June 2009 with the goal of writing the plan by the end of 2010 and seeking neighborhood approval by February 2011. Membership has changed with time but has included neighborhood residents, Board members, business representatives, and members of local non-profit organizations.

Outreach

HNC and the Phase II Steering Committee sought input on the use of Phase II dollars from its residents and began planning a comprehensive outreach effort. The committee employed the organization's official website (www.hawthorneneighborhoodcouncil.org) to publicize upcoming meetings and to keep residents aware of news and events. The website was updated to include a functional link where residents could make comments and request information. HNC also has a Facebook page which was consistently updated with Phase II information. Recognizing that not all residents have easy access to the internet, the Hawthorne VIBE, the organization's official newsletter, was also used to publicize meetings and to conduct a neighborhood wide survey regarding Phase II planning.

Focus groups were conducted with the neighborhood's Hmong population and members of the Tawfiq Islamic Education Center. The Salvation Army agreed to provide surveys to Hawthorne residents using their services. Surveys were also conducted with members of Kwanzaa Church, Berean Missionary Baptist Church, New Bethel Baptist Church, 4th Precinct Police Officers, the Hawthorne Business District, and in a neighborhood wide mailing. HNC worked with staff at NCR (Neighborhood and Community Relations Department) and attempted to organize meetings with members of Iglesias Church and the Upper Midwest American Indian Center.

A neighborhood wide mailing was sent out to all residents, property and business owners inviting them to HNC's Annual Meeting held in September 2010. During this event, Phase II strategies were presented to the neighborhood. Each attendee had the opportunity to vote on which strategies they felt were of greatest and least importance. The results of this poll were used to further tailor the entire plan.

Participation from various constituencies of our community is evident in HNC's Phase II Action Plan. An ambitious and proactive plan has been developed to halt neighborhood decline and position Hawthorne for an impending resurgence of revitalization.

Additionally, the plan continues to embody the following vision statement outlined by community members many years ago and included in Phase I plans.

“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 government employees who aid us in our mission.
- The quiet, unassuming neighbor who lives by the pledge of the first tenet of the Hippocratic Oath, “First, do no harm”.

Therefore, we, the Hawthorne Neighborhood Council, on behalf of the residents and stakeholders of the Hawthorne neighborhood, present our plan for Phase II.

Strategy Summary Table

page		HOUSING	
10	1.1.A.	Revolving Housing Loans	\$90,000
10	1.1.B.	Emergency Assistance Loan Program	\$5,000
11	1.1.C.	Sustainable Rehabs for Developers	\$75,000
11	1.2.A.	Demolitions / Acquisitions	\$20,000
12	1.3.A.	Preservation of Historical Housing	\$0
12	1.4.A.	Down payment Assistance	\$15,633
12	1.4.B.	New Single Family Homes	\$155,000
13	1.5.A.	Neighborhood Land Use Plan	\$10,000
13	1.6.A.	Major Housing Developments	\$400,000
14	1.7.A.	Lowry Avenue Housing Developments	\$60,000
14	1.8.A.	Neighborhood Marketing Efforts	\$25,000
14	1.8.B.	Housing Staff person	\$200,000
HOUSING TOTAL			\$1,055,633
page		BUSINESS & ECONOMIC DEVELOPMENT	
15	1.1.A.	Youth Employment Programs	\$0
15	1.1.B.	Youth Development Programs	\$0
16	2.1.A.	Business Partnerships	\$0
16	2.1.B.	Business Promotion	\$0
16	2.1.C.	Staff Support for Business Efforts	\$20,000
17	3.1.A.	Neighborhood Business Corridors	\$14,800
17	3.1.B.	Façade Improvements	\$5,000
17	3.1.C.	Business District Signage	\$15,000
BUSINESS & ECONOMIC DEVELOPMENT TOTAL			\$54,800
page		CRIME PREVENTION & FAMILY SAFETY	
18	1.1.A.	Community Building Grants	\$9,800
18	1.1.B.	Staff Support for Crime Prevention Efforts	\$0
19	1.2.A.	Police Buyback	\$18,500
19	1.2.B.	COPSIRF	\$0
19	1.3.A.	Farview Park Activities	\$13,500
20	1.4.A.	Safety Lighting	\$0
20	1.4.B.	Trash Containers	\$5,000
21	1.4.C.	Clean Sweep	\$8,000
CRIME PREVENTION & FAMILY SAFETY TOTAL			\$54,800
page		COMMUNITY & COMMUNICATIONS	
22	1.1.A.	Festivals and Gatherings	\$10,000
22	1.1.B.	Accessibility Improvements	\$15,000
22	1.1.C.	Neighborhood History Projects	\$0
22	1.1.D.	Volunteer Support	\$10,000
23	1.2.A.	Small Grants for Youth Activities	\$10,000
23	1.2.B.	School & Library Support	\$0
23	1.3.A.	Communications	\$9,800
COMMUNITY & COMMUNICATIONS TOTAL			\$54,800
page		ENVIRONMENT	
24	1.1.A.	26th Avenue Greenway / Bikeway	\$15,800
25	1.1.B.	Bicycle Links	\$4,000
25	1.2.A.	Youth Environmental Projects	\$8,000
26	1.3.A.	Above the Falls Upper River Plan	\$3,000
26	1.3.B.	Green Landscaping	\$7,000
27	1.3.C.	Earth Day	\$0
27	1.3.D.	Healthy Local Food Systems	\$2,000
27	1.4.A.	Environmental Outreach	\$2,000
28	1.4.B.	Environmental Communications	\$3,000
28	1.4.C.	Environmental Staffing	\$10,000
ENVIRONMENT TOTAL			\$54,800
page		NEIGHBORHOOD CAPACITY BUILDING	
29	1.1.A.	Phase II Plan Development	\$67,888.50
29-30	1.1.B.	Plan Implementation	\$250,819.50
NEIGHBORHOOD CAPACITY BUILDING TOTAL			\$318,708
GRAND TOTAL			\$1,593,541

Housing & Neighborhood Appearance

Goal 1: Improve the neighborhood housing value and perception and bring together resources to improve the quality of life.

Related City Goals: Livable Communities, Healthy Lives; Eco-Focused; A Safe Place to Call Home

Objective 1: Offer incentives for property owners and development partners to invest in their properties to improve housing for all Hawthorne residents.

A. Offer loans for rehabilitation of owner-occupied and absentee owned rental properties.

This strategy offers an incentive for owners to invest in their properties, making changes resulting in improved living conditions. We strongly encourage investments that apply green technology thereby improving long term energy savings. Applicants will be informed of other financing tools and available programs.

Resources:	\$ 90,000.00 NRP II <u>\$ 73,074.51</u> NRP I Rollover \$163,074.51 Total
Contracting Agency:	DFD
Partners:	HNC, CPED, CEE, NHS, mortgage companies, banks, contractors, property owners

B. Establish an emergency assistance loan program for owner-occupants.

The purpose of this program is to provide deferred loans to owner-occupants who face emergency home repairs and are unable to obtain funds through other sources. Emergency is defined as a condition that makes a property uninhabitable, extremely dangerous to the occupants or is capable of causing severe health problems such as failure of furnaces, hot water heaters etc. Owners will be asked to replace equipment with energy efficient (green) products.

Resources:	\$5,000.00
Contracting Agency:	DFD
Partners:	CEE, Energy companies (i.e. Center Point, Xcel)

C. Support sustainable (environmental/green) technology improvements to properties rehabbed by development partners (such as PPL, PRG, Urban Homeworks, GMHC, Habitat for Humanity, etc.)

Provide a grant, up to \$5,000 per structure, to development partners with a proven neighborhood track record for sustainable technology improvements to rehabbed properties.

Resources: \$75,000.00
Contracting Agency: DFD
Partners: HNC, non-profit and for-profit developers with a proven track record in the neighborhood

Objective 2: Eliminate undesirable vacant and boarded houses.

A. Identify houses which should be slated for demolition or acquisition/rehab.

Review the City's 249 Boarded and Vacant property list, foreclosure sales list and other documentation as available. Identify properties which no longer provide value to the neighborhood or viable properties that have the potential to be rehabbed. Work with the City, non-profit and for-profit developers to facilitate acquisition for demolition or rehabilitation. Neighborhood may be called upon to participate in the cost to demo or acquire structure.

Resources: \$ 20,000.00 NRP II
\$ 77,838.37 NRP I Rollover
\$ 97,838.37 Total
Contracting Agency: CPED
Partners: HNC, CPED, Inspections

Objective 3: Support preservation of historical housing.

A. Identify properties in neighborhood which have a historical significance.

Review potential properties which may have historical significance due to either original use or to the style of structure. Work with the State Historic Preservation Office (SHPO) and the Heritage Preservation Commission (HPC) to preserve viable properties.

Resources: Unfunded
Contracting Agency: None
Partners: HNC, State Historic Preservation Office, Heritage Preservation Commission

Objective 4: Promote home ownership opportunities

A. Provide down payment assistance.

Provide an incentive for owner-occupants to purchase existing homes in Hawthorne. Establish a deferred down payment loan program.

Resources: \$15,633.00
Contracting Agency: DFD
Partners: HNC, CEE, realtors

B. Construct new single family homes for owner-occupancy.

In Hawthorne, the cost to construct single family housing currently exceeds the market value. A subsidy (termed “gap financing”) to the developer may be required. Subsidies will be directed to projects that maximize development.

Resources: \$155,000.00 NRP II
\$ 80,927.38 NRP I Rollover
\$235,027.38 Total
Contracting Agency: CPED
Partners: HNC, CPED, non-profit and for-profit developers

Objective 5: Develop a Land Use Plan

A. Create a neighborhood land use plan

Identify short and long term goals in the areas of land use, housing development, urban design, traffic and parking.

Resources: \$10,000.00
Contracting Agency: DFD
Partners: CPED, outside consultant

Objective 6: Develop major housing projects

A. Identify and address areas of Hawthorne that would be positively impacted by redeveloping a block or blocks.

Support current strategies such as Eco-village, Block 009, 30th and Emerson and other strategies yet to be identified which are more than in-fill housing. Consideration will be given to transit corridor projects for their high visibility.

Resources: \$400,000.00
Contracting Agency: CPED
Partners: HNC, non-profit and for-profit developers

Objective 7: Support a redevelopment strategy for Lowry Avenue

A. Continue to work on the Great Streets plan (and/or any successive plan.) Identify areas along the Lowry corridor within the Hawthorne neighborhood where funding may be required from the neighborhood to complete a strategy (and/or any successive plan).

Resources: \$ 60,000.00 NRP II
\$ 50,000.00 NRP I Rollover
\$110,000.00 Total

Contracting Agency: CPED

Partners: HNC, non-profit and for-profit developers, lending institutions, foundations

Objective 8: Improve community image and the marketability of housing

A. Develop a marketing strategy.

Support a multi-effort marketing strategy that emphasizes Hawthorne's amenities.

Resources: \$25,000.00 NRP II
\$ 5,000.00 NRP I Rollover
\$30,000.00 Total

Contracting Agency: DFD

Partners: HNC, various City of Minneapolis Departments, Minneapolis Public Schools, business community, public relation or marketing firm

B. Provide a staff person to coordinate housing projects.

Hire a coordinator/director to implement strategies in this section and support the housing committee.

Resources: \$200,000.00 NRP II
\$ 45,000.00 NRP I Rollover
\$245,000.00 Total

Contracting Agency: NRP

Partners: HNC, foundations

Business & Economic Development

Goal 1: Ensure that Hawthorne Residents obtain and retain livable wage jobs.

Related City Goals: Economic Vitality

A City That Works

Objective 1: Provide assistance to Hawthorne youth and young adults seeking full and part-time employment opportunities.

A. Expand existing employment programs for youth and young adults.

HNC will explore opportunities to support new and expanded youth employment programming in the neighborhood with a particular focus on Farview Park. The program(s) we support will be open to all Hawthorne youth and young adults, regardless of income.

Resources: Unfunded
Contracting Agency: None
Partners: Farview Park, Salvation Army, Emerge, HIRED

B. Support programs that supplement the work and objectives of this goal (youth/ community building activities, intern/ externships, etc.)

Some examples may include: providing bus passes for newly employed youth, providing assistance for youth to attend soft-skills training or other employment readiness related workshops.

Resources: Unfunded
Contracting Agency: None
Partners: Farview Park, Salvation Army, Emerge, HIRED

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, expand existing businesses, and attract new small businesses to Hawthorne.

A. Partner with existing organizations to assist Hawthorne businesses.

Projects could potentially include: researching existing micro-loan programs for small businesses and programs that support small and home-based businesses; assessing the need for additional programs to help start, expand, and attract new small businesses that benefit the neighborhood; encouraging the use of current city programs for façade improvement; exploring a web-based resource site for Hawthorne businesses; providing technical assistance to new and existing businesses in Hawthorne; HNC will develop collaborative working partnerships with other organizations to provide “enterprise facilitation”; and assist businesses in mastering day-to-day operations.

Resources: Unfunded
Contracting Agency: None
Partners: Women Venture, Neon, WBC, US Bank

B. Collaborate with other businesses or agencies in and around Hawthorne to develop targeted advertising and promotional vehicles.

This may include databases, listservs, paper and online directories, special promotions for events, sales, grand openings, etc.

Resources: Unfunded
Contracting Agency: None
Partners: To be determined

C. Provide committee funds for the support of a HNC staff member who will dedicate a portion of his/her time to coordinate and facilitate work specifically for this committee.

Resources: \$20,000.00
Contracting Agency: NRP
Partners: HNC, community businesses

Goal 3: Ensure strong, economically viable commercial corridors throughout our community.

Objective 1: Revitalize the major corridors in and around the Hawthorne neighborhood.

A. Participate in the collaborative implementation efforts with other neighborhood organizations.

Identify areas along the corridor within the Hawthorne boundaries where neighborhood funding may be required to complete a particular strategy that would increase the viability of the corridor.

Resources: \$14,800.00
Contracting Agency: CPED
Partners: JACC, McKinley Community, FNA, CNA, CPED

B. Assist Hawthorne businesses with building appearance enhancement by continuing to fund the Façade Improvement Program.

Use a contracted vendor to administer the Façade Improvement Program and provide matching grants to Hawthorne businesses to assist them in paying for work done to improve their building's exterior appearance. Limited to one grant per structure in Phase I and Phase II combined.

Resources: \$5,000.00
Contracting Agency: CPED
Partners: Hawthorne business community

C. Install signage at key entry points in the Hawthorne neighborhood.

Expand on designs developed to create signs, banners, promotional materials, etc., that demonstrate pride in the neighborhood and clearly mark boundaries. Support the maintenance of the signage we install.

Resources: \$15,000.00
Contracting Agency: Minneapolis Public Works Department
Partners: JACC, FNA, McKinley Community, CNA, CPED

Crime and Safety

Goal: Make the streets of Hawthorne safe.

Related City Goal: A Safe Place to Call Home

Objective 1: Support community building in Hawthorne.

A. Provide grants to support and expand the community building efforts of Hawthorne residents.

The maximum grant will be \$2,000.00.

Resources: \$9,800.00
Contracting Agency: DFD
Partners: Hawthorne residents, neighborhood non-profit organizations

B. Provide committee funds for the support of a HNC staff member who will dedicate a portion of his/her time to coordinate and facilitate work specifically for this committee.

Resources: \$ 0.00 NRP II
\$5,000.00 NRP I Rollover
\$5,000.00 Total
Contracting Agency: NRP
Partners: CCP/SAFE

Objective 2: Work with police and others to enforce current laws and prevent crime from recurring via use of Police Buy Back Time.

A. Increase police presence 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. We are interested in coordinating the use of buy-back funds for bike and foot officers and mounted patrol.

Resources: \$18,500.00
Contracting Agency: MPD
Partners: MPD, Hennepin County

B. Enter into partnerships with other neighborhoods in North Minneapolis to fund the development and implementation of increased foot and beat patrols, more inspectors, and Minneapolis Police Department (MPD) or other qualified entity to lead educational trainings regarding crime and crime prevention. (COPSIRF)

Resources: \$9,749.68 of NRP II Reserve Funds awarded to Hawthorne
Contracting Agency: MPD
Partners: MPD, Hennepin County, surrounding neighborhoods

Objective 3: Expand services and activities for Hawthorne community members at Farview Park.

A. Work with Farview Park staff to expand activities at Farview Park.

Funds may be used for equipment, programming or staffing.

Resources: \$13,500.00 NRP II
\$10,000.00 NRP I Rollover
\$23,500.00 Total
Contracting Agency: MPRB
Potential Partners: Farview Park, HNC

A. Encourage residents to improve lighting on their blocks.

1. Provide motion detector lights to Hawthorne property owners (owner occupied and absentee owned). HNC will work to arrange for economical installations.
2. At property owners' request, install lights on existing Xcel Energy poles. This strategy will pay for up to 3 years of lighting costs. Following the initial period owner may either assume charges or have light removed.

Resources: \$ 0.00 NRP II
\$18,751.00 NRP I Rollover
\$18,751.00 Total

Contracting Agency: DFD

Partners: HNC, Xcel Energy, IBEW to support lighting installation efforts

B. Work with solid waste and recycling to install additional trash containers at entry points and other strategic locations in Hawthorne.

Residents and businesses will be encouraged to adopt containers near their location and will assume the responsibility for the container by removing and including bagged contents with home or business trash pickup. HNC will conduct a pilot project to strategically place ten containers at entry points into the neighborhood at the cost of \$144 per year per container. HNC will pay Solid Waste to maintain containers for up to 3 years and monitor outcomes.

Resources: \$5,000.00

Contracting agency: Minneapolis Public Works Department

Partners: Hawthorne residents, Minneapolis Public Works Department

C. Organize and promote a neighborhood clean-up effort to be held at least once yearly.

The goal of this event is to encourage residents, business owners, and those who work or worship in the area to assist in picking up litter and collecting tires and other solid waste that detract from Hawthorne's appearance.

Resources:	\$8,000.00
Contracting Agency:	Minneapolis Public Works Department
Partners:	HNC, residents, businesses, places of worship, surrounding neighborhoods, Minneapolis Public Works Department

Community & Communication

Goal: Increase the sense of community in Hawthorne.

Related City Goal: A Safe Place to Call Home

Objective 1: Support events and improvements that bring people together and increase neighborhood council effectiveness.

A. Host a variety of celebrations and forums aimed at building involvement and increasing neighborhood connections.

Aim towards the creation an annual “signature event” in Hawthorne.

Resources: \$10,000.00
Contracting Agency: NRP
Partners: HNC

B. Support physical improvements, programming and equipment that allow all residents to fully participate in implementing the Hawthorne NRP Plan.

Resources: \$15,000.00
Contracting Agency: NRP, Hennepin County
Partners: HNC

C. Promote events, publications and physical improvements that increase awareness of Hawthorne’s history and how it affects present day conditions.

Resources: Unfunded
Contracting Agency: None
Partners: Heritage Preservation Commission, Hennepin County Libraries

D. Assist neighborhood volunteers in gaining the necessary skills to implement this plan and effectively manage a non-profit neighborhood organization.

Resources: \$10,000.00
Contracting Agency: NRP
Partners: Minnesota Council of Non-Profits

Objective 2: Promote access to cultural and educational activities for youth.

A. Create a “micro-grant” program to support scholarships for cultural and recreational activities for youth.

Work with existing organizations to increase access to these activities for Hawthorne families who cannot afford program tuition/user fees.

Resources: \$10,000.00
Contracting Agency: Hennepin County or DFD
Partners: MPRB, Minneapolis School Board, area arts and community organizations

B. Support programming and physical improvements to schools, libraries and non-profit organizations that serve Hawthorne youth and families.

Resources: Unfunded
Contracting Agency: None
Partners: Minneapolis School Board, Hennepin County Libraries

Objective 3: Increase awareness of neighborhood issues and communication between members of the Hawthorne community.

A. Support the creation and dissemination of information in electronic and print formats.

Resources: \$9,800.00
Contracting Agency: NRP
Partners: Hawthorne residents

Environment

Goal1: We envision Hawthorne as a friendly neighborhood where people live in a healthy environment and use multimodal forms of transportation for work and recreation, improve air and water quality, promote activities that emphasize local, healthy food choices, and develop creative spaces in the neighborhood to bring people together to interact and build connections in the community.

Related City Goals: Eco-Focused; Livable Communities, Healthy Lives

Objective 1: Encourage the use of alternative transportation methods.

A. Promote the development of a Northwest 26th Avenue Greenway/Bikeway.

Work with surrounding neighborhoods and City of Minneapolis departments to establish 26th Avenue North as a green and bicycle friendly street. Funds may be used for plantings, storm water runoff prevention, pedestrian and bicycle friendly improvements, and other green amenities associated with the Greenway.

Resources:	\$15,800.00
Contracting Agency:	Minneapolis Public Works or DFD
Partners:	Mayor's Office, MPRB, CPED (Planning) Department, Minneapolis Sustainability Department, Complete Streets Coalition, Transit for Livable Communities/Bike Walk Twin Cities, Metro Transit, Tree Trust, Bicycle advocates, CLIC and neighborhood groups.

B. Create a bicycle link throughout the Hawthorne Neighborhood in all directions.

The businesses on West Broadway, in the industrial area near Washington Ave N, 2nd Street North and along the West River Road Parkway connect the Hawthorne residential district to the River. Support the location of a bike shop in the area. Encourage businesses to participate in biking to work by promoting bike racks and kiosks. HNC will establish a fund for bicycle amenities, including but not limited to: bike route signs, bike racks, and funding for off-road bicycle paths.

Resources: \$4,000.00
Contracting Agency: Minneapolis Public Works Department
Partners: Hennepin County, Public Works, MPRB, BAC, Dero Bike Racks, MN Nice Ride and Minneapolis Riverfront Partnership

Objective 2: Engage youth in environmental projects.

A. Work with youth organizations to identify and execute projects related to environmental improvements and healthy activities.

Projects may include but are not limited to gardens, transportation and Mississippi River sustainability.

Resources: \$8,000.00
Contracting Agency: DFD, Hennepin County, MPRB
Partners: MPRB – Farview Park, Xcel Energy, Science Museum of Minnesota Nellie Stone Johnson School, YMCA, Urban Boat Builders, Wilderness Inquiry, National Park Service, Minneapolis Riverfront Partnership and others

Objective 3: Support greening initiatives including air and water quality and healthy food choices.

A. Support the implementation of the Above the Falls (ATF) Upper River Plan.

Hawthorne Neighborhood Council (HNC) will continue working to support initiatives that strengthen the neighborhood's link to the river and expand trails along the riverfront, north of 22nd Avenue to Lowry Avenue.

Resources: \$3,000.00
Contracting Agency: Minneapolis Public Works Department, DFD
Partners: MPRB, CPED, Hennepin County, MRC, AFCAC, National Park Service, Minneapolis Riverfront Partnership

B. Promote landscaping techniques that are both visually pleasing and prevent storm water runoff.

Projects may include, but are not limited to rain gardens, natural plantings, permeable pavement, etc.

Resources: \$7,000.00
Contracting Agency: Minneapolis Public Works Department, DFD
Partners: Minneapolis Sustainability Department, Metro Blooms, Minneapolis Environmental Services, MnTAP, Minneapolis Environmental Coordinating Team, Environmental Inspections, Minneapolis Public Works Department, Hennepin County, Cemstone, Camas/Aggregate, LaFarge, Mississippi Watershed Management Organization and other stakeholder and businesses

C. Participate in Earth Day Events.

Work with the MPRB and surrounding neighborhoods and other partners to publicize and support annual Earth Day events.

Resources: Unfunded
Contracting Agency: None
Partners: MPRB, Minneapolis Public Works Department

D. Support healthy local food systems.

Promote individual and community gardens, composting, healthy food choices, farmers markets and use of local foods in local restaurants. Encourage and support a seed and plant exchange initiative and explore ways to extend the growing season. Support the Parade of Gardens and the Northside Garden Group.

Resources: \$2,000.00
Contracting Agency: Environmental Inspections or DFD
Partners: Minneapolis Department of Health and Family Support (Homegrown Minneapolis), MnTAP, University of Minnesota Extension Service, Northside Healthy Foods Project

Objective 4: Build neighborhood support and expand HNC's leadership network.

A. Develop a more inclusive process to identify issues and involve the residents in the decision-making process.

This is a strategy to connect with residents to develop membership.

Resources: \$2,000.00
Contracting Agency: NRP
Partners: University of Minnesota Design Center

B. Create a column for environmental issues in the Hawthorne newsletter, the *VIBE*.

Distribute booklets and pamphlets.

Resources: \$3,000.00
Contracting Agency: NRP
Partners: HNC, MRC and environmental organizations

C. Provide committee funds for the support of a HNC staff member who will dedicate a portion of his/ her time to coordinate and facilitate work specifically for this committee.

Funds may also be used to hire a consultant or engage a skilled environmentalist.

Resources: \$10,000.00
Contracting Agency: NRP
Partners: HNC

Neighborhood Administration & Capacity Building

Goal 1: Support community-based leadership and governance for neighborhood planning and development.

Related City Goals: Many People, One Minneapolis
Livable Communities, Healthy Lives

Objective 1: Coordinate NRP implementation activities and other necessary planning and development functions in the Hawthorne neighborhood.

A. Conduct a Phase I Review and support the development of the Hawthorne NRP Phase II Plan.

The Hawthorne Neighborhood Council will review the implementation of Phase I strategies and conduct outreach and planning leading to the approval of the Phase II Plan.

Resources: \$67,888.50
Contracting Agency: NRP
Partners: NRP, NCR

B. Provide staff and administrative resources to the Hawthorne Neighborhood Council.

The Hawthorne Neighborhood 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 HNC committee structure. The committees will serve in an advisory role and will include Housing, Business & Economic Development, Crime Prevention & Family Safety, Community & Communications, Environment and Neighborhood Capacity Building.

HNC functions will include: staffing NRP programs; providing administrative support for NRP implementation contracts; overseeing neighborhood advocacy and outreach; conducting fundraising to support neighborhood initiatives; coordinating planning and organizing for NRP implementation activities.

Resources: \$250,819.50
Contracting Agency: NRP
Partners: NRP, NCR, City of Minneapolis, Hennepin County, Park Board, School Board, surrounding neighborhood organizations and other non-profits