



December 28, 2018

Greetings Funders, Partners, Participants and Stakeholders -

We are excited about the intersections of our past, current, and future work to advance sustainable and equitable neighborhood and district scale development in this corridor utilizing green infrastructure as a tool to improve water quality, create pollinator habitat, and create employment and economic opportunities in North Minneapolis.

We are also excited to be hosting MPCA [GreenCorps](#) member, Yordanose Solomone, who began her year of AmeriCorps service on October 1, 2018. Yordanose is a graduate of the University of Minnesota, Twin Cities with Environmental Science Management and Policy focusing on sustainability and outreach of marginalized populations. She is a GreenCorps member for the 2018-2019 year serving Metro Blooms on stormwater management and urban canopy expansion as it relates to the engagement of underserved populations that are not typically engaged in water and climate change efforts in Minneapolis. She will be directly involved with this project.

Project Background and History To Date (3 year project: 2016-2019)

The project partners with private property owners, including residents, non-profits, businesses and institutions in the Harrison Neighborhood to install stormwater Best Management Practices (BMPs) throughout the community.

The project utilizes community resilience strategies to 1) identify projects, 2) generate opportunities that become available when partnerships are leveraged and 3) create a framework to promote equitable development.

Phase I

In 2016, Metro Blooms completed a demonstration project at Redeemer Lutheran Church in which 5 boulevard bioswales were installed on Logan Ave and part of 4th Ave N.

Phase II

In 2017, Metro Blooms and our partners worked with 37 property owners to install 10,825 square feet of boulevard bioswales for clean water and pollinator habitat that annually are capturing **416 pounds** of sediment, **507,210 gallons** of runoff, and **2 pounds** of total phosphorus captured per year.

Phase III

The current phase has involved meeting with interested institutional and commercial property owners along Glenwood Avenue to provide education, technical assistance, and design services in preparation for the final phase of the project, Phase IV, which will result in these plans being implemented and installed.

2018 Engagement & Outreach Summary

Metro Blooms has completed targeted outreach and engagement activities in partnership with the City of Minneapolis, Harrison Neighborhood Association (HNA), and the West Market Business District. Through social media, word-of-mouth, and targeted engagement, we have marketed the project to business owners along the Glenwood Corridor. We have attended meetings hosted monthly by Harrison Neighborhood's Glenwood Revitalization Team (GRT) and the annual neighborhood celebratory events. We attended a networking event hosted by West Market Business District, and we have participated in 2020 Partners visioning sessions. Outreach has also included tabling at the Community Connections Conference and the Northside Housing Fair. We have shared the work we are doing with the Harrison neighborhood with national and international audience members who attended the [US Water Alliance One Water Summit](#), North Minneapolis Bus Tour and the [EcoDistricts Summit](#) bus tour. We hosted an educational event at McKnight Foundation on October 21, 2018 to bring awareness to projects, opportunities, and threats in the neighborhood. We will continue to discuss this project at an upcoming Metro Water Symposium on May 9-10, 2019.

We also have worked with JooHee Pomplun from the Alliance for Metropolitan Stability to support the work that went into creating the [Equitable Development Principles and Scorecard](#) by participating in pilot activities and sharing our experience working with the tool at their Scorecard Workshop event on December 5, 2018. We utilized the glossary and modified several questions within the tool to craft a tool for equitable engagement and equitable development that benefits underserved, diverse watershed stakeholders. We are grateful and thankful for the opportunity to share our work with Blue Cross Blue Shield (who has also been a financial supporter of this project in its initial phase) and the workshop attendees.

We felt that it was important for us to place a heavy weight on Water Quality performance indicators as a great deal of the funding leveraged for this project came from the Clean Water Fund. Equity and Sustainability combined are equally important and we tried to weight accordingly.

The tool is a work in progress and we will continue to refine it over the next year. We are grateful for the feedback we have received from our partners who shared suggestions for questions and the weighting of sections. We offer thanks to Karen Galles, Hennepin County; Laura Jester, Bassett Creek Watershed Management Commission; and Liz Stout, City of Minneapolis Public Works; Dave Colling, former Executive Director of HNA; and the GRT members. Our tool prioritizes the following themes:

***Water Quality**
(50%)

***Equity**
(31%)

***Sustainability**
(19%)

Metro Blooms modeled a scoring process similar to that of the Minnehaha Creek Watershed District process for selecting projects to fund. We have worked with our partners to draft a comparable tool that intentionally incorporates principles and practices of equitable development and environmental justice within it (which is something we have also been encouraging other watershed officials and planners to consider doing).

MEASUREMENT SUMMARY

Metro Blooms’ design staff has held authority over scoring **Water Quality** measures. All stormwater management plans (SWMPs) are additionally sent to the City of Minneapolis Stormwater department for review. Key performance indicators were:

- Water Resource Improvement to BCWMC (Mississippi River, Bassett Creek)**
- Visibility of Project Site**
- Education and Outreach**
- Alignment with Local Priorities**

Nine Stormwater Management Plans (SWMPs) have been completed as of 12/21/18. Metro Blooms has shared these plans with all property owners and have completed the scoring process in partnership with the GRT and Harrison neighborhood stakeholders via in-person meetings and online surveys which consisted of design plans of each site and project goals for 7 of the sites. 2 businesses were not participating when these activities took place.

*PCF Church	1515 Glenwood Ave N
*Utepils Beer Garden	225 Thomas Ave N
*@ Glenwood	225 Thomas Ave N
*LaDona	241 Fremont Ave N
*KNOCK, Inc.	1307 Glenwood Ave N
*Venture North Bike Shop	1830 Glenwood Ave N
*Ripley Gardens	301 Penn Ave N
*Penn-Wood	2125 Glenwood Ave N
*Pat Carney Group	837 Glenwood Ave N

GRT members and other interested community stakeholders held scoring authority over **Equity** measures. Key performance indicators for the Equity section involved some alignment with principles of equitable development and environmental justice.

- Influence of Business Within the Community**
- Alignment with Local Priorities**
- Historical, Racial, Cultural Significance of Site**
- Leverage Additional Funding**
- Business Owned by a Person of Color or Benefits other Underserved Watershed**
- Stakeholder(s)**

Our government partners helped us identify, align, and evaluate **Sustainability** measures that relate to current and future programs, community indicators, and/or strategic plans. Those included but were not limited to:

The Bassett Creek Watershed Management Plan

<http://www.bassettcreekwmo.org/document/wmp-plans>

The Hennepin County Natural Resources Strategic Plan

<https://www.hennepin.us/-/media/hennepinus/residents/environment/natural-resource-management/natural-resources-strategic-plan.pdf?la=en>

The Metropolitan Council Thrive MSP 2040 Plan Principles

<https://metrocouncil.org/Planning/Projects/Thrive-2040/Thrive-MSP-2040-Plan.aspx>

The City of Minneapolis Great Streets Program

http://www.minneapolismn.gov/cped/ba/cped_great_streets_home

The **Sustainability** scores were guided by city, county, watershed, and the Metropolitan Council goals and indicators.

The key performance indicators for this section are focused on **JOB CREATION** and **MAINTENANCE** of project sites, once installed. We are asking participants to support the training of youth, young adults, and local contractors through the Blue Thumb Sustainable Landcare Training & Certification program (which was piloted in an earlier phase of the project) as part of our efforts to build a regional green infrastructure workforce. (*This is not intended to be a formal community benefits agreement, but we recognize that there is potential for this to occur in the future.*)

We are committed to building the capacity of local youth, young adults, and contractors (and other stakeholders) to be stewards in this North Minneapolis community and throughout the region. This strategy will help to ensure the sustainability of not only these investments, but water resource investments that have been made throughout the city, county, region, state, and the entire Midwest.

RESULTS OF SCORING PROCESS

Metro Blooms shared **Water Quality** scores and completed **Equity** scoring session with Harrison Neighborhood staff and members of the GRT on June 13, 2018. Additional Equity scores were obtained via online responses and via scoring at the HNA Annual Meeting held on May 31, 2018.

Example:

https://docs.google.com/forms/d/1VZCdt8esMwFOZB-e2P_P2YSqm_g9exDWEkVe-IEJWe8/edit?ts=5b0f9581

Combined scores of 3 sections total **90 points**.

The minimum score awarded to date was **22 points**. The maximum score awarded to date is **85 points**. Two businesses have yet to undergo evaluation as they signed up to participate in project after this initial process was completed.

We are grateful for everyone's support and excited to continue developing this project evaluation tool. We will continue to refine it over the next year and we look forward to learning in partnership with others who are willing to help us improve its effectiveness, validity, and impact.

NEXT STEPS

Phase IV: Bidding out the projects which are ready to move forward in the Spring of 2019 and installations.

[Advancing One Water](#) through arts and culture is a promising approach for education and engagement that promotes water equity, and Metro Blooms is excited about continuing to work with local artists in the community.

We are sending out a year-end Knowledge, Attitudes, and Practices (KAP) survey to stakeholders in the neighborhood to determine if there has been any behavior change since the project began in 2016 and preparing for the final phase of the project.

LESSONS LEARNED

There is a tremendous amount of synergy around addressing and combating disparities that exist in North Minneapolis ([where 75% of the people were reported to be people of color in 2014](#)) that we are embracing to create employment and economic opportunities.

The concepts of inclusion, equitable development and environmental justice must be understood, valued, and prioritized within communities and organizations.

In partnership,
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Looking forward to 2019! Happy New Year!