



South Uptown Neighborhood Strategic Plan 2021 – 2024

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INTRODUCTION

The South Uptown neighborhood is bounded by W. Lake Street to the north, W. 36th Street on the south, Hennepin Avenue to the west, and Lyndale Avenue on the east. The neighborhood is located within the Uptown area of southwest Minneapolis.

“South Uptown has a population of nearly 6,000 residents of which more than 70% are renters. The neighborhood includes a wide range of apartments, condos, and single family homes, as well as a mix of local businesses in the Uptown, Lyn-Lake, and 36th & Bryant commercial areas. South Uptown neighbors love our walkable, tree-lined streets with easy access to Bryant Square Park, the lakes, Midtown Greenway, and downtown Minneapolis” (South Uptown, 2021).

The South Uptown Neighborhood Association (SUNA) has requested to partner with the Graduate Volunteer Consultants (GVC) at the University of Minnesota - Carlson School of Management to determine the needs of the community and create a three-year strategic plan.

ORGANIZATION MISSION

“Improve the well-being of the South Uptown Neighborhood by fostering a safe, equitable, and connected community” (South Uptown, 2021).

SITUATION ANALYSIS

Currently, the South Uptown Neighborhood Association (SUNA) is in the very early stages of the strategic planning process and has just solidified its mission statement. SUNA is composed of volunteer committees including: Livability & Engagement, Neighborhood Revitalization, Land Use & Transportation, and the Development Committee. SUNA also has a nine-member Board of Directors that is elected by the organization’s membership each September at the South Uptown Neighborhood Annual Meeting. Any person 18+ who lives, owns a business or owns property in South Uptown is eligible to run for a seat on the Board. Current projects that SUNA is working on are the Bryant Avenue Reconstruction, Bryant Square Park concerts, Little Free Libraries, reviewing development projects, and other events and social media strategies to connect neighbors. SUNA also offers many resources for members of the community such as grants for home improvement projects, home security, home energy, and block activities.

STRATEGIC PLAN DEVELOPMENT PROCESS

This strategic plan highlights the possible steps that SUNA can take in the next three years to meet the needs of its residents and improve community satisfaction.

To determine the strategic direction of the multi-year strategic-level plan, the Graduate Volunteer Consultant (GVC) team met bi-monthly with the SUNA Development Committee Board members to analyze stakeholder needs and align project objectives, scope, timeline, and deliverables. In addition to this, the GVC team attended SUNA’s Monthly Neighborhood Meetings to update the South Uptown community members on the status of the project and obtain their feedback and buy-ins. GVC used three methods to collect data: a GoogleForm neighborhood survey, word cloud analyses of survey short-answer responses separated by demographic group, and direct member feedback through one-on-one interviews.

The Google survey was communicated through various sources, physical posters around town, partnering with local businesses within the South Uptown area, and on social media, numerous times to maximize community member participation. These efforts resulted in 284 responses, which is approximately 5% of the neighborhood population. The word cloud analyses were created from the two short answer questions on the google form called, “Please list your top three neighborhood priorities” and

“Do you have any suggestions on how the South Uptown Neighborhood can better serve the needs of the community? If so, please feel free to share below.” GVC created tables via Microsoft Excel to filter out and break down these responses by question and by key groups including: Homeowners/Renters, Race/Ethnicity, Gender Identity, LGBTQI+, Income, and Age.

For the one-on-one interviews, GVC utilized the committee spreadsheet provided by SUNA to actively engage members on all committees with strong relationships and leadership within the community. Since the members are well-connected into the community and have a strong network of relationships, we believed that they would have a good perspective on the strengths and areas of opportunity for SUNA across multiple groups of people. GVC conducted 14 one-on-one interviews and tracked key interview trends across committees and member demographics.

These three sources of quantitative and qualitative data were cross-referenced between each other in a process of triangulation to create a holistic set of priorities and establish a clear direction of recommendations based on each key demographic group.

STRATEGIC PRIORITIES

Based upon the results of 284 survey respondents, and 14 one-on-one interviews, GVC has determined the following key strategic priorities separated by the three parts of the SUNA Mission Statement: safety, equity, and community.

SAFETY

1. Identified Priorities

a. Public Safety - rise in crime in 2020 - 2021

Through the survey we were able to determine that Safety was the top priority for each demographic group across the neighborhood. Of the 284 survey respondents¹, 206 listed Public Safety as “extremely important” and another 42 listed it as “somewhat important.” In order to drill a little deeper into these concerns we also asked residents in one-on-one interviews to elaborate on the concerns they had in these areas. Several interviewees mentioned concerns around the rise in theft of catalytic converters over the last year. Others also mentioned increases in car jackings and fears around walking around the busy streets at night. Others discussed increased instances of muggings on the street and burglaries of homes. Several people mentioned the influence of a South Uptown Crime Facebook group that had made access to information about crime a lot easier. Some residents feared that this group was actually leading to increased fears among residents, out of proportion to the actual incidents of crime in the neighborhood.

While it was positive to determine that safety was a consensus priority and relevant to everyone living in South Uptown, it also reflects a larger trend towards concerns around safety and crime across the wider Minneapolis and St. Paul metropolitan areas. In 2020 in Minneapolis violent crime (homicide, robbery, rape, aggravated assault and domestic aggravated assault) increased by 21%, and property crime increased by 10% (Star Tribune, February 6, 2021). In South Uptown there were 9 reports of violent crimes in 2020, and 9 so far reported in 2021, an increase from 5 in 2019. Additionally, South Uptown saw a dramatic increase in property crimes with 79 reported in 2020, and 41 reported so far in 2021, whereas 2017 reported 50, 2018 reported 49, and 2019 reported 61. Ultimately, while we see Safety as the number one concern for residents in South Uptown, it should be noted that this is just a snapshot in time and reflects current trends but may not remain the number one concern indefinitely. With that in mind though, it makes it even more important to find ways to address residents’ safety concerns in a way, with an eye towards a future when safety can take a backseat to other concerns.

b. Racial and sexual harassment

In the survey, 73 respondents indicated that they had witnessed racial harassment or discrimination a few times a year in the South Uptown neighborhood. The number of BIPOC respondents was low compared to the number within the actual population, but 11 survey respondents did indicate that they had experienced racial discrimination/harassment in the

neighborhood. 51 respondents indicated that they

¹ For more specific survey response data, see Annex II and Annex III.

had witnessed gender discrimination/harassment a few times over the last year in the South Uptown neighborhood, and 33 respondents indicated that they had also experienced gender harassment/discrimination a few times a year in the neighborhood. The survey also revealed a number of residents who identified as non-binary/intersex as having experienced incidents of racial and sexual harassment in the South Uptown neighborhood. While these numbers are relatively low compared to the survey sample, they are still worth noting as existing issues for residents.

a. Concerns around June 2020 protests and policing

In our interviews we heard from a number of residents that they were still concerned about the potential for more protests and property damage like what took place in June 2020. Additionally, some residents discussed the concern around both the potential for increased crime levels due to a minimal police presence (2 survey respondents indicating an interest in increasing policing) and yet the desire to decrease policing in order to be a safer place for the residents of color. Of the survey respondents, 14 indicated concerns around policing in their top three priorities for the neighborhood. Four respondents wanted a decrease in police violence and an increase in fair policing, and eight wanted to explore alternative models of public safety outside of the police to improve safety and decrease crime. Based on the survey and the interviews it is clear that most residents do not see an increased police presence as the answer to the issues of crime and safety, but instead are interested in improving the safety of their neighborhood through other types of activities and models.

2. Relevant continuing SUNA activities

SUNA is currently implementing a number of activities that relate directly to improvements in public safety, activities that should be continued in order to support the South Uptown residents. These activities include:

3. Providing forums for residents to discuss and meet directly with the Minneapolis Police Department, specifically the Inspector of the 5th Precinct (Katie Blackwell).
4. Home security grants
5. Promote crime prevention strategies and personal safety workshops (Pre-COVID).
6. Promote organizing block clubs
7. Circulate security information and support through emails/Facebook posts

8. Suggestions for types of activities to implement

The number one suggestion to increase the feeling of safety for residents is to increase neighborhood communication and coordination. During the protests last year in June, many neighbors banded together to support one another and to protect their property. In order to accomplish this, neighbors increased communication with each other and were able to coordinate their efforts to protect their homes. Building on the neighborhood experience during this time, SUNA can support activities to improve feelings of safety and improve neighborhood resiliency in the process.

Implementation ideas include the creation of the following:

9. Proposed Neighborhood Safety Committee
10. Neighborhood Watch/Block Clubs
11. Contingency Plans
12. Advertising of Safety Resources

1. Identified Priorities

a. Housing Affordability

One of the top priorities listed in the neighborhood survey around equity was Housing Affordability. Housing affordability was asked in the survey with 76% of respondents responding “somewhat important” (111 out of 284) and (105 out of 284) indicating it being “extremely important”. In both the survey and the interviews people indicated concerns around increasing rental prices and the lack of affordable housing being included in a number of the new housing developments. The concerns here center around becoming a neighborhood that will be out of the price range of many potential residents, as well as current residents watching their monthly rents increase and facing the possibility of needing to relocate to a less expensive neighborhood. South Uptown is very walkable, is connected to the City’s bike network along Bryant Ave S., has multiple high-frequency bus lines serving the community, and is surrounded by nearby stores and services. These urban characteristics of the neighborhood makes it a place where someone can live comfortably without a car avoiding the significant expense associated with car ownership. So, another strategy for making living in South Uptown more affordable is advocating for safer/better sidewalks, upgraded bike facilities and improved transit service. Another strategy would be to focus on diverse and accessible housing options such as row houses, condos, senior housing and homes that are tailored to a mix of incomes, ages, and life-styles.

b. Increasing the Diversity of Residents

Another equity priority area for survey respondents is increasing the diversity of residents in South Uptown. When answering how important “Increasing the diversity of the residents” was, 113 respondents out of 284 indicated it to be “extremely important”, followed by 92 indicating “somewhat important.” That brings a total of 72% of respondents indicating the importance of the issue of increasing the diversity of the residents in the neighborhood. The survey respondents represent a primarily white sample of a predominantly white neighborhood (white people make up 80% of the neighborhood, and 94.6% of the survey). According to the conducted interviews, interviewees also highlighted an interest in increasing diversity among the residents in the neighborhood.

c. Promoting local and minority owned businesses

indicating the importance in promoting local and minority owned businesses. In the interviews conducted, supporting minority owned businesses was something that residents expressed as wanting to be a part of as well.

2. Relevant continuing SUNA activities

- a. SUNA currently coordinates discussions with property developers interested in moving into the neighborhood, as well as discussions with those currently developing their housing plans. SUNA provides a channel to flag the community’s concerns and interests to the developers, an activity that many community members find valuable and important for SUNA to continue into the future.

3. Suggestions for types of activities to implement

- a. Housing Affordability: Create an Affordable Housing Trust Program. See below also in: “Financing Approach and Sustainability, #7. **Seeking corporate partnership with firms in the Twin Cities** section iii. Banking” for more on affordable housing.

- b. Adding resources about renter’s rights and responsibilities on the SUNA webpage.
- c. Advocating for making South Uptown more accessible for people with disabilities, children, seniors, etc. such as safer streets, improved sidewalks/ snow shoveling, and slowing cars.
- d. Neighborhood Diversity: Focus on welcoming multicultural imagery and messaging around the neighborhood.
- e. Promote local and minority-owned businesses: Create a coalition of these businesses and create opportunities for them to be included in on-going events (raffles, neighborhood tour events, etc.)
- f. Create a Diversity, Equity, and Inclusion (DEI) committee.
- g. Use annual events such as movie nights, anything hosted at Bryant Square Park, as opportunities to teach relevance of DEI through history, music, art, inviting speakers, celebrating diverse holidays, etc.
- h. Use social media (Facebook, Instagram, SUNA’s webpage) to include a resource on DEI, and share goals, visions, projects related to bringing in awareness to the neighborhood.
- i. Provide DEI trainings for all board members and committees.

COMMUNITY

1. Identified Priorities

a. Increased connectedness/communication

In the survey question that asked how important activities were to residents, “Increased communication of community information” received 270 responses of either “extremely” or “somewhat” important out of 284 total responses. Coronavirus restrictions as well as the protests of June 2020 have caused a lack of engagement throughout the community, which was reflected in the survey and the interview responses. Residents indicated that they once felt very connected to each other as a neighborhood, but the stay at home orders, and concerns about the protests had reduced residents' abilities to interact with each other. In the next three years SUNA has the opportunity to work in new ways to bring back the sense of community that once existed. Many residents see the role of SUNA as a connection point in the neighborhood, both to their neighbors and also to the wider Minneapolis community, a position that SUNA can leverage for the better of the community.

a. Parks/open spaces

In the survey question that asked how important issues were to respondents, “Parks and Open Spaces” received the most ratings of 4 (somewhat important) and 5 (extremely important) of any topics with 106 and 151 respectively out of 284 responses. Additionally, in interviews it was clear that Bryant Square Park played a very central role in hosting events that bring the neighborhood closer together. Even though the pandemic has eliminated the opportunity for the community to hold many events at the park, hopefully in the near future the park will be able to play a big role in how the community can regain their connections to one another. Residents continually indicated how much South Uptown green spaces were an important part of what they loved about the neighborhood, so continuing to make these spaces optimal for residents was a priority seen across most of the demographic groups in the neighborhood.

b. Renters vs homeowners

In the survey and interviews it was often mentioned that there was a divide between renters and

homeowners which may play a factor in the feelings of disconnectedness that was reported. This divide reflects the fact that many renters and homeowners are not often acquainted, which has the potential to create problems in the neighborhood when renters comprise over 70% of the population of South Uptown, and yet homeowners remain the most vocal and engaged. This issue was reflected in the survey results where despite only being 23% of the residents, 68% of the survey respondents were homeowners. Renters are also a very diverse community and developing a bridge between these two groups may solve other problems of representation as well. One of the tensions is that the renters are often seen as a more transient population, and less likely to be involved in community activities or projects. In order to bridge this divide we suggest a number of activities that work to make it easier to connect with renters, including Welcome to the neighborhood events and toolkits to make it easier for people to get to know each other.

2. Relevant continuing SUNA activities

a. SUNA will soon be able to hold events once again like those that were successful in creating connection and community in the past. These events were successful in the past in attracting a large number of diverse neighbors and creating opportunities for connection. These included the following events and activities:

- i. Bryant square park concerts, movies and Ice Cream Socials.
- ii. Large community social events (Chili Fest, Garden Tour, wine tasting).
- iii. Block Club Party Grants.
- iv. SUNA “place-making” projects to build awareness of the neighborhood name and build a sense of place for the community. This includes installing neighborhood signs, deploying a parklet and little free libraries, installing bike racks with the “South Uptown” name and creating art installations such as utility cabinet wraps, mosaic murals and dolphin mosaic sculpture.
- v. SUNA advocates for a greener neighborhood promoting tree plantings, gardens, capturing stormwater through social media, events and activities and organics recycling. This is a potential source of funding through environmental grants.

3. Suggestions for types of activities to implement

- a. Diversity groups (Facebook groups for those of diverse populations to meet/engage with each other)
- b. Hold diversity centered community events
- c. Have semiannually/quarterly “welcome to the neighborhood” events
- d. Once in person, making sure to continue making community meetings accessible (streaming them on Facebook or other social media)
- e. Utilizing social media more
- f. Neighborhood “tool kit” - how to get to know your neighbors
- g. SUNA as signpost for SUNA and other city wide resources

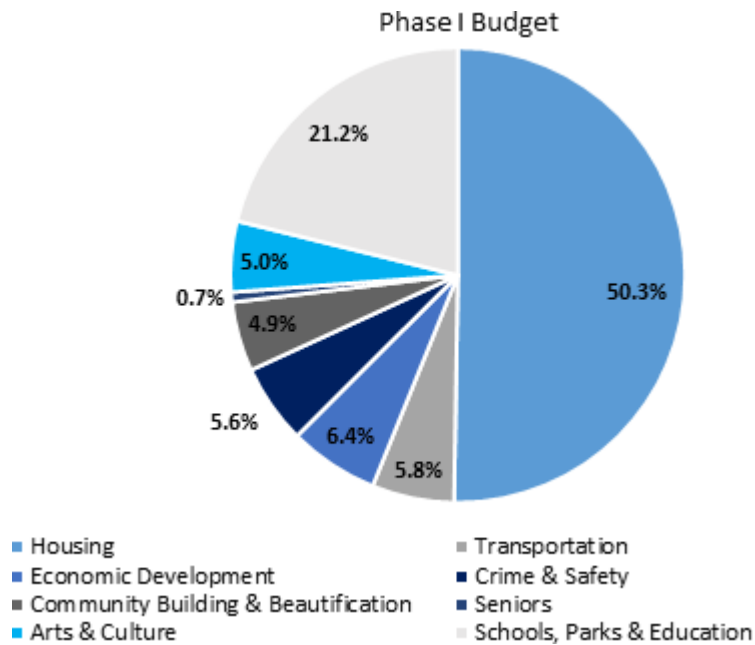
FINANCING OF STRATEGY

This section addresses financial sustainability for SUNA, recommending short, medium, and long-term interventions to improve SUNA’s financial situation.

KEY ISSUES

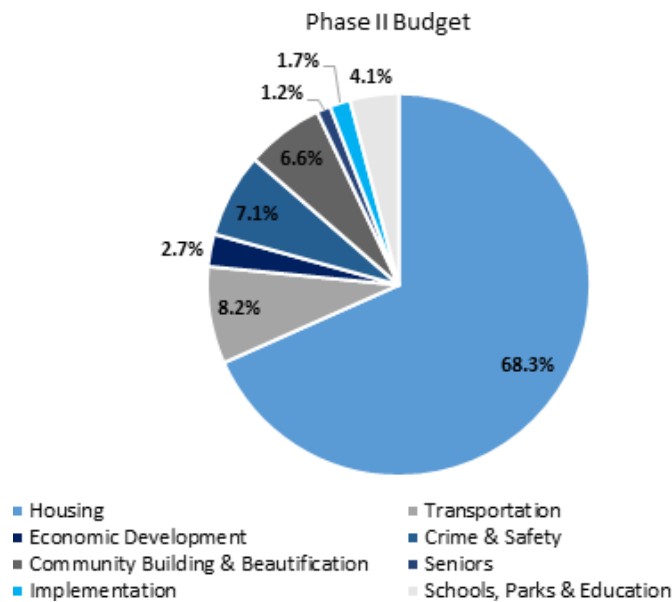
Over the past 20 years (2000-2020) the South Uptown Neighborhood Association was well funded through a combination of grants, project based funding, and minor fundraising efforts. Funding in the period 2000- 2010 was to the tune of \$2,418,053. This funding was key in supporting the neighborhood’s development in a number of areas:

- Housing
- Transportation
- Economic Development
- Crime and Safety
- Community Building & Beautification
- Seniors
- Arts and Culture
- Schools, Parks & Education



In the period 2010-2020 SUNA saw a significant decrease in its funding, securing a budget of \$734,321 to cover the second phase of the work that began in the year 2000. The Phase II Budget covered the same core areas of interventions for SUNA with the intent to continue the work they had started in Phase I. The interventions covered in Phase II include:

- Housing
- Transportation
- Economic Development
- Community Building & Beautification
- Crime & Safety
- Seniors
- Park
- Implementation (Operations)



Moving into 2020-2030, SUNA faces a lot of uncertainty regarding funding. Support from the city of Minneapolis is expected to decline, with projections pointing towards cuts in funding up to a third of the current budget. Furthermore, the COVID pandemic has exacerbated the financing gap both for SUNA and the neighborhood’s residents.

BUDGET NEED & FINANCING GAP

FINANCING APPROACH & SUSTAINABILITY

The figure below outlines the projected financing gap SUNA will have in the current decade, 2021-2030. The budget gap is estimated at \$242,326 driven by expected cuts in funding from the city of Minneapolis. This funding gap will lead to interruption in planned interventions to develop and strengthen the neighborhoods

To address financial sustainability, it is recommended that SUNA diversify their income streams through the following recommendations:

1. Building a “Donate” Link into the website

- a. Residents tend to feel connected to their community and therefore may be willing to donate to SUNA to improve their neighborhood.
- b. A donation link, with the option to receive a particular amount monthly on a recurring basis, would create a steady revenue stream for SUNA. Consider implementing a yearly “member drive”.

2. Selling South Uptown Neighborhood Association Merchandise

- a. Once again, SUNA should leverage residents’ loyalty and connection to their neighborhood by selling SUNA merchandise (t-shirts, mugs, beer glasses, etc.)

3. Host fundraiser events

- a. Fundraiser events continue to be a reliable source of income for neighborhood

associations, events like the Chilli Fest, Wine Tasting, and Give to the Max day should continue.

- i. Other fundraiser events could include Bake Sales, Karaoke Events and Games Nights.

4. Partnering with another neighborhood association

a. Financial challenges faced by SUNA are also faced by other neighborhoods in Minneapolis. SUNA should explore pooling resources with neighboring communities to address neighborhood issues that affect multiple communities. The new “Neighborhoods 2020” City funding of neighborhood associations provides temporary funding (\$5,000 per org) to incentivize collaborations.

5. Seeking government sponsorship

a. Environmental Grant Funding

- i. Hennepin County
- ii. Minnehaha Watershed Management Organization
- iii. Mississippi Watershed Management Organization
(Organics recycling, rain garden/stormwater capture, community gardens)

b. Arts Grant Funding

i. [Metro Regional Arts Council \(MRAC\)](#)

- Funds for art projects - helped to fund BSP mural project

c. As aforementioned, the city of Minneapolis has cut funding to neighborhood associations with no indication of when funding will be available. However, there is a Collaboration and Shared Resources Fund that SUNA could apply to in conjunction with one or two more neighborhood associations.

i. [Collaboration and Shared Resources Fund](#)

Provides technical and financial assistance to neighborhood organizations that want to share resources with each other.

Up to \$15,000 for two neighborhoods and up to \$20,000 for three neighborhoods

Grant Cycle begins April 16, 2021 with the first round of applications due July 1, 2021

A second application round begins January 1, 2022.

d. SUNA should continue to keep track of grant opportunities through the city or state and, as the economy recovers, funding may become available for neighborhood associations.

6. Leveraging foot-traffic to SUNA or Bryant Park by installing vending machines

a. SUNA should explore installing vending machines in a common area with foot traffic. One area could be Bryant Park Square although this will require coordination and negotiation with the Minneapolis Park & Recreation Board.

7. Seeking corporate partnership with firms in the Twin Cities

a. Corporate partnerships present a great opportunity as a tiny amount of money for a large corporation would be a large amount of money for SUNA. SUNA can explore the following corporate opportunities:

a. [Target Foundation](#)

- i. Housing Grants: The Foundation supports efforts that increase housing availability, stability and access—creating pathways to greater opportunity.
- ii. Grant Cycle: Begins May 2021

- b. [US Bank](#)
 - i. Neighborhood stability & revitalization grants
 - ii. Artistic & Cultural Enrichment grants
 - iii. Grant cycle begins Q1 of calendar year
 - 1. Applications are by invitation only. SUNA will need to send a Letter of Interest to US Bancorp, who will then reach out through a Community Affairs Manager if US Bank are interested.
- c. [Bank of America](#)
 - i. Economic mobility focused on the needs of the community. Bank of America provides funding to organizations working to preserve and increase access to a mix of affordable housing options.
 - ii. Affordable housing through:
 - 1. Housing development
 - 2. Minority homeownership programs
 - 3. Pathways to stable housing or homeownership
 - 4. Sustainable development (energy efficient/green living environments)

8. Seeking partnerships with philanthropic organizations

a. Partnerships with a philanthropic organization also represent a great opportunity for SUNA, wherein philanthropic organizations are keen to invest in development areas aligned with SUNA's vision.

- i. [Carlson Family Foundation](#)
 - Encouraging and supporting the vibrancy of communities.
- ii. [F. R. Bigelow Foundation](#)
 - Housing Affordability
- iii. [Minneapolis Foundation](#)
 - Community development

The above recommendations can be bucketed into processes that require only internal coordination and processes that require external or partner coordination. The recommendations can also be categorized as short-, medium- or long-term interventions.

Interventions in grey are considered to be interventions that can be done through internal coordination within SUNA only. Due to the internal-only operations, these interventions also happen to be low-hanging fruit that can be implemented in the short-term. Interventions in black are interventions that require coordination with an external party, e.g. a corporate sponsorship requires engaging a corporate partner likely through an application process.



If you note the financial sustainability matrix on the following page:

Low Effort - Short Estimated Sustainability

- Fundraiser Events
- Selling SUNA Merchandise

The above interventions are considered to be low hanging fruit for SUNA and should be

implemented with immediate effect as they don't require significant effort from SUNA and will add revenue streams, although these might not be sustainable in the long-term.

Low Effort - High Estimated Sustainability

- Building a "Donate" link into the website
- Partnering with another neighborhood association

The above interventions can also be considered low hanging fruit and should be acted on immediately. Creating a donation link in the website is a good strategy to leverage the connection residents have to the South Uptown neighborhood and can be a sustainable income stream as residents can sign up to donate a particular amount each month. Partnering with another neighborhood requires a medium level of effort; the SUNA board will need to identify neighboring communities that they share common spaces and challenges with. Partnering with these neighborhoods and pooling resources could help reduce the burden on SUNA. However, SUNA should be mindful of diluting the identity of the neighborhood in any potential partnership with a neighborhood.

High Effort - Low Estimated Sustainability

There are no high effort - low sustainability interventions in these recommendations which is great for SUNA as they can focus on interventions in the quadrants that benefit them most.

High Effort - High Estimated Sustainability

- Installing vending machines in high traffic areas
- Corporate partnership
- Government sponsorship
- Non-profit partnership

The above interventions are in the stretch quadrant, that is they'll require a significant amount of effort from SUNA but they also have high reward in that they're likely to provide an income stream for several years to come. The Financing Approach & Sustainability section describes each of the interventions in detail. It is worth noting that one area identified to house vending machines owned by SUNA could be Bryant Park. This intervention requires upfront investment from SUNA to purchase & stock those vending machines but given the traffic in the Spring, Summer & Winter (ice skating) months, SUNA is likely to recoup their investment. The challenge which remains is that the Park may want to have a revenue split with SUNA for the vending machines; this will need to be negotiated with the Park. Corporate, Government & NGO partnerships tend to be cyclical with most openings between the first and second quarter of the calendar year. SUNA should remain vigilant for opportunities that arise through the resources shared in the Financing Approach & Sustainability section.

IMPLEMENTATION OF STRATEGY

The below implementation suggestions relate to the priorities identified in the areas of Safety, Equity and Community.

SAFETY

In order to address the neighborhood priority of security, we have developed a number of activities that SUNA can implement.

1. Neighborhood safety committee

The first activity SUNA can undertake to address concerns of safety is to put together a temporary Neighborhood Safety Committee. Currently, Crime and Safety issues are the responsibility of the

Neighborhood Revitalization Committee, who covers graffiti prevention, block club activities, crime prevention seminars and home security grants. This new Safety Committee could either stay under the Neighborhood Revitalization Committee or become its own committee. We would recommend this committee be set up on a temporary basis for a year, with the ability to be renewed depending on interest. The temporary nature would be an important nod to the hope that residents' concerns about safety will decrease in the future.

The Neighborhood Safety Committee would be given the remit to oversee safety concerns and activities undertaken by SUNA, providing overall coordination across the neighborhood.

2. Neighborhood watch/block clubs

The second recommended activity would be for SUNA to support the creation of Neighborhood Watch Groups or Block Clubs. These groups could be communication trees for different sections of the neighborhood, and could help undertake any support or watchful activities that people need in the neighborhood. In the survey, a number of residents expressed their interest in participating in these kinds of groups, in the hope of making themselves and their community feel safer right now.

These Neighborhood Watch groups would be coordinated by a member of the Neighborhood Safety Committee, who would maintain oversight over the activities of these groups. Either SUNA could divide the neighborhood into sections with their own Watch groups, or they could help to coordinate one neighborhood wide group. Important elements of the Watch or Block clubs would be: communication trees; a point of contact; designated responses based upon possible safety concerns. It would be especially important for these activities to be very clear and transparent, ensuring that all residents had the same understanding of the roles and responsibilities of these groups.

3. Contingency plans

of looting or property damage, and or clean up after the damage has occurred. Other possible scenarios could be extreme weather events (blizzards, flooding, tornados). The importance of these contingency plans is to provide clear communication channels, and roles and responsibilities in the event of an emergency.

4. Advertising of safety resources

Capitalizing on SUNA's ability to be an information source, the Safety Committee/SUNA can also host safety trainings (for vulnerable residents) and or signpost residents to relevant resources and training.

EQUITY

In order to address the neighborhood priority of equity, we have developed a number of strategies that SUNA can implement.

1. Create an Affordable Housing Trust Fund Program.

Reflecting the number of survey respondents who indicated a concern with affordable housing in the neighborhood, we suggest SUNA explore the possibility of creating an Affordable Housing Trust Program.

"The purpose of the Affordable Housing Trust Fund Program (AHTF) is to finance the production and preservation/stabilization of affordable and mixed-income rental housing projects in Minneapolis." The person to contact is Carrie Goldberg at phone number (612) 673-5240 or email: carrie.goldberg@minneapolismn.gov.

SUNA can begin communication with her on how to set up an Affordable Housing Trust Fund for the South Uptown Neighborhood and how to direct new development planning for any housing to include affordable housing initiatives.

Additionally, it is suggested that SUNA continue to communicate with housing developers to

advocate for affordable housing units. SUNA is able to play a pivotal role as an advocate and mouthpiece for the people of South Uptown, continuing to push housing affordability as a main concern for many residents in the neighborhood. SUNA should keep in mind their ability to also advocate for the diverse housing needs of the South Uptown residents ensuring that the needs of residents across incomes, ages, physical abilities and lifestyles are considered as new housing developments are built across the neighborhood.

2. Add resources about renter's rights and responsibilities on the SUNA webpage.

To address the need for additional resources about renter's right and responsibilities, SUNA can utilize existing information taken from the city of Minneapolis' page to include on SUNA'S webpage: <https://www2.minneapolismn.gov/resident-services/property-housing/renters/renter-rights/>

Due to SUNA's position as a communication hub for the neighborhood, this would be helpful information to include to those interested in moving into the neighborhood as well as those that currently reside in the neighborhood.

3. Advocate for a more accessible neighborhood for children, people with disabilities and seniors

To address advocacy for a more accessible neighborhood for children, people with disabilities, and seniors, tangible actions can be taken by SUNA around snow shoveling, and ensuring sidewalks and curbs are usable by all residents. To encourage timely snow removal of sidewalks, SUNA could proactively communicate with residents (through Facebook, and the newsletter) about how important clearing sidewalks is for the safety of all residents who live in South Uptown. Highlighting the "neighborly" nature of these activities can be a positive way to encourage people to do their snow removal quickly and thoroughly. If a street has been found to have a dangerous curb, SUNA can reach out to the city of Minneapolis to get this repaired. Similarly, if certain sidewalks have crumbling cement slabs, SUNA could bring this to the city's attention and advocate for them to be replaced more quickly.

4. Use multicultural art as a welcome to the neighborhood

To address increasing diversity in the neighborhood, our proposal is to make public places within the community into places where culture is celebrated through imagery. Using murals, artwork, posters, and signs can help others come together by bringing in elements of multiculturalism. This can signify to the public that this is a community that honors and celebrates uniqueness and many identities. This can be done by incorporating local artists who have a multicultural background to create artwork that can be shared on social media (SUNA's Facebook page) and used for public postings within the community. Places to consider: Bryant Square Park, local business windows, the Little Free Library stands, walls that have been designated for murals, etc. "People must be represented through familiar cultural symbols in public spaces. When people do not see their values and preferences reflected in a place, they feel unwelcome".

<https://www.pps.org/article/diversityinpublicspaces>

5. Promote local and minority owned businesses

To address promoting local and minority owned businesses, our proposal is to consider creating a coalition of these businesses. As a coalition, they can have greater representation if they work together on thriving and staying alive within the community. Another proposal is creating advertising opportunities as a way to showcase where these businesses are as well as what type of business they are. Each small local and minority owned business should be contacted for this opportunity for representation and inclusion on further decision making and idea creation to promote visibility. Use raffles and any other giveaways that are done within SUNA as an opportunity to incorporate these targeted businesses. This can be done as a mutually beneficial agreement where a SUNA sticker can be placed within the business as a place that is locally recommended and is valued as a significant aspect of the local business community.

6. Create a Diversity, Equity, and Inclusion committee

Hold a neighborhood meeting and ask residents if they would like to lead this position. Having a diversity, equity and inclusion committee will ensure that there is someone in the SUNA meetings that is responsible for discussions around DEI. Identify the mission of the DEI committee and set goals, roles and responsibilities for this position. Provide time for this committee to make active contributions to the ongoing events and ask for continued support from other local neighborhood associations who may already have a DEI committee.

7. Use events to teach and advocate for DEI

Use annual events such as movie nights, anything hosted at Bryant Square Park, as opportunities to teach relevance of DEI through history, music, art, inviting speakers, celebrating diverse holidays, etc. Create a calendar of events that can be specifically tied to DEI where a movie night can be used as a multicultural learning experience. Provide the purpose of the event when promoting all DEI events as a way to let the community know the reason why the movie was chosen. Have this aligned to the mission statement of SUNA. Invite multicultural residents to also provide ideas for events and ways to celebrate diverse holidays.

8. Use social media to teach and advocate for DEI

Social media sites like Facebook, Instagram, and SUNA's webpage can include links to resources on DEI, and share goals, visions, projects related to bringing in awareness to the neighborhood. This information can also be included in the monthly newsletter to ensure it is distributed to the SUNA listserv. These resources can include a variety of DEI topics that include inclusion and the types of diversity within and across groups.

9. Have trainings on DEI for all board and committee members

In order to improve understanding of DEI issues and ways to be effective advocates and allies, we suggest SUNA enlist professionals to lead DEI trainings for SUNA board and committee members. Seek out resources from other organizations on how to establish the framework for the training. These trainings should teach people how to facilitate positive interactions, reduce prejudice and unconscious bias. Additionally, the training should teach individuals how to work together effectively with those that are different. DEI training can be done as a yearly review for all board members and committee members. The DEI training can be implemented with a certificate of completion that can be handed out yearly as an indication that the board member and committee member took the training and is up-to-date. This DEI training can also be used as a way to expand viewpoints at all levels of SUNA in ways to provide outreach to the topics that matter most to the community.

COMMUNITY

In order to address the neighborhood priority of security, we have developed a number of activities that SUNA can implement.

1. Diversity groups

These groups should be created to help connect and engage diverse populations within the neighborhood and can also be used for those in the neighborhood who want to learn more about certain cultures. They can be started on easily accessible platforms like Facebook so that they are able to reach as many people as possible.

2. Have semiannually/quarterly "Welcome to the neighborhood" events

These events will be tailored mostly to renters who may be going in and out and want additional ways to become involved and meet more people within the neighborhood. These events could include things like

"speed friending" (like speed dating), bbqs, happy hours at local restaurants, or events in the park that will allow people to engage with new people in their neighborhood. These events may also contribute to renters becoming more involved in the activities of the SUNA community board and sharing their diverse experiences and perspectives.

Possibilities for these events also include setting up a table in the park or in areas with lots of renters each month with popsicles, or other treats to encourage neighbors to get together and meet each other, especially new residents.

Another element of the Welcome to the Neighborhood events could be a packet of information for new residents. This could be printed materials, and a link to a PDF available on the SUNA website. This could include information about SUNA, about local restaurants and businesses, about the parks, and about the services and amenities available to residents within the neighborhood. SUNA could coordinate with real estate agents and with the housing developments to get this information to new residents.

3. Making meetings accessible once in person

Survey participants indicated enjoying being able to attend meetings via Zoom, so once it is safe to hold in person meetings it would be good to be able to continue offering an online option to the community. Streaming meetings on Facebook live or other social media to maintain involvement with those who cannot attend but still want to make their voices heard would be a good option.

4. Utilizing social media

This will help create more outreach and involvement with younger demographics, which may also include a lot of renters. This will create more opportunities for engagement and a larger reach for events as well as keeping people updated with community news. The South Uptown Instagram page has not been used since 2019, and there are also opportunities to become more involved in NextDoor as well.

5. Neighborhood get to know your neighbors tool kit

This toolkit would be a document accessible on the website that would serve as an instruction manual for community members to become more involved, social, or hold their own events successfully. This document may have a schedule for events that would be held in the next few months, list out the aforementioned diversity groups (and how to get involved in them), have information about how to join the board and committees and what that entails, as well as information as to how to hold their own successful neighborhood events. These events could be mini fundraisers, block parties, BBQ's, or whatever else that they would want to create more community within the neighborhood. The toolkit would include information about how to get in touch with your neighbors, how to host an event, how to advertise the event, and any permissions or permits needed. This document could also include restaurant/entertainment suggestions in the area as well as other community run or hosted events.

6. Place-making projects

This focus would be to raise further awareness and pride that residents have in their community. There are already several projects that have seen success (neighborhood signs, parklets, and Little Free

Libraries), but expanding these projects may contribute to a more connected community. Examples of the expansion of place-making projects include creating more seating areas at Bryant Square park, getting food trucks to come through the neighborhood (even if not for a larger event), creating more art or murals that are unique to the neighborhood and can be something that the residents take pride in. Things like these will allow people to spend more time out in the community, and may give them a sense of pride and unity.

7. Environmental/ greening projects

There are many opportunities to expand upon the already existing promotion to plant trees, recycle, and make the community more eco-friendly. Events could be created to create more connections within the neighborhood. For example, there could be a "garden of the month" competition in the spring and summer or there could be a recycling drive where people could drop off their recyclable items. Community gardens could also be encouraged, which could help

beautify the neighborhood and bring residents together in community projects. The focus should be to garner support throughout the community while also creating opportunity for the neighborhood to become more beautiful.

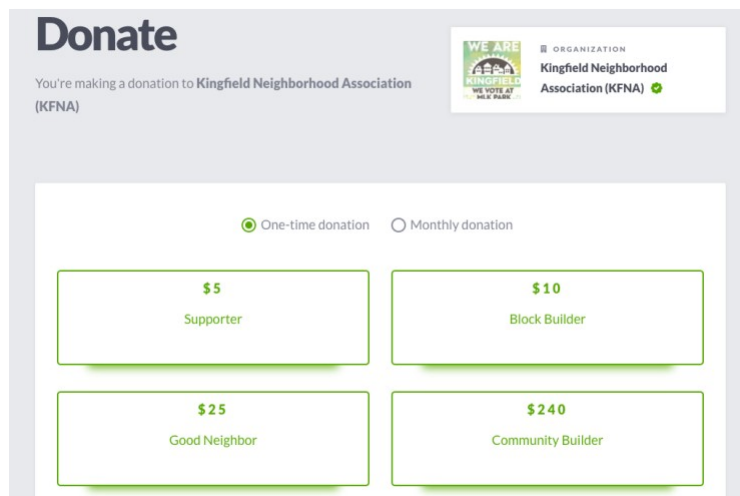
8. SUNA website as signpost for SUNA and city-wide resources

The SUNA website should be able to effectively communicate to the community what resources are available to them through SUNA or through the city as a whole. There are already several listings for neighborhood grants and financial assistance, but additional information about the city as a whole (financial assistance, mental/physical health assistance, rent support, foodbank information, transportation links, social services) would support residents to know where to go for a variety of resources.

WEBSITE IMPROVEMENT IDEAS

1. 'Donate' link:

The 'donate' link helps collect funds from your community members or potential donors by either accepting credit/debit cards. Currently, the SUNA donation link is at the bottom of the page. Having it up on the top of the page (like Kingfield below) makes it easy for people to find. Additionally, once you click on the link you are able to select from one of the suggested donation amount options, encouraging people to donate specific amounts. There could also be an option to donate a specific amount monthly, creating a more sustainable income stream.



2. Newsletter signup:

One of the best ways to keep community members informed and engaged. Consider moving the newsletter signup to the landing page where it is easier to find.

3. Promote Community Business Owners:

Like the Kingfield website below, we suggest SUNA partner with a number of the restaurants and businesses in the neighborhood (like Bogarts) and provide links to their websites (using their logos) from the SUNA page. Not only would this provide advertising for the local businesses, but it would also help to develop the SUNA page as a resource for the community.

4. Website Aesthetics:

Presently, the website is overloaded with information and doesn't carry any neighborhood photos. After looking at a number of local neighborhood association websites, we recommend that the SUNA website could benefit from a landing page with a photo or dynamic image of the neighborhood, like the ones below. We recommend SUNA redesign the website for a light-colored background and feeling of community. Additionally, in order to source the image, SUNA could hold a neighborhood photography contest, encouraging people to get outside and capture images of their neighborhood and get involved in a SUNA project. People could vote on their favorites, and they could be added to the SUNA page. This strategy would likely increase the sense of community among SUNA residents.



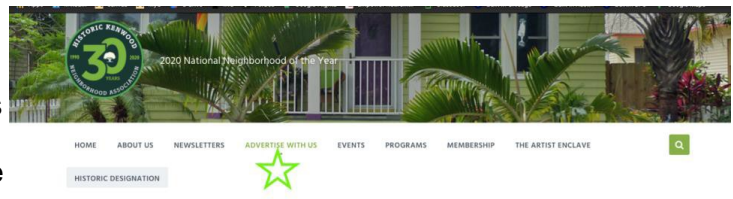
5. Community engagement:

Encourage community engagement—include high five recommendations highlighted in the newsletter. In the Standish Erickson neighborhood, community members are able to give each other a “Hiawatha High Five” and recognize their neighbors for good deeds and helpful actions. Something like this would be a nice addition to the SUNA newsletter, as it can help to build community and provide acknowledgements for neighborly behavior.



6. Explore advertising opportunity using the newsletter:

Proactively engage with local business owners to solicit paid for advertising in the newsletter and the website. Below is an example from the Historic Kenwood NA, FL—2020 Neighborhood association of the year.



Newsletter Advertising Information

The HKNA Newsletter is published monthly and hand carried by volunteers to over 1800 homes and businesses in the Historic Kenwood neighborhood and the Grand Central Business District. The borders of Historic Kenwood are 34th Street N to the Interstate and 9th Avenue N to Central Avenue.

Ads must be received by the 12th of the month and must be "Print Ready."

We cannot change or alter anything on the ads submitted to us. Ads should be submitted in color at 300 dpi, saved as an .eps file (outlined text), .pdf file, or .png file preferred to maintain text quality. Business card ads must be standard horizontal format. HKNA has the right to refuse any content they determine to be inappropriate for our neighborhood newsletter.

7. Find donors with help of partners Greatnonprofits.org

[Greatnonprofits.org](https://www.greatnonprofits.org) allows donors, volunteers, and clients to share their personal experiences with and reviews of charitable organizations, essentially providing crowdsourced information about the reputability of these organizations. There are a number of neighborhood organizations listed on Greatnonprofits and we think it would be good for SUNA to take advantage of this resource as well. The video link below can help one understand how Greatprofits.org can provide good opportunities to connect with potential donors for free.

<https://www.youtube.com/watch?v=LLQlti5Djhq&t=110s>

8. Gather community artists:

SUNA could benefit from making it easy for neighborhood residents who are artists to let SUNA know they are interested and available to participate in community events. This would give SUNA a standing list of people they could contact when and if they wanted to host neighborhood events involving music or other art forms.



9. Community volunteer Sign-up:

SUNA could benefit from making it very easy for people to let SUNA know they are interested in volunteering. Below is the form on the Whittier Alliance website, and could form a template for SUNA.

Call for Community Artists

The Whittier neighborhood and its surrounding community is a hub for artists of all kinds, and Whittier Alliance wants to incorporate art and artists into our events and programming whenever possible.

So that we know who to reach out to when opportunities arise, please let us know more about you and your work.

* Required

Whittier Alliance Volunteer Sign-Up

Contact Information

First Name Last Name

Street Address

Postal Code City State/Province

Email Home Phone

Yes, sign me up for email updates.

ANNEXES

ANNEX I - REFERENCES

- Link to SUNA GoogleForm:
https://docs.google.com/forms/d/1M4_sKul-oYUYIVNfw4lnSI91R3q0F1chqj6hank7yck/edit
- Attached Survey Data Compiled Excel Document
- Interview Trends Analysis Link:
<https://docs.google.com/document/d/114nXqer3H3wFXb67NuVTseHzkJm46q0jl7o6ruGRggE/edit>
- South Uptown Housing Summary pdf:
https://drive.google.com/drive/folders/1aMf0ged2Np6lfhnHYBHHWkeuLZV31a_-
- South Uptown Demographic and Income Information:
https://drive.google.com/drive/folders/1aMf0ged2Np6lfhnHYBHHWkeuLZV31a_-
- Carag NRP Phase II Survey:
https://drive.google.com/drive/folders/1aMf0ged2Np6lfhnHYBHHWkeuLZV31a_-
- *South Uptown*. (2021). Retrieved from South Uptown: <https://southuptown.org/about>
- “Minneapolis violent crimes soared in 2020 amid pandemic, protests”
<https://www.startribune.com/minneapolis-violent-crimes-soared-in-2020-amid-pandemic-protests/600019989/>
- South Uptown 2021 Part 1 Crimes (February 15 - March 15)

ANNEX II - SURVEY DATA

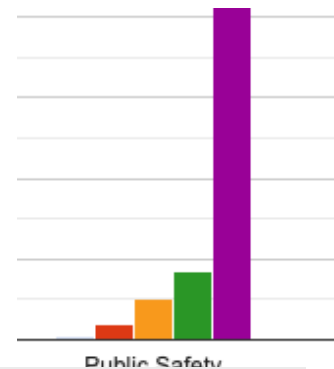
Data and graphs below come directly from our survey released to residents and guests of the South Uptown neighborhood.

1= Not at all important 2= Not very important 3=Neutral 4= Somewhat Important 5= Extremely important

1. Survey questions and responses that informed the selection of Safety Priorities:

- a. Figure to the right: “Public Safety” questions

Through the survey question of “How important are each of these issues to you?” 206 respondents indicated that Public Safety was extremely important, 42 indicated it was “somewhat important,” 25 said they were “neutral” and 10 said “not very important.”



2. Survey questions and responses that informed the selection of Equity Priorities:

- a. Figure to the right: “Housing Affordability” question

The Housing Affordability graph shows that out of the 284 respondents, 105 indicated that this was extremely important to them as a priority, 111 indicated that this was somewhat important, and 49 were neutral, 14 not important, and 10 indicated not very important.



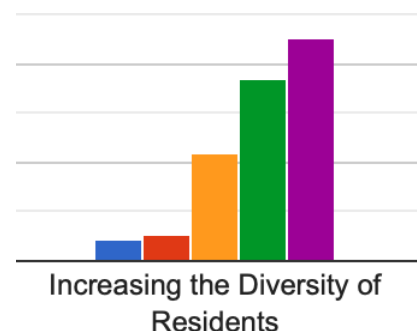
- b. Figure to the right: “Living in this neighborhood is affordable.”

The graph shows that out of the 284 respondents, 24 indicated that they strongly agreed to the statement: “Living in this neighborhood is affordable,” 68 chose to agree to the statement, 100 were neutral, 86 disagreed, followed by 24 respondents strongly disagreeing.

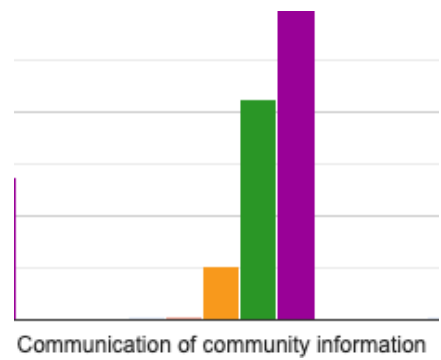


- c. Figure to the right: “Increasing the Diversity of Residents”

The “Increasing the Diversity of Residents” graph shows that out of the 284 respondents, 113 indicated that this was an “extremely important” issue, when asked, “When you think about key issues in the South Uptown Neighborhood, how important are each of these issues to you?” 92 respondents indicated that it was “somewhat important” to them, 55 indicated that they were “neutral,” 13 indicated that it was “not very important,” while 11 indicated that it was “not at all important to them.”

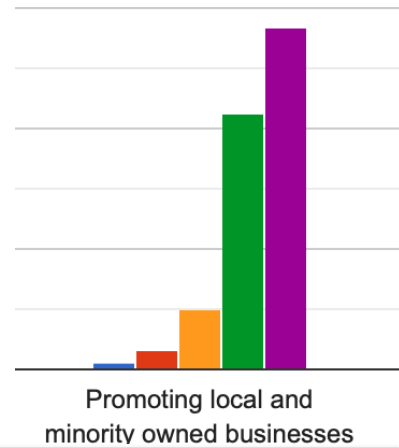


d. Figure to the right: “Promoting local and minority owned businesses”
 This graph shows that out of the 284 respondents, 142 indicated that this was an extremely important issue, when asked, “When you think about key issues in the South Uptown Neighborhood, how important are each of these issues to you?” 106 indicated that it was “somewhat important” to them, 25 indicated that they were “neutral,” 8 indicated that it was “not very important to them,” while 3 indicated that it was not at all important to them.



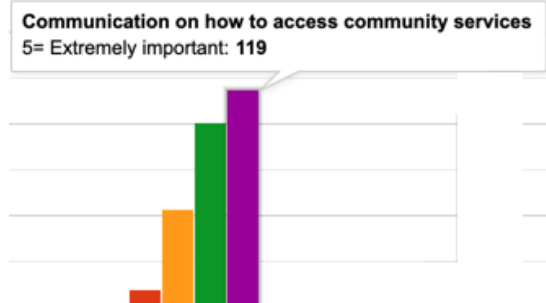
3. Survey questions and responses that informed the selection of Community Priorities:

a. Figure to the right: “Communication of Community Information”
 This graph indicates that out of 284 respondents, 151 indicated that this was extremely important to them, with 106 indicating that it was “somewhat important,” and 26 respondents indicated that they were “neutral.”



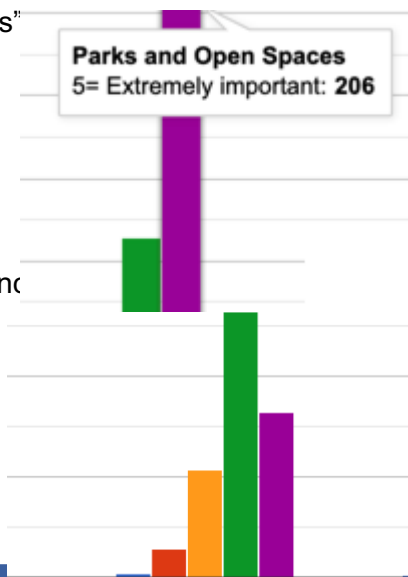
b. Figure to the right: “Communication on how to access community services”

Of the 284 respondents, 119 indicated that this was “extremely important,” 101 indicated it was “somewhat important,” 54 were “neutral,” and 10 thought it was “not very important.”



c. Figure to the right: “Parks and Open Spaces”

Of the 284 respondents, 206 indicated that Parks and Open Spaces were “extremely important,” 64 indicated it was “somewhat important,” and 11 were “neutral” with 3 who thought it was “not very important.”



d. Figure to the right: “Bryant Square Park Concerts and Movies”

Of the 284 respondents, 82 indicated that these activities were “extremely important” while 132 indicated that they were “somewhat important,” 54 were “neutral” and 14 thought they were “not very important.”

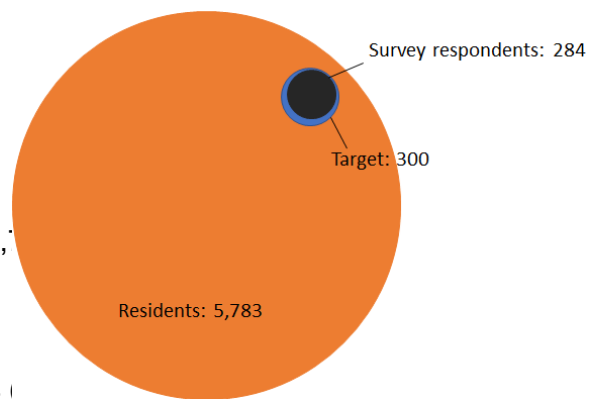
Bryant Square Park concerts and movies

1. Overall Survey Respondents

a. Survey Respondents:

Target number of respondents: 300
 Number of respondents: 284

b. Residents: Number of residents: 5,783



2. Renters vs. Homeowners

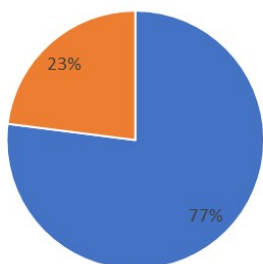
a. Renters

- i. 77% of neighborhood units (4,670)
- ii. 32% of survey respondents (90)

b. Homeowners

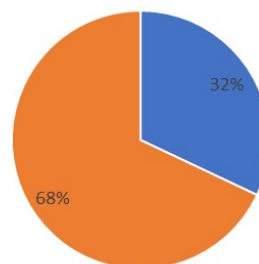
- i. 23% of neighborhood units (781)
- ii. 68% of survey respondents (189)

Residents



■ Renters ■ Home Owners

Survey Respondents



■ Renters ■ Home Owners

3. BIPOC vs White

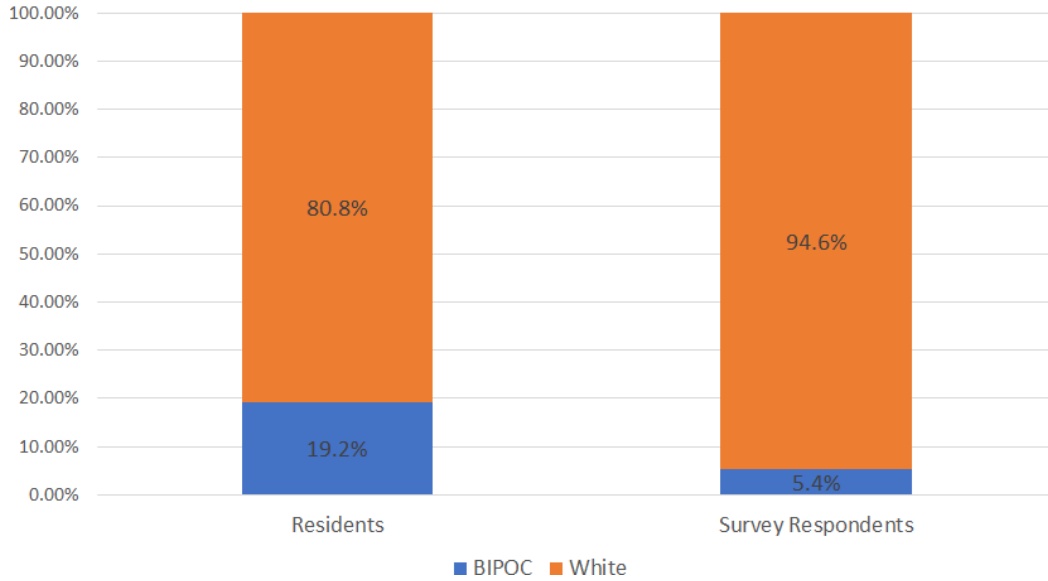
a. BIPOC

- i. 19.2 % of neighborhood - 19.2% (1,113)
- ii. 5.4% of survey respondents - (14)

b. White

- i. 80.8% of neighborhood - (4,670)
- ii. 94.6 % of survey respondents - (247)

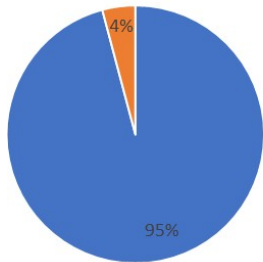
Neighborhood Demographics



4. LGBTQI vs Straight/Cisgender

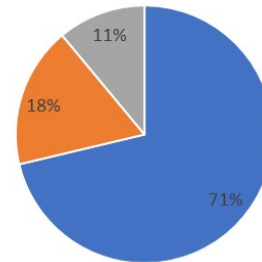
- a. LGBTQI
 - i. 4.1 % of the population of Minnesota, 3.6% of Minneapolis metro area
 - ii. 17.6% of survey respondents - (50)
- b. Straight/Cisgender
 - i. 95% of the population of Minnesota
 - ii. 71% of survey respondents - (201)

MN Population



■ Straight/Cisgender ■ LGBTQI

Survey Respondents

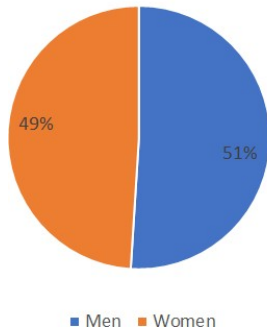


■ Straight/Cisgender ■ LGBTQI ■ Preferred not to say

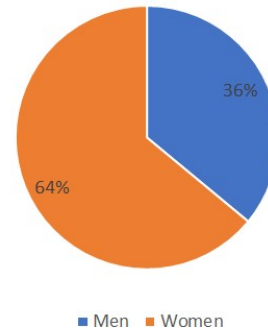
5. Women vs Men

- a. Women
 - i. 49.4% of Minneapolis population
 - ii. 64.5% of survey respondents - (167)
- b. Men
 - i. 50.6% of Minneapolis population
 - ii. 35.5% of survey respondents - (92)

MN Population



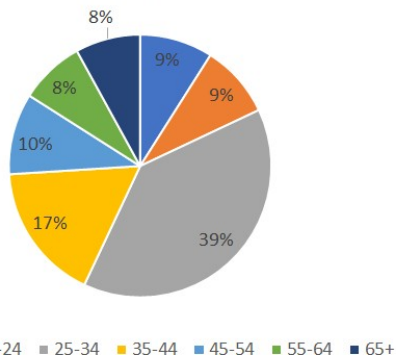
Survey Respondents



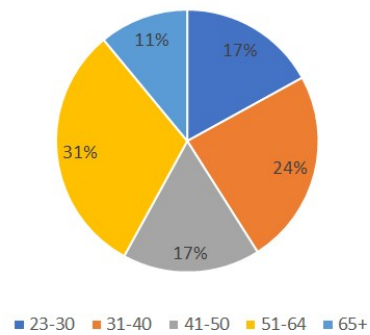
6. Age Ranges

- a. 25-34 make up 39.3% of neighborhood
- b. 45-44 make up 16.6% of neighborhood
- c. 45-54 make up 9.8% of neighborhood
- d. 55 + make up 16% of neighborhood

Residents



Survey Respondents



ANNEX IV - PRIORITIES BY GROUP

- **Renters Top 4 Priorities:**
 1. Safety
 2. Housing Affordability
 3. Parks and Open Spaces
 4. Business Development/Support

- **Homeowners Top 4 Priorities:**
 1. Safety
 2. Housing Affordability
 3. Business Development/Support
 4. Increased Communication/Connected Community

- **BIPOC Top 4 Priorities:**
 1. Safety
 2. Housing Affordability
 3. Increased Communication/Community Connection
 4. Diversity

- **White Top 4 Priorities:**

1. Safety
 2. Housing Affordability
 3. Business Development/Support
 4. Increased Communication/Connected Community
- **LGBTQI Top 4 Priorities:**
 1. Safety
 2. Increased Communication/Connected Community
 3. Housing Affordability
 4. Cleanliness/ Parks and Open Spaces
 - **Straight/Cisgender Top 4 Priorities:**
 1. Safety
 2. Increased Communication/Connected Community
 3. Housing Affordability
 4. Business Development/Neighborhood Cleanliness
 - **Women Top 4 Priorities:**
 1. Safety
 2. Increased Communication/ Connected Community
 3. Affordable Housing
 4. Increased Neighborhood Cleanliness/Free of Debris
 - **Men Top 4 Priorities:**
 1. Safety
 2. Affordable Housing
 3. Increased Communication/Connected Community
 4. Diversity/Parks and Open Spaces
 - **Age Groups: 20s - 40s Top 4 Priorities:**
 1. Safety
 2. Housing Affordability
 3. Increased Communication/ Connected Community
 4. Increasing Diversity of New Residents
 - **Age Groups: 50+ Top 4 Priorities:**
 1. Safety
 2. Parks & Open Spaces
 3. Increased Communication/Connected Community
 4. Housing Affordability

ANNEX V - INTERVIEW QUESTIONS

The following questions were asked during the interviews conducted with SUNA board members. Demographic information was also collected for each interviewee.

1. How do you see the current status of the neighborhood?
2. What is SUNA doing well?
3. What is SUNA struggling with/can improve upon?
4. What do you see as the unmet needs in the neighborhood?
5. How safe do you feel living in SUNA?
6. Do you feel as though there are barriers to equity in the neighborhood?
 - a. (if so what are they)?
7. How do you see diversity in the neighborhood?

8. How is South Uptown different from other neighborhoods/places you have lived?