TWIN CITIES 2050:
Advancing an Equity Agenda for the Twin Cities Region

The U.S. Census Bureau recently announced that more than 50 percent of babies in the U.S. are now born to people of color. The implications of this trend are clear: people of color will soon make up the majority of the U.S. population. The rapidly changing demographics of the nation are frequently discussed in terms of challenges, with statistics about disparities and stories of inequity that demonstrate the significant barriers facing people of color. These challenges are real, but our changing demographics aren’t cause for alarm. Rather, these changes bring together diverse experiences that could reinvigorate the American economy.

In August, community, government and business leaders from the Twin Cities region came together to discuss the largely untapped potential living within our region’s communities of color—and how it can be harnessed to fuel our region’s economic growth. At a meeting convened by EquityNow Twin Cities, PolicyLink and the Center for American Progress, some of the region’s and nation’s greatest equity thinkers outlined the steps it will take to make that happen, and to ensure that we can all prosper into the future.

Some food for thought:
• Minnesota’s labor force growth is slowing because of the state’s aging white population. Because the younger generations are significantly more diverse, new economic growth will be driven by people of color in Minnesota. That change means that investing in the potential of young people of color is critical to our state’s success.
• Where people live plays a role in public opinion about how investments are made. Perceived divides between urban, suburban, exurban and rural communities pose significant challenges.

• As early as elementary school, there is a sizable achievement gap between white students and students of color. Large numbers of students of color are dropping out of high school, and few are seeking the post-secondary education that the jobs of the future will require. Academic achievement is key for our region to be economically competitive. Students of all races must be prepared for the workforce.

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A New LA Story

I recently attended the Rail-volution conference held in Los Angeles, California. This annual conference started out from humble beginnings – a group of activists from Portland, Oregon first met in the basement of a local school to organize themselves around a rail transit agenda and to discuss the state of the movement, both locally and beyond. Now part of the agenda of an established organization, this year’s Rail-volution conference drew more than 1,100 participants from 88 U.S. cities and several foreign counties.

The conference reinforced what we’ve been saying for years: the Twin Cities has a ways to go in prioritizing transitway development. Other regions are seriously exploring how they can race ahead with plans to improve their transit systems and build out their vital transportation infrastructure. In many cases, that means new investments and new funding sources. The Twin Cities can’t afford to sit this one out as our peer regions create a vibrant, 21st-century network of transit corridors. We have to be strategic in what we invest in and how it can connect workers to jobs and communities, and to economic and social benefits. To do this right, community inclusion will be critically important because it will lead to both an equitable planning process and better development outcomes on the ground.

The Twin Cities can’t afford to sit this one out as our peer regions create vibrant, 21st-century transit networks.

Los Angeles, as it turns out, was the perfect host city for demonstrating the importance of each of these points. The city is embarking on an ambitious expansion plan that will add many more miles to an already robust network of commuter, bus, inter-city Amtrak and light rail lines. How can a city synonymous with the American car culture, with its endless miles of clogged freeway lanes, pivot away from its love affair with the automobile? There’s a fairly simple answer – the thrill is gone. Evolving consumer trends and preferences finally caught up to Los Angeles’s long-suffering commuters. High gasoline prices and nerve-rattling congestion are driving a growing acceptance of transit-oriented development models that place people closer to vital urban business and transportation corridors.

All of this expansion is being fueled by Measure R, a voter referendum passed in 2008 that collects funds from a half-cent sales tax in Los Angeles County. The measure sunsets after 30 years, but in that time it is expected to secure $36 - $40 million for rail and bus infrastructure investment. In November, voters will decide whether to extend the tax for an additional 30 years to raise $90 billion more for transit. An October 14 editorial in the Los Angeles Times noted that the sales tax is helping...
to ease congestion, reduce air pollution and generate jobs at a time when the city needs them the most. That’s the good part.

And then there’s the troubling part. Some low-income communities in the Los Angeles area are not receiving enough benefit from transit infrastructure investment. Community leaders have issued a sustained call for greater investment in inner-city bus routes to better serve low-income people of color. And in the midst of a strong surge of redevelopment and renewal of struggling areas along the newer rail routes, several well documented cases of displacement of very low-income rental housing have emerged. Some landlords are seeking to take full advantage of the rising demand for their properties by making it almost impossible for tenants to remain in their homes – for example, one landlord actually removed the toilets from some homes and then failed to replace them. The transformation of Los Angeles as it builds out a fairly large rail network is encouraging, but the big challenge will be to ensure that transit-dependent residents are able to plan for, gain access to and benefit from these projects.

So how do these lessons relate to our own challenges here in the Twin Cities region? For one, we already know that the quarter-cent sales tax being collected by Anoka, Dakota, Hennepin, Ramsey and Washington counties to fund transit projects will not be enough to fully build out our vision. County officials project that it will allow us to add only one more light rail line, the Southwest LRT. The dollars won’t go nearly as far here with a lower tax rate being collected on a population that’s about 25 percent of the size of Los Angeles County. We need a new mechanism for funding existing transit operations – one that can expedite the rapid build out of our regional transitway system.

The other lesson is one the Alliance and our partners are always sharing. Our public investments work better for everyone when the community has a voice in the planning—especially residents like low-income people and people of color who are typically underrepresented. According to Jeffrey Boothe, an experienced ballot initiative consultant, one lesson to be learned from transit funding measures that have faced voters around the county is to make sure community-based groups, leaders of color and social justice advocates are afforded their place at the strategy table from the launch of the campaign, instead of being treated as an afterthought or ignored entirely.

The same can be said throughout transitway development. When residents are invited to the table with local officials, planners and engineers, the product will better reflect their needs and will better serve our communities. That type of engagement is a better predictor of ridership than the most sophisticated formula any government agency could dream up.

When residents are invited to the table with local officials, planners and engineers, the product will better reflect their needs and will better serve our communities.
By now, HIRE Minnesota has proven how effective we are. We have helped MnDOT increase the hiring of people of color by 189 percent since 2009. We have ensured that the Central Corridor LRT project is on track to hire 18 percent people of color over the life of the project. When leaders make promises, we do not just say thank you and walk away. We stay there until we are sure the job is done.

Our work on those projects is not over, but we always have our eye on the horizon to see what is coming up next. The next big infrastructure development in our state will be the new Vikings stadium in Minneapolis. According to Minneapolis Mayor R.T. Rybak, the stadium could generate as many as 7,500 full- and part-time jobs. With a hiring goal of 32 percent, that could translate to 2,400 new jobs for people of color in Minneapolis, a city that is now labeled as the worst in the nation for its racial employment disparity.

HIRE Minnesota’s members had differing opinions on whether public funding for the stadium is a good thing. But we all agreed that with 2,400 jobs for people of color at stake, we had to play a role in ensuring the project meets its hiring goals.

We believe that when it comes to meeting workforce goals, upfront planning is half the battle. HIRE Minnesota leaders have met with members of the Minnesota Sports Facilities Authority to propose a plan for community engagement and transparency. Our goal is to help contractors understand their workforce requirements before construction begins. Then, all parties can agree on the steps we need to take to eliminate gaps. Throughout construction, we will co-convene a monthly reporting meeting that will be open to the public.

We hope to report back in several years that thousands of people of color helped build the stadium. If Mayor Rybak’s workforce projections are met, almost $100 million in wages will reach communities of color. No matter what each one of us thinks about public funding for the stadium, we should all agree that a $1 billion public investment can benefit all Minnesotans. With HIRE Minnesota at the center of all this work, there will always be a community presence and voice making sure we stay on track.
Equity Takes Center Stage in Minneapolis

On August 31, the Minneapolis City Council unanimously passed a resolution that acknowledges institutional racism and pushes the city to adopt tools and practices to increase employment equity.

The resolution is intended to bring sweeping change in how the city evaluates its own contributions to equity in our region. The resolution calls for Minneapolis to conduct a racial equity assessment to analyze all of its budgets, policies and programs. Council Member Cam Gordon, who co-authored the resolution with Council Member Don Samuels, said in a statement that Minneapolis “will lead by example and better incorporate racial equity into all city policies and practices.”

HIRE Minnesota helped fill the council chambers alongside other community leaders and public officials who stood together to support this measure. City staff spoke strongly about the need for the city to take a leadership role in ending racial disparities in Minneapolis. Karen Francois, Minneapolis’ director of employment equity, shared that while 40 percent of Minneapolis residents are people of color, the city’s workforce is only 23 percent people of color.

Community leader Shawn Lewis, who pushed for Minneapolis to lead on this issue, emphasized the importance of measuring a broad array of the city’s work. “What gets measured is what gets done,” he said.

HIRE Minnesota leader Ralph Wyman brought up the need for transparency and accountability to the community. The Metropolitan Council, meanwhile, is exceeding its 18 percent goal for employing people of color to build the Central Corridor LRT. The more information the community has, the better outcomes public agencies produce.

We applaud the passage of this resolution and we look forward to working with the city to help move Minnesota from worst to first in racial employment equity.
• People of color face significantly higher rates of unemployment than whites. The Economic Policy Institute’s annual rating of the regions with the worst black-white employment gap showed the Twin Cities at the top in 2011. This employment gap means the Twin Cities will already be starting from a deficit when creating the workforce of the future.

• People of color in the Twin Cities, particularly women and children, have higher rates of exposure to toxic materials, which affects the developmental capacity of children. A holistic approach to these problems must recognize that environmental, educational and employment disparities are all interrelated.

• Minnesota has the worst black-white imprisonment ratio with more than 25 African Americans imprisoned for each white person, despite the fact that there are significantly more white people in the state. A state analysis illustrated this point clearly: young African American males are more than six times more likely to be incarcerated than to live in college housing. A major concern this raises is that people with criminal records find it difficult to obtain future employment.

Minnesota offers many resources and is known as the best in the nation at many things—except racial equity. So how do we solve these problems? One of the ideas that came up the most was that equity leaders in the Twin Cities need to find ways to build space for a cultural shift that will simultaneously open up the doors to economic opportunity for people of color and benefit all people living here by reinvigorating our economy.

Part of that shift includes making sure the rooms where big decisions are being made aren’t just filled with white people, said Chris Stewart of the African American Leadership Forum. “Decisions are being made every day, and the rooms don’t look like this one,” he said, referring to the diversity around the table. “The social intelligence is missing. How can you lead the nation in everything except the inclusion of your own people?”

In the end, several participants said, we can only be successful if we flip the narrative. Rather than talking about communities of color as deficits or liabilities, we must always focus on highlighting the assets these communities contribute to our culture, our quality of life and our economy.

“We can’t just be invited to respond to plans, we have to be at the table and on committees where decisions are being made and we need to think earlier in planning processes about ways to encourage entrepreneurship, home ownership and job training,” said Repa Mekha of Nexus Community Partners. “We need to be planning for equitable outcomes, not just hoping they happen.”

The Alliance provides staff support to EquityNow Twin Cities, a network that believes that by working together, a diverse group of passionate people will achieve equity for Minnesota and beyond. Please visit us at equitynowtc.org.

EquityNow Twin Cities Launches A Mile in Our Shoes Book

_A Mile in Our Shoes_ Book Launch and Reception Thursday, November 29
3 – 5 p.m.
Capri Theatre
2027 West Broadway Avenue
Minneapolis, MN

_A Mile in Our Shoes_ is a compilation of stories and essays that illustrate the inequities in transportation that face many people of color, low-income people and people with disabilities in our region. These stories draw from the experience of individuals who are disconnected from employment, housing, education and other essential services due to a lack of transportation options.

Join us to hear these stories directly from the people highlighted in the book. We will also discuss the transit equity work taking place in the Twin Cities region, and end our time connecting and socializing with one another. Light refreshments will be provided. Please register at http://bit.ly/Xe4xwl.
A Fair Housing and Equity Assessment for the Twin Cities

Too often resource and policy decisions that affect low-income people and people of color are made without significant input from those communities. But the tides are shifting, and more public agencies are consciously advancing opportunities for residents to have a voice in planning their communities.

The federal Sustainable Communities Initiative is at the forefront of this change in the transit equity, environmental justice and affordable housing worlds. This partnership between the U.S. Department of Housing and Urban Development, the U.S. Environmental Protection Agency and the U.S. Department of Transportation is pushing state and local agencies to engage communities in decision-making and explicitly plan for more equitable outcomes.

The Twin Cities region received a large grant from the Sustainable Communities Initiative in 2010. As a piece of that work, our leaders are tasked with completing a Fair Housing and Equity Assessment (FHEA). The FHEA will identify ways to connect low-income communities and communities of color to opportunity by identifying a set of indicators of opportunity and mapping how well (or how poorly) connected communities are to regional resources.

For example, if “access to jobs” is chosen as an indicator, the FHEA will analyze and illustrate how well our public transit system connects local communities and major job centers in the region. This process of “opportunity mapping” will demonstrate where public investments or changes in local and regional policy could connect people to jobs, affordable housing, health care facilities and more.

It will be critical for the Metropolitan Council, the regional government agency that is leading the FHEA process, to identify indicators of opportunity that are reflective of the needs and wishes of low-income communities and communities of color. If the FHEA is to influence how public entities will make investments in the region, it needs to be inclusive of underrepresented communities in identifying, choosing, and weighing indicators of opportunity, while also creating space at decision making tables for those communities. The Alliance is partnering with the Center for Urban and Regional Affairs (CURA) to engage our community partners and allies in conversations that will help develop appropriate indicators to inform the FHEA. Our goal is to go beyond collecting information. We want to truly elevate voices of residents of underserved communities to make this an equitable process.

The FHEA has the potential to lay the foundation for communities to advocate for resources or policy change in their neighborhoods. The FHEA will not be a catch-all solution to solving race and class inequities in our region, nor will it create a permanent place at regional decision-making tables for underrepresented communities. But the FHEA presents a new opportunity for communities of color and low-income communities to influence major public investments and to infuse new voices into regional decision-making processes. We hope it will craft a shared narrative for why leading with an equity lens will help us build a stronger Twin Cities region.
Community Engagement Steering Committee – A Powerful Voice for Transit Equity

New transit corridors are on the horizon all around the Twin Cities region. The Central Corridor light rail line is almost complete, the Southwest light rail line was just expedited by the Obama Administration, and multiple corridors are in the early planning stages. But who does the planning?

Most people do not know how transitways come to be. Multiple levels of government are involved and the process often takes years, sometimes decades to complete. But over the past two years, our region has taken a more transparent and coordinated approach—one that allows more people to be involved in the inner workings—through an initiative called Corridors of Opportunity.

Corridors of Opportunity is a regional planning project that brings stakeholders together from the government, business, philanthropic and nonprofit sectors to promote sustainable, vibrant, and healthy communities, using the region’s emerging transitway system as a development focus. The Alliance, Nexus Community Partners and the Minnesota Center for Neighborhood Organizing form the initiative’s Community Engagement Team. Together, we are helping to transform community engagement in the Twin Cities region, so that all residents are empowered and equipped to participate in transitway development that will affect the future of our communities for generations to come.

In 2011, the CET worked with grassroots organizations along our planned transitways to form the Community Engagement Steering Committee. The steering committee is comprised of community leaders and staff from low-wealth communities of color who are organizing to leverage community benefits from the development of our regional system. They know their communities best, yet they are not always consulted about the impact of public investments like new rail lines in their neighborhoods. These leaders are working to change that.

The steering committee is devising a series of recommendations that will work across communities to ensure that residents understand and can participate in transitway planning. Through their discussions, steering committee members have identified a lack of consistency in community engagement across the different transitway planning processes. To address this discrepancy, they have worked with decision-makers in government agencies such as the Metropolitan Council to establish regional standards on community engagement. The steering committee has recommended that the Met Council:

- Be a regional leader in community engagement
- Establish regional standards in community engagement as a distinct section of Thrive MSP 2040, the agency’s regional development framework
- Work with the Community Engagement Steering Committee to create jointly supported community engagement standards.

In addition to their policy goals, the Community Engagement Steering Committee provides a much-needed space for grassroots groups to learn from and support one another. In the complex world of transitway planning, these connections are critical to helping underrepresented communities learn from the experiences of their peers around the region. Ultimately, our goal is to create the social and political infrastructure that will ensure underrepresented communities benefit from the major public transit investments planned for our region.

Read more about the steering committee, the Community Engagement Team and the Corridors of Opportunity initiative at www.engagetc.org.

National Case Studies in Community Engagement

The Community Engagement Steering Committee is researching national best practices on community engagement, looking for models to adapt to the unique needs of the Twin Cities. Here are some models that stand out from the crowd.

- The Chicago Metropolitan Agency for Planning Citizens Advisory Committee. Learn more at http://1.usa.gov/S3RLiS.
- Georgia Stand Up, a community alliance working to ensure community benefits from the Atlanta Beltline transit project. Learn more at http://bit.ly/V9XnX8
Each time a North Minneapolis community member makes a commitment to deeply engage in the development of the Bottineau LRT project, State Rep. Bobby Joe Champion reminds them that they are in it for the long haul. The transitway planning process can take up to 10 years and involves many complicated, inter-dependent processes.

It is critical for community leaders to get involved in transitway planning, and yet the length and complexity of projects often puts a strain on securing sustained leadership. That is why Sen.-elect Champion and other North Minneapolis leaders formed the Northside Transportation Network. NTN creates space for an authentic community process that will ensure that our region’s investment in the Bottineau Transitway contributes to a vibrant, economically successful North Minneapolis. With this organized community presence in place, more residents will have a voice in how light rail benefits and impacts the Northside.

The Bottineau Transitway is distinctive in that it connects two large communities of color to our regional transit system. The light rail line is proposed to run from downtown Minneapolis up the rail corridor that borders the Northside along Highway 55, and end near the large Target Corporation campus in Brooklyn Park. Even though the transitway is still years away, community groups in both of those areas are organizing now to ensure the plans meet residents’ needs.

It is never too early to start. That is one of the important messages the Alliance brings to the community groups we support.

Northside Transportation Network – Leveraging Community Benefits from the Bottineau Transitway

“This is a marathon, not a sprint.”

The Alliance, Nexus Community Partners and the Minnesota Center for Neighborhood Organizing are pleased to announce this year’s recipients of Corridors of Opportunity Outreach and Engagement grants.

La Asamblea de Derechos-Civiles
African Education, Career and Resource
Centro de Trabajadores Unidos en la Lucha
Cleveland Neighborhood Association
Eastside Prosperity Campaign
Harrison Neighborhood Association
Masjid An-Nur
MICAH
Native American Community Development Institute
Neighborhood Development Alliance
New American Academy
Northside Residents Redevelopment Council
Union Park District Council

Learn more about the Community Engagement Team and these transit organizing projects at engagetc.org.
like NTN, as they seek better outcomes from transitway development. The gears are already in motion on the Bottineau Transitway, with a recent decision on the alignment by the Hennepin County Regional Rail Authority. This resolution selects the preferred route of the rail line and will kick-start other processes, such as land use planning in the station areas and planning for transit-oriented development.

One of the lessons learned from the Central Corridor planning process is that vigorous community engagement results in a better transitway. In the words of Sen.-elect Champion, “If you’re not at the table, you’re on the menu.” NTN’s involvement in Bottineau Transitway planning will ensure that the North Minneapolis community benefits from the regional transit connections and new economic development the Bottineau Transitway will bring. It will also make the transitway more successful for our entire region. To learn more about NTN, visit northsidetransit.org.

ASK OUR MEMBERS

What is the Greatest Opportunity Facing the Twin Cities Region?

Sometimes we focus so much on what’s wrong with our region that we forget to acknowledge what’s right. The Alliance asked three of our member representatives to tell us about the best opportunities facing the Twin Cities region.

“One of the greatest opportunities in the Twin Cities region is the strength of our organizational partnerships and coalitions. I have been very impressed with the great work and innovative solutions that have come as a result of partnerships between sometimes unexpected organizations. As we move forward following the election, partnership across issue, sector and organizational boundaries, will help us all succeed.”
– Rose Teng, Metropolitan Consortium of Community Developers

“The greatest opportunity facing the Twin Cities region is greatly improving our transit, biking, and walking systems. We need to build out the regional system of transit lines quickly, add bus service, expand the network of safe bicycle routes, and make it possible for everyone—whether they are 8 years old or 80—to safely walk to anywhere within one mile of their home.”
– Ethan Fawley, Fresh Energy

“There is a great opportunity within multi-racial and multi-cultural groups as we work together to make sure that transportation in and around the Twin Cities become more equitable and reliable. The wins achieved along the Central Corridor would not have happened without this coordination; we need to continue to work together to see greater success throughout the region.”
– Hashi Shafi, Somali Action Alliance
Federal Policy: Environmental Justice Matters in Transitway Development

Most transportation planners understand that transitway developments can have disproportionate impacts in low-wealth communities of color. And the people who live in those communities don’t need to understand complex transportation policy to know that they have a stake in how major infrastructure projects will affect the future of their communities. But many people do not know that there is an entire body of environmental justice policies that outlines how low-wealth communities must be engaged in the planning of, and ultimately benefit from, transitways funded by the federal government.

This October, the Alliance hosted a series of forums on federal environmental justice policy and transitway development. Our special guests from the U.S. Environmental Protection Agency—Suzi Ruhl of the Office of Environmental Justice and Elizabeth Poole of the Region 5 National Environmental Policy Act Implementation Office—came to the Twin Cities to help us to illustrate the connections between environmental justice and the planning of our regional transitways.

The federal government defines environmental justice as a process of identifying and addressing disproportionately high and adverse human health or environmental effects of programs, policies and activities on people of color and low-income populations. There are three main principles of environmental justice:

• To avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority populations and low-income populations.
• To ensure the full and fair participation by all potentially affected communities in the transportation decision-making process.
• To prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations.

These goals should be considered throughout transportation planning and project development, and through all public outreach and participation efforts conducted transitway planning agencies.

The policy sessions were timely because federal government is reinvigorating its environmental justice programs through the Federal Interagency Working Group on Environmental Justice (EJ IWG). The EJ IWG is a coalition of 17 federal agencies and several White House offices that guides, supports and enhances federal environmental justice and community-based activities. In addition, the U.S. Department of Transportation is taking a fresh look at strengthening its environmental justice policies, which will have obvious connections to transportation planning happening locally.

Transportation planners and environmental justice community leaders who attended the local sessions participated in exercises that allowed them to develop a shared definition of environmental justice. They also networked with fellow transportation planners and environmental justice leaders, building connections that will be beneficial as we continue to develop our regional transitways.

Building a broader network of regional leaders who understand environmental justice policies will be critical as state and local agencies begin to reevaluate their own policies and speak more openly about how environmental justice issues play out in transitway development in the Twin Cities.

One upcoming project of note is the Minnesota Department of Transportation’s Go Plan—it’s statewide multimodal transportation plan—which will contain a significant environmental justice definition and analysis.

The Corridors of Opportunity initiative is another place where community leaders and transportation planners are gathering together to discuss how people of color and low-income people living along emerging transitways can play a meaningful role in envisioning their future. To learn how community engagement has been integrated into the initiative, visit www.engagetc.org and read profiles of the community leaders who are making a difference in transitway planning.

The Alliance thanks to our local planning partners, whose hard work helped to these events a success: Susan Hoyt, Metropolitan Council; Ashley James, Metropolitan Council; Joo-Hee Pomplun, Asian Economic Development Association; Brent Rusco, Hennepin County Regional Rail Authority; Carol Swenson, District Councils Collaborative of Saint Paul & Minneapolis.
Support the Alliance for Metropolitan Stability!

YES!!! I support the work of the Alliance for Metropolitan Stability to advance racial, economic and environmental justice in the way growth and development occurs in the Twin Cities region.

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