Brooklyn Park’s journey towards “A Thriving Community with Opportunities for All”

Richfield City Council
July 11, 2017
Wokie C. Freeman
Government Alliance on Racial Equity

• In 2016, a cross departmental team participated in a year-long cohort with 12+ other MN jurisdictions.

• Outcomes:
  – Racial equity narrative
  – Assessment of the organization
  – Racial equity action plan
Racial Equity Action Plan

• Intercultural Competence
  – 2 staff trained administrators of the Intercultural Development Inventory (IDI)
  – Foundations of Intercultural Competence workshop (100 staff to-date; more in the fall)

• Continue partnership with Osseo Area Schools to attend “Beyond Diversity” training (66 staff to-date)
Racial Equity Action Plan

- Continue with staff focus & commitment
  - Leadership Program - IDI profiles and development plans
  - 3-part film and discussion series (Race: The Power of an Illusion) & other learning opportunities
  - Implicit/Unconscious Bias Training (Police & other staff)
  - Provide support for staff of color (affinity groups)
  - Use racial equity lens to review/develop plans, policies & procedures
Employee Culture

• Employee Survey (2016)
  – Organization-wide Action Plans
    • Open & Honest Communication
    • Recognition
  – Department Action Plans
  – First All-Employee “State of the City”
  – Thank You Campaign (Hot Potato)
Brooklyn Park 2025 Community Plan

By the year 2025, what does our community want to see?

1. A united and welcoming community, strengthened by our diversity.

2. Beautiful spaces and quality infrastructure make Brooklyn Park a unique destination.

3. A balanced economic environment that empowers businesses and people to thrive.

4. People of all ages have what they need to feel healthy and safe.

5. Partnerships that increase racial and economic equity empower residents and neighborhoods to prosper.

6. Effective and engaging government recognized as a leader.
All City Full-time & Part-time Staff

2016 – 13.66% People of Color (433 employees)
2016 – 32.56% Female

2009 – 4.63% People of Color (299 employees)
2009 – 21.3% Female

<table>
<thead>
<tr>
<th>Department</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>City-wide</td>
<td>1.62%</td>
</tr>
<tr>
<td>Administration</td>
<td>7.41%</td>
</tr>
<tr>
<td>Community Development</td>
<td>2.50%</td>
</tr>
<tr>
<td>Finance</td>
<td>3.13%</td>
</tr>
<tr>
<td>Fire</td>
<td>-3.33%</td>
</tr>
<tr>
<td>Operations &amp; Maintainence</td>
<td>7.32%</td>
</tr>
<tr>
<td>Police</td>
<td>1.33%</td>
</tr>
<tr>
<td>Recreation &amp; Parks</td>
<td>7.50%</td>
</tr>
</tbody>
</table>

* Percent increase from previous year
Challenges recruiting diverse Police Officers

• RCP Project – “Improving African American Representation in the Brooklyn Park Police Department”
  – MN Police Officer Standards and Training Board (POST)
    • 2 year college
    • Credits from Professional Peace Officer Education (PPOE) program
    • POST Board Exam (standardized test)
    • Background test
Challenges recruiting diverse Police Officers

- 29 MN colleges have PPOE programs (4,000 students)
- 800 take POST Board Exam and become eligible to apply for positions
- Roughly 5.5% are African American
- Every year, MN produces LESS THAN 1 African American candidate for hire per Law Enforcement Agency
State Patrol Graduating Class
Recommended Strategies for Police

• Grow your own candidates (Cadet program)
• Analyze current process to eliminate barriers
• Focused recruitment
• Diversify hiring panels

Video about Police Training
Strategies for the City

• Analyze current processes to eliminate barriers
• Focused recruitment
• Diversify hiring panels
• Provide welcoming environment for staff of color
• Incorporate added supports
• Invest in BrookLynk Program (Similar to Step Up program in Minneapolis)
• Community Engagement Guide
Refreshed City Values

- Inclusion
- Partnership
- Accountability
- Learning
City Values

Inclusion
We value all people and diverse ideas.

Cultural competency
Address economic, geographic and racial inequities
Include the people affected in decision-making
Engagement is part of our DNA
City Values

Partnership
We build trusting partnerships.

Teamwork
Working within and between departments

Open and honest communication

Partnering with residents and community stakeholders
City Values

Accountability
We are accountable for our actions and results.

- Ethical decisions
- Personal and professional responsibility
- Responsible stewardship of the community’s resources
- Excellent service and results
City Values

Learning
We learn and improve each day.

Continuous improvement and innovation
Opportunities for learning and training
Thriving employee culture and learning environment
Professional and personal growth
Accountability Moving Forward

- City Leadership Support & Commitment
- Performance Management – tied to values
- Department Plans – aligned with BP2025
Thank you!

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Brooklyn Park, MN 55443
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www.brooklynpark.org

Facebook: /brooklynparkmn
Twitter: @brooklynpark
YouTube: /user/brooklynparkmncity
About Bloomington
Government Alliance on Race and Equity

A national network of government working to achieve racial equity and advance opportunities for all.

✓ Supporting jurisdictions at the forefront
✓ Expanding jurisdictions – in 30 states and over 100 cities – all levels of government
✓ Providing tools and resources to put theory into action
Racial equity means:

• “Closing the gaps” so that race does not predict one’s success, while also **improving outcomes for all**

• To do so, have to:
  - Target strategies to focus improvements for those worse off
  - Move beyond “services” and focus on changing policies, institutions and structures
<table>
<thead>
<tr>
<th>2016 GARE Cohort</th>
<th>2017 GARE Cohort</th>
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<tbody>
<tr>
<td>Bloomington</td>
<td>Bloomington</td>
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<tr>
<td>Brooklyn Center</td>
<td>Dakota County</td>
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<tr>
<td>Brooklyn Park</td>
<td>Edina</td>
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<tr>
<td>Duluth</td>
<td>State of MN</td>
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<tr>
<td>Hopkins</td>
<td>Hennepin County</td>
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<tr>
<td>Mankato</td>
<td>Minneapolis Parks and Recreation Board</td>
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<tr>
<td>Maplewood</td>
<td>Northfield</td>
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<tr>
<td>Minneapolis</td>
<td>St. Anthony</td>
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<tr>
<td>Minneapolis Parks and</td>
<td>St. Louis Park</td>
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<tr>
<td>Recreation Board</td>
<td>Shorewood</td>
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<tr>
<td>Ramsey County</td>
<td>Maplewood</td>
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<tr>
<td>Red Wing</td>
<td>Three Rivers Park District</td>
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<tr>
<td>St. Louis Park</td>
<td>White Bear Lake</td>
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<tr>
<td>Woodbury</td>
<td>Woodbury</td>
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<td>Hopkins</td>
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<td>Mankato</td>
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<td></td>
<td>Minneapolis</td>
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<td></td>
<td>Golden Valley</td>
</tr>
<tr>
<td>Initially explicit</td>
<td>Became implicit</td>
</tr>
<tr>
<td>--------------------</td>
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<tr>
<td>Government explicitly creates and maintains racial inequity.</td>
<td>Discrimination illegal, but “race-neutral” policies and practices perpetuate inequity.</td>
</tr>
</tbody>
</table>
Race in governmental policies

Federal Housing Administration

Location of city facilities

DC Trash Transfer Stations

Streetlighting
Institutional / Explicit
Policies which explicitly discriminate against a group.

Example:
Police department refusing to hire people of color.

Institutional / Implicit
Policies that negatively impact one group unintentionally.

Example:
Police department focusing on street-level drug arrests.

Individual / Explicit
Prejudice in action – discrimination.

Example:
Police officer calling someone an ethnic slur while arresting them.

Individual / Implicit
Unconscious attitudes and beliefs.

Example:
Police officer calling for back-up more often when stopping a person of color.
National Best Practice

Normalize
- A shared analysis and definitions
- Urgency / prioritize

Operationalize
- Racial equity tools
- Data to develop strategies and drive results

Organize
- Internal infrastructure
- Partnerships
Implicit Bias - May

LGBTQIA, Transgender 101, and Gray Area Thinking - June
Poverty – November
Mental Health
Criminal and Social Justice
Disability – October
Implicit Bias - May
Aging – September
Veterans – November
Immigration – September
Religion
LGBTQIA, Transgender 101, and Gray Area Thinking - June
Partnering with Cities for Training

OED Certificate Program

Basic Certificate
Core Curriculum (Workshops 1-6) = 18 hours
Supporting Curriculum (Workshops 7-10) = 12 hours

30 hours total
All 10 workshops will be offered fall semester, spring semester and summer
Open to students, staff, & faculty from all U of M campuses
<table>
<thead>
<tr>
<th>City of Bloomington- Strategic Plan Summary 2017-20</th>
</tr>
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<tbody>
<tr>
<td><strong>Focused Renewal</strong></td>
</tr>
<tr>
<td>Renew priority neighborhood commercial nodes</td>
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<tr>
<td>Successful neighborhood renewal innovation</td>
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<tr>
<td><strong>High Quality Service Delivery</strong></td>
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<tr>
<td>Financial sustainability of all funds</td>
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<tr>
<td>Meet customer expectations</td>
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<tr>
<td>Improved customer service</td>
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<tr>
<td><strong>Inclusion and Equity</strong></td>
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<tr>
<td>More diverse advisory boards</td>
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<tr>
<td>More diverse workforce</td>
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<tr>
<td>More diverse program participation</td>
</tr>
</tbody>
</table>

- a) Establish financial sustainability targets and standards
- b) Implement High Performing Organization (HPO) training and incorporate five service areas for targeted customer service improvement
- c) Adopt pathway and internship programs that target underrepresented populations
- d) Create a hiring and retention strategy for people of color
- e) Train city staff on diversity
- f) Create a racial equity toolkit
This free program is designed to empower individuals to become involved in local municipal government including city, school district and nonprofit boards and commissions. Over the course of six months, participants will learn how local government functions and the role nonprofit organizations serve in the community. Leadership skills will be developed through educational sessions and one-on-one mentoring with City and community officials.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Kick-Off</td>
<td>Monday, May 15</td>
<td>5 – 8 p.m.</td>
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<tr>
<td>Government 101</td>
<td>Saturday, June 10</td>
<td>9 a.m. – 1 p.m.</td>
</tr>
<tr>
<td>Dinner Session</td>
<td>Tuesday, June 20</td>
<td>6 – 8 p.m.</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>Saturday, July 15</td>
<td>9 a.m. – 1 p.m.</td>
</tr>
<tr>
<td>Dinner Session</td>
<td>Tuesday, July 25</td>
<td>6 – 8 p.m.</td>
</tr>
<tr>
<td>Safety</td>
<td>Saturday, August 12</td>
<td>9 a.m. – 1 p.m.</td>
</tr>
<tr>
<td>City Services</td>
<td>Saturday, September 9</td>
<td>9 a.m. – 1 p.m.</td>
</tr>
<tr>
<td>Dinner Session</td>
<td>Tuesday, September 19</td>
<td>6 – 8 p.m.</td>
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<tr>
<td>Community Organizing</td>
<td>Saturday, October 14</td>
<td>9 a.m. – 1 p.m.</td>
</tr>
<tr>
<td>Dinner Session</td>
<td>Tuesday, October 24</td>
<td>6 – 8 p.m.</td>
</tr>
<tr>
<td>Capstone Presentation</td>
<td>Monday, November 20</td>
<td>5 – 7 p.m.</td>
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</tbody>
</table>
Suburban Law Enforcement Trainee Program

MINIMUM QUALIFICATIONS:
• No previous police experience is required
• 2 or 4 year degree from a regionally accredited institution in any discipline by 12/31/16
• US Citizen
• Valid driver's license, or eligibility to obtain
• No felony convictions
• Must NOT have already completed a MN Skills program or taken the MN POST exam

DESIRED QUALIFICATIONS:
• Ability to fluently speak and proficiently read and write a non-English language (in addition to English).
• Translator certification
• Experience living or working with non-white populations
• We seek individuals who will assist us in serving our very diverse communities. Priority will be given to candidates who have diversity skills and knowledge, and community engagement experience that can be applied to police work.
City Council - School Board Joint Statement on Immigration

Preamble
We, the Bloomington City Council and School Board, recognize that current times have revealed an atmosphere of anger, fear and anxiety around immigration. These conditions have created incidents and uncertainties within our community that are very real. And where there are uncertainties for some there are uncertainties for all.

Statement on Immigration
We believe diversity is one of our greatest strengths. We welcome a community that is a rich and
1. Set Racial Equity Goals
2. Collect and Analyze Data
3. Understand Historical Context
4. Engage Those Impacted
5. Refine Outcomes & Develop Equitable Strategies
6. Implement Changes
7. Evaluate and Report Back
MORRIE’S JAGUAR LAND ROVER OF RICHHFIELD

CITY OF RICHHFIELD
CITY COUNCIL WORK SESSION
JULY 11, 2017

REPRESENTATIVES ON BEHALF OF MORRIES:
LYNN ROBSON - FACILITIES DIRECTOR
PETER COYLE - LAND USE COUNCIL
BRANNIN GRIES - ARCHITECT
SITE REVIEW

- Morrie’s acquired the Jaguar/ Land Rover open point in January of 2017
- Manufacturer site location and size requirements
- 10 mile restriction from the existing Jaguar Land Rover franchise
- We looked at multiple sites
- Chosen site is known as the Adler site, located at 1550 East 78th Street
- The parcel is 3.2 acres
- The site is zoned appropriate for the use
PROJECT HIGHLIGHTS

- The proposed JLR building is 33,825 square feet
- The covered parking structure is 20,865 square feet on the first floor and 45,880 on the second floor
- The building will front on 77th Street with jewel box type visibility on the 494 frontage
- Two story contemporary facility design
- One of only a few of JLR’s new “Arch-Type” facility designs in the country.
- (4) Electric charging stations will be provided
- High quality class A building materials
- Building will resemble an office building
- Investment
- 60-70 new jobs to the City of Richfield
- Work with Councilmember Gonzales to host a job fair
- Current property taxes are 0 - the proposed use will generate tax revenue to the City
Address: 1550 78th Street E
Richfield, MN 55423

Acres: 3.2 Acres
(139.392 sf)

Current Tax: $0

Estimated Future Tax After Project: $750,000 - $800,000

Increase: $750,000 - $800,000
NORTH ELEVATION

SOUTH ELEVATION

NE PERSPECTIVE VIEW
OPEN DISCUSSION

- Feedback
- Next steps
- Neighborhood meeting
- Job fair
Where You are Always at Home
MISSION
To be the most sought after multi-family Property Management Company in the area.

VISION
What can we do for you? It is our pleasure to serve you with V.I.P. status and lead in a professional, nurturing way - always with a smile.
Meet the Staff

STEVE NICOLAI
President | CEO
Over 35+ years experience in developing and managing apartments

MAINTENANCE SUPPORT
Respond and complete all work orders within 24 hours

OFFICE ADMINISTRATION
Manage all areas of the business - Account Manager, Business Manager, Controller

NIGHT MANAGEMENT
On-call for after-hours (nights, weekends, holidays) and emergency situations

35+ YEARS DEVELOPING + MANAGING APARTMENTS  |  OFFICE ADMIN FOR ALL AREAS OF BUSINESS  |  EMPLOYEES ALWAYS ON-CALL
Properties

- **MARKLE ROAD**
  Bike racks help promote healthy living in the community.

- **CALVERT ROAD**
  Walking trail and pond help beautify the neighborhood while providing outdoor recreation opportunities.

- **LOSEY BOULEVARD**
  Built on previous site of Elm Grove School and maintains old school house charm with brick exterior and large, circle window.

- **LIBERTY STREET**
  Provides easy biking and walking access to nearby colleges.

700+ RENTAL UNITS IN 4 WISCONSIN CITIES | $4M HIGH-END APARTMENT COMPLEX COMING SOON TO OWATONNA
Properties

MARKLE ROAD

- Apartment community built approximately 30 years ago
- Mix of one and two bedroom units
- Complimentary storage space for each unit
- Across the street from the Mississippi River
Properties

LIBERTY STREET

- Apartment community built approximately 20 years ago
- Mix of one and two bedroom units
- Complimentary storage space for each unit
- Steps away from walking/biking trail
Properties

LOSEY BOULEVARD

- Apartment community built in 2003
- Astounding curb appeal
- All one bedroom units
- Coffee bar provided to residents in the inviting lobby on Mondays
- Secured entry
- Additional storage space for each unit
Properties

**CALVERT ROAD**

- Apartment community built in 2016
- Mainly one bedroom units with a handful of two bedroom and extra large units
- Garages and indoor bike storage
- Fitness center, volleyball court, and walking trail
- Coffee bar provided to residents in the stylish lobby on Mondays
- Pond with geese
- WiFi
Properties

OTHER PROPERTIES

- River Pines Mobile Home Park
  Location: Sparta, Wisconsin
  Over 30 years of being one of the best mobile home parks in the area

- Broadway Estates Mobile Home Park
  Location: Blair, Wisconsin
  Land for expansion

- Maple Grove Venues, LLC
  Location: West Salem, Wisconsin
  Space for up to 400 people to gather for weddings, graduations, Christmas parties, company meetings, and so much more
Strong Community Builders

CONTINUALLY IMPROVING
Always striving to keep apartments up to date and taking advantage of new opportunities to grow.

ENVIRONMENTALLY FRIENDLY
Recycling at all sites and efforts to go green/paperless.

HEALTHIER LIFESTYLES
Launched a healthy initiative in 2012 by encouraging active lifestyles. A new fitness center and indoor bike storage are provided at our Calvert Road Property, as well as indoor storage units and outdoor bike racks at all locations.

HELPING NON-PROFITS
Strive to be community builders and invest in areas served.

SMOKE-FREE PROPERTIES
Smoke-free as of 2013 with continuous development of additional wellness initiatives.
Adapting to Richfield

- Market-rate apartments
- Fit the needs of the neighborhood
- Higher rental demand
- 20% of units for moderate-income seniors, a growing market
- Ideal location with walking distance to shopping and employers
- Full-time site manager
Adapting to Richfield
Adapting to Richfield
Adapting to Richfield
Adapting to Richfield
TOGETHER WE CAN MAKE A POSITIVE IMPACT IN THE COMMUNITY