

HIAWATHA CARE PROJECT COMMUNITY ACTION PLAN

The Hiawatha CARE Project aims to address environmental and health risks in the East Phillips and western Longfellow neighborhoods in south Minneapolis. Steered by an advisory group of almost two dozen area nonprofits, government agencies, business organizations, and community-based groups (known as the Community Environmental Workgroup or CEW), the Hiawatha CARE project used a multi-phase process to identify five priority issues that the community wanted to address: air pollution, asthma, clean water, economic instability, and nutrition and obesity.

THE CEW identified 14 priority *strategies* that could be implemented to address these identified issues. In summer 2013, project staff talked to community members at events, in the community, and door-to-door to prioritize these *strategies*. The Community Action Plan identifies these top 14 *strategies* and then indicates the communities' priority level, on an A-to-D scale, with (^A) = very high priority, (^B) = high priority, (^C) = medium priority, and (^D) = low priority.

Under these 14 *strategies*, the CEW has identified a variety of specific *actions* to help make these *strategies* a reality. The Community Action Plan identifies these *strategies* and *actions*, including actions to support or reinforce existing programs as well as opportunities to develop new efforts to address the risks. Some of these actions already enjoy broad-based community support, while others may need to be refined by community members and stakeholders before moving ahead.

Nutrition and Obesity [Community Priority #1]
Access to Affordable, Healthy Food [Community Priority #6]

Strategy 1 ^A Make it safer and easier for people to bike, walk, and use transit to get to and from destinations in and outside their community, including schools, transit stations, greenspace, and grocery stores.

- 1.1 Support Safe-Routes-to-School efforts to make it easier and safer for kids to walk to schools and other destinations
- 1.2 Work to improve access to light rail transit stations, including pedestrian and bike connections from East Phillips to Franklin Ave LRT station and western Longfellow across Hiawatha Avenue
- 1.3 Work with community partners to support efforts to improve safety along the Midtown Greenway and other trails
- 1.4 Support installation of NiceRide facilities throughout corridor
- 1.5 Work with local bike shops and community organizations to develop affordable community and school-based bikeshare and free-bike programs
- 1.6 Develop community maps that highlight biking and walking routes to local businesses and transit stops; share local commuter and bike information
- 1.7 Support efforts and classes to teach people bike riding techniques, bike maintenance, and bike safety
- 1.8 Identify and fill in gaps where bike racks are needed

Strategy 2 ^B Improve access to healthy, affordable food by supporting gardening, community gardens, farmers markets, and urban farms.

- 2.1 Develop, support, and market local buying clubs and bulk purchasing programs of fresh fruit and vegetables
- 2.2 Develop and share healthy buying information, including “how to shop for healthy food” at corner stores, coops, big-box stores, and the farmer’s market
- 2.3 Support existing and development of new urban farms and community gardens
- 2.4. Identify opportunities for additional garden space, including space at multifamily housing
- 2.5 Support connections between interested gardeners and available plots
- 2.6 Create / provide ride-sharing or direct shuttle services to grocery stores, farmers markets, and gardens
- 2.7 Support implementation of and education on school health and wellness policies

Strategy 3^C Support all-season, community-based activities to promote physical activity and good nutrition for all ages, abilities, and backgrounds, including community cooking and healthy eating classes; recreation activities, exercise classes, games; and social opportunities.

- 3.1. Support community-based exercise classes, game nights, and other programs that support physical activity and social opportunities
- 3.2. Work with recreation centers and other organizations to provide all-season activities for children. Identify scholarships opportunities to encourage lower income youth participation
- 3.3. Support creation of green space and safe places to play
- 3.4. Host community cooking classes, healthy eating classes, youth/teen cooking programs, neighbors-teaching-neighbors, cultural relevant foods, making meals healthier
- 3.5. Create neighborhood fitness challenge or other efforts to make it a group effort
- 3.6. Host story-based gatherings to share successes

Air Pollution [Community Priority #2]

Vehicle Emissions [Community Priority #4]

Strategy 4^B Work with local businesses and industries to identify opportunities to reduce area source emissions.

- 4.1. Initiate program to educate industrial, medical, and other properties on proper generator maintenance
- 4.2. Initiate community-business dialogues on air-related issues
- 4.3. Work with local businesses to explore options for reducing emissions at facilities in the project area.

Strategy 5^C Support community-based projects to identify and implement programs to reduce wood smoke and vehicle-related emissions, such as alternative-fuel vehicle/fueling station programs, lawn mower exchange programs, do-it-yourself auto-tune-up courses, idling ordinance enforcement, etc.

- 5.1. Initiate alternative-fuel refueling stations (E-85, electric) in neighborhood
- 5.2. Support expansion of car-sharing facilities throughout corridor area
- 5.3. Initiate car maintenance DIY classes to encourage proper running of vehicles and to reduce potential spills and improper fluid disposal
- 5.4. Expand diesel conversion program for equipment and buses

- 5.5 Add anti-idling equipment to trucks to allow refrigerators to run without idling entire truck
- 5.6 Increase awareness of anti-idling ordinances, including at schools and other areas with high pedestrian activity
- 5.7 Work with Metro Transit to institute the use of low-emissions buses on routes in the corridor area
- 5.8 Expand education campaign on proper fire-burning techniques
- 5.9 Support efforts to reduce burning on high-alert pollution days
- 5.10 Support program to convert wood burning stoves and fireplaces to natural gas
- 5.11 Support lawnmower and yard equipment exchange programs at local businesses

Strategy 6 ^D Support efforts to expand the urban forest through technical assistance and tree planting programs.

- 6.1 Work with neighborhood groups, Park Board, and watersheds on free and reduce price tree giveaway program
- 6.2 Work with homeowners and businesses to identify ideal locations and species to plant trees to maximize energy impacts

Economic Instability [Community Priority #3]

Strategy 7 ^A Support skills development, job training, and learning opportunities by fostering partnerships from elementary school through post-secondary education and employment.

- 7.1 Support local job training and job readiness programs
- 7.2 Support development of local jobs and green jobs
- 7.3 Connect local workers to local businesses, including through LBA and other local job sites
- 7.4 Initiate tree planting program that also develops work skills
- 7.5 Work with school district and continuing education to partner on curriculum and activities for school that link to community resources
- 7.6 Support opportunities to mix school learning opportunities with local businesses, including programs such as Sanford job corps and First Robotics type skills course
- 7.7 Support efforts to broadly engage businesses and organizations in their local community

Strategy 8^C Support local food production, urban farms, and local-food business partnerships as an economic development tool.

8.1 Support community gardens and selling food from local farms to businesses

8.2 Support farms in the city and promote local growers

8.3 Meet with grocery stores, restaurants to identify opportunities to partner to provide locally grown food

Strategy 9^D Support local businesses through shop-local incentives, local bike-walk maps, business-to-business partnerships, and access to technical assistance programs.

9.1 Educate people on the benefits of spending money at local businesses

9.2 Encourage local business partnerships to support local economy

9.3 Pilot local “dollars” program, coupon book, and other incentives to shop locally

9.4 Develop stronger web presence, including directory, interactive website, and social media presence

9.5 Encourage people to walk and bike to local businesses; develop local bike/walk map that includes local businesses

Asthma [Community Priority #8]

Strategy 10^B Reduce childhood exposure to secondhand smoke, particularly in multifamily housing units.

10.1 Reduce secondhand smoke exposure in multi-family housing

10.2 Target education, promotion, and cessation programs to households with young children

10.3 Support household air filter program

Strategy 11^D Support Safe and Healthy Homes Initiatives to provide assessments of asthma triggers and training, education, and kits to help maintain a healthy home.

11.1 Create and distribute educational materials on maintaining a low-risk household

11.2 Support programs that use home visits to identify asthma triggers and train on maintaining a healthy home

11.3 Distribute safer home cleaning kits

11.4 Work with homeowners and landlords to reduce water leaks in houses

11.5 Support data collection programs to help homeowners identify and address household asthma triggers

Clean Water [Community Priority #9]

Strategy 12^C Reduce chemical use in homes and businesses and educate on proper disposal of hazardous waste, including community disposal sites.

- 12.1 Educate homeowners and businesses on things that cannot be treated down the drain
- 12.2 Work with businesses to eliminate use of Triclosan soap
- 12.3 Educate residents and businesses on hazardous waste disposal sites
- 12.4 Share information on existing programs to address contamination
- 12.5 Encourage use of 311 to report spills

Strategy 13^D Reduce runoff to and pollution in rivers, lakes, and streams through expanded use of stormwater best management practices, trainings to reduce use of deicing salts, rake-the-river campaigns, and other efforts.

- 13.1 Support and publicize incentives to businesses to integrate stormwater management best management practices – such as rain gardens, permeable parking lots, etc.
- 13.2 Stencil “Drains to River” on all storm drains
- 13.3 Educate on impacts and support efforts to fix leaky vehicles
- 13.4 Coordinate erosion control workshops to share best practices with construction companies
- 13.5 Educate and conduct trainings on minimizing application of deicing salts in winter
- 13.6 Promote “Rake the River” efforts to keep leaves from decomposing all winter before entering the rivers

Strategy 14^D Expand education on yard-maintenance practices that have reduced environmental impacts.

- 14.1 Expand education on safer, greener yard practices
- 14.2 Provide technical assistance to property owners to install practices that reduce stormwater and help owners get stormwater credit
- 14.3 Expand education on safe disposal of leaves and grass clippings (and impacts of not disposing properly)
- 14.4 Expand education on water quality issues associated with pet waste
- 14.5 Set up pet waste stations in residential areas to encourage people to clean up