



Date of Board P+C: 09.29.21

Date of Board Approval (for CAC's only):

Date of Most Recent Update:

Please fill out this form if your project, program, or initiative includes community engagement beyond the "Inform" level. All Community Engagement Plans should be filed as Petitions and Communications with the MPRB Board of Commissioners and submitted to the MPRB Engagement Portal on SharePoint (<https://minneapolisparcs.sharepoint.com/planning/SitePages/Home.aspx>.)

Staff Lead: Crystal Passi

Department or Division: Planning

Project Name: Farwell Park Site Improvements

Engagement Level: Consult (*See Engagement Assessment attached*)

This plan serves as a guide for the community engagement process for the Farwell Park Improvements Project. The plan may be modified as circumstance warrants during project duration. Substantial modifications are to be communicated to stakeholders and the MPRB Board of Commissioners.

As required by the Minneapolis Park and Recreation Board Community Engagement Policy, this project requires a Community Engagement Plan because the project falls under the *Consult* category of community engagement for which MPRB is required to obtain stakeholder feedback on project, initiative, or program analysis, alternatives, or decisions. This CE Plan was used with a GARE Racial Equity Tool Kit framework.

Key Stakeholders should be engaged in the creation of this plan. Please explain who was engaged:

This is to be filled out before the CE Plan is submitted to the Board as a P+C.

The Northside Residents Redevelopment Council (NRRC)

1. **Project Description**

1a. Project Overview:

This project intends to implement a first phase of improvements to Farwell Park identified in the Near North Service Area Master Plan. Funding is available in 2021. The engagement with the community throughout 2021 will support determining what projects should be prioritized and help shape concept plans. Depending on what projects rise to the top, the community and stakeholders may also weigh in on specific design elements. The community input, the project budget, and an in-depth understanding of the existing site needs from a maintenance and recreation staff perspective will also direct project priorities and project design.

1b. MPRB Outcomes (What goals, strategies, or values in the MPRB Comprehensive Plan does this project, program, or initiative relate to?):

Vision Theme 3: Dynamic parks that shape city character and meet diverse community needs

Goal: Parks shape an evolving city.

Goal: Park facility renewal and development respects history and focuses on sustainability, accessibility, flexibility and beauty.

Goal: Through outreach and research, park and recreation services are relevant today and tomorrow.

Goal: Easily accessible information supports enjoyment and use of the park and recreation system.

Vision Theme 4: A safe place to play, celebrate, contemplate, and recreate

Goal: Parks are safe and welcoming by design.

1c. Project Timeline:

Community engagement throughout the summer/early fall 2021. Construction in 2022.

1d. Project Funding:

<u>Capital Sources</u>	<u>Amount</u>	<u>Expiration</u>
NPP20	\$700,000.00	n/a

<u>Supplemental Sources</u>	<u>Amount</u>	<u>Expiration</u>
Total:	\$700,000.00	

2. Project Data:

2a. What are the boundaries of the community engagement area? (For regional facilities include neighborhoods adjacent to the park and city/regional boundaries.)

Penn Ave N, Oak Park Ave N, Plymouth Ave N, Xerxes Ave N

These boundaries represent the boundaries of mailers which is typically up to 3 block radius from the park, but areas outside this within the Homewood Neighborhood will be engaged as well. Community Engagement will reach beyond into Near North.

2b. What are the demographics of the community engagement area?

Total Population

Willard-Hay Neighborhood	9,597
City of Minneapolis	429,606

Age Percentage of Population

Age	Willard-Hay Neighborhood	City of Minneapolis
Under 5	8.40%	6.58%
5-9 years	8.00%	6.26%
10-14 years	9.00%	5.83%
15-17 years	4.80%	7.02%
18-24 years	10.40%	10.07%
25-34 years	17.10%	20.64%
35-44 years	13.80%	15.92%
45-54 years	10.60%	12.01%
55-64 years	9%	3.45%
65-74 years	5%	2.47%
75-84 years	3.50%	7.45%
85 years and older	0.70%	1.67%

Race by Percentage of Population

Ethnicity	Willard-Hay Neighborhood	City of Minneapolis
White	23.60%	63.60%
Of Color	72.90%	19.20%
Black or African American	47.90%	1.90%
American & Alaskan Native	2.50%	5.90%
Asian or Pacific Islander	12.40%	4.90%
Other	Not Enough Data	Not Enough data
Two or More Races	7%	4.80%
Hispanic or Latino (Of Any Race)	6.80%	9.60%

Median Household Income

Willard-Hay Neighborhood	\$40,980
City of Minneapolis	\$62,583

Percentage of the Population that Speaks a Language Other than English at Home

	English Only	Language Other than English	Speaks English Less than "Very Well"
Willard-Hay Neighborhood	77.20%	22.80%	12.90%
City of Minneapolis		22.30%	

Percentage of the Population with a Disability

Willard-Hay Neighborhood	18.80%
City of Minneapolis	11.20%

Renter v. Homeownership

	Owner-Occupied Housing	Renter-Occupied Housing
Willard-Hay Neighborhood	53.40%	41.80%
City of Minneapolis	47.20%	

Analysis: This analysis compares the Willard-Hay neighborhood to Near North in addition to the rest of Minneapolis because the two neighborhoods are directly adjacent to one another and are both served by North Commons park which is a major community center. There appear to be less community parks and recreation centers in this area, and people are more likely to visit parks in the adjacent neighborhood. Willard-Hay neighborhood like Near North is represented by the neighborhood organization, NRRC.

The Willard-Hay neighborhood is a racially and ethnically diverse area in North Minneapolis. Its composition is similar to Near North, but different in several specific ways. Willard-Hay has higher populations of youth under the age of 14 as compared with Minneapolis as a whole. A key difference between Willard-Hay and Near North is that it has slightly less youth between the ages of 15-17.

The neighborhood also has significantly higher populations of people of color, particularly Black or African American people than Minneapolis as a whole. Compared with Near North, Willard-Hay has a higher percentage of American & Alaskan Native populations and a higher percentage of two or more races and Hispanic or Latino populations.

Compared with Near North Willard-Hay has a higher percentage of owner-occupied houses and a slightly higher median household income. However, it is still significantly lower than Minneapolis as a whole.

This neighborhood has higher percentages of people who speak English only and lower percentages of people who speak languages other than English as compared with nearby Near North. However, compared with the rest of Minneapolis, Willard Hay has similar percentages of people who speak languages other than English.

The neighborhood also has a higher percentage of people who have a disability when compared to the City of Minneapolis as a whole and slightly higher percentage than Near North area.

2c. List any key findings or excerpts from relevant plans or policies that are informing this project, program or initiative, especially if community was engaged in the policy or plan: *The purpose of community research is to collect data that will best inform specific project decisions or strategic direction and support the policy goals of effective community engagement. Research completed in advance of and during project development may include review of previously completed directives or mandates, activity plans, master plans, community studies, industry trends and historical and demographic data. MPRB staff is responsible for determining the research data necessary to support and document decision-making for a project and building off prior community engaged planning, policy, and design.*

North Service Area Master Plan Excerpts that are informing this project:

“ There is no ability to stroll around the park, and much of the seating is in disrepair. The local neighborhood organization has begun hosting programs in the park, especially featuring local music, art, and spoken word. The excitement created by these events has reinforced Farwell as the heart of the community.”

“A small park building or kiosk near the play areas could provide park program information, allow for park storage, and create a screened platform for a portable toilet. Near the play areas and kiosk is a new splash plaza: a small interactive water feature with just a few elements. This element fills a need in the area, where no water facilities are easily accessible. The facility could be user-activated, include a few plaza-mounted jets or a single overhead cascade. The picnic area in this general location would move slightly southward to accommodate this new feature.”

“A new, small, permanent performance stage occupies the southeastern corner of the park, where it can utilize the open lawn area for audience seating. The design of this feature could reflect some of the historic elements of the neighborhood, like the stone columns at neighborhood entrances. It would include electrical service, but not built-in amplification. It would be geared for both programmed and impromptu performances, whether an organized local music festival, or just for youth practicing spoken word or rap to friends and family. With the few key new features in place”

2d. What are the data gaps? What additional research needs to be done to understand the project stakeholders and project scope?

- It would be good to have a better understanding of what languages materials should be translated into as what translation services might be helpful with in-person engagement.
- Additional input from the Neighborhood Association and MPRB recreation staff will help inform design with regards to future programming needs.
- Playground and specific site design needs are unknown at this time and will be evaluated with community input through in person/virtual surveys on preferences.

3. Community Engagement:

3a. Identify Project Stakeholders

The MPRB supports the use of a variety of techniques to interact with and obtain information from stakeholders. Outreach and research tools and methods can be applied for a variety of reasons, including but not limited to the following:

- Evaluate success and measure community impact of existing programs, services or facilities.*
- Gain stakeholder insight and perspective regarding development of a new program, service or facility.*
- Proactively identify or explore park and recreation trends or ideas.*
- Determine essential services to be provided for a community or park area.*
- Query stakeholders when proposing or revising policy.*
- Resolve persistent conflicts or problems.*
- Educate or inform the public on proposed changes, projects, programs, and initiatives.*
- Reflect on projects, programs, and initiatives after adoption by the Board or report on how community input has been integrated.*
- Learn the history of local context and community.*

Project Stakeholder <i>(students, ethnic communities, neighborhood groups, community leaders)</i>	Outreach: How will you reach out to the stakeholder? <i>(i.e. go to parks, neighborhood listserv, engage with cultural media)</i>	Engagement: How will they participate? <i>(i. e. online survey, focus group, community open house, intercept survey)</i>	Reflecting Back: How will stakeholder groups be reflected back to about the project progress or outcomes? <i>(Posted on project website, ribbon cutting, e-blast, site visit, celebration)</i>
Northside Residents Redevelopment Council (NRRC)	Meetings, phone conversations, email.	Supporting/inviting community to open house style meetings, reviewing plans and sharing with members, facilitating a focus group with residents, sharing online surveys.	Share with NRRC staff any project updates by email, providing updates on the project website, e-blast via GovDelivery, open house style meetings at the park.
Minneapolis Urban League	Meetings, phone calls and emails	Invite to engagement events, online survey, publish project info on	Share updates with email, provide boards to share design

		website and provide project updates.	concepts, Gov-Delivery emails, and postcards.
Urban league Academy Elementary School	Meetings, phone calls and emails	Invite to engagement events, online survey, and provide project updates.	Share updates with email, provide boards to share design concepts, Gov-Delivery emails, and postcards.
Asian Media Access North	Meetings, phone calls and emails	Invite to engagement events, online survey, publish project info on website and provide project updates.	Share updates with email, provide boards to share design concepts, Gov-Delivery emails, and postcards.
Kale Severson, Commissioner Dist 2	Emails and meetings	Share concept plans and surveys for feedback and to share with constituents. Invite to open-houses.	Share updates by email, invite/share invites to open house meetings or to attend site visits.
Jeremiah Ellison- City Council Representative City of Minneapolis, City Council	Emails	Share concept plans and surveys for feedback and to share with constituents. Invite to open-houses.	Share updates by email, invite/share invites to open house meetings.

If needed, describe the outreach, engagement, or reflection methods you will use that are referenced above:

It seems important to make many opportunities for the community to provide feedback, weigh in on priorities and concepts both in person and online and to be as accessible as possible given the uncertainty of Covid-19. Having information signage about the project at the park, nearby organizations like the Urban League building, the Homewood Community Gardens, the Urban League, Homewood Studios, MN African American Heritage Museum and at nearby Rec Centers such as North Commons and Harrison will be helpful to getting information to the community about the project. It will also be important to use postcards or flyers with invites to highlight planning meetings or open houses to nearby religious institutions and organizations and businesses as well as residents. Depending on the Covid-19 environment the above-mentioned buildings or business may be closed periodically or have limited hours and alternative means for displaying content will be needed. Flyers or mailers may be used to share concept plans and displaying concept plans at the park with QR codes to allow the public to provide direct feedback may be utilized. Posting info about this project on social media will also be critical for outreach. Finally, MPRB can attend an existing meeting or host an online meeting to share and gather feedback on any concept plans developed for the park.

3b. Advisory Committees:

Technical Advisory Committee: This roster is a list of agencies and groups that are on the TAC
N/A

Project Advisory Committee: This roster is a list of MPRB departments and divisions that are on the PAC
Adam Arvidson, Director of Strategic Planning
Dan Elias, Planning (as North Planning Liaison)
Brent Kath, Asset Management, Assistant Director Asset Management
Shawn Hockett, Director of Management Northside Service Area
Craig Pincala, Forestry
Adam Lares, Recreation
Sgt. Keith Rowland, Public Safety
IT Project Manager, Information Technology Services, Jennifer Garrison
Julie Caniglia, Communications
Armando Santiago, Park Crewleader
Cliff Swenson, Director

3c. Will a Community Advisory Committee be required for this project, program, or initiative? Y/N

No

If yes, complete 3d-3g. If no, please delete 3d-3g from the CE Plan.

3d. CAC Charge:

3e. CAC Composition Goals:	<i>Appointers and the CAC Selection Committee should appoint individuals that represent one or more of the identities/perspectives listed below to ensure diversity on the CAC. This is not an exhaustive or conclusive list, and categories should be based on self-identification, and not assumption.</i>
Racial/Ethnic Diversity	
Generational Diversity	
Socioeconomic Diversity	
Linguistic Diversity	
Diversity of interests	
Gender Diversity	
Other:	

3f. CAC Selection Committee Roster: *This roster of groups and individuals that are participating in the CAC appointment process for the project, program, or initiative*

3g. Community Advisory Committee:

Committee Recommended Slate	Board Approved Slate

Board Individually Appointed CAC Members

Commissioner	Appointee

4. Analysis:

4a. What questions will you be asking community to respond to in your outreach and engagement?

- What projects in the park plan should be prioritized?
- To comment on and give feedback on concept plans.
- To understand how the park is “working” now and what could help it function better in the future..

4b. How will your community engagement outreach, engagement, and methods make MPRB a more equitable system?

Create opportunities to give feedback in multiple ways such as in person at the park (open house style events and stand-alone kiosk style info stations) as well as through online surveys or meetings.

4c. Identify one or more key project milestones when project evaluation will be performed

Draft Design review.

5. Evaluation Summary: *To be completed at one or more project milestones as identified in 4c.*

5a. Who was engaged during the process? *(i.e. demographic info from online survey participants, the CAC, and community engagement whenever possible. Refer back to Section 2 in the CE Plan and how your engagement reflects the diversity of the community in the engagement area.)*

5b. How did the engagement inform the project outcome? *(i.e. public tabulation and amendments following a public comment period)*

5c. Please describe any new or innovative engagement methods used during the process:

5d. What recommendations do you have for future engagement around this topic, park, or area?

5e. What, if any, were the unintended outcomes of your CE Plan?

5g. Were there any barriers to successful implementation of your CE Plan?

5h. Were you adequately resourced, including staff support, expertise, and funding?

5i. If applicable, how can this project, program, or initiative, or MPRB continue to partner and deepen relationships with underrepresented communities?