Minneapolis Park & Recreation Board

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://minneapolisparks.sharepoint.com/planning/SitePages/Home.aspx.)

Staff Lead: Crystal Passi

Department or Division: Planning

Project Name: Powderhorn Park Improvements

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

This plan serves as a guide for the community engagement process for the Hall 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 Powderhorn Park Neighborhood Association (PPNA)

1. **Project Description**

1a. Project Overview:

This project will focus implementing improvements at Powderhorn Park identified in South Service Area Master Plan. Currently it is unclear which projects from this plan should take priority. To determine the scope of work for this phase of projects at Powderhorn, community, stakeholder groups and MPRB staff will be consulted, and a scope of work will be developed throughout the summer 2022. depth understanding of the existing site needs from a maintenance and recreation staff lens. Construction and implementation of identified projects would occur in 2023.

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

Comprehensive Plan:

- Goal 1: Foster belonging and equity; 1 Recognize parks as a unique venue to support the creative sector emerging and established artists and cultural practitioners, and to celebrate the diversity of our city as anchoring institutions.
- Goal 1: Foster belonging and equity; 11 cultivate long-term relationships with community members, leaders, artists, and community and cultural organization to inform design, community engagement, and programming of parks.
- Goal 1: Foster belonging and equity; 21 Empower community to design, create, maintain, program and steward safe and welcoming parks.
- Goal: Parks are safe and welcoming by design
- Goal: Foster belonging and equity

1c. Project Timeline:

May-June 2022: Completion of CE plan, Issuance of consultant RFQ, Selection of Consultant

June-August 2022: Community Engagement, programmatic & schematic development, feasibility analysis and cost estimates.

September 2023 -January 2022: Concept Board approval, detailed design, and construction plans

January to February 2023: Construction bidding and award

2023: Construction (final timeline to be determined)

1d. Project Funding:

Capital Sources	Amount	Expiration
NPP20 2021	$432,000.00	n/a
NPP20 2022	$592,000.00	n/a
2022 Capital Levy	$160,000.00	n/a
2021 Park Dedication	$83,407.00	n/a
2022 Park Dedication	$13,373.00	n/a

TOTAL	$1,280,679.00	

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.)*

Chicago Avenue, Bloomington Ave, 38th Ave & Lake Street

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

Total Population - 2020

Powderhorn Park Neighborhood	8,785
City of Minneapolis	429,954

Age Percentage of Population   2016-2020

Age	Powderhorn	City of Minneapolis
Under 5	10.40%	6.40%
5-9 years	6.90%	5.70%
10-14 years	7.80%	5.00%
15-17 years	3.20%	2.70%
18-24 years	6.20%	13.50%
25-34 years	26.70%	22.20%
35-44 years	17.50%	14.00%
45-54 years	7.60%	10.50%
55-64 years	7.90%	10.10%
65-74 years	5.10%	6.30%
75-84 years	0.90%	2.40%
85 years and older	Not Enough Data	1.20%

Race by Percentage of Population   2016-2020

Ethnicity	Powderhorn	City of Minneapolis
White	50.50%	59.70%
Of Color	45.3%	37.10%
Black or African American	13.7%	18.60%

American & Alaskan Native	Not Enough Data	1.10%
Asian or Pacific Islander	Not Enough Data	5.9%
Other	Not Enough Data	0.6%
Two or More Races	3%	4.50%
Hispanic or Latino (Of Any Race)	26.80%	9.6%

Median Household Income   2020 dollars

Powderhorn	$64,307
City of Minneapolis	$66,068

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

2016-2020

	English Only	Language Other than English	Speaks English Less than "Very Well"
Powderhorn	69.90%	30.10%	14.10%
City of Minneapolis	78.40%	21.6%	8.5%

Percentage of the Population with a Disability

2016-2020

Powderhorn	8.9%
City of Minneapolis	10.9%

Renter v. Homeownership

2016-2020

	Owner-Occupied Housing	Renter-Occupied Housing
Powderhorn	55.3%	41.3%
City of Minneapolis	44.6%	49.5%

Analysis:

The Powderhorn neighborhood is a neighborhood located in the heart of South Minneapolis. Powderhorn has a higher population of children under 17 years of age as compared to the rest of Minneapolis. The neighborhood also has a higher population of people between the ages of 25-44 years of age as compared to Minneapolis.

Over half the population is white with slightly less than half of residents being people of color. Powderhorn has a much higher population of Hispanic or Latino residents as compared with the City of Minneapolis as a whole.

The median income of residents in Powderhorn is slightly less than Minneapolis as a whole.

The percentage of the population that speaks English is slightly lower than the rest of Minneapolis. A significant number of people in Powderhorn speaks Spanish. This trend demonstrates that there is a high need for translated engagement materials in Spanish.

People in this neighborhood are more likely to be homeowners as compared to Minneapolis as a whole, but there are significant numbers of renters indicating how important providing access to nature and outdoor amenities at Powderhorn for folks without access to yards.

Data is from 2015-2019. https://www.mncompass.org/profiles/city/minneapolis/Powderhorn

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.*

This project will be informed by the South Service Area Master Plan (SSAMP). It will also be informed by the Parks for All Plan (Comprehensive Plan). The SSAMP was adopted in 2016 with multiple years of engagement with the community. The plan includes 32 neighborhood parks in the service area including Powderhorn Park. Guiding values and principals within the SSAMP will guide the project including but not limited to:

- The racial equity lens
- The community focus lens
- The gender equity lens
- The lifelong activity lens
- The design lens
- The environmental lens

Input included in the process matrices in the plan for Powderhorn will guide improvements and strongly influence the project. in the areas of play, athletics, courts, winter, landscape and other. Depending on project priorities direction will be drawn from other master plans such as the Urban Agriculture Activity Plan and the Ecological System Plan.

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

- To better understand the community's use of the park to help direct the scope of the work a general use study could be helpful by visiting the park at peak times and doing in-person interviews as well as behavior observation study.
- To understand how to prioritize projects and design those improvements it will be important to connect with specific groups who would utilize amenities i.e. sports teams, daycare centers, organizations that host programs in the park etc.
- Connecting with local schools to understand how they utilize the park amenities.
- Connect with MPRB departments particularly Environmental Stewardship, Recreation Services etc. to understand priorities and make design decisions.
- Connecting to youth voices through MPRB TeenTeam works, Rec Plus, MPRB rec center program offerings and outside organizations that serve youth will help develop priorities and shape design considerations.
- During the project scoping meetings with MPRB staff it was mentioned that there has been recent interest by Indigenous Community groups to do a garden that included medicinal and edible plantings as a teaching garden, this could fit well some projects in the MP for the park. We will want to reach out to groups mentioned to see if this should be explored further at Powderhorn or elsewhere.

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

Project Stakeholder *(students, ethnic communities, neighborhood groups, community leaders)*	Outreach: How will you reach out to the stakeholder? *(i.e. go to parks, neighborhood listserv, engage with cultural media)*	Engagement: How will they participate? *(i. e. online survey, focus group, community open house, intercept survey)*	Reflecting Back: How will stakeholder groups be reflected back to about the project progress or outcomes? *(Posted on*

			project website, ribbon cutting, e-blast, site visit, celebration)
General park users	On site signage, neighborhood newsletter, social media, attendance at park events, community connectors, on site signage at Rec Center	Online survey, in-person/virtual/hybrid open house, attendance at park events, community events	Project updates via email and project website updates, subsequent in person/virtual/hybrid open house
Area residents	Postcard mailing, neighborhood newsletter, social media, South Service Area Master Plan listserv, on site signage, attendance at park events, community connectors	Online survey, inperson/virtual/hybrid open house, attendance at park events, community events.	Project updates via email and project website updates, subsequent inperson/virtual/hybrid open house
Powderhorn Park Neighborhood Association	Direct e-mail	Online survey, virtual open house, direct engagement at neighborhood organization meeting.	Project updates via email and project website updates
Youth (Teen Teamworks, Rec Plus participants, Laura Ingalls Wilder School, Risen Christ Catholic School)	Direct e-mail to youth service organizations/agencies, social media, attendance at park events, community connectors	Online survey, in person/virtual/hybrid open house, attendance at park or other youth-centered events, community connector events	Project updates via email and project website updates, social media, subsequent in person/virtual/hybrid open house
Community Organizations that work in the Powderhorn Neighborhood	Direct e-mail	Share concept plans and surveys for feedback and to share with members and community. Invite to open-houses. Set up specific meetings to explore partnerships.	Project updates via email and project website updates
Commissioner Alper, Commissioner Dist 3	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.
Ward 9- Jason Chavez	Direct e-mail	Share concept plans and surveys for	Share updates by email, invite/share

		feedback and to share with constituents. Invite to open-houses.	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 through online surveys and to be as accessible as possible given the uncertainty of Covid-19. Having signage at the Rec Center that directs people to provide input would also be helpful to gathering feedback. It will also be important to get postcards with invites to highlight planning meetings or open houses to nearby religious institutions and organizations and businesses. As risks associated with Covid-19 eb we expect to connect with community at the many planned events hosted at Powderhorn and doing informal open houses during peak hours of park use.

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
Director of Strategic Planning
Planning (South Planning Liaison)
Asset Management, Assistant Director Asset Management
Director of Management South Service Area
Forestry Department
Recreation Staff
Park Police Department
Information Technology Services
Community Connections and Violence Prevention Department
Communications Department
Planning 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:	*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.*
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 *(i.e. Draft design review, draft policy review, project mid-point)*

Project Mid-point and 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?