



Date of Board P+C: 04.12.23

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: Folwell Park Phase 2 Improvements

Engagement Level: Consult, Involve, or Partner *(See Engagement Assessment attached)*

This plan serves as a guide for the community engagement process for the **Folwell Park Phase 2 Improvements**. The plan may be modified as circumstance warrants during project duration. Substantial modifications are to be communicated to stakeholders and the Minneapolis Park and Recreation (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:
Folwell Neighborhood Organization

1. **Project Description**

1a. **Project Overview:**

This project will focus on implementing improvements at Folwell Park identified in North Service Area Master Plan. Currently, there is funding that must be spent on the all-wheel park and will be the primary focus of the project. As the funding allows, the project will also explore including other improvements including expansion and re-location of basketball courts, parking lot entrance improvements which focus on creating a safer entrance into the park, improved lighting, security, circulation improvements, field improvements such as turf quality and drainage, and new and improved picnicking areas. The project team will seek to prioritize other possible improvements based on budget, sequencing, need and greatest impact. To develop the design of the all-wheel park, the community and stakeholder groups will

be engaged. The consultant team includes a qualified skate and all-wheel park designer who will help MPRB staff work with community to design and develop all improvements. Design and engagement are expected to occur throughout 2023 with construction in spring 2024. In general, if the overall project design is consistent with the Board approved master plan, no public hearing will be required for site plan concept approval.

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

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; 19 create and support activities and welcoming spaces for teens and young adults in the park for both programmed and unprogrammed activities.

Goal 3: Provide core services with care; 7 Design, evolve, and maintain high quality athletic facilities including fields, diamonds, skateparks, ice rinks, courts, and tracks to support a range of multigenerational sports balancing traditional and emerging trends.

1c. Project Timeline:

The project is generally expected to follow a phased approach.

- **Phase 1: Pre-design Work.**
The first phase will involve an RFP process to seek a consultant to support planning efforts for all site work, establishing a TAC that includes community members from the “all-wheel” community who will be involved in conceptual design for the all-wheel park feature.
- **Phase 2: Design Development**
The second phase will involve concept development with community input at key milestones. A concept will be brought to the board for concept approval in this phase.
- **Phase 3: Implementation**
Phase three will be implementation of all improvements and is expected in 2024.

1d. Project Funding:

<u>Capital Sources</u>	<u>Amount</u>	<u>Expiration</u>
2022 NPP20	\$910,000	N/A
2023 NPP20	\$150,000	N/A

<u>Supplemental Sources</u>	<u>Amount</u>	<u>Expiration</u>
Park Dedication	\$4,958	N/A
2022 HYSB Grant	\$300,000	December 31, 2023-but can request extension
Total:	\$1,337,739.00	

2. Project Data:

2a. What are the boundaries of the community engagement area? N Dowling Avenue, N Girard Ave 34th Avenue N and N Logan Avenue. Note that boundaries for Folwell and Webber Camden neighborhoods are included in the engagement areas because the park lies on the boundary between these two neighborhoods, however Folwell Neighborhood boundaries are a general focus for engagement (*For regional facilities include neighborhoods adjacent to the park and city/regional boundaries.*)

2b. What are the demographics of the community engagement area? (*Please refer to percentages of the population when possible and note the sources of the data.*)

Demographics listed are just for Folwell and Webber-Camden have similar demographics.

Total Population - 2020

Folwell Neighborhood	6,030
City of Minneapolis	429,954

Age Percentage of Population

2020

Age	Folwell	City of Minneapolis
Under 5	10.70%	6.40%
5-9 years	7.10%	5.70%
10-14 years	8.50%	5.00%
15-17 years	4.50%	2.70%
18-24 years	9.90%	13.50%
25-34 years	16.30%	22.20%
35-44 years	17.20%	14.00%
45-54 years	10.40%	10.50%
55-64 years	8.90%	10.10%
65-74 years	9.50%	6.30%

75-84 years	4.70%	2.40%
85 years and older	1.40%	1.20%

Race by Percentage of Population 2017-2021

Ethnicity	Folwell	City of Minneapolis
White	32.90%	59.70%
Of Color	65.8%	37.10%
Black or African American	35.4%	18.60%
American Indian & Alaskan Native	Not Enough Data	1.10%
Asian or Pacific Islander	15.40%	5.9%
Other	Not Enough Data	0.6%
Two or More Races	7.5%	4.50%
Hispanic or Latino (Of Any Race)	Not Enough Data	9.6%

Median Household Income 2020 dollars

Folwell	\$52,709
City of Minneapolis	\$66,068

Household income 2020 dollars

	Folwell	Minneapolis
less than \$35,000	24.80%	27.70%
\$35,000-\$49,999	16.00%	11.30%
\$50,000-\$74,999	16.90%	16.30%
\$75,000-\$99,999	19.30%	12.40%
\$100,000 or more	23.00%	32.30%

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"
Folwell	78.20%	not enough data	8.60%
City of Minneapolis	78.40%	21.6%	8.5%

Percentage of the Population with a Disability

2016-2020

Folwell	15.0%
City of Minneapolis	10.9%

Renter v. Homeownership

2016-2020

	Owner-Occupied Housing	Renter-Occupied Housing
Folwell	65.9%	26.5%
City of Minneapolis	44.6%	49.5%

Vehicles Per Household

2016-2020

	No Vehicles	1 Vehicles Available	2 or more Vehicles Available
Folwell	14.7%	38.4%	32.1%
City of Minneapolis	16.3%	42.7%	40.9%

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

Analysis:

The Folwell neighborhood is a racially diverse area covering large area of North Minneapolis. It should be noted that the neighborhood has a higher percentage of youth between the ages of infant (aged 1) and 17 years old as compared to Minneapolis as a whole. Folwell has significantly higher populations of people of color, and higher percentages of Black or African American community members as compared to Minneapolis as a whole. Over half of people in this neighborhood are homeowners. Folwell has a higher percentage of people who have a disability when compared to the City of Minneapolis as a whole. The medium income for people of Folwell is lower than Minneapolis as a whole. Car ownership is higher than Minneapolis as a whole.

One thing of notes is that Webber-Camden has a few key demographic differences to Folwell which are shown below. This indicates the potential need engage differently or with expanded focus in certain age groups

- 5-9 years old is 9.3%
- 10-14 years old is 9.1%
- 35-44 years old is 16.9%

Sources: Data is from 2016-2021. <https://www.mncompass.org/profiles/city/minneapolis/folwell>

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 Skate Park Activity Plan

OVERVIEW**1 GOAL ONE: Increase the number, variety, and distribution of skate parks in Minneapolis**

- **STRATEGY 1A:** Align total skate park area with city population
- **STRATEGY 1B:** Provide a variety of skate park types and sizes
- **STRATEGY 1C:** Plan for an equitable distribution of skate parks in appropriate locations throughout the city (system planning)

2 GOAL TWO: Address policy barriers to high quality skate park experiences**3 GOAL THREE: Improve the overall skate park experience through design, operations, inclusion, partnerships, and safety measures**

- **STRATEGY 3A:** Design and construct skate parks with an understanding of the unique and specialized needs of specialized needs of the activities it supports, and by involving partners and industry experts
- **STRATEGY 3B:** Operate and maintain skate parks to a level equivalent to other park facilities
- **STRATEGY 3C:** Provide increased skate park programming, while reserving majority of skate park time for unstructured use
- **STRATEGY 3D:** Promote safety at skate parks
- **STRATEGY 3E:** Preserve and cultivate partnerships in the implementation of the Skate Park Activity Plan

Shared Space

Recognizing both the need for unfettered public access as well as specific safety requirements of skateboarding, design for and allow for all non-motorized wheeled sports in skate parks including BMX riding without pegs, scooter use, and in-line skating. Explore the possibility of a few skate spots and/or neighborhood skate parks within the network restricted to skateboarding only, and/or scheduling of shared skate parks to allow skateboard-only or BMX-only time periods. Continue research and discussion on impact of BMX pegs on skate park infrastructure. Community Engagement STRATEGY 3A: Design and construct skate parks with an understanding of the unique and specialized needs of this activity, and by involving partners and industry experts The following design, sustainability, and contractor selection guidelines are designed to assist project managers in the implementation of skate parks throughout the system. Every project is different and will have different requirements, needs, and limitations. These guidelines should be considered in light of the entire project and incorporated to the extent possible. Stepping away from any of these guidelines should be a conscious decision made through evaluation with public stakeholders.

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

- Connect with sport groups, youth and/or adult leagues to understand those stakeholder group needs for the potential basketball court design and field improvements.

- Connect with MPRB Asset Management staff to better understand possible site improvements surrounding the Folwell Recreation Center.
- Connect to the all-wheel community, such as mountain & BMX riders, skateboarders, inline skaters and scooter users to understand needs for design development of the all-wheel park.
- Connect with families and children and local schools (Sojourner Truth Academy, Patrick Henry High School) who may use the park, to better understand potential design considerations.
- Connect with MPRB Environmental Management to understand ecological systems in the park.

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>
General Park Users	On site signage, neighborhood newsletter, social media, attendance at park events, community connectors, on site signage at Rec Center and nearby Rec Centers.	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	Online survey, in-person/virtual/hybrid	Project updates via email and project

	newsletter, social media, North Service Area Master Plan Listserv, On site signage, attendance at park events, potentially community connectors	open house, attendance at park events, community events.	website updates, subsequent in-person/virtual/hybrid open house
Folwell Neighborhood Organization	Direct e-mail	Online survey, virtual open house, direct engagement at neighborhood organization meeting	Project updates via email and project website updates
Youth (Rec Plus, Youth Sports teams, Bike and Skate organizations, Sojourner Truth Academy, Patrick Henry High School. Possibly MPRB Youth Advisory Committee	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 plans up in Rec Center to target youth feedback.	Project updates via email and project website updates, social media, subsequent in person/virtual/hybrid open house
Community Organizations that work in Folwell and possibly adjacent but close by neighborhoods Such as Juxtaposition Arts, Camden collective, Freemont Clinic (youth events), Camden News, and The Loppet Foundation.	Direct e-mail	Share concept plans and surveys for feedback and to share with members and community. Invite to open-houses and attend existing events to connect with community. Set up specific meetings to explore partnerships. Advertisements to share upcoming project events and engagement in the newspaper.	Project updates via email and project website updates .
Park Commissioner Thompson, District 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.
Ward 4- LaTrisha Vetaw	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.
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If needed, describe the outreach, engagement, or reflection methods you will use that are referenced above:

It is important to make many opportunities for the community to provide feedback, weigh in on priorities and concepts both in person and online. Online surveys can be effective but may not be accessible or approachable to all communities. In person ways to engage and meeting people where they are such as attending existing community events might increase input from underserved communities. Some recommendations are connecting with the Camden Collective and Freemont Clinic youth events as well as the Folwell Neighborhood Association Ice Cream Social held at Folwell Park. Creating ways for people who are dropping in at the Rec Center or visiting the park where they can provide passive input or access information about the project will go a long way to connect with park users. As will pop-up style open house style events at the park that focus on an activity that draws people in or collaborates with an existing activity or event occurring at the park. Postcards that both introduce the project and include dates for engagement opportunities will be most effective in that repeated outreach in this way tends to be ignored. Flyers could also be used if placed in coffee shops, libraries, restaurants etc. Advertising upcoming events, sharing concepts or surveys could be shared in the Camden Newspaper.

If needed focus groups with specific communities such as youth, sports groups, etc. could be utilized to get more specific feedback. Stakeholder groups such as the Folwell Neighborhood Association, City of Skate, Minneapolis Bike Parks, The Loppet Foundation, In-line Skating groups etc. should be engaged through focus group meetings. We may also want to connect with the Minneapolis Park and Recreation Board Youth Advisory Board if possible.

Engagement inside or outside if weather allows should allow for social distancing whenever possible. As risks associated with Covid-19 ebb we expect to connect with community through the Recreation Events and neighborhood events as well as planned workshops in person or virtually.

3b. Advisory Committees:

Technical Advisory Committee: This roster is a list of agencies and groups that are on the TAC
City of Skate
Minneapolis Bike Parks
Twin Cities Skaters

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Project Advisory Committee: This roster is a list of MPRB departments and divisions that are on the PAC
Director of Strategic Planning
Planning (North Planning Liaison)
Asset Management
Forestry Department
Recreation Staff & Recreation Center Manager
Park Police
Information Technology Services
Community Connections and Violence Prevention
Communications Department
Planning Director

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

NO

3d. CAC Charge: N/A

4. Analysis:

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

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

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)*

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?