



Date of Board P+C: 4.3.2024

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: Jennifer Ringold

Department or Division: Deputy Superintendent's Office

Project Name: Create a visioning process for volunteerism in the Minneapolis park and recreation system.

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

This plan serves as a guide for the community engagement process for creating a visioning process for volunteerism in the Minneapolis park and recreation system. The plan may be modified as circumstance warrants during the project. 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: Public isn't being directly engaged with the plan creation. Minneapolis Park and Recreation Board volunteers will receive a survey to collect their feedback.

1. Project Description

1a. Project Overview: The Visioning Process for Volunteerism in the Minneapolis Park and Recreation System aims to develop a shared vision for volunteer engagement within the organization. This collaborative initiative involves engaging staff, existing volunteers, potential volunteers, and commissioners to shape the future of volunteerism within the Minneapolis park system.

1b. MPRB Outcomes (*What goals, strategies, or values in the MPRB Comprehensive Plan does this project, program, or initiative relate to?*): Strategic Direction B – Cultivate each community's place and honor cultural traditions in Minneapolis parks Priority Strategy, Goal 1: Foster belonging and equity. Strategy 20: Provide meaningful recurring and drop in volunteer opportunities for a variety of abilities, skills, and

interests that furthers the work of the Minneapolis Park and Recreation Board, fosters connections between neighbors, generations and parks, and celebrates the important role that volunteers play in the park system.

Performance Goal – Enhance and unify organization-wide volunteer management infrastructure by creating a single tracking system, recruitment strategy, and recognition program that supports all cultures easily accessing volunteer opportunities that range from grassroots to large-scale, and establish a 2026 growth target for volunteerism that incorporates the cultural diversity of the city and the budget request that supports accomplishing the target.

1c. Project Timeline:

March –

- Finalize vision engagement plan
- By end of March finalize survey questions and volunteer contact information
- Prepare Community Engagement Assessment and Plan

April –

- Launch surveys/Communications strategy for existing volunteers and staff

May -

- Promote engagement for those that are not currently volunteering
- Launch engagement for staff that would like to support/expand volunteerism (determine if this is needed or existing survey administered to staff was sufficient)

June –

- Launch engagement for potential volunteers
- Continue to collect data from existing volunteers

July -

- Review data and determine any additional engagement

August + –

- Implement additional engagement if necessary

September -

- Compile results and develop draft vision statement

October –

- Present results to Executive Team and Commissioners

1d. Project Funding: This project is being funded within existing staffing resources as a 2023-2026 Performance Goal.

<u>Capital Sources</u>	<u>Amount</u>	<u>Expiration</u>
na		

<u>Supplemental Sources</u>	<u>Amount</u>	<u>Expiration</u>
General fund through staff time	n/a	n/a
Total:		

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.)* All Minneapolis Park and Recreation properties.

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.)* Source of data is MN Compass, 2021.

Race & Ethnicity:

White	60.1%
Of Color	36.9%
Black or African American alone	18.2%
American Indian and Alaskan Native alone	1.0%
Asian or Pacific Islander alone	5.6%
Other alone	0.5%
Two or more races alone	4.7%
Hispanic or Latino (of any race)	9.8%

Age:

Under 5 years	6.0%
5-9 years	5.7%
10-14 years	5.2%
15-17 years	2.8%
18-24 years	13.2%
25-34 years	21.7%
35-44 years	14.6%
45-54 years	10.5%
55-64 years	10.1%
65-74 years	6.6%
75-84 years	2.5%
85 years and older	1.1%

Gender (Sex):

Male	50.7%
Female	49.3%

Language (5 years and older):

English only	78.6%
Language other than English	21.4%
Speaks English less than "very well"	8.4%

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.

Director Volunteerism Survey results:

Minneapolis Park and Recreation Directors who oversee volunteerism programs were sent a survey to collect the following information on volunteerism programs: hours outside of the volunteer impact report, management structure of volunteers, tracking systems, volunteer performance measurement, recruitment strategies, recognition, and growth. Of the 13 respondents, 3 reported they have volunteer activities not captured by the Volunteer Impact Report. Only two of those three reported the number of volunteer hours for a total of 600 hours. 50% of respondents plan on adding new or expanding current volunteer opportunities to their department. Only one respondent reported the use of a recruitment strategy or tactic for volunteerism. Only one respondent reported measuring volunteers' performance.

MPRB Volunteer Findings Report Jan 2024 Key Findings:

A team comprised of staff from Environmental Management, Visitor Services, Human Resources, Strategic Planning, and Youth and Recreation Center Programs helped compile information about the current volunteer programs within the organization. Additionally, all departments were asked to share information related to current and future volunteerism within their areas of service delivery. The following is a summary of key findings:

Dedicated Staffing – The MPRB employs staff in each division – Environmental Stewardship, Recreation, Planning, Superintendent's Office, Deputy Superintendent's Office – that per their job descriptions and work duties include volunteer responsibilities. These staff are passionate about their work and continue to innovate and work tirelessly to meet the demands of community for volunteer opportunities and/or to recruit volunteers to run critical MPRB programming and services. The 2024 budget includes new staff positions that will add an estimated 2418 dedicated volunteer staff hours within the Environmental Stewardship Division of the organization.

Management of Volunteer Hours – Each division includes some level of management of volunteer hours, however, the greatest amount of volunteer hours is recorded in the Environmental Stewardship and Recreation Divisions.

Accreditation – The MPRB has successfully achieved accreditation through the Commission for Accreditation of Park and Recreation Agencies (CAPRA) since 2010. One of the standards is volunteer management. In the last accreditation review, the MPRB met all of the aspects of this standard except having a performance evaluation process for volunteers. The MPRB is encouraged to develop a volunteer evaluation process prior to the next review and has begun implementing a process in 2023 for some volunteer categories. Where implementation has begun, it includes asking the volunteer about their experience as well as staff evaluation of the volunteers.

Program Diversity – The MPRB has dozen or more distinct categories for volunteerism. This includes a range of opportunities, such as group one day events, ongoing park stewardship agreement, community gardens, earth day events, coaches, and community advisory committee members

Organizational Structure and Vision – Volunteerism within the organization is not coordinated through a specific division, team, or leadership structure. The organization-wide goals or desired outcomes for volunteerism have not been established.

Equity Framework – The organization does not have an equity framework to guide the equitable application of volunteer resources to the programs and services of the organization.

2022 Citywide Community Survey – The 2022 Citywide Community Survey, a statistically valid survey conducted by Morris Leatherman Company, included questions related to volunteerism. The survey included the following information and question:

“Volunteers are an important part of the Minneapolis Park system including youth athletic coaches and caring for natural areas. Do you think the Minneapolis Park and Recreation Board should increase the number of volunteer opportunities? Do you feel strongly that way?”

The survey revealed that sixteen percent of respondents support the Board increasing the number of volunteer opportunities, while a majority, 57% oppose.

Reporting, Recognition, Onboarding – The MPRB has a successful annual report process that produces a Volunteer Impact Report each year (Attachment B-2022 Volunteer Impact Report). The MPRB also has in place some structure for annual recognition, on-boarding, regular tracking and supervision of volunteers. These structures can vary by division.

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

More will be known about the data gaps after the volunteer survey has been issued to MPRB volunteers and responses are received.

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 <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>
MPRB Volunteers	Communicate via e-mail	Web Survey	Posted on Volunteerism project webpage
Prospective Volunteers	Communicate via e-mail	Web Survey	Posted on Volunteerism project webpage
Commissioners	Study item and Board action	Providing feedback into process, reviewing draft vision statement, approving final statement.	Approval of a vision statement.

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

3b. Advisory Committees:

Project Advisory Committee: This roster is a list of MPRB departments and divisions that are on the PAC
Athletic Programs, Aquatics, Golf and Ice Arenas
Youth and Recreation Center Programs
Human Resources
Community Connections and Violence Prevention
Strategic Planning
Visitor Services
Environmental Management
Environmental Stewardship
Deputy Superintendent's Office

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

No

4. Analysis:

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

Have you volunteered with the MPRB in the past?

How frequently do you volunteer?

What programs do you volunteer in?

How many hours do you volunteer per year?

How frequently would you like to volunteer?

How many hours would you like to volunteer per year?

What are the key reasons you volunteer or would like to volunteer?

What reason do you believe the Minneapolis Park and Recreation Board should invest in Volunteerism?

If you currently volunteer, what are three things you value about your current experience?

If you currently volunteer, what are three things you value about your current experience?

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

Our community engagement outreach and methods are designed to promote equity within the Minneapolis Park and Recreation Board (MPRB) system. First, by actively seeking input from a diverse range of stakeholders, including staff, volunteers, potential volunteers, and commissioners, we ensure that a range of community voices are heard and valued. Second, the survey tool will also be translated into Spanish, Somali and Hmong to reduce language barriers. Additionally, our emphasis on monitoring data collection to ensure we are hearing from a range of demographics and as well as existing and future volunteers that span many types of volunteer offerings. We will expand engagement if we are not hearing from a full range of current and potential volunteers. Overall, our community engagement efforts aim to foster a culture of equity and diversity within the MPRB system, ultimately leading to more equitable outcomes for all community members.

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)

Review data and determine any additional engagement – July 2024

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?