



Date of Board P+C: 12.04.24

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

Date of Most Recent Update: 11.18.14

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: Farview Phase II Park Improvements

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

This plan serves as a guide for the community engagement process for the Farview Phase II 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.

Hawthorn Neighborhood Council

1. **Project Description**

1a. **Project Overview:**

This project will focus implementing improvements at Farview Park identified in North Service Area 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 Farview, community, stakeholder groups and MPRB staff will be consulted, and a scope of work will be developed throughout the summer and fall 2024. The project team will first explore an in depth understanding of the existing site needs from a maintenance and recreation staff lens and cost feasibility analysis for projects identified in the long-range plan for the park. Construction and implementation of identified projects would occur in 2025.

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

Comprehensive Plan:

- Goal 1:15: Embed accessibility and universal design as a fundamental aspect of programming, design of park spaces and facilities, and when making temporary changes to park infrastructure and programming.
- Goal: 2.2: Support the preservation, management, and increase in acreage of natural and naturalized areas for ecosystem benefits and for public benefit.

1c. Project Timeline:

May-July 2024: Pre-Planning, Scoping

August - Fall 2024: Community Engagement, Concept Development and Approval

Winter 2024 and 2025: Detailed design and construction plans

Late Winter 2025: Construction bidding and award

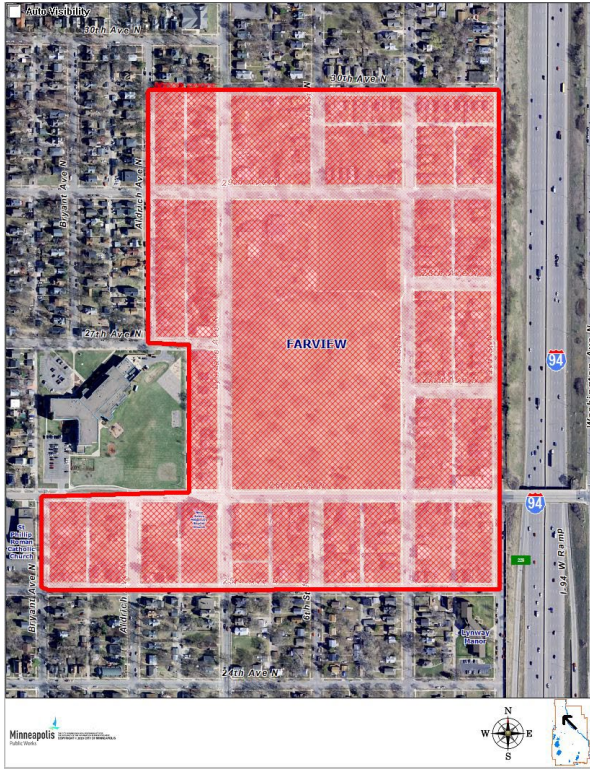
2025: Construction (final timeline to be determined)

1d. Project Funding:

| <u>Capital Sources</u> | <u>Amount</u> | <u>Expiration</u> |
|------------------------|----------------|-------------------|
| NPP20 2023 | \$252,000.00 | n/a |
| NPP20 2024 | \$1,078,000.00 | n/a |
| TOTAL | \$1,330,000.00 | |

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.)*



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

Total Population - 2020

| | |
|------------------------|---------|
| Hawthorne Neighborhood | 5,608 |
| City of Minneapolis | 429,954 |

Age Percentage of Population 2018-2022

| Age | Hawthorne | City of Minneapolis |
|--------------------|-----------------|---------------------|
| Under 5 | 7.40% | 5.80% |
| 5-9 years | 10.50% | 5.40% |
| 10-14 years | 10.50% | 5.00% |
| 15-17 years | 7.50% | 2.90% |
| 18-24 years | 9.00% | 13.50% |
| 25-34 years | 12.70% | 21.60% |
| 35-44 years | 10.90% | 14.60% |
| 45-54 years | 9.50% | 10.40% |
| 55-64 years | 12.40% | 10.10% |
| 65-74 years | 6.90% | 6.90% |
| 75-84 years | 2.20% | 2.70% |
| 85 years and older | Not Enough Data | 1.10% |

Race by Percentage of Population

2018-2022

| Ethnicity | Hawthorne | City of Minneapolis |
|----------------------------------|------------------|----------------------------|
| White | 18.30% | 60.00% |
| Of Color | 79.20% | 37.30% |
| Black or African American | 48.40% | 18.40% |
| American & Alaskan Native | Not Enough Data | 0.90% |
| Asian or Pacific Islander | 10.80% | 5.20% |
| Other | Not Enough Data | 0.60% |
| Two or More Races | 5.60% | 5.00% |
| Hispanic or Latino (Of Any Race) | 11.30% | 9.90% |

Median Household Income

2022 dollars

| | |
|---------------------|-----------------|
| Hawthorne | Not Enough Data |
| City of Minneapolis | \$76,332 |

Household Income

2018-2022 (2020 dollars)

| | Hawthorne | City of Minneapolis |
|--------------------|------------------|----------------------------|
| Less than \$35,000 | 51.80% | 23.60% |
| \$35,000-\$49,999 | 12.90% | 9.80% |
| \$50,000-\$74,999 | 9.40% | 15.70% |
| \$75,000-\$99,999 | 8.80% | 12.40% |
| \$100,000 or more | 17.20% | 38.30% |

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

2018-2022

| | English Only | Language Other than English |
|---------------------|---------------------|------------------------------------|
| Hawthorne | 59.00% | 41.00% |
| City of Minneapolis | 79.00% | 21.00% |

Percentage of the Population with a Disability

2018-2022

| | |
|---------------------|--------|
| Hawthorne | 17.10% |
| City of Minneapolis | 11.20% |

Renter v. Homeownership

2018-2022

| | |
|-------------------------------|--------------------------------|
| Owner-Occupied Housing | Renter-Occupied Housing |
|-------------------------------|--------------------------------|

| | | |
|---------------------|--------|--------|
| Hawthorne | 35.20% | 60.20% |
| City of Minneapolis | 44.90% | 48.40% |

Analysis:

The Hawthorne neighborhood is a racially and ethnically diverse area covering a broad spectrum of North Minneapolis. It should be noted that the neighborhood has a higher percentage of youth between the ages of 5 and 17 years old as compared with the rest of Minneapolis. The neighborhood also has significantly higher than population who are people of color, particularly Black or African American than Minneapolis as a whole. People in this neighborhood are more likely to be renters. This neighborhood has higher percentages of people who speak languages other than English in their homes. The neighborhood also has a HIGHER percentage of people who have a disability when compared to the City of Minneapolis as a whole. Data is from 2015-2019.

<https://www.mncompass.org/profiles/city/minneapolis/Hawthorn>

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 North Service Area Master Plan (NSAMP). It will also be informed by the Parks for All Plan (Comprehensive Plan). The NSAMP was adopted in 2019 with multiple years of engagement with the community. The plan includes 32 neighborhood parks in the service area including Farview 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 Farview 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, soccer, volleyball, or other sports leagues.
- Connect with MPRB departments particularly Environmental Stewardship, Recreation Services etc. to understand priorities and make design decisions.
- Connecting to youth voices through, Rec Plus, MPRB rec center program offerings and outside organizations that will help develop priorities and shape design considerations.

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, , social media, attendance at park events particularly sports and nite owls, as well as plans shared at | Online survey, in-person/virtual/hybrid open house, attendance at park | Project updates via email and project website updates, subsequent in |

| | | | |
|---|--|---|---|
| | Rec Center, Attendance of Hawthorn Huddle and other neighborhood events. | events, community events | person/virtual/hybrid open house |
| Area residents | Postcard mailing, neighborhood newsletter, social media, North Service Area Master Plan listserv, on site signage, attendance at park events | Online survey, inperson/virtual/hybrid open house, attendance at park events, community events, biking event with MPRB Mississippi Flyway Project | Project updates via email and project website updates, subsequent inperson/virtual/hybrid open house |
| Hawthorn Community Council | Direct e-mail & Attendance at several events in fall 2024 | Online survey, attendance at Hawthorn Huddle and outreach event, direct engagement at neighborhood organization meeting. | Project updates via email and project website updates |
| Youth (Rec Plus participants and “nite owls” attendees) | attendance at park “nite owls”, sporting events, and busy nights at Rec Center | Open house during “nite owls” and during sporting events | Project updates via email and project website updates, social media, subsequent in person/virtual/hybrid open house |
| Commissioner Thompson 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. |
| Ward 5- Jeremiah Ellison | Direct e-mail | 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 through online surveys but in-person events can connect with folks who are unlikely to visit the project website. Having signage at the Rec Center that directs people to provide input and review plans allows space for more informal feedback. It will also be important to get postcards with invites to highlight planning meetings or open houses.

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 (Northside Planning Liaison) |
| Asset Management, Assistant Director Asset Management |
| Director of Management North 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: | <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: | |

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?