



Date of Board P+C: February 19,2025  
Date of Most Recent Update: 02.04.25

**Staff Lead:** Crystal Passi

**Department or Division:** Planning Division/ Design Project Management

**Project Name:** Cleveland Park – Phase 2 Improvements

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

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This plan serves as a guide for the community engagement process for the Cleveland 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 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. This is to be filled out before the CE Plan is submitted to the Board as a P+C. Please explain how they were engaged:** Dialog with Cleveland Neighborhood Association and Lucy Laney Craft Elementary School to discuss potential engagement opportunities via email and virtual meeting.

## 1. Project Description

### 1a. Project Overview:

This project will focus implementing improvements at Cleveland Park identified in North Service Area Master Plan. Currently it is unclear which projects from this plan should take priority, although in the last phase of engagement and improvements in 2019, several amenities were identified as potential priorities. To determine the scope of work for this phase of projects at Cleveland, community, stakeholder groups and MPRB staff will be consulted, and a scope of work will be developed throughout the summer and fall 2024. The existing site needs will also be determined from a maintenance and recreation staff perspective. Construction and implementation of identified projects would occur in 2025.

### 1b. MPRB Outcomes

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.

Racial Equity Action Plan

- E: The MPRB provides programs and services that are responsive and reflective of community needs.

**1c. Project Timeline:**

May-July 2024: Pre-Planning, Scoping

August -Fall 2024: Community Engagement, Concept Development

Winter 2024 and 2025: Concept Approval, Detailed design and construction plans

Late Winter 2025: Construction bidding and award

2025: Construction (final timeline to be determined)

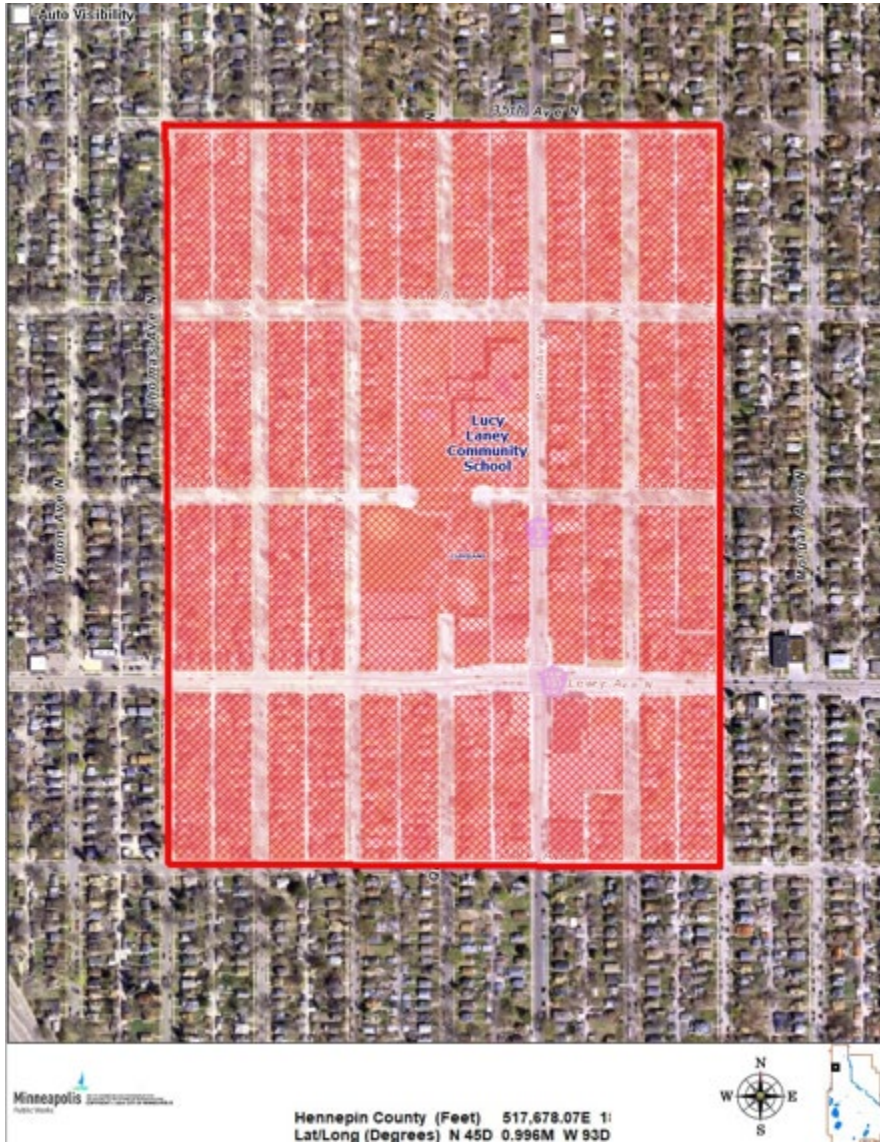
**1d. Project Funding:**

<u>Capital Sources</u>	<u>Amount</u>	<u>Expiration</u>
2024 Capital Levy	\$100,000.00	n/a
NPP20 2024 & 2025	\$992,000.00	n/a
TOTAL	\$1,092,000.00	

**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)

- **Local:** 35<sup>th</sup> Ave N, Thomas Ave N, Newton Ave N, N 30<sup>th</sup> Ave



**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.)

Total Population:

Neighborhoods (Local)	City	Region (Hennepin County)
3,139	429,605	1,245,837

Race by Percentage of the Population:

Race	Local	City	Region (Hennepin County)
White	34.4%	64.3%	72.1%
Black or African American	42%	19.3%	13.3%
American Indian and Alaska Native	Suppressed	1.2%	0.7%
Asian	Suppressed	4.8%	7.1%
Native Hawaiian and Other Pacific Islander	Suppressed	0.1%	0.0%
Some other race	Suppressed	4.6%	3.0%
Hispanic or Latino (of any race)	16.7%	5.6%	3.7%

Age:

Age (2018-2022)	Local (averaged)	City
Under 5 years	4.9%	5.8%
5-9 Years	suppressed	5.4%
10-14 years	9.8%	5.0%
15-17 Years	9.4%	2.9%
18-24 years	suppressed	13.5%
25-34 years	17.4%	21.6%
35-44 years	12.7%	14.6%
45-54 years	21.8%	10.4%
55-64 years	8.0%	10.1%
65-74 years	5.3%	6.9%
75-84 years	2.0%	2.7%
85 Years and Older	suppressed	1.1%

Median Household Income:

Local (Averaged)	City	Region (Hennepin County)
\$62,813	\$65,889	\$78,167

Percentage of the Population That Speaks A Language Other than English at Home:

Local	City	Region (Hennepin County)
Suppressed	20.4%	18.1%

Percentage of the Population with a Disability:

Local	City	Region (Hennepin County)
12.5%	11.0%	10.1%

**ANALYSIS**

Local Residents Are Generally:

- Higher population of children aged 10-14 compared to the City of Minneapolis
- Higher population of people aged 45-54 years compared to the City of Minneapolis
- Higher population of Black or African American compared to the City of Minneapolis
- Higher population of Hispanic or Latino (of any race) compared to the City of Minneapolis
- More likely to have a disability
- More likely to speak primarily/only English at home
- Lower average medium income compared to the City of Minneapolis

**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:**

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 Cleveland 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 Cleveland 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 Ecological System Plan.

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

The principal data gap is understanding how youth sports use the park. Update: After meeting with youth sports staff, it was discovered that the current diamond is not used by any organized sports and there currently are no plans for such activity. It was determined that the approach of converting the field to a multi-use per the park long range plans align with current use and future planned programming. It was also not understood how Lucy Craft Laney school utilized these fields. Update: after discussing with students and staff the entire park is used for recess and athletics programs by the school. Having one larger field was preferred.

**3. Community Engagement:**

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, initiatives and projects.
- 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.

<b>Project Stakeholder</b> <i>(students, ethnic communities, neighborhood groups, community leaders)</i>	<b>Outreach: How will you reach out to the stakeholder?</b> <i>(i.e. go to parks, neighborhood listserv, engage with cultural media)</i>	<b>Engagement: How will they participate?</b> <i>(i. e. online survey, focus group, community open house, intercept survey)</i>	<b>Reflecting Back: How will stakeholder groups be reflected back to about the project progress or outcomes?</b> <i>(Posted on project website, ribbon cutting, e-blast, site visit, celebration)</i>
Area neighborhood organizations (Cleveland Neighborhood Association);	Direct email	Online survey, virtual open house, possible direct engagement at neighborhood organization meeting	Project updates via email and project website updates

Lucy Craft Laney School	Direct email and working with Student Ambassador Group	Online survey, virtual open house, newsletter updates	Project updates via email and project website updates
Area residents	Postcard mailing, neighborhood newsletter	Online survey, virtual open house	Project updates via email and project website updates

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

**3a. Advisory Committees:**

<b>Project Advisory Committee:</b> This roster is a list of MPRB departments and divisions that are on the PAC
Asset Management
Customer Service
Environmental Management
Forestry
Recreation
Youth Sports

**3b. Will a Community Advisory Committee be required for this project, program, or initiative? No**

**4. Analysis:**

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

- Priority of what improvements to make
- How to make the park feel safer
- How to increase park activity

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

The neighborhoods selected to focus engagement on are both immediately adjacent and extend slightly further out from the project area. This was done to ensure a broader range of community members are aware of what will be taking place and are invited to provide input as needed.

**5. Evaluation Summary:** *To be completed at one or more project milestones, and at the completion of the project, program, or initiative.*

**5a. Identify one or more key project milestones when project evaluation will be performed (i.e. Concept Approval)**

Upon completion of a 50% plan set and cost estimate, staff will determine whether additional projects will be added to the work. If so, this plan will consider MILESTONES 1 and 2. If no additional projects are added, this plan will consider MILESTONE 2 only.

- MILESTONE 1: Upon completion of concept design and final selection of additional project(s)
- MILESTONE 2: Upon completion of 90% construction plans, prior to release for construction bidding.

**5a. Who was engaged during the process?** (i.e. demographic info from online survey participants, Lucy Craft Laney Elementary School, park users of nearby recreation center at Folwell. 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. How did the project and engagement fulfill a goal or strategy in the MPRB Comprehensive Plan?**

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

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

**5f. 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?**