



Date of Board P+C: 8/6/2025

Date of Board Approval (for CAC's only): 8/6/2025

Date of Most Recent Update: 12/3/2025

Staff Lead: Michael Jones

Department or Division: Planning Division

Project Name: Eloise Butler Wildflower Garden Entrance Renovation Project

Engagement Level: Involvement, or Partner (See Engagement Assessment attached)

This plan serves as a guide for the community engagement process for *Eloise Butler Wildflower Garden Entrance Renovation 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 *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:

Staff plans to work with internal MPRB staff to engage with and identify key stakeholders as the project moves forward. The project currently has identified these key stakeholders:

- The Loppet staff and volunteers
- Friends of Eloise Butler Wildflower Garden
- Willard-Hay, Harrison, and Bryn-Mawr Neighborhood organizations
- Golf, Eloise Butler Wildflower Garden, and Asset Management staff
- Park and City of Golden Valley Police
- MPRB Park Police and Rec staff

Additional community partners may be identified as the process moves forward.

This plan may also be informed by agency partners whose jurisdiction overlaps with or is adjacent to Theodore Wirth Regional Park, including:

- City of Golden Valley

- Metro Transit
- Hennepin County

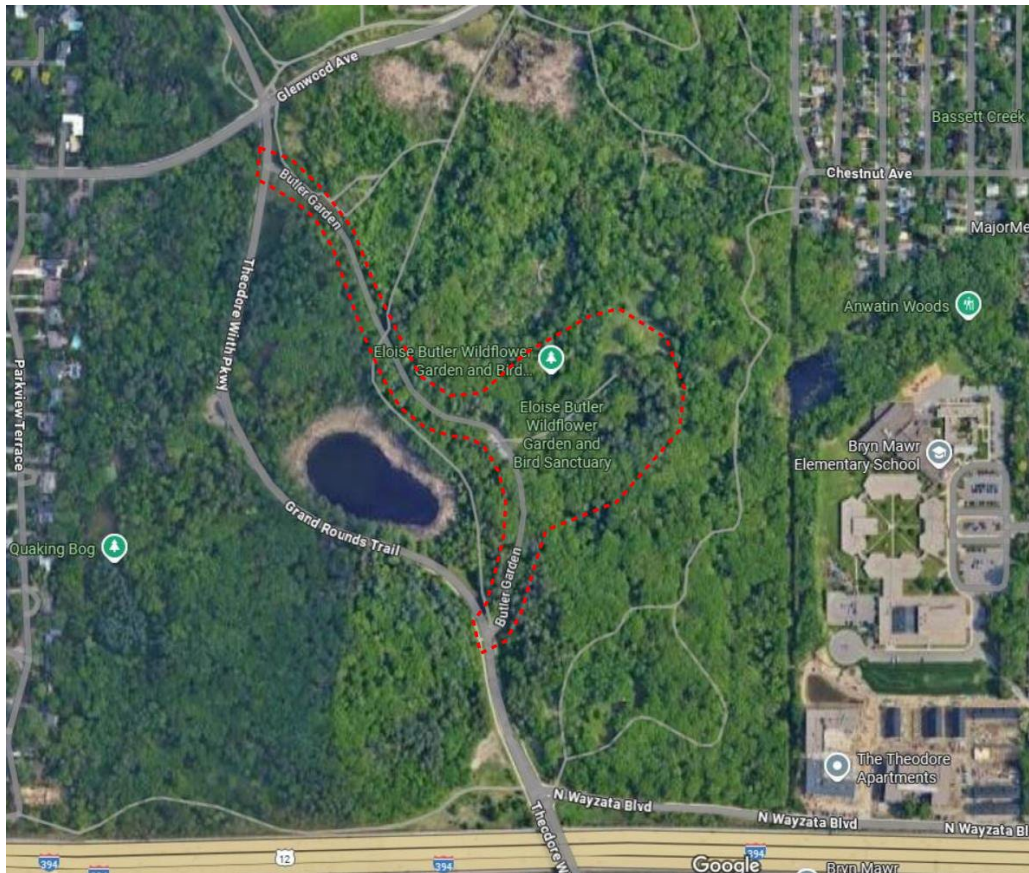
Stakeholders contacted to start early coordination include the City of Golden Valley Public Works staff and the Bassett's Creek Watershed Management Commission staff. The Friends of Eloise Butler Wildflower Garden and the Bryn-Mawr Neighborhood Association will play a key role in the outreach for this project.

1. Project Description

1a. Project Overview:

The Eloise Butler Wildflower Garden Renovation Project will build upon the vision outlined with the 2015-approved Theodore Wirth Regional Park Plan. This project will also follow guidance by the 2022 community findings that were developed and recommendations at that time.

The Eloise Butler Wildflower Garden Entrance Renovation Project looks to renovate and reimagine the entrance into the Eloise Butler Wildflower Garden. The entrance renovation project will look towards ways to improve the entry experience from the beginning as soon as you exit off Theodore Wirth Parkway and all the way until you enter through the garden gates.

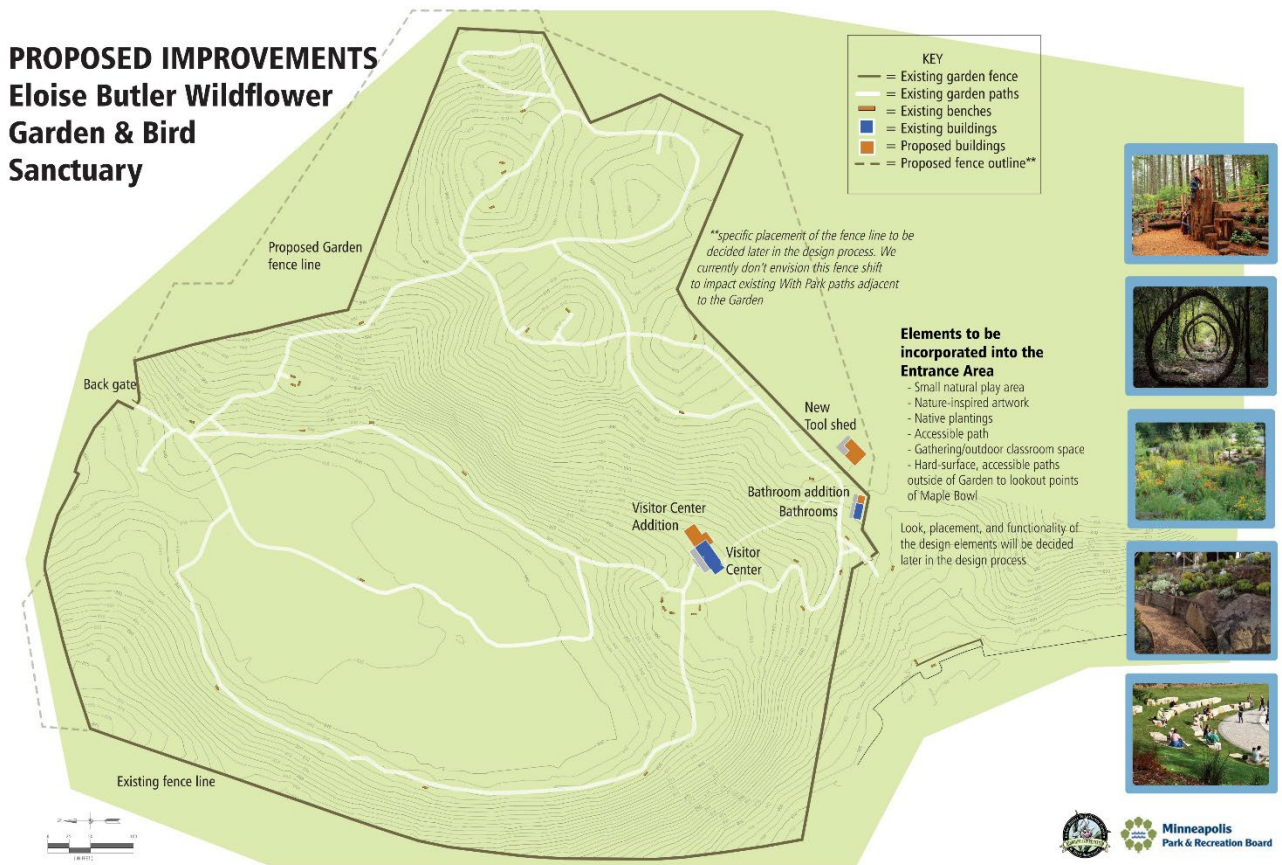


Eloise Butler Wildflower Garden and Project Area Scope

The Wildflower Garden sits inside the Theodore Wirth Regional Park and lies between Theodore Wirth Parkway on the west, Glenwood Ave on the north, and N Wayzata Blvd on the south. The Wildflower Garden is surrounded by the mature woods of Theodore Wirth Regional Park and will be essential that this project looks to embrace the existing topography and natural vegetation.

Community outreach in 2022 outlined proposed improvements to the Eloise Butler Wildflower Garden Entrance Area to consider that include:

- Small natural play area
- Nature-inspired artwork
- Native plantings
- Accessible path
- Gathering/outdoor classroom space
- Hard-surface, accessible paths outside of the Wildflower Garden to lookout point of Maple Bowl



MPRB staff will use the 2022 community outreach findings as the foundation for the improvements and will work to engage residents and park users about their concerns and ideas for how to improve accessibility and entrance experience into the garden for these improvements.

This project is guided by the 2015 Theodore Wirth Regional Park Plan and its recommendations for improvements and cooperation with other entities performing projects on or near the park.

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

Goal 1: Foster belonging and equity

- Strategy 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 6: Strengthen ecological connections

- Strategy 3: Preserve, protect, and restore natural areas and aquatic habitat including the lakes, river, and creek, in parks for the purpose of wildlife habitat, invasive species management, and human respite and refuge.
- Strategy 12: Enhance connections to natural spaces in our park system through education, programming, interpretation, experiences, volunteerism and accessible facilities for a diverse and multi-generational audience.

1c. Project Timeline:

Summer 2025: Initial project scoping

Summer - Fall 2025: Community engagement with stakeholder and residents

Fall 2025: Determination of priority improvements for current funding

1d. Project Funding:

<u>Capital Sources</u>	<u>Amount</u>	<u>Expiration</u>
Met Council SG-24P2-05-06	\$850,000	12/31/2027
TOTAL	\$850,000	

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)

Eloise Butler Wildflower Garden exists entirely inside Theodore Wirth Regional Park. The focus of community engagement will focus on residents that visit the Wildflower Garden and adjacent neighborhoods (Willard-Hay, Harrison, and Bryn-Mawr Neighborhood organizations)

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.)

Bryn-Mawr Neighborhood:

As of 2020, there were over 2,768 residents living in the neighborhood.

Regional race and ethnicity (Met Council 2020):

- White 82.5%
- Of color 17.5%
 - *Black or African American alone* 2.6%
 - *American Indian and Alaskan Native alone* suppressed*
 - *Asian or Pacific Islander alone* 3.0%
 - *Two or more races* 4.2%
- Hispanic or Latino (of any race) suppressed*

Harrison Neighborhood:

As of 2020, there were over 3,245 residents living in the neighborhood.

Regional race and ethnicity (Met Council 2020):

- White 25.1%
- Of color 74.9%
 - *Black or African American alone* 64.1%
 - *American Indian and Alaskan Native alone* suppressed*
 - *Asian or Pacific Islander alone* suppressed*
 - *Two or more races* suppressed*
- Hispanic or Latino (of any race) 4.3%

Willard-Hay Neighborhood:

As of 2020, there were over 8,942 residents living in the neighborhood.

Regional race and ethnicity (Met Council 2020):

- White 31.9%
- Of color 68.1%
 - *Black or African American alone* 40.2%
 - *American Indian and Alaskan Native alone* suppressed*
 - *Asian or Pacific Islander alone* 7.2%
 - *Two or more races* 5.7%
- Hispanic or Latino (of any race) 14.2%

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, 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.*

As outlined in the Project Overview, staff will use the 2015-approved Theodore Wirth Regional Park Plan and community engagements findings from 2022 as a starting point for engagement and improvement prioritization.

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

Based on previous community engagement findings, the data groups have been determined and will use that information as a starting point. As the project and scope further develops, there may be additional stakeholders to be considered.

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.

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>
Current park users, which can include youth, cultural communities, organizations	Host community open house events, neighborhood listservs	Online survey, attend community events	Website, Gov deliveries, news articles
Local neighborhood organizations and community groups	Host community open house events, neighborhood listservs	Online survey, attend community events	Website, direct email, Gov deliveries, news articles
MPRB staff who work in the adjacent neighborhoods	Connect with Design Project Manager to identify best process	Online survey, attend community events	Direct email
Park Users	Go to parks, Host community open house events, MPRB listservs, social media	Online survey, attend community events	Website, Gov deliveries, news articles
Non-park users	Connect with neighborhood groups to share through their networks	online survey	Website, Gov deliveries, news articles
Cultural communities	Community partners with focused constituents	online survey	Website, Gov deliveries, news articles
Seniors/elders and disability community	Community partners with focused constituents	online survey	Website, Gov deliveries, news articles
Renters	Community partners with focused constituents	online survey	Website, Gov deliveries, news articles
Youth	Park-based youth programming	online survey	Website, Gov deliveries, news articles

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

3b. Advisory Committees: Staff do not anticipate hosting a formal TAC for this work, but will reach out to adjacent agency partners as appropriate including:

Technical Advisory Committee: This roster is a list of agencies and groups that are on the TAC	
The City of Golden Valley	
Metro Transit	
Hennepin County	

Project Advisory Committee: This roster is a list of MPRB departments and divisions that are on the PAC	
Community Connections and Violence Prevention	
Strategic Planning	
Design and Project Management	
Forestry	
Environmental Management	
Recreation	
Asset Management	
Communications	
Park Police	

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

If yes, complete 3d-3g. If no, please delete 3d-3g from the CE Plan. No, as previously mentioned, this work will be completed using the template from the 2017 DSAMP, which already had a formal CAC to advise on the final design.

CAC Selection Committee Roster: <i>This roster of groups and individuals that are participating in the CAC appointment process for the project, program, or initiative</i>	

Community Advisory Committee:	
Committee Recommended Slate	Board Approved Slate

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.)

MPRB engaged with internal staff, park visitors that volunteered and visited the garden, and an online survey was provided to many subscribers from the neighborhood and Theodore Wirth park users.

5b. How did the engagement inform the project outcome? (i.e. public tabulation and amendments following a public comment period)

The engagement informed the design and concept that was selected. It also informed slight design modifications to the final design concept to accommodate all those that participated in feedback.

5c. How did the project and engagement fulfill a goal or strategy in the MPRB Comprehensive Plan?

- | | |
|---------------------------------------|--|
| 01. Foster belonging and equity | 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. |
| 06. Strengthen ecological connections | 6.3: Preserve, protect, and restore natural areas and aquatic habitat including the lakes, river, and creek, in parks for the purpose of wildlife, invasive species management, and human respite and refuge.

6.12: Enhance connections to natural spaces in our park system through education, programming, interpretation, experiences, volunteerism and accessible facilities for a diverse and multi-generational audience. |

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

We used online surveys to capture as many voices as possible that wanted to share their thoughts. This was also shared on social media for those following Eloise Butler to comment and take the survey.

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

Always have constant and transparent communication with park users and stakeholder groups.

5f. What, if any, were the unintended outcomes of your CE Plan?

This helped frame how we communicated to scheduled our commitment and project process.

5g. Were there any barriers to successful implementation of your CE Plan?

None for this project.

5h. Were you adequately resourced, including staff support, expertise, and funding?

Yes, we had plenty of staff willing to participate.

5i. If applicable, how can this project, program, or initiative, or MPRB continue to partner and deepen relationships with underrepresented communities?

By continuing to engage with local neighborhood and stakeholder groups. To show how strong relationships inform the design and final project.