COMMUNITY ENGAGEMENT PLAN
Project Title: Northeast Southeast Service Area Master Plan also known as “East of the River Park Master Plan”

MPRB Division: Planning
Project Manager: Carrie Christensen

As required by the Minneapolis Park and Recreation Board Code of Ordinances, every redevelopment project undertaken within the MPRB Capital Improvement Program (CIP) is to have a community engagement plan. The plan serves as a guide for the community engagement process through the multiple phases of planning and project development. 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.

Project Description
The Minneapolis Park and Recreation Board manages more than 6700 acres of public land. Within this system of publically owned land, individual properties are classified as either regional or neighborhood parks. The Recreation and Environmental Stewardship divisions are organized around geographic Service Areas, of which there are five: North, Northeast/Southeast, Downtown/Regional, Southwest, and South. Minneapolis is fortunate to have an extensive park system that allows ninety-four percent (94%) of residents to live no more than one fourth (1/4) of a mile from a park. MPRB is embarking on an ambitious and critical effort to master plan every neighborhood park in each service area—and all the outdoor park assets that lie within them. These master plans will guide system-wide capital improvements, management, programming and operations for each geographic service area.

The first service areas master planned were South (2016) and Downtown (2017). The North Service Area is currently underway. And the Northeast Southeast Service Area Master Plan, also called the East of the River Minneapolis Neighborhood Park Plan, includes all Minneapolis neighborhood parks east of the Mississippi River. It features:
- 26 neighborhood parks
- 5 regional park and trail areas
- 7 community and neighborhood recreation centers
- the possibility of creating new parks, lands, and land connections

The Service Area Master Plan will take a comprehensive look at each park asset within the Northeast Southeast Service Area; set a vision for operations, management, programming, and capital improvement; and create a master plan for each non-regional park within the service area. Specifically, the master plan will include:
- Characterization of the service area: demographics, recreational needs, current park service,
projected change, etc.
- Condition assessment of all parks and exterior park amenities (excluding golf courses and regional parks), including development of a template that can be used as a standard across the entire system
- A park and recreation needs assessment
- Determination of a systematic approach to service delivery across the entire service area
- Programming models for each park in the service area
- Operations models for each park in the service area
- General plans for outdoor facilities in each park in the service area, to include amenities, phasing, and budget

The Service Area Master Plan will take into account existing activity plans (urban agriculture, court sports, skate parks, etc.) and system planning (ecological system plan, comprehensive plan, etc.).

The project will unfold in four general phases:
- **Phase 1: Project Start-up.** Between April and September 2017, MPRB Planning staff will establish the various advisory groups, begin the public engagement process, and refine the project schedule. During this time period MPRB will engage a consultant team responsible for many of the tasks outlined above.

- **Phase 2: Discovery and Assessment.** From June to December 2017, staff will work closely with the project team, advisory committees, and hired consultants to research, assess, map, and begin to understand park and recreation needs across the Northeast Southeast Service Area.

- **Phase 3: Master Planning.** Beginning in September 2017 and stretching through June 2018, staff will work with the advisory committees, project team, and consultants to initiate master planning for the service area as a whole and for individual parks within the service area. This phase will feature community events and will significantly engage the appointed Community Advisory Committee (CAC). Master planning for specific parks will rely heavily on input from the general public, as well as engage significantly with established neighborhood organizations and service and outreach providers within the Northeast Southeast Service Area that work with underserved populations.

- **Phase 4: Master Plan Approval and Priority Projects.** From July 2018 through September, MPRB staff will work with all advisory groups, consultants, and plan partners to finalize master plan recommendations and prioritize initial improvements. This will include a public comment period on the master plan.

It is expected that the Northeast Southeast Service Area Master Plan will come before the board in a public hearing and for approval in fall of 2018.
### Project Funding Source(s)

<table>
<thead>
<tr>
<th>Capital Sources</th>
<th>Amount</th>
<th>Expiration</th>
</tr>
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<tbody>
<tr>
<td>Neighborhood Capital Levy</td>
<td>$400,000 for planning and initial improvements</td>
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### Supplemental Sources

<table>
<thead>
<tr>
<th>Amount</th>
<th>Expiration</th>
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<td>n/a</td>
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### Engagement Recommendation

**Level of Engagement: Collaborate**

<table>
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<tr>
<th>Inform</th>
<th>Consult</th>
<th>Collaborate</th>
<th>Partner</th>
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<tr>
<td>To provide stakeholders with factual, balanced, and timely information to help them understand the project.</td>
<td>To obtain stakeholder feedback on project analysis, alternatives, or decisions.</td>
<td>To work directly with stakeholders throughout the process to ensure that perspectives are consistently understood, considered, and reflected in project decisions.</td>
<td>To partner with stakeholders in each aspect of decision making in order to develop and implement collaborative project solutions.</td>
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### Engagement Goal:

- **MPRB Promise to the Public:**
  - The MPRB will keep stakeholders informed.
  - The MPRB will keep stakeholders informed, listen to and acknowledge feedback, and work to ensure stakeholder feedback is reflected in alternatives developed.
  - The MPRB will work with stakeholders for advice and innovation in formulating solutions and incorporate recommendations to the maximum extent possible.
  - The MPRB and partner entity will be accountable to their roles as negotiated in the partnership and regularly evaluate overall success of the partnership.

An appointed Community Advisory Committee is recommended, based on the MPRB’s Community Engagement Policy, because the Northeast Southeast Service Area Master Plan will set a vision and make recommendations for service area wide design, program, operations, and maintenance. The Northeast Southeast Service Area CAC will be primarily engaged in providing stakeholder feedback on service area-wide vision, goals, and objectives. Plans for individual parks will be prepared through an open, community-centered process and then brought to the CAC for review and final recommendation.
Open houses, community events, conversations in the parks, and presentations to neighborhood organizations will be the primary engagement tools for the neighborhood park plans. The CAC will help determine the general process for neighborhood park planning and geographic groupings of parks. MPRB will collaborate with established neighborhood organizations and nonprofit service providers in the Northeast Southeast Service Area to finalize the optimal community engagement methods around particular park groups.

The composition and charge of the CAC was determined in part from discussion by a Neighborhood Organization Roundtable, which has met once to discuss the plan. Each of the 19 established neighborhood organizations participated in general discussions around the structure of the master plan process and the role of the CAC. This group will reconvene throughout the process as an advisory group.

The appointed CAC shall be comprised of appointments from the following, for a total of 19 CAC members:

- Park Board President (1 appointment -- chair)
- At Large Commissioners Erwin, Forney, and Young (1 appointment each)
- District Commissioners: Wielinski (District 1) (2 appointments)
- MPRB staff (3 appointments)
- Minneapolis City Council Members: Gordon (Ward 2), Reich (Ward 1), Frey (Ward 3) (1 appointment each)
- Geographic groupings of neighborhood organizations (1 appointment each) Each geographic grouping will have a primary and alternate representative(s) that equal the number of neighborhoods in the grouping. Each grouping will prioritize the order of the alternate representative(s). An alternate can act as the neighborhood representative appointee at CAC meetings when the primary representative is not available.:
  - Waite-and Colombia Park
  - Audubon and Windom
  - Marshall Terrace, Bottineau and Sheridan
  - NE Park, Beltrami, Logan, and Holland
  - St Anthony East, St Anthony West
  - Nicollet Island East Bank, Marcy Holmes and the University
  - SE Como and Mid City Industrial, Prospect Park

**Anticipated Project Outcomes**

The primary outcome will be a master plan for the Northeast Southeast Service Area that addresses community and MPRB needs and provides a guiding vision and principles for operations, maintenance, programming, and capital improvements. In addition, this project will produce a master plan for each neighborhood park within the service area. These master plans will include phasing options and cost estimates. They will be a guide to long-range capital planning.

The project supports the following elements of the MPRB Comprehensive Plan:
• Theme: *Dynamic parks that shape city character*
  o Goal: *Parks shape an evolving city.*
  o Goal: *Park facility renewal and development respects history and focuses on sustainability, accessibility, flexibility, and beauty.*
  o Goal: *Focused land management supports current and future generations.*

• Theme: *A safe place to play*
  o Goal: *Parks are safe and welcoming by design*
    ▪ Strategy: *Design parks to meet or exceed safety standards, building codes, and CPTED principles*

**Stakeholders**

**Roles and Responsibilities**

All stakeholders are expected to work collaboratively to create and refine research and take an active role in the education of MPRB staff and community members. Stakeholders shall provide input toward final project recommendations for approval by the Board of Commissioners. Participants are expected to engage in the process in a manner that promotes respectful civil discourse and enhances mutual understanding of all stakeholder viewpoints. Any requests for public or project information should be directed to the project manager.

**Identification of Project Stakeholders**

The Northeast Southeast Service Area Master Plan will touch, in some way, every person who lives, works, plays, or visits this portion of Minneapolis. Therefore, the various groups and public outreach methods will attempt to involve, engage, and notify as many people as possible. Special attention will be paid to ensure that recent immigrant groups, those living near the poverty line, and persons of color are engaged in the project.

**Project Advisory Committee**

Staff will convene a PAC of MPRB staff and key staff from other agencies. The PAC will provide technical insight into the research, outreach, planning, and proposed vision and goals associated with the project. The PAC will assist with understanding of agency processes and capabilities as they relate to the plan, and will then assist with acceptance and institutionalization of the plan. The PAC will include members from the following departments and agencies:

- MPRB Environmental Stewardship Division (Forestry, Asset Management, Environmental Management departments)
- MPRB Community Outreach and Access
- MPRB Marketing and Communications
- MPRB Recreation Division (Athletics, Youth development and Recreation departments)
- MPRB Police

**Technical Advisors**

Staff will utilize other resources outside MPRB as needed, to provide additional review and technical insight into the process. Staff may meet with these advisors in small groups or individually, as schedules and needs warrant.

- City of Minneapolis Public Works department
• City of Minneapolis Health department
• Hennepin County public works department
• Minneapolis Parks Foundation staff
• Minneapolis Shade Tree Advisory Committee
• Minneapolis Bicycle Advisory Committee
• Minneapolis Pedestrian Advisory Committee
• Minneapolis Advisory Committee on People with Disabilities
• Senior Citizens Advisory Committee
• Public Health Advisory Committee
• Neighborhood and Engagement Commission
• Minneapolis Arts Commission
• Youth Coordinating Board
• Others as appropriate
• Minneapolis Public Schools
• NCR Neighborhood Specialist
• NCR Access and Outreach Specialist
• CPED community planner for NE/SE Service Area

Community Advisory Committee
An appointed CAC will assist with community outreach and review and communication of the plan. See the full description below.

Equity Lens
As mandated by the MPRB Ordinance 2016-233, “CRITERIA BASED SYSTEM FOR CAPITAL AND REHABILITATION NEIGHBORHOOD PARK PROJECT SCHEDULING”, this project will integrate a lens of equity throughout the community engagement and planning process. As outlined in the ordinance, “the City of Minneapolis and the Park and Recreation Board jointly enacted concurrent 20 Year Neighborhood Park Plan ordinances to achieve a shared goal of closing a neighborhood parks funding gap. An important element of the joint 20 Year Neighborhood Park Plan ordinances was a commitment to ensure that racial and economic equity criteria were utilized in determining the distribution of funds to neighborhood parks during the period of the Plan.” At each stage of the process, the project team and committees will prioritize equitable policies and decisions that benefit traditionally underrepresented communities across race, geography and income.

Outreach and Research Methods

1. Appointed Community Advisory Committee (CAC). This committee will:
2. Neighborhood Organization Roundtable
A group of representatives of the 19 established neighborhood organizations within the Northeast Southeast Service Area has already convened to guide the creation of this CE Plan. This group will continue to meet periodically throughout the planning process to provide additional guidance and outreach assistance.

3. Community Service Organizations
MPRB staff from Planning and Community Outreach and Access will work together to identify community service nonprofits that work with underserved populations within the Northeast Southeast Service Area. These nonprofits will be continually engaged in the planning process, to the level of their desire, to assist with engaging the communities they serve.

4. Direct Community Engagement
MPRB staff, consultants, and partners will engage directly with community members through attendance at meetings and events, organizing open houses and workshops, creative engagements, and collaborations with neighborhood organizations and community service organizations. The exact type of engagement will vary by project phase.

**Phase 1: Project Start-Up.** Direct engagement will focus on collaboration with project partners, including neighborhood organizations and community service organizations, to expand the applicant pool for CAC appointments and develop a robust contact list for future engagement.

**Phase 2: Vision and Discovery.** Direct engagement will focus on attendance at existing community, park, organization, and partner events. MPRB staff will primarily go to where the people are, spending significant time in the parks and in NE/SE. Staff will work with community partners to determine appropriate venues and events.
**Phase 3: Park Planning.** Direct engagement will consist primarily of a series of open house-style design workshops meant to bring people together as a community to envision the parks. Open houses will be distributed geographically. Staff will draw on engagement in previous phases and on existing partnerships to publicize meetings, and will rely on the expertise of community partners to schedule and organize the meetings so they are appealing to all residents.

**Phase 4: Master Plan Approval.** Direct engagement will re-focus on the CAC and youth design team in this phase, with that appointed body helping to facilitate public comment during meetings. Meetings will be publicized by drawing on engagement activities and partnerships established throughout the project.

5. **Public Hearings**
Following a public comment period on the plan, a public hearing on the draft plan will take place fall of 2018.

6. **Social/Digital Media and Website**
MPRB staff will maintain a project website and will use news releases, the GovDelivery email subscription service, and other digital media, as appropriate, to keep stakeholders up to date on the project. Planning staff will work with Community Outreach and Communications staff to determine when/if to translate digital media (see below).

7. **Youth Design Team:** A group of youth will engage in the Service Area planning and design process by assisting in park inventory, community engagement, design and planning. The Youth Design team will work closely with Park Board staff and consultants throughout the process to ensure that youth needs and insights are incorporated into the master plan. The Youth Design Team will be facilitated in partnership by planning staff and consultants specializing in environmental education and creative community engagement.

8. **Integration with Existing Plans:** In addition to gathering community input during the planning process from the people that live, work and engage with parks in NE and SE Minneapolis, the planning process will integrate existing plans and policies that the MPRB, neighborhoods, and City have developed in recent years to build off the robust community engagement that is represented in existing community plans. This process will honor the community voices that have already set intentions and identified assets and opportunities in the service area related to parks.

9. **Language Translation**
MPRB Planning staff will work with the CAC and MPRB Community Outreach and Access staff to determine translation needs. Translation services may vary by geographic area. MPRB Community Outreach and Access staff, established neighborhood organizations, and community service organizations will be asked to advise on what materials should be translated and when/if to provide verbal translation services at open houses and other community events.
Project Schedule

- Phase 1: Project Start-up (April-September 2017)
- Phase 2: Discovery and Assessment (June 2017-December 2018)
- Phase 3: Master Planning (September 2017-June 2018)
- Phase 4: Master Plan Approval (July-October 2018)

Resources
A portion of the funding dedicated to staff time and consultant fees will be utilized for public engagement. In addition, the project budget includes costs of mailings and other notifications.

Evaluation Summary
Following project completion, the project manager will analyze the effectiveness of the engagement process from both stakeholder and organization points of view and will provide a brief summary statement. The summary statement will indicate how the process advances policy goals, and will assist the Board and staff in evaluating and informing an ongoing community engagement process.

Summary Statement: Statement pending plan completion.