



Approval Date: xx/xx/xxxx
Effective Date: xx/xx/xxxx
Date of Last Review: xx/xx/xxxx
Page 1 of x

Community Engagement Policy

Planning Division
Frequency of Review: Every Five Years

Community Engagement

POLICY

This policy applies to all Minneapolis Park and Recreation Board (MPRB) divisions and departments and outlines the implementation of Chapter 11 of the Minneapolis Park and Recreation Board Code of Ordinances. The policy outlines requirements for community engagement relative to projects and initiatives for the Minneapolis Park and Recreation Board, including projects approved and budgeted through third party agreement.

All Minneapolis Park and Recreation Board divisions and departments shall follow this policy in efforts and communications with stakeholders on projects including master plans, design and construction projects, comprehensive or strategic plans, public policies, new program, service, and other public-facing projects or initiatives as determined by MPRB Superintendent, elected officials, Deputy Superintendent, assistant superintendents, and/or directors.

1. MPRB staff is to perform project assessment and use the Community Engagement Grid to determine engagement level.
2. All projects and initiatives other than those that fall in the inform category of the Community Engagement Grid shall require a community engagement plan, which shall include the following:
 - a. MPRB Project Managers, Directors, and Managers (staff) shall provide public notice of opportunities for community engagement as defined by Chapter 11 of the Minneapolis Park and Recreation Board Code of Ordinances and current policy and procedure.
 - b. MPRB staff shall coordinate with the Communications and Marketing Department to ensure community engagement strategies are consistent with current communications and marketing policies.
 - c. MPRB staff shall retain community research data gathered for a project and follow MPRB records retention policies and schedules.
 - d. MPRB staff shall oversee consultant adherence to the requirements of Chapter 11 of the Minneapolis Park and Recreation Board Code of Ordinances and current policy and procedure.
 - e. MPRB staff shall use approved engagement methods and are encouraged to introduce new methods of engagement including those suggested by stakeholders. New outreach and research methods shall be introduced as part of a community engagement plan. All methods should be evaluated for efficacy at the end of a project or initiative.
 - f. MPRB staff shall consult with representative community groups, neighborhood groups, or community leaders, and work with under-represented people to develop and implement the plan, as determined in consultation with Community Engagement and Outreach staff.
 - g. Community engagement plans shall be developed using the community engagement plan template.
3. MPRB staff is to follow requirements for community engagement based on funding sources or other project characteristics.
4. The Board of Commissioners is to be informed of community engagement plans and resulting plan recommendations.



Approval Date: xx/xx/xxxx
Effective Date: xx/xx/xxxx
Date of Last Review: xx/xx/xxxx
Page 2 of x

Community Engagement Policy

Planning Division

Frequency of Review: Every Five Years

- a. MPRB staff shall modify the plan as circumstance warrants, and communicate modifications to stakeholders and the Board of Commissioners through communication channels to be determined in consultation with the Communications Department.
5. A community advisory committee (CAC) is required within a community engagement plan for a master plan or if the project outcomes may result in a change that is not specified in an approved master plan unless directed by the MPRB Commissioners or Superintendent.
 - a. Members of a CAC are appointed by MPRB Commissioners, MPRB staff, and community stakeholders.
 - b. The Board is to approve the Charge for a CAC, conduct public hearings on committee recommendations, and make final decisions regarding recommendations.
 - c. A CAC must be conducted in compliance with Chapter 11 of the Minneapolis Park and Recreation Board Code of Ordinances.
6. MPRB is to allocate staff and financial resources to provide for implementation and evaluation of community engagement plans.
7. Members of different types of advisory committees including project advisory committees, community advisory committees, and technical advisory committees shall work collaboratively to provide comprehensive project recommendations to MPRB.
8. MPRB shall report back to stakeholders following completion of the project or initiative.
9. This policy shall take effect and be in force thirty (30) days after being adopted by the Board. Once in force, this policy will be in effect for projects that do not have an in-process or already established CAC or Community Engagement Plan as required or recommended.

DISCUSSION

A well-designed and consistently implemented community engagement process aligns agency decisions with the interests and priorities of Minneapolis residents and park users. The keys to engaging communities include visibility, transparency of process, the use of multiple channels of communication, respect for all points of view and ensuring the opportunity for every stakeholder to voice their opinion during a decision-making process. The measure of community engagement is the level of participation. Through increased participation, the Minneapolis Park and Recreation Board (MPRB) is better able to successfully deliver projects representative of community needs, interests and resources. Furthermore, the MPRB effort to actively seek community input is directly connected to legal requirements associated with dissemination of public funds.

Goals of Effective Community Engagement at MPRB

The following policy goals establish the expectations of effective community engagement for the MPRB:

1. To establish a culture of openness and learning in which consistent outreach and research methods increase community interest, knowledge, and participation.
2. To develop and sustain relationships that encourage the MPRB and the community to work together to advance the common good.



Approval Date: xx/xx/xxxx

Effective Date: xx/xx/xxxx

Date of Last Review: xx/xx/xxxx

Page 3 of x

Community Engagement Policy

Planning Division

Frequency of Review: Every Five Years

3. To purposefully seek the participation of a broad representation of stakeholders to ensure that diverse community needs, interests, and resources inform decisions for a project.
4. To enhance communication and outreach methods using available and emerging technology, including social media.
5. To create sustainable, transparent, and effective standards for staff, elected officials, and stakeholders in community engagement processes.
6. To establish consistent practices in community engagement across MPRB as an agency.
7. To continually involve Minneapolis residents and park users in processes that inform and shape park projects and initiatives when appropriate.
8. To ensure Minneapolis residents view the MPRB as an effective and inclusive government that engages all communities.



Approval Date: xx/xx/xxxx
Effective Date: xx/xx/xxxx
Date of Last Review: xx/xx/xxxx
Page 4 of x

Community Engagement Policy

Planning Division

Frequency of Review: Every Five Years

DEFINITIONS

Board of Commissioners: The Park Board of Commissioners is a nine-member, independently elected, semi-autonomous body responsible for maintaining and developing the Minneapolis park system.

Committee of the Board: Reference to any committee that is comprised of two (2) or more Commissioners and that is established by the Board.

Community Engagement: The opportunity for stakeholders to influence decisions that shape the park system. Community engagement is our intentional effort to create public understanding of MPRB projects, programs, and services, and to make certain the MPRB is aware of and responsive to stakeholder needs, concerns, demographic and community trends, and current innovations in community engagement practices. Community engagement is a process that includes multiple techniques that foster the participation of stakeholders in the creation and stewardship of places and recreation opportunities for all people to gather, celebrate, contemplate, and engage in activities that promote health, well-being, community, and the environment. Community engagement is a critical component in MPRB projects, policies, processes, decisions and services.



Approval Date: xx/xx/xxxx
 Effective Date: xx/xx/xxxx
 Date of Last Review: xx/xx/xxxx
 Page 5 of x

Community Engagement Policy

Planning Division
 Frequency of Review: Every Five Years

Community Engagement Grid:

	Inform	Consult	Collaborate	Partner
Engagement Goal:	<i>To provide stakeholders with factual, balanced, and timely information to help them understand the project.</i>	<i>To obtain stakeholder feedback on project analysis, alternatives, or decisions.</i>	<i>To work directly with stakeholders throughout the process to ensure that perspectives are consistently understood, considered, and reflected in project decisions.</i>	<i>To partner with stakeholders in each aspect of decision making in order to develop and implement collaborative project solutions.</i>
MPRB Promise to the Public:	<i>The MPRB will keep stakeholders informed.</i>	<i>The MPRB will keep stakeholders informed, listen to and acknowledge feedback, and work to ensure stakeholder feedback is reflected in alternatives developed.</i>	<i>The MPRB will work with stakeholders for advice and innovation in formulating solutions and incorporate recommendations to the maximum extent possible.</i>	<i>The MPRB and partner entity will be accountable to their roles as negotiated in the partnership and regularly evaluate overall success of the partnership.</i>

Community Engagement Tool Kit: A resource for all MPRB staff and consultants for community engagement approaches and methods updated annually by the Community Engagement Policy department owner. New methods may be added to the Tool Kit only if the method has been deemed effective following evaluation at the end of a project or initiative that used the new method.

Community Outreach: The practice of building and sustaining relationships with community members beyond specific MPRB projects or initiatives with the goal of ensuring these relationships are available to



Approval Date: xx/xx/xxxx
Effective Date: xx/xx/xxxx
Date of Last Review: xx/xx/xxxx
Page 6 of x

Community Engagement Policy

Planning Division

Frequency of Review: Every Five Years

staff across the organization to develop project and program recommendations that represent all communities. A variety of methods, tools, and strategies may be used to build and sustain relationships.

Consensus: Consensus is the outcome of a consensus-building process. After listening to all perspectives, participants develop a proposal that honors the wisdom of the group. When people think and talk together, they can find a solution or proposal to move forward as a group. A consensus decision does not mean that everyone agrees on all the details or that some have changed their ideas or perspectives. Ideally, a consensus decision reflects mutual understanding, agreement to support a decision and commitment to take action steps for the benefit of the group. (Source: UofM Extension)

Equity: When race is no longer a predictor of access to parks and recreation, health, well-being, and quality of life. The MPRB commits to racial equity through its actions and outcomes, and becomes a local and national model for racial equity in parks and recreation.

Master Plan: Master plans play a critical role in the dual Minneapolis Park and Recreation Board mission. A master plan offers guidance over a specified time horizon, often established as 20 years, and lays out logical priorities for implementation within the specified time horizon. A master plan may be amended by a process defined within the master plan document.

A master plan is a written and graphic guide to the intended evolution of a park guided by:

- An understanding of community, social and economic influences
- A review of physical and contextual factors and relationships
- Extensive engagement aimed at building awareness, sharing of values, and establishment of preferences
- An understanding of resources required to implement and perpetuate change
- A vision shared among users and stakeholders
- A process that results in a demonstration of support by the community and adoption by the Board of Commissioners

Project or Initiative: Project or Initiative include MPRB master plans, design and construction projects, comprehensive or strategic plans, public policies, new program, service or facility development, and other public-facing projects, programs, or initiatives. Projects are to be led by staff in any MPRB department.

MPRB Staff: MPRB staff accountable to oversight, leadership and administration of the Community Engagement Policy and Procedures includes Directors, Managers, and Project Managers. The staff lead for each project or initiative shall be from the department or division leading the project or initiative, unless otherwise determined by the Superintendent or Board of Commissioners. MPRB staff are responsible for following current policy and procedures on community engagement in development of new or redevelopment of existing facilities, development of public policies or leading in other park projects that impact and involve the general public.



Approval Date: xx/xx/xxxx
Effective Date: xx/xx/xxxx
Date of Last Review: xx/xx/xxxx
Page 7 of x

Community Engagement Policy

Planning Division

Frequency of Review: Every Five Years

Stakeholder(s): Any segment of a community that is impacted by, or has direct interest in a decision. This may include elected officials, residents, community groups or organizations, underrepresented communities, communities of color, MPRB staff, neighborhood organizations, developers, business owners, and/or users and potential users of parks.



Approval Date: xx/xx/xxxx
Effective Date: xx/xx/xxxx
Date of Last Review: xx/xx/xxxx
Page 8 of x

Community Engagement Policy

Planning Division
Frequency of Review: Every Five Years

PROCEDURES

A. Project Assessment

Determining the appropriate approach in working and communicating with stakeholders is not scientific practice; there is no one formula for determining the most effective engagement strategy. Project staff (managers, directors, or project managers) are to be aware of requirements for community engagement based on funding sources or other project characteristics and are to complete the following upon project determination:

1. Complete the Community Engagement Grid as part of a collaborative discussion with MPRB staff that has stake and interest in a project to select the level of community engagement for a project (inform, consult, collaborate and partner, as defined in the Community Engagement Grid in Policy Definitions). The project assessment help identify the initial level of community engagement for the project that may be adjusted or improved as the project progresses.
2. For those projects that fall under Consult, Collaborate or Partner on the Community Engagement Grid, a Community Engagement Plan will be required.
3. For those project that fall under Inform on the Community Engagement Grid, external project communication and notification shall occur in line with departmental strategies for Inform.
4. All engagement levels of the CE grid shall be implemented in compliance with MPRB translation and interpretation policies.

B. Community Engagement (CE) Plans

The CE Plan provides clear and consistent direction regarding opportunities and expectations for community engagement over the project's duration. Master plans, major design projects in the CIP, public policy development, and major park projects that engage the public require a community engagement plan. Parks that have been master planned do not require CE Plans unless directed by assistant superintendents, directors, MPRB Commissioners, or the Superintendent. The Board is to be informed of community engagement plans and resulting plan recommendations.

1. A draft CE Plan will be shared with the Board of Commissioners as a Petition and Communication on an official agenda of the Board of Commissioners.
2. MPRB staff shall also modify the plan as circumstance warrants, and communicate modifications to stakeholders and the Board of Commissioners through communication channels to be determined in consultation with the Communications Department.
3. MPRB is to allocate staff and financial resources to provide for implementation and evaluation of community engagement plans. The CE Plan is a procedure that ensures equity in community engagement. CE Plans should be developed using the Racial Equity Took Kit (see Appendix) framework and include the following:
 - a. **Proposal:** Include an overview of the project, initiative, policy, or program scope and results and outcomes.
 - b. **Data:** Frame key questions that will be addressed in data collection and analysis. Develop a strategy that is data driven. Build off the findings and direction of other plans and policies.
 - c. **Community engagement:** Identify the level of community engagement. Identification of stakeholder groups that may be affected. Definition of stakeholder roles and responsibilities. If a CAC is to be appointed for the project:

Board Policy # Board Adopted Date



Approval Date: xx/xx/xxxx
Effective Date: xx/xx/xxxx
Date of Last Review: xx/xx/xxxx
Page 9 of x

Community Engagement Policy

Planning Division

Frequency of Review: Every Five Years

- i. The CAC Charge will be established in the CE Plan and approved by the Board. The Charge is the role and scope of the CAC.
- ii. The CAC Composition Goals will be established in the CE Plan. The Composition Goals outline a list of perspectives across race/ethnicity, interest, geography, age and income status that should be represented on the CAC.
- iii. The Staff/Community Selection Committee will be outlined in the CE Plan.
- d. **Analysis and strategies:** Determine who will benefit from or be burdened by the project or initiative. Set strategies for advancing racial equity or mitigating unintended consequences. Identify approved outreach and research methods that best inform the project outcome(s). Identification of public notice and communication strategies.
- e. **Implementation:** Identify resources needed to implement the plan, timeline for implementation of the project and community engagement plan highlighting milestone dates.
- f. **Evaluation:** Include a plan for evaluation to examine the efficacy of the community engagement process and methods including a statement indicating how the process advanced policy goals (see section F, Evaluation).

C. Establishment of Advisory Committees

Advisory committees provide an opportunity for stakeholder groups to share insight and resources, and serve to build and sustain relationships between the community, partner agencies and the MPRB. Members of different types of advisory committees work collaboratively to provide comprehensive project recommendations to the Board of Commissioners and MPRB staff.

Project Advisory Committee

1. Criteria for Creation
 - a. The Project Advisory Committee (PAC) is comprised of MPRB project managers or staff leads, and a cross-functional team of staff from departments affected by or involved in the project.
 - b. The PAC composition is determined by the project managers or staff leads in the Community Engagement Plan.
2. Responsibilities
 - a. Manage all phases of the project to completion, ensuring that diverse stakeholder needs, interests, and resources are shared and inform decision making throughout the project phases.
 - b. Develop, execute and evaluate the community engagement plan.
 - c. Provide professional expertise on topics related to work responsibility.
 - d. Attend all scheduled committee meetings or assign a representative from their work specialty in case of absence.
 - e. Regularly communicate project information to appropriate stakeholders, including MPRB staff.
 - f. Steward the outcome of the project, whether it be a policy, plan or initiative.
 - g. Provide relevant data to the project manager or staff lead to help inform the outcome of the project.
 - h. MPRB staff are to maintain and make accessible for public review PAC records of meeting attendance, notices, agendas, minutes, and committee actions.

Technical Advisory Committee

1. Criteria for Creation



Approval Date: xx/xx/xxxx

Effective Date: xx/xx/xxxx

Date of Last Review: xx/xx/xxxx

Community Engagement Policy

Planning Division

Page 10 of x

Frequency of Review: Every Five Years

a. The technical advisory committee (TAC) is comprised of individuals representing public agencies, businesses, and non-profits that are affected by or involved in the proposed project, including representatives of City Council, school board, City departments, county/state agencies, watershed districts, groups of professional industry expertise, established partners or partner groups, and other surrounding jurisdictions. A TAC is formed for projects of regional or city-wide significance involving multiple layers of complexity.

2. Responsibilities

- a. Inform other advisory committees of inter-jurisdictional policies, professional recommendations, timelines, budgets, and political realities related to the project.
- b. Attend all scheduled technical advisory committee meetings or assign a representative from their work specialty in case of meeting absence.
- c. The TAC will work collaboratively with other advisory committees to provide comprehensive recommendations to the MPRB staff and Board of Commissioners.
- d. Steward the outcome of the project, whether it be a policy, plan or initiative.
- e. Provide relevant data to the project manager or staff lead to help inform the outcome of the project.
- f. The TAC is to maintain and make accessible for public review records of meeting attendance, notices, agendas, minutes, and committee actions.
- g. The TAC is to make records available for review throughout the course of the project upon stakeholder request.

Community Advisory Committee:

1. When required, a community advisory committee (CAC) shall be established by the following procedures:

- a. The staff will determine the Community Advisory Committee Charge in the Community Engagement Plan to be approved by the Board of Commissioners.
- b. A CAC is required within a community engagement plan for master plans, if the project outcomes may result in a change that is not specified in an approved master plan for design and construction projects, or for RFP review for tenants of Park Board buildings including restaurants and other commercial uses.
- c. Members of a CAC are appointed by MPRB Commissioners, MPRB staff, and community stakeholders.
 - i. All MPRB Commissioners will appoint CAC representatives on an individual basis. Commissioners will need to appoint by a due date established by MPRB staff or pass their appointment on to the Selection Committee.
 - ii. Following the Commissioner appointments, a selection committee of staff and community stakeholders, including but not limited to neighborhood and cultural organization representatives, will appoint the balance of the CAC. The Selection Committee will be outlined in the CE Plan.
- d. All CAC members must apply before being appointed. CACs shall be comprised of 17 members. Nine members will be appointed by Commissioners, and eight will be appointed by the Selection Committee.
- e. Alternate CAC representatives may be appointed by the approved appointer if the initial CAC appointment decides to stop serving on the committee or does not attend any meetings or respond to communications by project staff.
- f. Appointers will take into account geographic, age, race, income and interest diversity as they select the group. For regional parks, more than 50% of the CAC shall be representatives drawn from neighborhoods adjacent to the park. Diversity across race/ethnicity, language, age, and interest will be taken into account



Approval Date: xx/xx/xxxx

Effective Date: xx/xx/xxxx

Date of Last Review: xx/xx/xxxx

Page 11 of x

Planning Division

Frequency of Review: Every Five Years

consistent with the MPRB Racial Equity Action Plan in the outreach and appointment procedures. Composition Goals will be established in the CE Plan to set goals for diversity on the CAC.

2. Meeting Requirements

- a. CACs shall be required to hold three or more meetings as necessary to determine project recommendations appropriate to the committee charge as approved or reviewed by the Board. Meeting agendas and discussion will focus on fulfillment of the committee charge.
- b. All meetings shall be open to the public.
- c. Expectations for all proceedings are that participants will engage in respectful civil discourse in an effort to enhance mutual understanding and promote collaborative decision-making.
- d. CAC members shall attend an introductory training on MPRB and racial equity, which may occur during a CAC meeting.

3. Voting Requirements

- a. CAC members are to attend all scheduled meetings in order to ensure full, fair, and informed participation and decision-making. Ideally, consensus is the preferred form of decision-making.
- b. When a vote is appropriate or necessary to produce final recommendations to the Board, participating CAC members attending are eligible to vote. Voting results are determined by majority rule of eligible members.

4. Board Procedure on Community Advisory Committees

- a. The designated Committee of the Board is to hold a public hearing for the review of recommendations of a CAC (see section D, Public Notice).
- b. The chair or acting chair may set the parameters of testimony to be received from interested parties.
- c. Any person may testify at the public hearing regarding the CAC recommendations.
- d. MPRB staff is responsible for presenting the full range of stakeholder recommendations to the Board, including any alternative recommendations or concerns identified by committee members.
- e. After review of the recommendations and public testimony, the designated Committee of the Board will announce its decision to approve the recommendations or lay the matter over to a subsequent committee meeting.

D. Public Notice

The purpose of public notice is to inform stakeholders of the opportunity for participation and provide timely, factual information on projects or proceedings. Notice may be provided to an individual by request, or delivered to a geographical area or target audience. Failure to give adequate notice to all affected stakeholders or defects in public notice shall not invalidate the process or project proceedings.

Project manager or staff lead is to:

1. Identify methods and strategies for public notification and communication as part of a community engagement plan.
2. Maintain records of public notice.
3. Notify MPRB internal customers, such as affected departments and individual staff in advance or concurrent with public notification.
4. Consult with the Communications and Marketing Department to ensure public notice procedure is consistent with current policy.

Board Policy # Board Adopted Date



Approval Date: xx/xx/xxxx

Effective Date: xx/xx/xxxx

Date of Last Review: xx/xx/xxxx

Page 12 of x

Community Engagement Policy

Planning Division

Frequency of Review: Every Five Years

5. Utilize technology and distribution formats that effectively and economically communicate public information.

The *minimum* requirements for public notice are as follows:

1. For city-wide notification, staff is to:
 - a. Publish notice of the time, place, and purpose of a subject at least once, not less than ten (10) calendar days before the occurrence date in a newspaper of general circulation.
 - b. Issue a news release indicating the time, place, and purpose of a subject at least once, not less than ten (10) calendar days before the occurrence date.
 - c. Post notice of the time, place, and purpose of the subject not less than ten (10) calendar days before the occurrence date on the MPRB's website.
2. For notice of public meeting(s) for a project or a public hearing, staff is to:
 - a. Publish notice of the time, place, and purpose of the public meeting or hearing at least once, not less than ten (10) calendar days before the public meeting or hearing date in a newspaper of general circulation.
 - b. Issue a news release indicating the time, place, and purpose of a public meeting or hearing date at least once, not less than ten (10) calendar days before the public meeting or hearing date.
 - c. Post notice of the time, place, and purpose of the public meeting, not less than ten (10) calendar days before the public meeting on the MPRB's website and at park facilities on or near the project area.
3. For any items subject to public review and comment, a minimum forty-five (45) calendar day review period is required. For notice of items, staff is to:
 - a. Publish notice of the time, place, and purpose of the item for public review and comment before or concurrent to the date the review period is to begin in a newspaper of general circulation.
 - b. Issue a news release indicating the schedule and purpose of the item for public review and comment before or concurrent to the date the review period is to begin.
 - c. Provide a print copy of the item for public review and comment at MPRB recreation centers and the main customer service desk.
 - d. Post the electronic copy of the item for public review and comment on the MPRB website and archive for one (1) calendar year after the closing date at this location.

Project managers or staff leads are to comply with additional requirements for notification as indicated by outside agency policy, agreement or funding source. A database of engaged community members shall be maintained throughout the project for communications and public notification purposes.

E. 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:

1. To evaluate the success and measure the community impact of existing programs, services or facilities.
2. To gain stakeholder insight and perspective regarding the development of a new program, service or facility.
3. To proactively identify or explore park and recreation trends or ideas.
4. To determine the essential services to be provided for a community or park area.
5. To query stakeholders when proposing or revising policy.
6. To resolve persistent conflicts or problems.

Board Policy # Board Adopted Date



Approval Date: xx/xx/xxxx

Effective Date: xx/xx/xxxx

Date of Last Review: xx/xx/xxxx

Page 13 of x

Community Engagement Policy

Planning Division

Frequency of Review: Every Five Years

7. To educate or inform the public on proposed changes, initiatives, and projects.
8. To reflect back on projects once they have been adopted by the board or to report out on how community input has been integrated.
9. To learn about the history of the issue in the neighborhood.

Stakeholders are empowered to generate new ideas as to how they would like to be communicated with, involved or engaged for a project. All new methods will be reviewed by the MPRB project manager or staff lead prior to implementation. New methods can be added to the community engagement methods tool kit following evaluation in coordination with the Department Owner of the Community Engagement Policy.

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, historical and demographic data. MPRB staff is responsible for determining the research data necessary to support and document decision making for a project.

F. Evaluation

The Board is responsible for evaluating community engagement policy and procedure within the organization. Every five-year cycle, the Board will review the community engagement policy and procedures to determine:

1. Overall compliance and alignment with the policy goals of effective community engagement.
2. Overall satisfaction and efficacy of methods from a stakeholder and organization point of view.
3. A demographic profile of the general public that has participated in Community Engagement at MPRB.

Data gathered from this review will determine policy revisions or budget allocation, and help to align the community engagement process with evolving stakeholder expectations. Ideally, this information would be captured through input from the community, general public as well as MPRB staff and collaborators. As required by a community engagement plan, the project manager or staff lead is to provide an evaluation summary analyzing the effectiveness of the process from both stakeholder and organization points of view. This should occur after the project is completed and a methodology overview should be added to the Community Engagement Plan or the final project report, plan, or outcome, outlining the methods and their effectiveness.

G. Roles and Responsibilities

Every individual involved in a project is responsible for following approved policy and practicing consistent procedure. All persons have a right to be informed of projects of interest, be involved, and contribute to project goals and outcomes. Managers, directors, and project managers are responsible for oversight and/or implementation of the policy. Performance reviews will include an evaluation of the CE Policy for staff that are expected to use or oversee the CE Policy.

1. Stakeholder Role

- a. Contribute feedback and remain informed on a project; encourage other stakeholders to participate in the process.
- b. Participate in the process in a manner that promotes respectful civil discourse and enhances mutual understanding of all stakeholder viewpoints.
- c. Work collaboratively with all stakeholders toward a common goal or project outcome.



Approval Date: xx/xx/xxxx

Effective Date: xx/xx/xxxx

Date of Last Review: xx/xx/xxxx

Community Engagement Policy

Planning Division

Page 14 of x

Frequency of Review: Every Five Years

- d. Report project progress to community members, including businesses and interest groups.
- e. Direct requests for information to the designated project manager or staff lead.
- f. Become informed on MPRB policies and procedures.
- g. Become knowledgeable about the project and its scope and advise MPRB staff and consultants throughout the project.
- h. Engage in onboarding training, including racial equity, cultural competency and MPRB 101 training.
- i. Make recommendations to the MPRB Commissioners on vision, goals and principles.

2. Board of Commissioners Role

- a. Provide policy level support and resources to maintain an ongoing and effective community engagement process for the organization.
- b. Understand and communicate the opportunities available for community engagement to stakeholders.
- c. When recommended or approved, ensure a CAC process is conducted in compliance with Chapter 11 of the MPRB Code of Ordinances.
- d. Share information obtained from stakeholders with MPRB Staff through the office of the Superintendent.
- e. Be available to and communicate with stakeholders in a timely, consistent, and respectful manner.
- f. Conduct outreach to bring underrepresented voices into community engagement processes.
- g. Work with and communicate with staff in a timely, consistent, and respectful manner.
- h. Provide appointments and approvals in a timely manner.

3. MPRB Staff role:

- a. Provide assessment and determine approved methods to engage stakeholders.
- b. Develop a community engagement plan and provide evaluation of the process.
- c. Establish advisory committees, as identified within a community engagement plan, and manage the work of all advisory committee proceedings.
- d. Provide stakeholders with feedback on how their input influenced a project decision and remain productively engaged with stakeholders throughout project phases.
- e. Incorporate multiple sets of stakeholder considerations in order to present the most equitable and collaborative options for project decisions.
- f. Be available to and communicate with stakeholders in a timely, consistent, and respectful manner.
- g. Retain community research data gathered for a project and follow MPRB records retention policies and schedules.
- h. Oversee consultant adherence to the requirements of Chapter 11 of the Minneapolis Park and Recreation Board Code of Ordinances and current policy and procedure.
- i. Maintain a database of engaged community members throughout the project.
- j. Reflect back to stakeholders the results of the engagement.
- k. Incorporate data and findings from community engagement efforts into the project and reflect back to the community how this was done.
- l. Work to bring underrepresented voices into the process through developing and implementing effective and appropriate engagement methods and rigorous outreach.
- m. Coordinate with the Communications and Marketing Department to ensure community engagement strategies are consistent with current policy.
- n. Use approved engagement methods and are encouraged to introduce new methods of engagement, including those suggested by stakeholders. New outreach and research methods shall be introduced as part



**Minneapolis
Park & Recreation Board**

Community Engagement Policy

Approval Date: xx/xx/xxxx

Effective Date: xx/xx/xxxx

Date of Last Review: xx/xx/xxxx

Planning Division

Page 15 of x

Frequency of Review: Every Five Years

of a community engagement plan. All methods should be evaluated for efficacy at the end of a project or initiative.

- o. Consult with representative community groups, neighborhood groups, or community leaders, and work with under-represented perspectives to develop and implement the plan, as determined in consultation with Community Engagement and Outreach staff.
- p. Follow requirements for community engagement based on funding sources or other project characteristics.

ADDITIONAL INFORMATION

1. [Minneapolis Park & Recreation Board Code of Ordinances, PB11](#)
2. Community Engagement Plan Template (in development)
3. Community Engagement Grid(in development)
4. MPRB Inform Planning Document
5. [Consensus Decision Making Resources](#)