



COMMUNITY ENGAGEMENT PLAN

Project Title: North Service Area Master Plan

MPRB Division: Planning

Project Manager: Adam Arvidson

As required by the Minneapolis Park and Recreation Board Code of Ordinances, every construction or 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, Downtown/Regional, Southwest, and South. Beginning this year, 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 stretches from the northern and western city limits south to I-394, and east to the Mississippi River. It features:

- 32 neighborhood parks
- 3 regional park and trail areas
- 6 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 North 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

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- 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 October 2016 through March of 2017, MPRB Planning, Recreation, and Environmental Stewardship 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: Vision & Discovery.** From March through August 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 North Service Area.
- **Phase 3: Park Planning.** Beginning in August 2017 and stretching through January of 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). 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 North Service Area that work with underserved populations.
- **Phase 4: Master Plan Approval.** In 2018, MPRB staff will work with all advisory groups, consultants, and plan partners to finalize master plan recommendations. This will include a public comment period on the master plan.

It is expected that the North Service Area Master Plan will come before the board in a public hearing and for approval in early 2018.

Project Funding Source(s)

<u>Capital Sources</u>	<u>Amount</u>	<u>Expiration</u>
Neighborhood Capital Levy	\$400,000 for planning and initial improvements	n/a

<u>Supplemental Sources</u>	<u>Amount</u>	<u>Expiration</u>
n/a		

Engagement Recommendation (provide responses to the following)

Level of Engagement: Collaborate

	Inform	Consult	Collaborate	Partner
Engagement Goal:	To provide stakeholders with factual, balanced, and timely information to help them understand the project.	To obtain stakeholder feedback on project analysis, alternatives, or decisions.	To work directly with stakeholders throughout the process to ensure that perspectives are consistently understood, considered, and reflected in project decisions.	To partner with stakeholders in each aspect of decision making in order to develop and implement collaborative project solutions.
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 North Service Area Master Plan will set a vision and make recommendations for service area-wide design, program, operations, and maintenance. The North 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. MPRB will collaborate with established neighborhood organizations, nonprofit service providers, and cultural connectors in the North Service Area to finalize the optimal community engagement methods as the project unfolds.

The composition and charge of the CAC was determined in part from discussion by a Neighborhood Organization Roundtable, which has met twice to discuss the plan. Neighborhood organization representatives 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 Tabb (appoints chair)
- At Large Commissioners Erwin, Forney, and Young (1 appointment each)
- District Commissioners: Olson (district 2, 2 appointments) and Tabb (district 4, 1 appointment in addition to chair)
- Hennepin County Commissioner Higgins (District 2)
- Minneapolis City Council Members: B. Johnson (ward 4), Yang (ward 5), and Goodman (ward 7) (1 appointment each)
- Geographic groupings of neighborhood organizations (1 appointment each):
 - Shingle Creek / Lind-Bohanon / Victory / Webber-Camden
 - Cleveland / Folwell / Jordan
 - McKinley / Hawthorne
 - Heritage Park (Sumner-Glenwood) / Northside Residents Redevelopment Council (Willard-Hay, Near-North)
 - Harrison / Bryn Mawr
- MPRB staff (3 appointments)

The North Service Area CAC shall:

- Become knowledgeable about the project and its scope and advise MPRB staff and consultants throughout the planning process.
- Contribute to broad community engagement by acting as primary contact for the CAC's represented communities, and by enhancing the project's interaction with a wide range of stakeholders and stakeholder groups.
- Assist with ongoing communication of technical plan elements to the general public.
- Report back to appointers or appointing bodies, as requested, on the plan process, information presented, and possible recommendations.
- Make recommendations to the MPRB Commissioners on service area-wide vision, goals, and principles.
- Make recommendations to the MPRB Commissioners in support of individual park plans created through community-driven processes.

Anticipated Project Outcomes:

The primary outcome will be a master plan for the North Service Area that addresses community and MPRB needs and provides a guiding vision and principles for operations, maintenance, and capital improvements. In addition, this project will produce a park plan for each neighborhood park within the service area. These neighborhood park 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
 - Goal: Parks shape an evolving city.
 - Goal: Park facility renewal and development respects history and focuses on sustainability, accessibility, flexibility, and beauty.
 - Goal: Focused land management supports current and future generations.
- Theme: A safe place to play
 - Goal: Parks are safe and welcoming by design
 - Strategy: Design parks to meet or exceed safety standards, building codes, and CPTED principles

Stakeholder Roles and Responsibilities

All stakeholders are expected to work collaboratively to create and refine design concepts and 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 North Service Area Master Plan will touch, in some way, every person who lives, works, 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 Management Team

A project management team will be established to provide decision-making and frequent oversight of the entire project. The management team will be a small group comprised of MPRB Planning, MPRB Recreation, and MPRB Environmental Stewardship.

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, at minimum, include members from the following departments and agencies:

- MPRB Environmental Stewardship Division (Forestry, Asset Management, Environmental Management departments)
- MPRB Community Outreach and Access
- MPRB Recreation Division (Athletics, Youth Development and Recreation departments)
- Minneapolis Public Schools
- CPED community planner for North area

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 Community Engagement Commission
- Minneapolis Arts Commission
- Youth Coordinating Board
- Others as appropriate

Community Advisory Committee

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

Outreach and Research Methods

1. Appointed Community Advisory Committee (CAC). This committee will:

- Become knowledgeable about the project and its scope and advise MPRB staff and consultants throughout the planning process.
- Contribute to broad community engagement by acting as primary contact for the CAC's represented communities, and by enhancing the project's interaction with a wide range of stakeholders.
- Assist with ongoing communication of technical plan elements to the general public.
- Report back to appointers or appointing bodies, as requested, on the plan process, information presented, and possible recommendations.
- Make recommendations to the MPRB Commissioners on service area-wide vision, goals, and principles.
- Make recommendation to the MPRB Commissioners in support of individual park master plans created through community-driven processes.

2. Neighborhood Organization Roundtable

A group of representatives of the 13 established neighborhood organizations within the North Service Area has already convened and met twice 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 have been working together to identify community service nonprofits, organizations, events, and community connectors that work with underserved populations within the North Service Area. These nonprofits and connectors will be continually engaged in the planning process, to the level of their desire, to assist with reaching out to the communities they serve. Organizations may include (but not necessarily be limited to):

- Community Organizations: Hamilton Manor, Hmong Mutual Assistance Association, Kinsley Commons, Lao Assistance Center, Metro Transit, Minneapolis Highrise Resident Council, Mississippi Corridor Neighborhood Coalition, Muheres Nation, neighborhood block clubs, Nexus Community Partners, Phyllis Wheatley, Pillsbury United Communities [Oak Park, Camden Neighborhood Center, Emerge, Unity House], RISE, Roy Wilkins Fellows, Salvation Army, SE Asian Community Council, Shingle Creek Commons, Urban League, Urban Strategies, UROC
- Youth: Best Academy, Cookie Cart, Henry High Leos, Hospitality House, Juxtaposition Arts, Libraries - North Regional/Webber/Sumner, Loppet Foundation, Minneapolis Public Schools, Northside Achievement Zone (NAZ), Northside Youth Workers, PICA, Police Activities League (PAL), STEAM education conference in Shingle Creek, Summit Academy, We Care Summer Arts Program, Youth Councils
- Health: Appetite for Change, Cub Foods, Earth Day Clean Up, Mpls Dept of Health, North Memorial Medical Center, MPS nutrition/child welfare/well-being, NorthPoint, Project Sweetie Pie, YMCA
- Media: Asian Media Access, Insight, Hot 102.5, KMOJ (ads and talk shows), Live on the Drive, NOMI, North News, Spokesman Recorder
- Faith Communities: Ascension Church, Friendship Baptist Church, Mary's Place, MasJid An-Nur, Mount Olive, New Directions Ministry, New Salem, Redeemer Church, Sanctuary, Shiloh Temple, St. Anne's, Tawfiq Islamic Center, Wayman AME Church
- Business Organizations: Camden Business Association, Lowry Corridor Business Association, West Broadway Business and Area Coalition

Additional organizations are being identified and approached and will be listed here when initial contact has been made and once the organization wishes to participate in the planning process.

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, 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 on the north side in general. 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 north side residents.

Phase 4: Master Plan Approval. Direct engagement will re-focus on the CAC in this phase, with that appointed body helping to facilitate public comment during meetings. It is expected that in order to arrive at a final recommendation to the board, it may take several CAC meetings—meetings the general public will be welcomed to attend. Meetings will be publicized by drawing on engagement activities and partnerships established throughout the project.

5. Public Comment and Public Hearing

Following a minimum 45-day public comment period on the plan, a public hearing on the draft plan will take place around March of 2018.

6. Social/Digital Media and Website

MPRB staff will maintain an up-to-date 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. 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, community service organizations, and community connectors 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. October 2016 through March 2017
- Phase 2: Vision & Discovery. March through August 2017
- Phase 3: Park Planning. August 2017 through January 2018
- Phase 4: Master Plan Approval: In 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.*