



COMMUNITY ENGAGEMENT PLAN

Project Title: Southwest Service Area Master Plan (SWSAMP)

MPRB Division: Planning

Project Manager: Colleen O'Dell

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 publicly 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. 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 and adopted by the Board of Commissioners were South (2016) and Downtown (2017). Both the North and NE/SE (East of the River) service areas are currently being master planned. The Southwest service area includes 42 neighborhood parks south of I-394 and west of I-35W.

The Service Area Master Plan will take a comprehensive look at each neighborhood park asset within the Southwest 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, 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 January and April of 2018, MPRB Planning, Recreation, and Environmental Stewardship staff will establish the various advisory groups, begin the public engagement process, and refine the project schedule.
- **Phase 2: Discovery and Assessment.** From March through the end of July 2018, staff will work closely with the project team, advisory committees, community groups, and hired consultants to research, assess, map, and begin to understand physical conditions and park and recreation needs across the Southwest Service Area.
- **Phase 3: Park Master Planning.** From May 2018 through April of 2019, 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 Southwest Service Area that work with underserved populations.
- **Phase 4: Master Plan Approval.** In early 2019, 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 Southwest Service Area Master Plan will come before the board in a public hearing and for approval in mid-2019.

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

Level of Engagement: Collaborate

	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>

An **appointed** Community Advisory Committee is recommended, based on the MPRB’s Community Engagement Policy, because the Southwest Service Area Master Plan will set a vision and make recommendations for service area-wide design, program, operations, and maintenance. The Southwest 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, partner organizations, and nonprofit service providers in the Southwest Service Area to finalize the optimal community engagement methods as the project unfolds.

Community Engagement Plan

Southwest Service Area Master Plan

Page 4

The appointed CAC shall be comprised of appointments from the following, for a total of 21 CAC members:

- Park Board President Bourn (appoints chair)
- At Large Commissioners French, Forney, and Vetaw (1 appointment each)
- District Commissioners: Cowgill (district 4) and Bourn (district 6) (1 appointment each)
- Minneapolis City Council Members: Warsame (ward 6), Goodman (ward 7), Jenkins (ward 8), Bender (ward 10), Schroeder (ward 11), and Palmisano (ward 13) (1 appointment each)
- Geographic groupings of neighborhood organizations (1 appointment each):
 - Armatage / Fulton / Lynnhurst
 - Kenny / Tangletown / Windom
 - Linden Hills / West Calhoun / Cedar-Isles-Dean (CIDNA)
 - Bryn Mawr / Kenwood Isles / Lowry Hill / East Isles
 - Lowry Hill East / Stevens Square / Whittier Alliance
 - East Calhoun (ECCO) / Calhoun (CARAG) / Lyndale / East Harriet / Kingfield
- MPRB staff (3 appointments)

The Southwest 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 Southwest 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: Urban forests, natural areas, and waters that endure and captivate
 - Goal: Residents and visitors enjoy and understand the natural environment

- Strategy: Encourage people to experience the natural environment by providing and maintaining, where feasible, trails and access points that serve people of all ranges of ability
 - Provide or support other entities in providing programming that teaches residents to reduce their individual negative impact on the natural environment
- Goal: People and the environment benefit from the expansion and protection of natural resources
 - Strategy: Within the park system, protect natural resources recognized as significant city, regional, or national resources due to historical, ecological, or aesthetic value
- Theme: Recreation that inspires personal growth, healthy lifestyles, and a sense of community
 - Goal: Residents, visitors, and workers enjoy opportunities to improve health and fitness
 - Strategy: Ensure recreation opportunities are available for persons with disabilities.
- Theme: Dynamic parks that shape city character and meet diverse community needs
 - 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
 - Strategy: Work with communities and the city to provide safe pedestrian and bicycle routes to and within parks.
 - Goal: Communities, public and private partners, and staff cooperate to promote safety.
 - Strategy: Work with communities to identify necessary safety improvements within parks.

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 Southwest 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.

Community Engagement Plan

Southwest Service Area Master Plan

Page 6

Project Advisory Committee (PAC)

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 Marketing and Communications
- MPRB Recreation Division (Athletics, Youth Development and Recreation departments)
- MPRB Police and Safety

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
- 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
- Minneapolis Public Schools
- NCR Specialists: Neighborhood, Access & Outreach, Cultural Groups
- CPED community planner for Southwest Area
- Minnehaha Creek Watershed District, Mississippi Watershed Management Organization, and Bassett Creek Watershed Management Commission
- Others as appropriate

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.

Community Advisory Committee

As stated previously, 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. Coordination with Neighborhood Organizations

The established neighborhood organizations in the Southwest Service Area have had an opportunity to guide the creation of this CE Plan. This coordination will continue periodically throughout the planning process to provide the project team with additional community 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, organizations, events, and community connectors that work with underserved populations within the Southwest 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: The Origins Program, The Aliveness Project
- Youth: The Bridge, Youth Farm, New Horizon Academy
- Health: Midtown Greenway Coalition, Vail Place, YMCA

- Arts: Minneapolis Institute of Art, Soo Visual Arts Center
- Media: Southwest Journal, Whittier Globe
- Business Organizations: 50th & France Business & Professional Association, Lake Street Council, Linden Hills Business Association, Lyndale Neighborhood Business Association, Lyn-Lake Neighborhood Business Association, South Hennepin Association, Uptown Association

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: Discovery and Assessment. Direct engagement will focus on attendance at existing community, park, organization, and partner events. MPRB staff will primarily go to where people are, spending significant time in the parks and in the southwest in general. Staff will work with community partners to determine appropriate venues and events.

Phase 3: Park Master 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 southwest 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 in summer of 2019.

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. January through April 2018
- Phase 2: Discovery and Assessment. March through July 2018
- Phase 3: Park Planning. May 2018 through April 2019
- Phase 4: Master Plan Approval: In mid-2019

Resources

A portion of the funding dedicated to staff time and consultant fees will be utilized for public engagement, which may include art, music, or other mediums to draw interest in the project. 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.*