COMMUNITY ENGAGEMENT PLAN

Project Title: Longfellow Park Playground Improvements

MPRB Division: Planning

Project Manager: Cliff Swenson

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 project is to provide playground and site improvements within Longfellow Park. Funding for this project comes from an identified line item within the 2017 Capital Improvement Plan (CIP), REPLACE & INVEST PROJECTS: Neighborhood category of improvements.

The construction project can be classified into the following category of improvement:

Playgrounds. This project’s purpose is to provide upgrades, including review of removal and replacement of the playground equipment within existing containers. The upgrades will include replacement of equipment that will meet current safety and accessibility standards.

There are two existing containers at Longfellow park and they are described as follows:

The playground at Longfellow Park is located on the west side of the park, between the community center and the pool. There are two main play containers and a small swing area.

Both main play containers are bordered by concrete curb an asphalt path and both contain sand surfacing. There is no accessible route to either play area. The concrete curbing around both containers is in good condition.

The containers are shaped as circles with the 5-12 play area (Eastern container) being larger (approximately 2,670 Square Feet) than the 2-5 container, western container (1,870 Square Feet). The playground containers in both areas are Redwood Landscape Structure playgrounds. Playground equipment in the 5-12 play area has been removed. It is most probable that both structures will be removed. Further discussion with the community is needed to see if any of the smaller and newer independent components should be incorporated into the new design.
Community Engagement Plan
Longfellow Playground

The timing and coordination for the completion of the new playground areas is dependent on community engagement and review of preferences for playground equipment, constructability and logistics of designing, constructing each container.

### Project Funding Source(s)

<table>
<thead>
<tr>
<th>Capital Sources</th>
<th>Amount</th>
<th>Expiration</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 CIP Capital Levy - Neighborhood</td>
<td>$179,205</td>
<td>N/A</td>
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<tr>
<td>2018 CIP NPP20</td>
<td>$98,625</td>
<td>N/A</td>
</tr>
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</table>

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

**Level of Engagement:** Consult

<table>
<thead>
<tr>
<th>Engage</th>
<th>Inform</th>
<th>Consult</th>
<th>Collaborate</th>
<th>Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal</td>
<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 to develop and implement collaborative project solutions.</td>
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**MPRB Promise to the Public:**

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

This level of engagement is being reviewed by staff knowledgeable of the surrounding community including service area staff from all divisions and District 3 Commissioner Scott Vreeland. Because the
playground improvements will address accessibility, safety, and functionality, the Consult engagement will address these core needs and the priorities for types of playground equipment. For this reason, an engagement level of consult is recommended.

A non-appointed Community Advisory Committee (CAC) is recommended, based on the MPRB’s Community Engagement Policy, because the project will not result in a change of use for the park; the playground equipment will be evaluated for solutions that evaluate removal, replacement and enhancements to the playground equipment within the existing containers. Park Board staff recognizes the need to engage the community during the planning process and believes that input from community engagement will help shape and define the playground equipment. Park Board staff and their team of consultants will work with stakeholder groups during the schematic design process, with the goal of achieving a successful plan to address playground upgrades.

The non-appointed CAC will include but not limit to those individuals who participate in scheduled meetings, community events and users of the park. Outreach will also include the following groups or outreach techniques to be supportive of the non-appointed CAC:

- Longfellow Community Council (LCC)
- Dowling Elementary School (students, faculty and administration)
- Organizations recommended by MPRB staff
- Informational updates posted at key community locations, such as Dowling Elementary School, Longfellow Community Center, Turtle Bread, Blue Moon Coffee Cafe, and other businesses and / or sites recommended by community members
- Park users and program participants
- Day care centers
- Neighbors within a five-block radius of the park
- Faith based organizations and faith based communities

**Anticipated Project Outcomes**

The project will provide current standards for playground equipment, addressing communities needs and the project will improve accessibility within and around the playground containers. Additionally, the project will assess and evaluate the playground areas for proper drainage and seating.

**Stakeholder Roles and Responsibilities**

All stakeholders and individuals engaged with the non-appointed CAC are expected to work collaboratively to create and refine design concepts and provide input toward final project recommendations for approval by the MPRB Board of Commissioners. It is required that this engagement is done 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.

**Project Advisory Committee**

Staff will convene a Project Advisory Committee (PAC) of MPRB staff, including representatives from environmental stewardship, asset management, maintenance, community outreach, park police, forestry,
and recreation departments. The project manager will seek PAC input and approval throughout the project at identified key milestones (dates) within the schedule.

**Outreach and Research Methods**

The community engagement for this project will occur in the fall of 2017 to spring 2018. MPRB and the project team will work with the community to make the engagement as accessible as possible. The following techniques and practices will be included in the engagement:

1. **Appearances at Events**

   MPRB staff will seek to engage community members at existing events or meetings to raise awareness of the project and gather input on how people use the park and playground, and what they’d like to see for playground improvements. Attendance at scheduled events often allow people to comment, but is most useful early in the design process. These appearances will be advertised beforehand as much as possible, however weather and other factors may require flexibility. MPRB will work with the Longfellow Community Center (LCC) and other community organizations, including the possibility of engagement at events and at both public and business locations, such as:

   - Schools, Longfellow community center, and others
   - Longfellow Park - soliciting input at the playgrounds and pool
   - Booths or pop up / drop in tables at events within or near the park including The Annual Corn Roast at Longfellow Community Center and National Night Out
   - Nearby businesses who provide space for community gathering space and have routine clubs, groups who gather or focused discussions

2. **Community Meetings**

   MPRB will also schedule community meetings that allow for more detailed project discussions. MPRB will seek to meet with groups at least twice, allowing participants meaningful engagement and a chance to see how their ideas have been incorporated.

   Meetings may include the following:

   - Meetings on site at Longfellow Park. These meetings will be to ensure that children and frequent users of the park and playgrounds have a voice in the process.
   - Focus group meetings with the goal of reaching out to underserved and underrepresented communities. These meetings may be scheduled after classes or community events where participants are invited (with notice) to stay for a meeting. Or community organizations may be able to help MPRB staff connect with specific user groups or host a meeting.
   - Community meetings, open houses and gatherings.

3. **Public Hearings**
MPRB may bring the playground concepts to the MPRB Board for approval at one public hearing. If construction schedules or other factors, make it necessary to seek approval for the concepts separately there may be multiple public hearings.

Playground Concept Plan approval is anticipated for Spring, 2018. Once the concept is accepted, a contract is developed and approved by the Board of Commissioners construction will begin. It is anticipated that construction will occur in spring through summer, 2018.

4. Miscellaneous Communications:
   - A project page on the MPRB website will provide project information and updates including information provided by the community. This website link will also be marketed for individuals to sign up for to read and know the progress of the project.
   - Input information, comment cards, surveys collected at community meetings
   - Online survey posted on project website which will also be posted on other sites based on engagement and consultation with the stakeholders (if applicable)
   - Gov-Delivery email notifications of meetings and updates
   - Two postcard mailings: an invitation to meetings and planning process, and a second mailer to announce the public hearing
   - Publicity through neighborhood organizations existing methods (postcards, e-mail blasts, newsletters, faith based bulletins, social media, etc.)
   - News releases and public notices
   - Public hearing notice published in the Star Tribune and other media outlets identified through engagement and collaboration with stakeholders
   - Outreach to local newspapers (neighborhood)
5. Project Schedule

The schedule shown below is tentative and subject to change based on feedback during the community engagement process. Staff will work to minimize impact on the usage of the park during the construction period.

<table>
<thead>
<tr>
<th>Dates / Time Period</th>
<th>Project Milestones / major activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2017</td>
<td>Setup project webpage.</td>
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<tr>
<td>September 2017</td>
<td>MPRB Board - Community Engagement Plan</td>
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<tr>
<td>October 2017</td>
<td>Send first mailer to neighbors and stakeholders. Add meetings to MPRB calendar. Issue news release &amp; GovDelivery</td>
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<tr>
<td>September – February, 2018</td>
<td>Pre-Design (concept planning) begins by visiting site &amp; defining the playground needs with community engagement, participation and review, create project charter, implement and continue to advance the community engagement plan, update contact lists, review ADA transition plan park needs, with outcome of validating scope, schedule and budget for the project. Gathering general preferences and priorities for improvements</td>
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<tr>
<td>Spring 2018</td>
<td>MPRB Board – Playground conceptual plan unveiled</td>
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<tr>
<td><strong>Spring 2018</strong></td>
<td><strong>MPRB Board - Public Hearing</strong></td>
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<tr>
<td>Spring 2018</td>
<td>MPRB Board - Concept Approval</td>
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<tr>
<td>Spring 2018</td>
<td>Schematic design begins</td>
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<tr>
<td><strong>Spring 2018</strong></td>
<td><strong>MPRB Board – Playground Contract Approval</strong></td>
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<tr>
<td>Spring 2018</td>
<td>Finalize quotes with playground vendor</td>
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<tr>
<td>Summer 2018</td>
<td>Playground equipment removal and replacement of equipment (CONSTRUCTION)</td>
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<tr>
<td>Fall 2018</td>
<td>Playground certification inspection and substantial completion – Playground is open</td>
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<tr>
<td>Fall 2018</td>
<td>Final warranty period – closeout of project</td>
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</table>
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 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 / project completion.