COMMUNITY ENGAGEMENT PLAN
Project Title: Folwell Park Phase 1 Improvements

MPRB Division: Planning
Project Manager: Daniel Elias

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 Folwell Park Phase 1 Improvements project will be guided directly by the North Service Area Master Plan that is expected to be approved by the MPRB Board of Commissioners on December 5th, 2018.

The project will unfold in three general phases:

- **Phase 1: Project Scoping**
  - What can the overall project budget afford from the Folwell Park Master Plan?
    - Many of the existing funding sources will limit the scope options for this project.
  - Are there additional funding opportunities for the project?

- **Phase 2: Design**
  - Based on the project scoping, improvements will be designed.

- **Phase 3: Construction**
  - Construction will take place in 2019/2020.

In general, if the overall project design is consistent with the Board approved master plan, no public hearing will be required for site plan concept approval. However, a public hearing will be required for specific improvements within the approved master plan that include detailed design efforts beyond the guidance of the approved master plan. For example, a new playground at Folwell Park will require a public hearing.

Funding for this project includes the first phase of improvements to Folwell Park guided by the master plan. Some of the funds are provided through the 20-year Neighborhood Park Program (NPP20) with older
funds and grant funds included in the overall project budget. Additional funding partners will be explored to maximize the funding already secured.

**Project Funding Source(s)**

<table>
<thead>
<tr>
<th>Capital Sources</th>
<th>Amount</th>
<th>Expiration</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015 Nebt Debt Bonds</td>
<td>$300,000</td>
<td>N/A</td>
</tr>
<tr>
<td>2015 Capital Levy</td>
<td>$300,000</td>
<td>N/A</td>
</tr>
<tr>
<td>2017 NPP20</td>
<td>$339,000</td>
<td>N/A</td>
</tr>
<tr>
<td>2018 HYSP Grant</td>
<td>$100,000</td>
<td>N/A</td>
</tr>
<tr>
<td>2017 Park Dedication</td>
<td>$7,042</td>
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</tr>
<tr>
<td>2018 Park Dedication</td>
<td>$4,587</td>
<td>N/A</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$1,050,629</td>
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**Engagement Recommendation**

**Level of Engagement: Consult**

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

**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.
**Anticipated Project Outcomes**
The primary outcome will be to implement improvements as guided by the Folwell Park Master Plan. Because currently available funding of $1.05M is not sufficient to implement the entire master plan ($8.47M), efforts will be taken to implement a first phase of improvements guided by the community, key stakeholders, and the MPRB project advisory committee.

**Stakeholder Roles and Responsibilities**
All stakeholders are expected to work collaboratively to inform and review the design process and take an active role in the education of MPRB staff and community members. Stakeholders shall provide input toward final project recommendations. 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**
Folwell Park Phase 1 Improvements will touch, in some way, every person who lives near, works near, or visits Folwell Park. Therefore, the various groups and public outreach methods will attempt to involve, engage, and notify as many people as possible. Special attention will be paid to ensure that recent immigrant groups, those living near the poverty line, and persons of color are engaged in the project.

**Project Advisory Committee**
Staff will convene a PAC of MPRB staff representing all necessary departments. The PAC will provide technical insight into the planning, design, and construction associated with the project. The PAC will assist with project scoping and design review at various phases.

The PAC will include members from the following departments:

- MPRB Environmental Stewardship Division (Forestry, Asset Management, Environmental Management, Trades)
- MPRB Community Outreach and Access
- MPRB Marketing and Communications
- MPRB Recreation Division (Athletic Fields)
- MPRB Park Police
- MPRB Planning
- MPRB Commissioner Kale Severson (District 2)
  - Commissioner Severson will be notified of major project milestones.
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 Health Department
- City of Minneapolis Traffic and Signage
- Metro Transit
- Nice Ride
- Others as appropriate

Community Stakeholders
Staff will engage with key community stakeholders that have a special interest in Folwell Park. Staff may meet with these stakeholders in small groups or individually, as schedules and needs warrant. Community stakeholders may assist in guiding MPRB staff to fully engage with the local community.

- Folwell Neighborhood Association and adjacent neighborhood associations
- Folwell Neighborhood Association Neighborhood Connectors
- Northside Greenway stakeholders
- Folwell Athletic Field Permit Holders
- Minneapolis Councilmember Phillipe Cunningham – Ward 4
- Hennepin County Commissioner Linda Higgins – District 2
- Others as appropriate

Outreach and Research Methods

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

**Phase 1: Project Scoping:** Direct engagement will focus on gathering feedback to properly scope the Phase 1 Improvements project. Collaboration will occur with project partners, including neighborhood organizations, to expand the contact list for future engagement. Because some of the funding sources are older, the use of those funds are limited. This will limit our options in scoping these improvements.

**Phase 2: Design:** Direct engagement will focus on gathering feedback on specific improvements that are part of the project. Additional focus will be on providing project updates and information. Engagement focus will be on attendance at existing community, park, organization, and partner events. MPRB staff will primarily go to where the people are. Staff will work with community partners to determine appropriate venues and events.
Phase 3: Construction: Direct engagement will focus on making the community aware of construction impacts. Additionally, alternative recreation opportunities will be communicated on-site and on the project web page.

2. Public Hearings
In general, if the overall project design is consistent with the Board approved master plan, no public hearing will be required for site plan concept approval. However, a public hearing will be required for specific improvements within the approved master plan that include detailed design efforts beyond the guidance of the approved master plan. For example, a new playground at Folwell Park will require a public hearing.

3. 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. Staff will work with community partners that manage local social media pages to advertise project milestones and opportunities for community feedback. Planning staff will work with Community Outreach and Communications staff to determine when/if to translate digital media (see below).

4. Print Media
MPRB staff will utilize the Camden Community Newspaper and Folwell Flyer that are widely distributed around this park. Much of Folwell neighborhood residents are renters making this outreach method particularly important.

5. Community Resources
MPRB staff will engage the Folwell Neighborhood Association (FNA) to learn about the FNA Neighborhood Connectors and Neighborhood Night to understand if these events and partners could be leveraged for community engagement.

6. Community Center
MPRB staff will utilize the Folwell Community Center and staff there to have information about the project available. Additionally, community members will be able to pass questions, concerns and information to the project manager through community center staff.

7. Language Translation
MPRB Planning staff will work with MPRB Community Outreach and Access staff to determine translation and interpretation needs. MPRB Community Outreach and Access staff, established neighborhood organizations, and community service organizations will be asked to advise on what materials should be translated and when/if to provide interpretation services at events.
**Project Schedule**

- Phase 1: Scoping – 2018 Q4 through 2019 Q1
- Phase 2: Design – 2019 Q2 through 2019 Q3
- Phase 3: Construction – 2019 Q4 (construction may occur in 2020 depending on scope and bidding schedule)

**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.*