



## **Community Engagement**

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### **POLICY**

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

All MPRB divisions and departments shall follow this policy in community engagement for projects, programs and initiatives, including master plans, design and construction projects, comprehensive or strategic plans, public policies, the removal of city-wide programs, the creation of new programs or new services that require new funding or resources, and other public-facing projects, facilities, programs. Staff shall also follow this policy for new or ongoing initiatives as determined by the MPRB Superintendent, commissioners, Deputy Superintendent, assistant superintendents and/or directors.

1. MPRB Staff shall perform project assessment and use the Community Engagement (CE) Assessment to determine engagement level. All CE Assessments will be filed as Petitions and Communications (P&C) on a regular meeting of the MPRB Board of Commissioners (Board).
2. All projects, programs and initiatives other than those that fall in the “Inform” category of the Community Engagement Assessment shall require a CE Plan, which shall include implementing the following:
  - a. MPRB directors, project managers and managers (Staff) providing public notice of opportunities for community engagement as defined by Chapter 11 of the MPRB Code of Ordinances.
  - b. MPRB Staff ensuring that communications strategies are consistent with current Communications and Marketing Department policies and procedures.
  - c. MPRB Staff retaining community research data gathered for a project and follow MPRB records retention policies and schedules.
  - d. MPRB Staff overseeing consultant adherence to the requirements of Chapter 11 of the MPRB Code of Ordinances and current policy and procedure.
  - e. MPRB Staff using a variety of engagement methods. Staff are encouraged to introduce new methods of engagement including those suggested by stakeholders. All methods shall be evaluated for efficacy at the end of a project or initiative and documented as part of the CE Plan.
  - f. MPRB Staff consulting with representative community groups, neighborhood groups, and/or community leaders, and working with underrepresented people and/or communities to develop and implement the plan, as determined in consultation with Community Outreach Department Staff or the cross-departmental MPRB Staff team.
  - g. CE Plans being developed using the Community Engagement Plan template.



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3. CE Plans are not required if the project, initiative or program results in no change in type, location, or extent of the current project, initiative, or program, or if the project, initiative or program is a technical, safety or operations-based decision. These projects should fall in the Inform category of the CE Assessment and should be explained in the assessment and shared with the public and the Board as a P&C and in project communications, including a project website, if relevant. Public notice requirements should be followed for initiatives that fall in the Inform category.
4. MPRB Staff shall follow requirements for community engagement based on funding sources or other project characteristics.
5. The Board shall be informed of Community Engagement Plans and resulting project, initiative, or program recommendations.
  - a. MPRB Staff shall modify the Community Engagement Plan as circumstance warrants and communicate modifications to stakeholders and the Board via the project website or other public-facing communication channels.
6. A Community Advisory Committee (CAC) is required within a CE Plan for a master plan or if the project outcomes may result in a change that is not specified in an approved master plan.
  - a. Members of a CAC are appointed by are appointed by the Board with input from MPRB in concert with community stakeholders.
  - b. The Board shall 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
  - d. A CAC may be required at the direction of the Board of Commissioners or the Superintendent.
7. MPRB shall allocate staff and financial resources to provide for implementation and evaluation of CE Plans.
8. Members of other advisory committees, including project, community, and technical advisory committees, shall work collaboratively to provide comprehensive project recommendations to the MPRB.
9. The Board shall appoint members to ongoing advisory boards and commissions. Members of these committees advise MPRB Commissioners and other agencies on a wide variety of subjects by making recommendations on important policy matters.
10. MPRB shall report back to stakeholders following completion of the project or initiative.
11. A 45-day public comment period and public hearing are required for CAC recommended plans, policies, programs, or initiatives, and public policies.



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12. This policy shall take effect and be in force thirty (30) days after its adoption by the. CE Plans submitted prior to this policy taking effect shall be considered valid for the duration of the project.

## **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, process transparency, use of multiple communication channels, recognition of power dynamics, fairness and equitable access to participation, respect for all points of view, and ensuring opportunities for every stakeholder to voice their opinion during a decision-making process. The measure of community engagement is the quality and level of participation. Through increased participation, MPRB is better able to deliver projects, programs and initiatives representative of community needs, interests and resources. Furthermore, the MPRB effort to actively seek community input is directly connected to the dissemination of public funds.

### *Goals of Community Engagement for the MPRB*

1. Establish a culture of openness and learning in which consistent outreach and research methods increase community interest, knowledge, and participation.
2. Develop and sustain relationships that encourage the MPRB and the community to work together to advance the common good.
3. Purposefully seek the participation of a broad representation of stakeholders to ensure diverse community needs, interests and resources inform project decisions.
4. Enhance communication and outreach methods using available and emerging technology, including social media.
5. Create sustainable, transparent and effective standards for participation of staff, elected officials and stakeholders in community engagement processes.
6. Establish consistent practices in community engagement across the MPRB as an agency.
7. Continually involve Minneapolis residents and park users in processes that inform and shape park projects, programs and initiatives when appropriate.
8. Ensure Minneapolis residents view the MPRB as an effective and inclusive agency that engages all communities.



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## DEFINITIONS

**Board of Commissioners:** The Minneapolis Park and Recreation Board of Commissioners is a nine-member, independently elected, semi-autonomous body responsible for maintenance, development and acquisition of the Minneapolis park system.

**Committee of the Board:** Reference to committees established by the Board comprised of two (2) or more Commissioners.

**Community Engagement:** The opportunity for stakeholders to influence decisions that shape the park system, including the intentional effort to create public understanding of MPRB project, programs, and services, and to make certain the MPRB is aware of and responsive to stakeholder needs, concerns and industry trends. Interchangeable terms include: public participation, community involvement, and citizen participation.

**CAC Selection Committee:** The CAC Selection Committee is a committee comprised of MPRB staff including the Staff Lead, members of the PAC, and community representatives, including but not limited to neighborhood organization representatives, cultural or community leaders, partner agency staff, to be determined in the CE Plan with the recommended consultation of community stakeholders.

**CAC Slate:** The CAC Slate is a list of recommended CAC appointments drawn from the pool of CAC applicants and determined by the CAC Selection Committee based on the CAC Composition Goals. The CAC selection committee is comprised of MPRB staff and community organizations, leaders, and liaisons to be determined in the CE Plan.



**Community Engagement Assessment:** Adapted from the IAP2 Public Participation Spectrum

<b>Level of Engagement</b>	<b>Inform</b>	<b>Consult</b>	<b>Involve</b>	<b>Partner</b>
<b>Engagement Goal</b>	Provide stakeholders with factual, accessible, balanced and timely information to help them understand the project, program or initiative.	Obtain stakeholder feedback on project, initiative or program analysis, alternatives or decisions.	Work directly with stakeholders throughout the process to ensure that perspectives are consistently understood, considered and reflected in project, program, or initiative decisions.	Partner with stakeholders in each aspect of decision making in order to develop and implement collaborative project, program, or initiative solutions.
<b>MPRB Promise</b>	The MPRB will keep you informed.	The MPRB will keep you informed, listen to and acknowledge feedback, work to integrate stakeholder feedback into the alternatives and provide feedback on how public input influenced the decision.	The MPRB will work with stakeholders for advice and innovation in formulating solutions and incorporate recommendations to the extent possible.	The MPRB and partner entity will be accountable to their roles as negotiated in the partnership and regularly evaluate the overall success of the partnership.
<b>Examples</b>	Repaving a parking lot, cutting down a tree, beach or swimming pool closures, ADA improvements, rehab	Approved master plan design implementation, city or service area wide program development, public policy development, participatory project scoping to implement park master plans	Master plans, any process that includes a formal public body making recommendations	Jointly-owned and/or operated facilities, co-creation, public/private partnership, community-led projects



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**Community Engagement Tool Kit:** A resource for all MPRB staff and consultants for community engagement approaches and methods updated annually by a cross-departmental team of MPRB staff. Stakeholders are empowered to generate new ideas on how they would like to be communicated with, involved or engaged for a project. All new methods will be reviewed by the MPRB Staff prior to implementation. New methods can be added to the Community Engagement Tool Kit following evaluation in coordination with the Department Owner of the CE Policy.

**Community Outreach:** The practice of building and sustaining relationships with community members and stakeholders beyond specific MPRB projects, programs or initiatives. The goal is to ensure these relationships are available to 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:** 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 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 for the benefit of the group. (Source: UofM Extension)

**Cross-departmental MPRB Staff Team:** This team will provide an annual review of Community Engagement Assessments and Plans, updates to the Community Engagement Tool Kit, technical assistance, and oversight as needed, on policy implementation. The team will consist of at least one representative from the Planning Services Division, Recreation Services Division, Environmental Stewardship Division, Community Outreach Department, and Communications and Marketing Department.

**Equity:** When race, ethnicity, national origin, income, religion, sex, sexual orientation, gender expression, or physical or mental ability are no longer predictors of access to parks and recreation, health, well-being and quality of life.

**Master Plan:** Master plans play a critical role in the 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, shared values and established preferences
- An understanding of resources required to implement and perpetuate change



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- A vision shared among users and stakeholders
- A process that results in a demonstration of support by the community and adoption by the Board.

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

**MPRB Staff or Staff Lead:** MPRB Staff accountable to oversight and administration of the Community Engagement Policy and Procedures include Directors, Managers Outreach and Access Coordinators, and project managers as identified in the MPRB organizational chart or assigned to specific projects. The Staff Lead for each project or initiative shall be from the department or division leading the project, program, or initiative, unless otherwise determined by the Superintendent or Board. MPRB Staff are responsible for following current policy and procedures on community engagement in the 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.

**Stakeholder(s):** A 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, neighborhood organizations, developers, business owners, and/or users and potential users of parks. MPRB staff can be considered stakeholders in a community engagement process.



## **PROCEDURES**

### **A. Project Assessment**

Determining the appropriate approach in working and communicating with stakeholders is not scientific practice. There is no single formula for determining the most effective engagement strategy. Project Staff shall be aware of requirements for community engagement based on funding sources or other project characteristics and shall complete the following upon project determination:

1. A Community Engagement (CE) Assessment 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, Involve or Partner, as defined in the CE Assessment in Policy Definitions). The initial level of community engagement for the project may be adjusted or improved as the project progresses.
2. For projects, programs and initiatives that fall under the Consult, Involve or Partner categories on the CE Assessment, a CE Plan will be required.
3. For projects that fall under the Inform category on the CE Assessment, external project communication and notification shall occur according to MPRB policies and procedures.
4. All engagement levels of the CE Assessment shall include communication strategies to provide timely, accurate information to park visitors, including those who do not speak English.

### **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. Projects, programs and initiatives including master plans, design and construction projects, comprehensive or strategic plans, public policies, new programs, new service, and other public-facing projects, facilities, programs, or initiatives that engage the public but do not fall in the "inform" category of engagement require a CE Plan. Projects in parks that have an approved master plan do not require a CAC unless directed by assistant superintendents, directors, MPRB Commissioners, or the Superintendent. The Board shall be informed of CE Assessments, CE Plans.

1. Staff shall develop CE Plans in consultation with community groups such as neighborhood organizations, community partners, or community leaders.
2. A draft CE Plan will be shared with the Board as a Petition and Communication (P & C) on a regular Board meeting agenda.
3. MPRB Staff shall modify the plan as circumstances warrant and communicate modifications to stakeholders and the Board via the project website or other public-facing communication channels.
4. MPRB shall allocate staff and financial resources to provide for implementation and evaluation of community engagement plans.
5. 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. Identify resources needed to implement the plan, timeline for implementation of the project and CE Plan highlighting milestone dates.
  - 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. Identify the



stakeholders that may be affected, including proportional, equitable, and intentional representation according to the current City or neighborhood population demographics. Note the data gaps.

- c. **Community Engagement:** State the level of community engagement determined in the CE Assessment. Include information on how stakeholders will be engaged, as well as a definition of stakeholder roles and responsibilities. Identify approved outreach and research methods that best inform the project outcome(s) and public notice and communication strategies. If applicable, list the Technical Advisory Committee (TAC) and Project Advisory Committee (PAC) roster. If a CAC will be appointed for the project, the details will be outlined in this section including the Slate of recommended and Board approved CAC members as well as the individual Board appointed CAC members.
- d. **Analysis:** Determine how community engagement will address inequity and who will benefit from or be burdened by the project or initiative. Set strategies for advancing equity or mitigating unintended consequences.
- e. **Evaluation:** Include a plan for evaluation that examines the efficacy of the community engagement process and methods, including a statement indicating how the process advanced project and policy goals.

### **C. Establishment of Advisory Committees**

Advisory committees provide an opportunity for stakeholder groups to share insight and resources and 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, program, or initiative recommendations to the Board and MPRB Staff.

#### *Project Advisory Committee*

1. Criteria for Creation
  - a. The Project Advisory Committee (PAC) is comprised of MPRB Staff Leads, and a cross-functional team of MPRB staff from departments affected by or involved in the Project.
  - b. The PAC composition is determined by the Staff Lead in the CE Plan.
2. Responsibilities
  - a. Participate in all phases of the Project to completion, ensuring that diverse stakeholder needs, interests and resources are shared and inform decision-making throughout project phases.
  - b. Participate in the development, execution, and evaluation the CE 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, program, or initiative.
  - g. Maintain and make accessible for public review records of meeting attendance, notices, agendas, minutes, and committee actions, including a plain language summary of the recommendations and translated records when working in diverse linguistic communities, as outlined in the CE Plan.
  - h. Provide relevant data to the Staff Lead to help inform the outcome of the Project.



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- i. MPRB Staff shall maintain PAC records of meeting attendance, notices, agendas, minutes and committee actions and make records accessible for public review.

*Technical Advisory Committee*

1. Criteria for Creation

- 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 with regional or city-wide significance involving multiple layers of complexity.

2. Responsibilities

- a. Inform, collectively, other advisory committees of inter-jurisdictional policies, professional recommendations, timelines, budgets and political realities related to the Project.
- b. Attend all scheduled TAC meetings when the area of expertise or jurisdiction is being addressed or assign a representative from their work specialty in case of meeting absence.
- c. Work collaboratively with other advisory committees to provide comprehensive recommendations aligned with their jurisdiction to MPRB Staff and Board.
- d. Steward the outcome of the Project.
- e. Provide relevant data to the Staff Lead to help inform the outcome of the Project.
- f. Maintain and make accessible for public review records of meeting attendance, notices, agendas, minutes, and committee actions, including a plain language summary of the recommendations and translated records when working in diverse linguistic communities, as outlined in the CE Plan.
- g. Make records available for review upon stakeholder request throughout the course of the Project.

*Community Advisory Committee*

1. Criteria for Creation

- a. A CAC is required within a CE Plan for master plans or 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 other projects, initiatives, or programs if directed by an MPRB Superintendent, Deputy Superintendent, Assistant Superintendent, or Commissioner.

2. CAC Role:

- a. The role of the CAC will be fully defined in the CAC Charge of the CE Plan to be approved by the Board.
- b. Committee members shall engage in onboarding training and be familiar with MPRB policies and procedures.
- c. At a minimum, the CAC's role is to
  - i. be knowledgeable about the project, program, or initiative,



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- ii. make recommendations to the Board,
  - iii. reach out as a liaison to the community in which the project, initiative, or program is located, and
  - iv. abide by the CE Policy.
3. When required, a CAC shall be established by the following procedures:
- a. CAC Charge: MPRB Staff will determine the CAC Charge and selection committee roster in the draft Community Engagement Plan. The final CAC Charge and Slate will be approved by the Board.
  - b. CAC Application: Individuals interested in serving on a CAC must fill out an application before serving on the CAC.
  - c. CAC Appointment: CACs are recommended to be comprised of 17 members. Nine members will be appointed by Commissioners, including an appointment of the CAC Chair by the President of the Board. Following the Commissioner appointments, eight members will be recommended as a Slate by the Selection Committee.
  - d. CAC Alternates: 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 the first three meetings and does not respond to communications by project Staff.
  - e. CAC Composition: Commissioners and the Selection Committee will consider geographic, language, age, race/ethnicity, socioeconomic, gender identity, and interest diversity as they select the group. For regional parks, no more than 50% of the CAC shall be representatives drawn from neighborhoods adjacent to the park. CAC Composition Goals will be established in the CE Plan to set goals for diversity on the CAC based on the demographics of population served by the project, program, or initiative.
4. 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 to enhance mutual understanding and promote collaborative decision-making.
  - d. CAC members shall attend an introductory training on the MPRB and racial equity, which may occur during a CAC meeting.
  - e. Meeting accommodation will be offered to ensure accessible and welcoming meetings for all.
  - f. Translation should be offered to ensure informative, equitable, and welcoming meetings for all.
5. Voting Requirements:
- a. CAC members shall 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 provide final recommendations to the Board, CAC members in attendance are eligible to vote. Voting results are determined by majority rule of appointed members who are present when a vote is taken.
6. Board Procedure on CAC recommendations:



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- a. Public Comment Period: A minimum 45-day public comment period is required for plans, policies, programs, or initiatives with CAC recommendations.
- b. Staff Presentation: MPRB Staff is responsible for presenting the full range of stakeholder recommendations to the Board as a Discussion, including alternative recommendations or concerns identified by the CAC as part of the final recommendation to the Board
- c. Comment Tabulation: A record and tabulation of public comments shall be presented to the Board following the 45-day public comment period.
- d. Amendments: Amendments to the CAC recommendation shall be offered by Staff based on public comments or by Commissioners following the public hearing.
- e. Public Hearing at Committee:
  - i. The designated Committee of the Board shall hold a public hearing to review CAC recommendations according to the MPRB Code of Ordinances, Section 11 and the requirements of the Minnesota Open Meeting Law.
  - ii. The chair may set the parameters of testimony received from interested parties.
  - iii. A person may testify at the public hearing regarding the CAC recommendations, and translation services will be provided as needed.
  - iv. Committee Recommendation for Approval: After review of the recommendations and public testimony, the designated Committee of the Board will announce its decision to recommend approval of the recommendations or lay the matter over to a subsequent committee meeting. The designated Committee will decide at the subsequent meeting or schedule a decision-making meeting within a month of the recommendation.
  - v. Board Approval: The Board will approve the final recommendation.

*MPRB Advisory Committees*

The Board appoints community members to ongoing advisory boards, advisory committees, and advisory commissions. Members of these committees advise MPRBP Commissioners and other agencies on a wide variety of subjects by making recommendations on important ongoing programs, services or specific policy matters.

1. Members of the Advisory Committees are appointed by the Board according to the charge and formation of the committee.
2. All committee members must fill out an application before serving on the committee.
3. Appointers will consider geographic, age, race, income and interest diversity as they select the group.
4. An MPRB Staff Lead will be identified to ensure the CE Policy is followed
5. The officers of the committee shall be appointed by the committee.
6. Advisory committees shall have Board approved bylaws.
7. Committees can be retired through Board action.
8. Committee members shall report progress to community members.



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9. Committee members shall engage in onboarding training and be familiar with MPRB policies and procedures.
10. Meeting Requirements:
  - a. All meetings shall be open to the public and the public will be notified according to the CE Policy
  - b. Expectations for all proceedings are that participants will engage in respectful civil discourse to enhance mutual understanding and promote collaborative decision-making.
  - c. Committee members shall attend an introductory training on the MPRB and racial equity based on the structure of the committee and how it meets.
11. Voting Requirements:
  - a. Advisory Committee members shall 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 committee members in attendance are eligible to vote. Voting results are determined by majority rule of eligible members present at the 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 proceedings or Project recommendations.

Staff Lead is to:

1. Identify methods and strategies for public notification and communication as part of a CE Plan, if relevant.
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. Follow State of Minnesota legal notice requirements and procedures.
5. Utilize technology and distribution formats that effectively and economically communicate public information.
6. Consider geography and project scope when scheduling public meetings to avoid conflict with other public meetings.
7. Comply with additional requirements for notification as indicated by outside agency policy, agreement or funding source.
8. Maintain a database of engaged community members throughout the project for communications and public notification purposes.

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

1. Issue a news release indicating the time, place and purpose for a public meeting, if relevant, at least once, not less than ten (10) calendar days before the occurrence date



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2. Post notice of the time, place, and purpose of the public meeting, if relevant, not less than ten (10) calendar days before the occurrence date on the MPRB's website.
3. Publish notice through email subscription and primary MPRB communications channels.
4. Post information in the relevant park or project site.
5. Comply with MPRB Language Access Plan, once developed.

For notice of a public hearing, Staff is to:

1. Publish legal notice of the time, place and purpose of the public hearing at least once, not less than ten (10) calendar days before the public meeting or hearing date in a newspaper of general circulation.
2. Issue a news release indicating the time, place and purpose of a public hearing date at least once, not less than ten (10) calendar days before the public meeting or hearing date, including neighborhood newspapers and cultural media outlets.
3. Post notice of the time, place and purpose of the public hearing, not less than ten (10) calendar days before the public meeting on the MPRB website.

For projects, programs, or initiatives that require a minimum forty-five (45) calendar day public comment period Staff Lead is to:

1. 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, including to cultural media outlets.
2. Provide a print copy of the item for public review and comment at MPRB recreation centers in or adjacent to the project, program, or initiative area, and at the customer service desk at MPRB Headquarters, at a minimum.
3. Post an electronic copy of the item for public review and comment on the MPRB website.

#### **F. Evaluation**

1. As required by a CE Plan, the Staff Lead shall 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 outlining the methods and their effectiveness shall be added to the CE Plan or the final project report, plan or outcome.
2. On an annual basis, the policy owner shall convene a Cross-departmental Staff Team will review all Engagement Assessments and CE Plans to ensure that MPRB staff across the agency are complying with the CE Policy. This team will also share an annual dashboard on community engagement with the Board, including:
  - a. An annual overview of community engagement efforts, assessments and plans at MPRB.
  - b. A review of alignment with the policy goals of effective community engagement.
  - c. A summary of overall satisfaction and efficacy of methods from a stakeholder and organization point of view.
  - d. A demographic profile of the general public that has participated in community engagement at MPRB.



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Frequency of Review: Every Five Years

3. The Board is responsible for evaluating community engagement policy and procedure within the organization. Data gathered by the cross-departmental team from this review will determine policy revisions or budget allocation and help to align the community engagement process with evolving stakeholder expectations. This information will include input from the community and general public, as well as MPRB staff and collaborators. Every five-year cycle, the Board will review the community engagement policy and procedures to determine:
  - a. Overall compliance and alignment with the policy goals of effective community engagement.
  - b. Overall satisfaction and efficacy of methods from a stakeholder and organization point of view.
  - c. A demographic profile of members of the public who participated in community engagement at the MPRB.

### **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, involved and contribute to project goals and outcomes. Staff Leads are responsible for oversight and/or implementation of the CE Policy.

#### **1. Stakeholder Role:**

- a. Become knowledgeable about a project, program or initiative and contribute feedback based on informed perspectives on the project, program or initiative.
- b. Encourage other stakeholders to participate in the process, program or initiative.
- c. Participate in the process in a manner that promotes respectful civil discourse and enhances mutual understanding of all stakeholder viewpoints, and, through collaboration, advances efforts to achieve common goals and outcomes.
- d. Direct requests for information to the designated Staff Lead.
- e. Be familiar with MPRB policies and procedures.
- f. Make recommendations to the MPRB Commissioners on vision, goals and principles.
- g. Disclose conflicts of interest or other ethical conflicts.

#### **2. MPRB Board Commissioner 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. Share information obtained from stakeholders with MPRB Staff through the Office of the Superintendent.
- d. Communicate with stakeholders in a timely, consistent and respectful manner.
- e. Bring underrepresented voices into community engagement processes, including CAC recruitment if relevant.
- f. Provide appointments and approvals in a timely manner.



**Minneapolis**  
**Park & Recreation Board**

**PUBLIC POLICY**  
Community Engagement Policy

Approval Date: 3/27/2019  
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g. Balance recommendations from the TAC, PAC and community, including the CAC, if relevant, in final decisions or resolutions.

**3. MPRB Staff Role:**

- a. Provide assessment and determine methods to engage stakeholders.
- b. Develop a community engagement plan and provide evaluation of the process.
- c. Establish advisory committees, as identified within a CE Plan, and manage the work of advisory committee proceedings.
- d. Communicate with stakeholders in a timely, consistent, and respectful manner, including providing information to the public on the location, time, and agenda for public meetings and events, and maintain a database of engaged community members throughout the process.
- e. Retain community research data gathered for a project and follow MPRB records retention policies and schedules.
- f. Oversee consultant adherence to the requirements of Chapter 11 of the MPRB Code of Ordinances and current policy and procedure.
- g. MPRB Staff shall be the primary point of contact for community engagement.
- h. Incorporate data and findings from community engagement efforts into the project and report engagement results back to stakeholders.
- i. Bring and retain underrepresented voices into the process through development and implementation of effective and appropriate engagement methods and outreach, in consultation with Community Engagement and Outreach staff.
- j. Coordinate with the Communications and Marketing Department to ensure communication strategies are consistent with current policies and procedures.
- k. Complete MPRB-sponsored training on community engagement prior to implementation of the CE procedures.
- l. Arrange language interpretation when requested or recommended at meetings and events.
- m. Arrange for children's activities, transportation accommodations, and healthy food at public meetings and events when practicable according to funding or logistics.
- n. Share information with appropriate MPRB staff if community input is out of scope with the project, program, or initiative but is pertinent to other MPRB projects, programs, or initiatives.
- o. Balance recommendations from the TAC, PAC, and community, including the CAC, if relevant, in final recommendations to the Board.

**ADDITIONAL INFORMATION**

1. [Minneapolis Park & Recreation Board Code of Ordinances, PB11](#)
2. Community Engagement Plan
3. Community Engagement Assessment
4. [Consensus Decision Making Resources](#)