Community Engagement Plan

Staff Lead: Carrie Christensen

Department or Division: Strategic Planning

Project Name: Towerside Park

Engagement Level: Consult (See Engagement Assessment attached)

This plan serves as a guide for the community engagement process for the Towerside Park. 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.

As required by the Minneapolis Park and Recreation Board Community Engagement Policy, this project requires a Community Engagement Plan because the project falls under the Consult category of community engagement for which MPRB is required to obtain stakeholder feedback on project, initiative, or program analysis, alternatives, or decisions. This CE Plan was used with a GARE Racial Equity Tool Kit framework.

Key Stakeholders should be engaged in the creation of this plan. Please explain how they were engaged: This plan was developed in collaboration with Prospect Park neighborhood board input, the Luxton Park Recreation Center staff, Towerside District staff, and a representative from the Prospect Park Garden Club.

1. Project Description

1a. Project Overview:

The Towerside Park project goal is to design a new park in the Prospect Park neighborhood. This park has a master plan that was approved in the East of the River Park Master Plan. It is a new proposed park that has strong community support in the emerging Towerside District. The design process will result in a community engaged design as well as name recommendations for the park.

1b. MPRB Outcomes (What goals, strategies, or values in the MPRB Comprehensive Plan does this project, program, or initiative relate to?):

GOAL: Focused land management supports current and future generations.

STRATEGY: Acquire land that meets one or more of the following criteria (in priority order): fulfills park needs for growing areas or implements adopted park plans, meets the needs of areas underserved due to poor access or insufficient parkland acreage per household, provides trail connections or natural
areas, establishes clear park boundaries, eliminates easements and leases, promotes ecological function, and secures unique sites or facilities.

1c. Project Timeline:

April-May 2019: Community engagement for design and naming

June 2019: Targeted construction timeframe

Summer 2019: Purchase of the park

1d. Project Funding:

<table>
<thead>
<tr>
<th>Capital Sources</th>
<th>Amount</th>
<th>Expiration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park Dedication Fees</td>
<td>$1.4 million</td>
<td>2019</td>
</tr>
</tbody>
</table>

2. Project Data:

2a. What are the boundaries of the community engagement area? *(For regional facilities include neighborhoods adjacent to the park and city/regional boundaries)* SOURCE: MN Compass

The boundaries of the engagement area include the Prospect Park neighborhood and the University of MN district including the residential student population.

2b. What are the demographics of the community engagement area? *(Please refer to percentages of the population when possible and note the sources of the data.)*

70% of the Prospect Park neighborhood is white compared to 60% in the city as a whole.

15% of the Prospect Park neighborhood is Asian or Pacific Islander compared to 6% in the city as a whole.

8% of the population of Prospect Park neighborhood is black or African American compared to 19% in the city as a whole.

88% of the population of Prospect Park is between the ages of 18 and 64, with 62% between the ages of 18-24. 14% of the city as a whole is between the ages of 18-24.

2c. List any key findings or excerpts from relevant plans or policies that are informing this project, program or initiative, especially if community was engaged in the policy or plan: *The purpose of community research is to collect data that will best inform specific project decisions or strategic direction and support the policy goals of effective community engagement. Research completed*
in advance of and during project development may include review of previously completed directives or mandates, master plans, community studies, industry trends and historical and demographic data. MPRB staff is responsible for determining the research data necessary to support and document decision-making for a project and building off prior community engaged planning, policy and design.

The East of the River Park Master Plan identified this park serving a need in a park gap in the service area. There was extensive community engagement for the ERPMP including an MPRB convened CAC.

The Towerside Framework submitted to the City of Minneapolis and the City of St. Paul’s 2018 comprehensive plans also calls for a park in the area.

The Trust for Public Land also developed a study focused on greenspace recommendations along the LRT line, and this site was identified as one of the proposed locations.

2d. What are the data gaps? What additional research needs to be done to understand the project stakeholders and project scope?

The data gaps include a deeper understanding of the community garden needs in the park balanced with the other types of spaces that the small park can offer including flexible gathering spaces and integration into the regional trail network and adjacent district stormwater facility.

3. Community Engagement:

The MPRB supports the use of a variety of techniques to interact with and obtain information from stakeholders. Outreach and research tools and methods can be applied for a variety of reasons, including but not limited to the following:

- a. Evaluate success and measure community impact of existing programs, services or facilities.
- b. Gain stakeholder insight and perspective regarding development of a new program, service or facility.
- c. Proactively identify or explore park and recreation trends or ideas.
- d. Determine essential services to be provided for a community or park area.
- e. Query stakeholders when proposing or revising policy.
- f. Resolve persistent conflicts or problems.
- g. Educate or inform the public on proposed changes, initiatives and projects.
- h. Reflect on projects, programs and initiatives after adoption by the Board or report on how community input has been integrated.
- i. Learn the history of local context and community.

<table>
<thead>
<tr>
<th>Project Stakeholder (students, ethnic communities, neighborhood groups, community leaders)</th>
<th>Outreach: How will you reach out to the stakeholder? (i.e. go to parks, neighborhood engagement)</th>
<th>Engagement: How will they participate? (i.e. online survey, focus group, community)</th>
<th>Reflecting Back: How will stakeholder groups be reflected back to about the project progress or outcomes?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category</td>
<td>Engagement Methods</td>
<td>Survey and Design Review</td>
<td>Outcomes? (Posted on project website, ribbon cutting, e-blast, site visit, celebration)</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>------------------------------------------------------------------------------------</td>
<td>------------------------------------------</td>
<td>---------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>UofM Students</td>
<td>Online and outreach at student residential areas and to MSA</td>
<td>Survey and design review</td>
<td>Post design online, share link when engaged, collect emails for Gov Delivery at key milestones, and invite to community unveiling of final draft design</td>
</tr>
<tr>
<td>Prospect Park neighborhood</td>
<td>Online, flyer, and attend meetings</td>
<td>Survey and design review</td>
<td>Post design online, share link when engaged, collect emails for Gov Delivery at key milestones, and invite to community unveiling of final draft design</td>
</tr>
<tr>
<td>Glendale Townhome Residents</td>
<td>Attend meeting and go to after school program</td>
<td>Survey and design review</td>
<td>Post design online, share link when engaged, collect emails for Gov Delivery at key milestones, and invite to community unveiling of final draft design. Post concept at Luxton Park.</td>
</tr>
<tr>
<td>Prospect Park Garden Club</td>
<td>Online and attend meetings</td>
<td>Survey and design review</td>
<td>Post design online, share link when engaged, collect emails for Gov Delivery at key milestones, and invite to community unveiling of final draft design</td>
</tr>
<tr>
<td>Community Gardeners</td>
<td>Online and attend meetings</td>
<td>Survey and design review</td>
<td>Post design online, share link when engaged, collect emails for Gov Delivery at key milestones, and invite to community unveiling of final draft design</td>
</tr>
<tr>
<td>New residents</td>
<td>Flyer buildings</td>
<td>Survey and design review</td>
<td>Post design online, share link when engaged, collect emails for Gov Delivery at key milestones, and invite to community unveiling of final draft design</td>
</tr>
</tbody>
</table>
3a. Advisory Committees:

**Technical Advisory Committee:** This roster is a list of agencies and groups that are on the TAC

- Metro Transit
- City of Minneapolis
- University of Minnesota
- Mississippi Watershed Management Organization

**Project Advisory Committee:** This roster is a list of MPRB departments and divisions that are on the PAC

- Asset Management
- Recreation
- Planning
- Communications

3b. Will a Community Advisory Committee be required for this project, program, or initiative? No

4. **Analysis:**

4a. What questions will you be asking community to respond to in your outreach and engagement?

Based on the master plan, what are the details of the park design?

What is the preferred material aesthetic?

How many plots and what is the arrangement of the community garden?
How will the other spaces integrate with the community garden?

What should the name of the park be?

What is the story of the site for artful elements like the transit barrier?

4b. How will your community engagement outreach, engagement, and methods make MPRB a more equitable system?

Building off the East of the River Park Master Plan, the ongoing community engagement around this space will continue the relationship that MPRB staff has established with the neighborhood. This engagement will also provide additional opportunities for reaching out to UofM students, which is an ongoing challenge and effort by MPRB staff.

5. Evaluation Summary: To be completed at one or more project milestones, and at the completion of the project, program, or initiative.

5a. Identify one or more key project milestones when project evaluation will be performed (i.e. Draft design review, draft policy review, project mid-point)

Draft design review

5a. Who was engaged during the process? (i.e. demographic info from online survey participants, the CAC, and community engagement whenever possible. Refer back to Section 2 in the CE Plan and how your engagement reflects the diversity of the community in the engagement area.)

5b. How did the engagement inform the project outcome? (i.e. public tabulation and amendments following a public comment period)

5c. How did the project and engagement fulfill a goal or strategy in the MPRB Comprehensive Plan?

5d. Please describe any new or innovative engagement methods used during the process:

5e. What recommendations do you have for future engagement around this topic, park, or area?