Community Engagement Plan

June 26, 2019

Staff Lead: Emma Pachuta

Department or Division: Strategic Planning

Project Name: Eloise Butler Wildflower Garden Operations and Visitor Comfort Improvements

Engagement Level: Consult, Involve, or Partner (See Engagement Assessment attached)

This plan serves as a guide for the community engagement process for the Eloise Butler Wildflower Garden Community Engagement Plan (CE Plan). The plan may be modified as circumstance warrants during project duration. Substantial modifications are to be communicated to stakeholders and the Minneapolis Park and Recreation Board (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.

1. Project Description

1a. Project Overview: As per language in the Eloise Butler Wildflower Garden (EBWG) Management Plan dated 2010 (Management Plan) and the Theodore Wirth Regional Park Master Plan dated 2015 (Master Plan), MPRB staff will engage audiences this summer about both programming and operation needs to inform upcoming improvements to the garden’s buildings and entrance in 2020 and 2021.

Improvements will likely include:
- The addition of an all-gendered, family-friendly, ADA-compliant bathroom
- Demolition of the existing tool shed which currently doubles as both a tool shed and staff office space
- A new tool shed that will be built outside of the garden’s borders and fence
- An addition to the visitor center to house existing staff
- A new front entrance
1b. MPRB Outcomes

**Comprehensive Plan**

*Vision Theme 3:* Dynamic parks that shape city character and meet diverse community needs

*Vision Theme 4:* A safe place to play, celebrate, contemplate, and recreate

**Racial Equity Action Plan**

*Goal #2:* Minneapolis residents view the MPRB as an effective and inclusive governmental organization that engages all communities

*Goal #5:* MPRB provides programs and services that are responsive and reflective of community needs

1c. Project Timeline:

- Engagement & analysis of findings: Summer/Fall 2019
- Concept approval: Fall/Winter 2019
- Begin design development: Winter 2019
- Entrance construction: Fall 2021

1d. Project Funding:

Community engagement costs will come from the departmental budget. Implementation sources are still being defined. We are seeking donations for the actual implementation of the project and will also consider funds within MPRB’s current CIP allocations.

2. **Project Data:**

2a. **What are the boundaries of the community engagement area?**

The community engagement area will include adjacent neighborhoods of the EBWG in Minneapolis. This includes the Harrison and Bryn-Mawr neighborhoods in Minneapolis. MPRB staff will also engage with Theodore Wirth Regional Park users.

2b. **What are the demographics of the community engagement area?**

**Demographics for the Bryn-Mawr neighborhood:**

- 89% white alone
- 2% black or African American alone
- 3% Asian or Pacific Islander alone
- 2% Two or more races

15% of the residents are renters compared to the city average of 53% of residents are renters in Minneapolis.
Demographics for the Harrison neighborhood:

- 29% White
- 40% Black or African American
- 1% American Indian and Alaska Native alone
- 17% Asian or Pacific Islander alone
- 4% Two or more races

62% of the neighborhood rents.

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:
Extensive outreach was done during the creation of the Master Plan. Recommendations within the Master Plan specific to the Eloise Butler Wildflower Garden include “main entry access improvements (though grades throughout the garden prohibit full ADA access at this site), as well as path, bridge/boardwalk improvements and other enhancements to building and facilities (as identified in the management plan of 2010).”

Additionally, the Management Plan outlines a goal to expand programs, resources, and staffing and volunteer needs to better accommodate future audiences; it is crucial that the EBWG plan for future needs of the garden, including infrastructure additions, to accommodate expanding audiences and programming.

2d. What are the data gaps? What additional research needs to be done to understand the project stakeholders and project scope?
Before designing the visitor center addition, MPRB will need to confirm whether the building is listed on the National Register of Historic Places.

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.
| **Project Stakeholder**  
(i.e. students, ethnic communities, neighborhood groups, community leaders) | **Outreach: How will you reach out to the stakeholder?**  
(i.e. go to parks, neighborhood listserv, engage with cultural media) | **Engagement: How will they participate?**  
(i.e. online survey, focus group, community open house, intercept survey) | **Reflecting Back: How will stakeholder groups be reflected back about the project progress or outcomes?**  
(Posted on project website, ribbon cutting, e-blast, site visit, celebration) |
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<tbody>
<tr>
<td>Friends of the Wild Flower Garden</td>
<td>Personal and listserv, email invites, GovDeliveries, signage in visitor center at EBWG</td>
<td>One focus group, online survey, community engagement events at the garden, possibly an Open House in Fall 2019</td>
<td>Website, direct email, GovDeliveries, news articles</td>
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<tr>
<td>Park users (general)</td>
<td>Visit parks, advertise via listservs and Gov Deliveries</td>
<td>Possible Open house, online and in-person surveys</td>
<td>Construction/info signage, website, email blast, GovDeliveries</td>
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<tr>
<td>Garden users (volunteers, teachers, youth)</td>
<td>Advertise via Listservs, email invites, signage and other communication methods</td>
<td>Possible Open house, community engagement through various methods and activities focus groups</td>
<td>Construction/info signage, website, email blast, GovDeliveries</td>
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<tr>
<td>Residents in adjacent neighborhoods/neighborhood groups (general)</td>
<td>Communicate with neighborhood associations, plan community engagement events</td>
<td>Possible Open house, community engagement through various methods and activities, online and in-person surveys</td>
<td>Website, neighborhood group communication</td>
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If needed, describe the outreach, engagement, or reflection methods you will use that are referenced above:

3a. Advisory Committees:

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<tr>
<th>Technical Advisory Committee: This roster is a list of agencies and groups that are on the TAC</th>
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<td>NA</td>
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<tr>
<th>Project Advisory Committee: This roster is a list of MPRB departments and divisions that are on the PAC</th>
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<td>ITS</td>
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<td>Strategic Planning</td>
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<td>Environmental Management</td>
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<td>Asset Management</td>
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<td>Design &amp; Project Management</td>
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This committee will be convened once construction documents are being reviewed/developed to ensure there is space for input and buy-in from the different sectors that are connected to building, maintaining, and accessing the new structures.

3b. Will a Community Advisory Committee be required for this project, program, or initiative? Y/N

4. Analysis:

4a. What questions will you be asking community to respond to in your outreach and engagement? There will be activities people can engage with for each question.

Friends of the Wildflower Garden & current garden users (staff, volunteers, teachers, young people):
- What façade materials would be the best option for new buildings or additions?
- What opportunities and uses do you envision for the visitor center?
- What design elements should be included in a new entrance design?

Park users and residents of adjacent communities (people who have most likely not heard of or been to the garden before):
- Have you heard of Eloise Butler Wildflower garden before?
- What elements would help you and others feel welcome to the garden?
- What resources or classes would be exciting to you if they were offered?
4b. How will your community engagement outreach, engagement, and methods make MPRB a more equitable system?
One of the Education Goals on page 7 in the Management Plan is to “increase efforts to reach underserved audiences by reducing barriers to participation such as lack of program awareness, language, and/or translation.” EBWG has begun building a relationship with the Harrison Neighborhood, a community that has a majority black and/or African American population. We aim to strengthen this relationship and learn how to better support a welcoming garden for Harrison residents and non-garden users this summer. Input gathered from Harrison residents will include both design elements and future programming opportunities. We will also engage the other surrounding neighborhoods, such as Bryn-Mawr, however, priority and focused engagement will be given to Harrison.

Additionally, the addition of an all-gender, family-friendly, and ADA-accessible bathroom will provide a more welcoming and accessible space for anyone visiting the garden.

5. Evaluation Summary: This section will be completed at one or more of the 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)

Milestone: Completion of engagement prior to concept plan approval

5b. 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.)

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

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

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

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

5g. What, if any, were the unintended outcomes of your CE Plan?

5h. Were there any barriers to successful implementation of your CE Plan?

5i. Were you adequately resourced, including staff support, expertise, and funding?
5j. If applicable, how can this project, program, or initiative, or MPRB continue to partner and deepen relationships with underrepresented communities?
The MPRB goal is to deepen the relationship with surrounding neighborhoods, specifically the Harrison Neighborhood in North Minneapolis through this community engagement project.