



**Date of Board P+C: April 22, 2020**

**Date of Board Approval (for CAC's only):**

**Date of Most Recent Update:**

*Please fill out this form if your project, program, or initiative includes community engagement beyond the "Inform" level. All Community Engagement Plans should be filed as Petitions and Communications with the MPRB Board of Commissioners and submitted to the MPRB Engagement Portal on SharePoint (A link to the Community Engagement Portal can be found at <https://minneapolisparcs.sharepoint.com/planning/SitePages/Home.aspx>.)*

**Staff Lead:** Julia Roessler

**Department or Division:** Planning Department, Design and Project Management Division

**Project Name:** Marcy Park Site Improvements Project (Phase 1)

**Engagement Level:** Consult (See Engagement Assessment attached)

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This plan serves as a guide for the community engagement process for the Marcy Park Site Improvements Project. 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. This is to be filled out before the CE Plan is submitted to the Board as a P+C. Please explain how they were engaged:**

This plan is being developed in collaboration with community stakeholder and MPRB staff input. Community stakeholders include Marcy-Holmes Neighborhood Council, Marcy Apartments, Marcy Park Student Housing Co-op, as well as youth-oriented communities and faith-based communities near Marcy Park. These stakeholder groups are in the process of being consulted in developing this plan, which is a living document. Community feedback is being used to shape the engagement process and plan.

## 1. Project Description

### 1a. Project Overview:

\$306,495 is available for Marcy Park Site Improvements (Phase 1) from the 2020 Capital Improvement Program. The Marcy-Holmes Neighborhood also has a substantial sum of unallocated Park Dedication fees available. (Currently \$1,496,900.30.) The Marcy-Holmes Neighborhood Organization has assembled a Park Dedication Task Force to evaluate and engage over where Park Dedication funds for the neighborhood are allocated and are actively meeting with Park Planning staff (Cliff Swenson and Jon Duesman) to target potential projects.

Marcy Park Site Improvements (Phase 1) may include the removal of the existing playground and pavilion. Other improvements might include replacing and realigning the internal pathways in the park, an off-leash dog park, a basketball court, a natural play area, and adding picnic areas in the park.

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

*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.*

### 1c. Project Timeline:

Community Engagement will move forward starting in April 2020. The remaining schedule is yet to be determined dependent upon the community engagement feedback.

### 1d. Project Funding:

<u>Capital Sources</u>	<u>Amount</u>	<u>Expiration</u>
2020 CIP	\$306,495	These funds do not expire; however, MPRB is obligated to use these funds by 2023.

<u>Supplemental Sources</u>	<u>Amount</u>	<u>Expiration</u>

<b>Park Dedication</b>	\$1,496,900.30 (Unallocated)	N/A
<b>Total:</b>	\$306,495	Unallocated Park Dedication Fees are not shown in the total.

**2. Project Data:**

**2a. What are the boundaries of the community engagement area?** Generally, the Marcy-Holmes Neighborhood is the overall community we are engaging, however Marcy Park is a small neighborhood park, so we’re focusing in on the neighborhood surrounding the park. We will inform the nearby recreation centers and neighborhood organizations of our engagement to include nearby interested community members.

**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.)*

The demographic information for the Marcy Holmes Neighborhood indicates that approximately 4.2% of the population is 17 years and younger, 3% is under 5 years, 3.8% is over 65 years of age, with the greatest population (92%) being 18-64 years of age, with the greatest concentration in the 18-24 year old population. The data regarding Race/Ethnicity shows that approximately 73.7% of persons are White, 6.7% are Black or African American, 4.9% are Two or more Races, 3.5% are Hispanic or Latino, and 10.4% are Asian or Pacific Islander. 96.6% of the population is English speaking. Disability (2013-2017) statistics designate 9.2% of the population as having a disability. 47.5% of the population has an income below the poverty level.

Source: Online 4/3/2020: MNCompass.org  
<http://www.mncompass.org/profiles/neighborhoods/minneapolis/marcy-holmes>

**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.

**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 understanding the existing and potential interest in using the park. Currently, the park doesn't see a lot of use. Extensive outreach is being conducted to stakeholder groups assist in identifying gaps and bringing as many voices as possible into our engagement process to identify priorities for the improvements.

**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.

<b>Project Stakeholder</b> <i>(students, ethnic communities, neighborhood groups, community leaders)</i>	<b>Outreach: How will you reach out to the stakeholder?</b> <i>(i.e. go to parks, neighborhood listserv, engage with cultural media)</i>	<b>Engagement: How will they participate?</b> <i>(i. e. online survey, focus group, community open house, intercept survey)</i>	<b>Reflecting Back: How will stakeholder groups be reflected back to about the project progress or outcomes?</b> <i>(Posted on project website, ribbon cutting, e-blast, site visit, celebration)</i>
Marcy-Holmes Neighborhood Council	Emails, website, social media and via survey. Alternative	Newsletters, Website, Social	E-blast, park sign, website updates, and

	virtual methods of meeting and interacting are being explored.	Media, Virtual Meetings	a grand opening celebration.
Marcy Apartments and Marcy Park Student Housing Co-op	Email, phone, posters, and survey.	Online survey, and alternative virtual methods of meeting and interacting are being explored.	E-blast, park sign, website updates, and a grand opening celebration.
Daycares, Private Schools, Youth, and Faith-based Organization Representatives – Varies	Email, phone, and survey.	Online survey, and alternative virtual methods of meeting and interacting are being explored.	E-blast, park sign, website updates, and a grand opening celebration.
Others as Identified	Project webpage, mailing list, project signs in the park. The neighborhood organization will assist.	Online survey, and alternative virtual methods of meeting and interacting are being explored.	E-blast, park sign, website updates, and a grand opening celebration.

**If needed, describe the outreach, engagement, or reflection methods you will use that are referenced above:**

**3a. Advisory Committees:**

<b>Project Advisory Committee:</b> This roster is a list of MPRB departments and divisions that are on the PAC
<u><i>Project Advisory Team</i></u>
Staff will convene a PAC of MPRB staff. The PAC will provide technical insight into the existing conditions within the park and assist with understanding community needs and program needs, to help prioritize the proposed site improvements associated with the project. The PAC will include members from the following departments:
MPRB Recreation Division (Recreation Service Area Mgr.)
MPRB Environmental Stewardship Division (Forestry, Asset Management, Environmental Management, and Gardeners Departments)
MPRB Community Outreach and Access
MPRB Park Police
MPRB Marketing and Communications
MPRB Planning Staff

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

Not at this time.

**If yes, complete the following section.**

**CAC Charge:**

- To make recommendations about the project to the MPRB Board of Commissioners
- To reach out to the community about the project
- To abide by the CE Policy

<b>CAC Composition Goals:</b>	Appointers and the CAC Selection Committee should appoint individuals that represent one or more of the identities/perspectives listed below to ensure diversity on the CAC. This is not an exhaustive or conclusive list, and categories should be based on self-identification, and not assumption.
Racial/Ethnic Diversity	
Generational Diversity	
Socioeconomic Diversity	
Linguistic Diversity	
Diversity of interests	
Gender Diversity	
Other:	

<b>CAC Selection Committee Roster:</b> <i>This roster of groups and individuals that are participating in the CAC appointment process for the project, program, or initiative</i>

<b>Community Advisory Committee:</b>	
<b>Committee Recommended Slate</b>	<b>Board Approved Slate</b>



**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?**

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

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

**5h. Were you adequately resourced, including staff support, expertise, and funding?**

**5i. If applicable, how can this project, program, or initiative, or MPRB continue to partner and deepen relationships with underrepresented communities?**





**Date of Board P&C: April 22, 2020**

**Community Engagement Assessment**

*Please fill out this form if your project, program, or initiative includes community engagement. All Community Engagement Assessments should be filed as Petitions and Communications with the MPRB Board of Commissioners and submitted to the MPRB Engagement Portal on SharePoint.*

**Staff Lead:** Julia Roessler

**Division/Department:** Planning Department, Design and Project Management Division

**Level of Engagement:** Consult

**Project, Program, or Initiative Name:** Marcy Park Site Improvements Project (Phase 1)

**Project Description (100 words recommended):**

The Marcy Park Site Improvements Project (Phase 1) will be guided directly by the East of the River Master Plan (ERMP), that was approved on March 27, 2019 by the Minneapolis Park and Recreation Board (MPRB) of Commissioners.

MPRB is seeking input from the community in 2020 about prioritizing improvements within the park that fit into our available funding. This engagement effort is aimed to gather community input to develop concept plans for improvements based on the preferred plan for Marcy Park developed as part of the ERMP.

*Review the criteria to determine the level of engagement that your program, project, or initiative falls under. Provide an explanation of how your project meets the criteria in the Justification section below.*

*(Continues on the next page.)*

Level of Engagement	Inform	Consult	Involve	Partner
<b>Engagement Goal</b>	To provide stakeholders with factual, accessible, balanced, and timely information to help them understand the project, program, or initiative.	To obtain stakeholder feedback on project, initiative, or program analysis, alternatives, or decisions.	To work directly with stakeholders throughout the process to ensure that perspectives are consistently understood, considered, and reflected in project, program, or initiative decisions.	To partner with stakeholders in each aspect of decision making in order to develop and implement collaborative project, program, or initiative solutions.
<b>Criteria to Determine Level of Engagement</b> (Which level of engagement best describes your project?)	<ul style="list-style-type: none"> <li>• This is a decision that should be based on technical, operational, or safety constraints only.</li> <li>• This is a project, program, or initiative that does not result in a change in the type, location, or extent of the current facility or service.</li> </ul>	<ul style="list-style-type: none"> <li>• This project takes place in a park that has been master planned.</li> <li>• This a new city-wide initiative or program.</li> <li>• This is a new public policy or public policy update.</li> <li>• The outcome is likely to change based on community input.</li> </ul>	<ul style="list-style-type: none"> <li>• This project requires a CAC.</li> <li>• This project does not have other policy guidance such as an existing master plan or public policy.</li> </ul>	<ul style="list-style-type: none"> <li>• This program, project, or initiative is being developed in partnership with another agency or organization.</li> </ul>
<b>MPRB Promise</b>	MPRB will keep you informed.	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.	We will work with stakeholders for advice and innovation in formulating solutions and to 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 overall success of the partnership.
<b>Examples of project types</b>	Repaving a parking lot, cutting down a tree, beach or	Approved master plan design implementation, city	Master plans, any process that includes a formal public body	Jointly owned and/or operated facilities, co-creation,

	swimming pool closures, ADA improvements, rehab	or service area wide program development, public policy development, Participatory Project Scoping	making recommendations.	public/private partnership, community led projects.
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*This engagement grid was adapted from the IAP2 International Federation 2014 Public Participation Spectrum.*

**Justification (100 words recommended):** *Please explain how your project meets the criteria in the Engagement Grid on pg. 2. Provide a justification for each criterion corresponding to the Level of Engagement that will guide your project.*

A consult level of engagement is recommended, based on the MPRB’s Community Engagement Policy, because the project is advised and will be based on the approved ERMP. During our engagement efforts for the Marcy Park Phase 1 Site improvements Project, we now will seek-out input about priorities, program, and more detailed design elements, to inform the function and aesthetic of the final designs.

**For projects, programs, or initiatives that fall under the Inform category of engagement:** what are your planned methods for informing the public? (i.e. posting on a project website, GovDelivery email blast, flyer onsite, multi-lingual and/or graphic information) *You do not need to answer this question if you are completing a CE Plan.*