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://minneapolisparks.sharepoint.com/planning/SitePages/Home.aspx.)

Staff Lead: Carrie Christensen

Department or Division: Strategic Planning

Project Name: East Bank Park Implementation Strategy

Engagement Level: Consult (See Engagement Assessment attached)

This plan serves as a guide for the community engagement process for the (insert project, program, or initiative name here). 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 (insert level of engagement here) 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:
The St. Anthony Falls Heritage Board reviewed the draft CE Assessment and Plan

1. **Project Description**

1a. Project Overview:

The Minneapolis Park & Recreation Board owns and manages substantial assets on the East Bank of the Mississippi River including Main Street, Upper and Lower Father Hennepin Bluffs, Nicollet Island, and the trail system. Many of the assets need major capital repair or replacement. In addition, public use of the East Bank continues to grow and diversify.

The Park Board has very limited access to funds in comparison to the magnitude of capital investment demands that exist or are envisioned for the East Bank. Reconstruction needs are daunting, ongoing
operational costs are high and many sensitive historic assets must be carefully addressed in whatever is
done. However, allowing public assets so important to so many to decline is not an option. A thoughtful,
smart approach is required.

The Park Board is going to coordinate with the Mississippi Watershed Management Organization, local
businesses, the neighborhood, the City of Minneapolis, the St. Anthony Falls Heritage Board, and
Hennepin County on aspects of the project.

To address East Bank investment demands, the Park Board is embarking on a comprehensive East Bank
Park Implementation Strategy that will build from the park master plan and include a:

- Asset Inventory
- Project Prioritization
- Preliminary Phasing Strategy
- Capital Sources & Uses Strategy
- Operating Model

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?):

2007 MPRB Comprehensive Plan

GOAL: Parks shape an evolving city.

    Strategy: Provide a well-maintained, safe, and continuous trail system, giving priority to
    completing the “missing link” of the Grand Rounds Parkway, and providing trail connections in
    north and northeast Minneapolis.

GOAL: Park facility renewal and development respects history and focuses on sustainability, accessibility,
flexibility, and beauty.

    Strategy: Implement a sustainable, long-term renewal plan based on a complete inventory of
    the system, life-cycle cost analysis, and condition assessment of all park facilities.

1c. Project Timeline:

December 2020: Project scoping

Jan-Feb 2021: Asset Inventory

March-May:
- Draft Project Prioritization
- Preliminary Phasing Strategy
- Capital Sources & Uses Strategy
- Operating Model
### 1d. Project Funding:

<table>
<thead>
<tr>
<th>Capital Sources</th>
<th>Amount</th>
<th>Expiration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nicollet Island and East Bank Trail and Connectivity Improvements</td>
<td>$550,000</td>
<td>2021</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supplemental Sources</th>
<th>Amount</th>
<th>Expiration</th>
</tr>
</thead>
<tbody>
<tr>
<td>St Anthony Falls Heritage Board grant</td>
<td>$31,000</td>
<td>2021</td>
</tr>
</tbody>
</table>

**Total:**

### 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)*

This is a regional park that serves not only the adjacent neighborhoods, but also the region as one of the most popular tourist destinations. The neighborhoods adjacent to the project area are: Nicollet Island East Bank; St. Anthony West; and Marcy Holmes. The businesses along Main Street is another key engagement area.
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 following demographics are from the City of Minneapolis as a whole from MN Compass and the 2015-19 American Community Survey.

Race and Ethnicity:

<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>63.6%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>18.9%</td>
</tr>
<tr>
<td>American Indian and Alaskan</td>
<td>1.1%</td>
</tr>
<tr>
<td>Native alone</td>
<td></td>
</tr>
<tr>
<td>Asian or Pacific Islander</td>
<td>5.9%</td>
</tr>
<tr>
<td>Other alone</td>
<td>0.2%</td>
</tr>
<tr>
<td>Two or more races alone</td>
<td>4.2%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>9.6%</td>
</tr>
</tbody>
</table>

Language: 22% of the population of Minneapolis speaks a language other than English at home.

Age: Approximately 33% of the population is under 18. Approximately 25% of the population is over 55.

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:

A park master plan for the Central Riverfront including the East Bank was adopted by the Park Board in 2015. The master plan, which included substantial community engagement, identifies many ideas for East Bank improvement such as trail enhancement/completion through several tricky areas between the Stone Arch Bridge and BF Nelson Regional Park. The first tangible investment in the East Bank resulting from the master plan will be in Upper Father Hennepin Bluffs Park is underway.

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

The Park Board is going to coordinate with the Mississippi Watershed Management Organization, local businesses, the neighborhood, the City of Minneapolis, the St. Anthony Falls Heritage Board, and Hennepin County on aspects of the project. The Park Board intends to keep the St. Anthony Falls Heritage Board central to the process of creating the strategy and requests funding partnership specifically with asset inventory of the East Bank Interpretive Trail aspect of the work. MPRB will coordinate with Hennepin County on an implementation plan and design for the Seam, a trail gap in the
project area that is in the CIP. There are several natural and historic resources in the project area that require not only investment, but long-term maintenance and operations strategies to protect and preserve.

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:

- Evaluate success and measure community impact of existing programs, services or facilities.
- Gain stakeholder insight and perspective regarding development of a new program, service or facility.
- Proactively identify or explore park and recreation trends or ideas.
- Determine essential services to be provided for a community or park area.
- Query stakeholders when proposing or revising policy.
- Resolve persistent conflicts or problems.
- Educate or inform the public on proposed changes, initiatives and projects.
- Reflect on projects, programs and initiatives after adoption by the Board or report on how community input has been integrated.
- 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 listserv, engage with cultural media)</th>
<th>Engagement: How will they participate? (i.e. online survey, focus group, community open house, intercept survey)</th>
<th>Reflecting Back: How will stakeholder groups be reflected back to about the project progress or outcomes? (Posted on project website, ribbon cutting, e-blast, site visit, celebration)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjacent property owners</td>
<td>Emails, phone calls, and one-on-one meetings (virtual)</td>
<td>Project introduction documentation and draft Implementation strategy feedback</td>
<td>Final strategy document shared on project website and by email</td>
</tr>
<tr>
<td>Adjacent businesses</td>
<td>Emails, phone calls, and one-on-one meetings (virtual)</td>
<td>Project introduction documentation and draft Implementation strategy feedback</td>
<td>Final strategy document shared on project website and by email</td>
</tr>
<tr>
<td>Neighborhood Organizations</td>
<td>Present to neighborhood organization and/or board</td>
<td>Project introduction documentation and draft Implementation strategy feedback</td>
<td>Final strategy document shared on project website and by email and coordination with County on Seam design</td>
</tr>
<tr>
<td>Park users</td>
<td>Project website and coordination with County on Seam design</td>
<td>Coordination with County on Seam design</td>
<td>Final strategy document shared on project website and coordination with County on Seam design</td>
</tr>
<tr>
<td>---------------------------------------------------------</td>
<td>------------------------------------------------------------</td>
<td>----------------------------------------</td>
<td>---------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Residents</td>
<td>Project website and coordination with County on Seam design</td>
<td>Coordination with County on Seam design</td>
<td>Final strategy document shared on project website and coordination with County on Seam design</td>
</tr>
<tr>
<td>MPRB tenants and partners in project area</td>
<td>Emails, phone calls, and one-on-one meetings (virtual)</td>
<td>Project introduction documentation and draft Implementation strategy feedback</td>
<td>Final strategy document shared on project website and by email</td>
</tr>
<tr>
<td>Bike and Ped Community</td>
<td>Coordination with County on Seam design</td>
<td>Coordination with County on Seam design</td>
<td>Coordination with County on Seam design</td>
</tr>
<tr>
<td>MPRB Board of Commissioners</td>
<td>Project website and Community Engagement Assessment and Plan</td>
<td>Study item to provide overview of Implementation Strategy draft</td>
<td>Study item to provide overview of Implementation Strategy draft</td>
</tr>
</tbody>
</table>

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

For information on coordination on the Seam engagement and design with the County visit https://www.hennepin.us/hennepin-and-first. An agreement formalizing the shared project scope with Hennepin County is in development and will be brought to MPRB Board of Commissioners for review and approval.

3a. Advisory Committees:

**Technical Advisors:** This roster is a list of agencies and groups that will advise on the technical aspects of the project

- Hennepin County
- City of Minneapolis
- St. Anthony Falls Heritage Board
- Downtown Improvement District
- Friends of the Mississippi River
- Mississippi Watershed Management Organization

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

- Asset Management
4. **Analysis:**

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

The project has two components: the Seam design and the Implementation Strategy development. The Implementation Strategy development is a technical process driven by and based on an asset inventory, budgeting, partner and project coordination in terms of time and scope, and phasing plan. The Implementation Strategy engagement will be guided by the following framework:

- **Step 1:** Project overview to all stakeholders and advisors
- **Step 2:** Inventory of stakeholder needs, concerns, questions, aligned projects and capital or operational investments, and hopes
- **Step 3:** Share draft implementation recommendations, phasing plan, capital sources & uses, and operating pro forma for feedback.

The Seam design coordination will be in collaboration with Hennepin County through the Hennepin and First roadway improvement project. For information on coordination on the Seam engagement and design with the County visit [https://www.hennepin.us/hennepin-and-first](https://www.hennepin.us/hennepin-and-first)

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

The project area has an extra-ordinary investment demand, landscape & land use complexity, and local business & resident reliance on Main Street as a corridor and destination. Due to the high visitation rates of the project area as a popular tourist and resident destination district, improvements to the project area are critical to operating an equitable system.

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)

When draft strategy is presented to the Board for adoption.

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?

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?