

Blueprint For Equitable Engagement

HECE City Council Committee

March 23rd, 2015

Blueprint for Equitable Engagement

What is it?

Equity is fair and just opportunities and outcomes for all people.

The Blueprint for Equitable Engagement is a multi-year strategy to ensure an innovative and equitable engagement system for the City of Minneapolis.

Focus areas:

1. Neighborhood Organizations
2. City Boards and Commissions
3. City Department Engagement



What is the Vision?

Innovative, just and fair engagement that connects residents and government to achieve the One Minneapolis goal: Disparities are eliminated so all Minneapolis residents can participate and prosper

Why Do We Need To This?

- The city of Minneapolis is growing and becoming more diverse
- To eliminate inequities, the City and community must work together
- Inclusive and equitable participation meets people where they are to ensure that all community voices are sought and valued and that decisions reflect the community

Why Do We Need To Do This?

Purpose

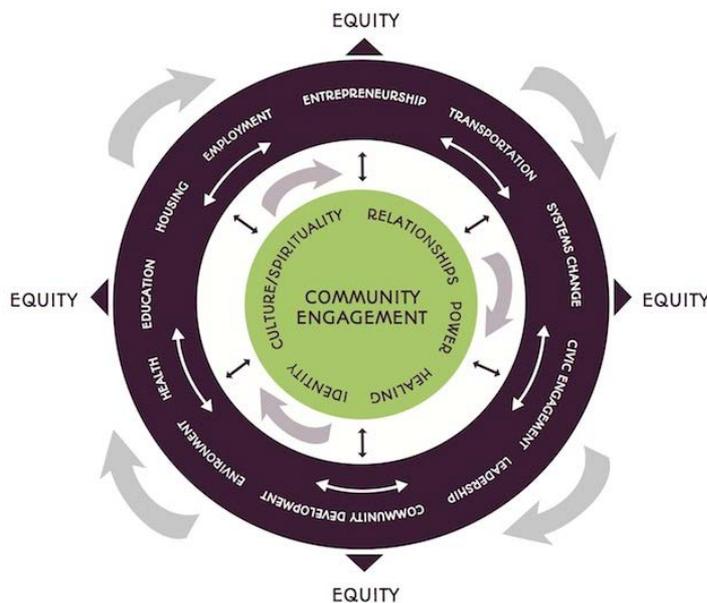
1. Build capacity for people to participate.
2. Ensure broad inclusion in decision-making, program development and service delivery.
3. Recruit, train and appoint people of color, including people with disabilities to neighborhood and city advisory boards to ensure accurate representation of the city's diverse communities

Results

1. Greater understanding of issues and opportunities
2. Expanded capacity to address equity with community partnerships
3. Increased community capacity
4. Increased decision making capacity to address equity
5. Transparency
6. Accountability

What is the role of community engagement with achieving equity?

IMPACTS OF COMMUNITY ENGAGEMENT MODEL

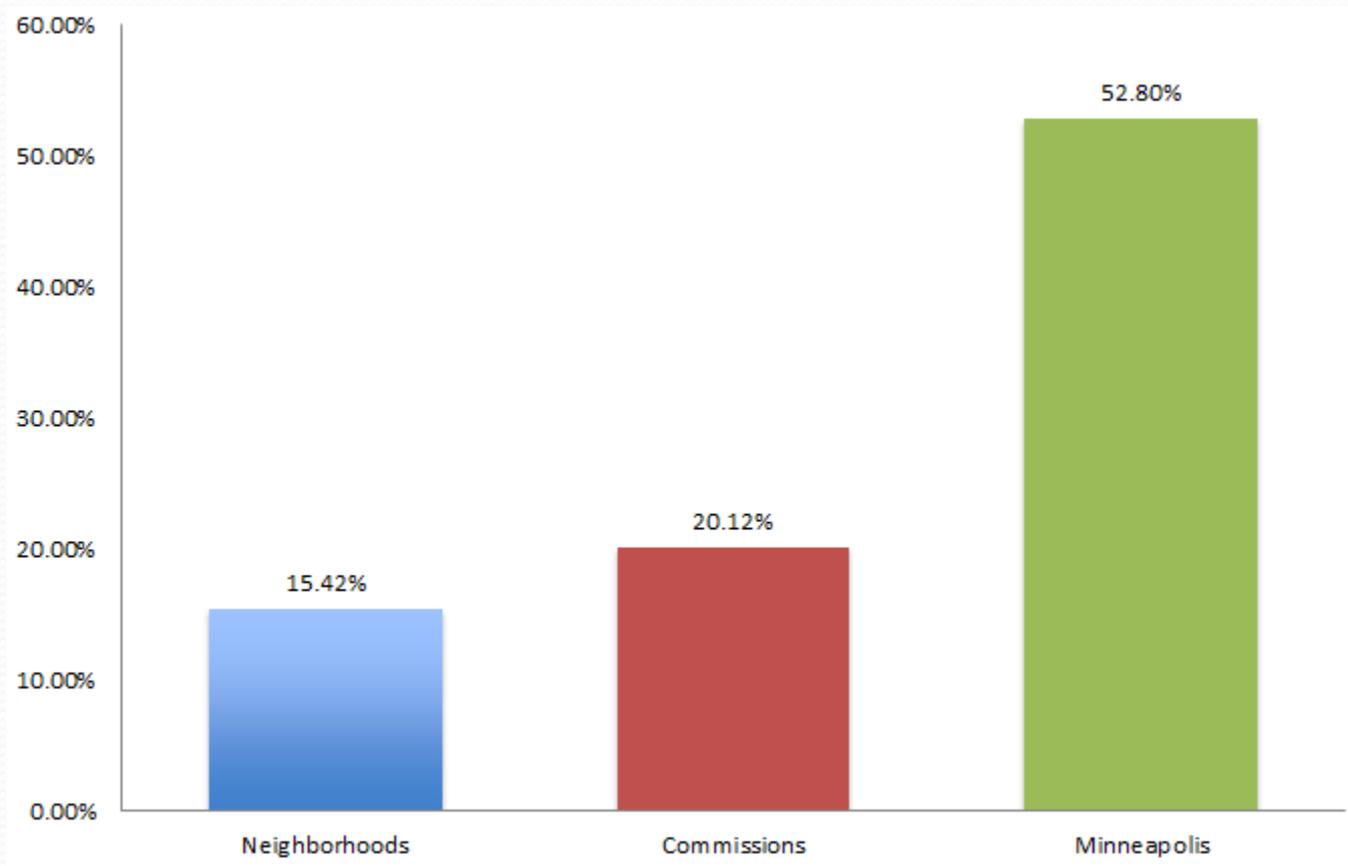


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- Community engagement informs discussions on equity
- Barriers, issues and opportunities are defined by community
- Formulates partnerships with community to address disparities

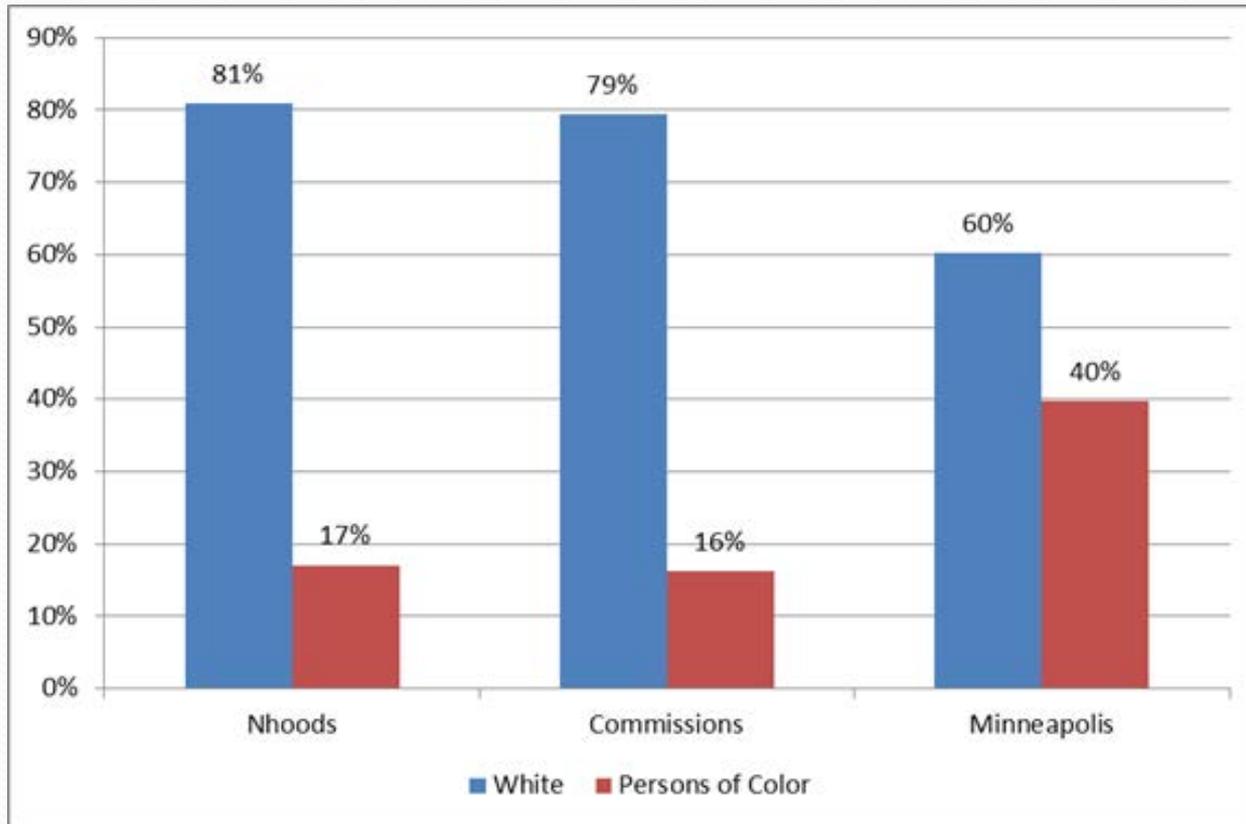
Where are we now?

Renter Participation in Neighborhood Boards and City Commissions compared to Minneapolis



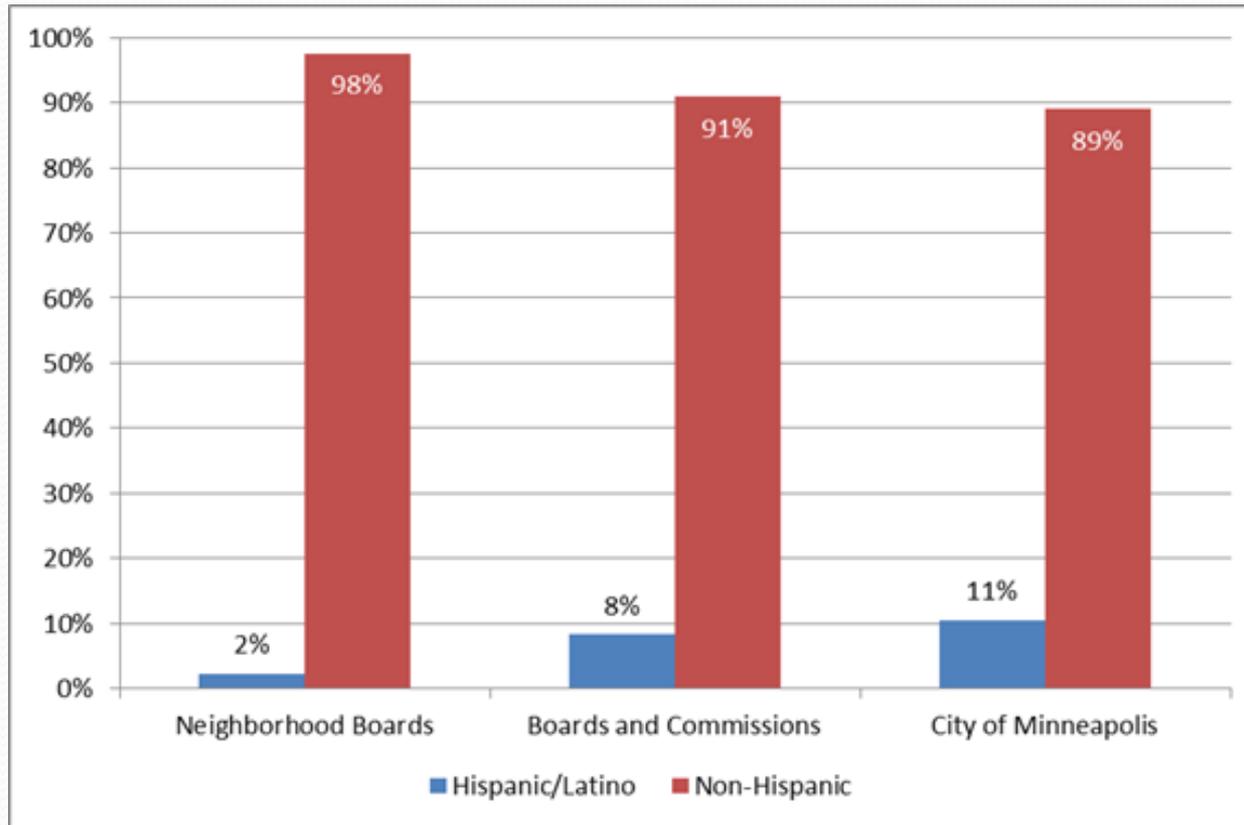
Where are we now?

Participation by persons of color in Neighborhood Boards and City Commissions



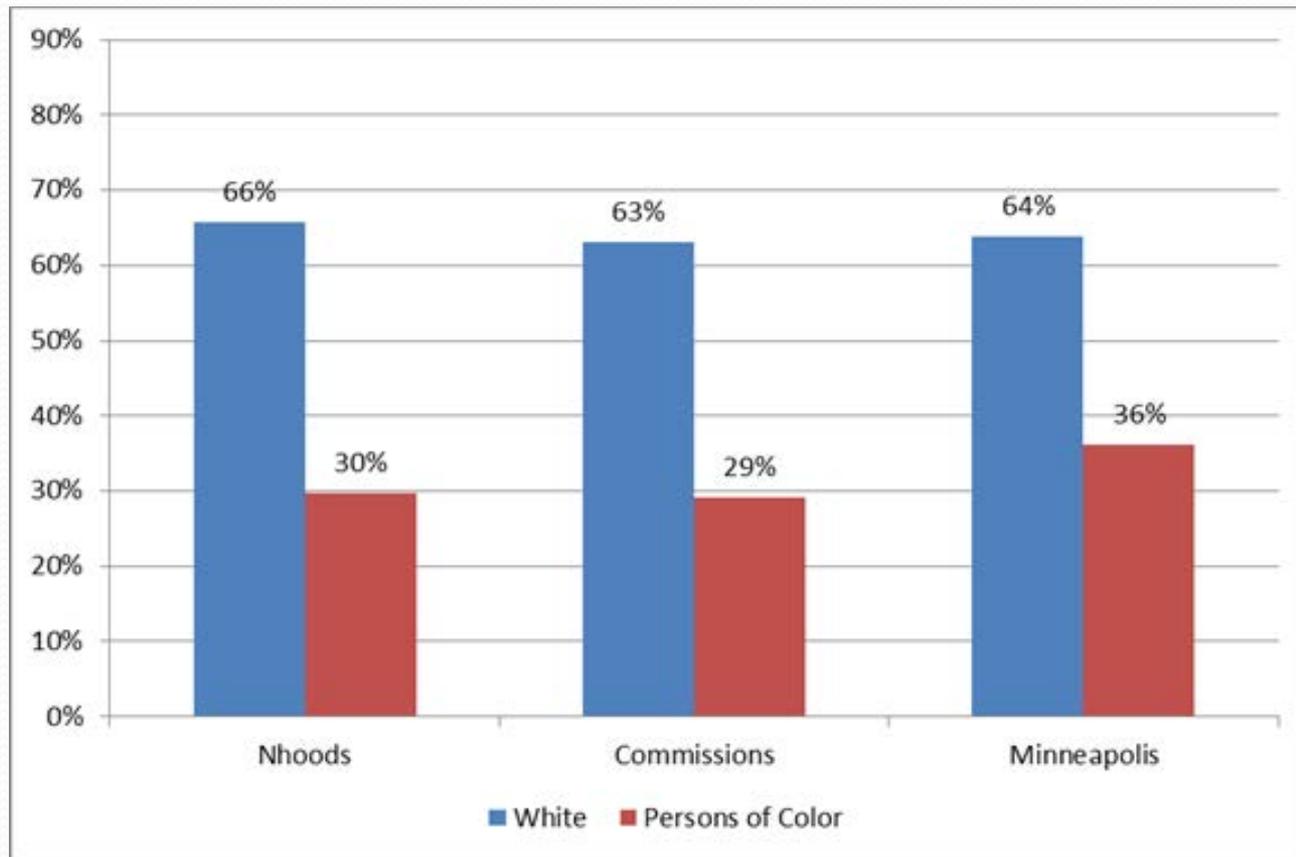
Where are we now?

Participation by Hispanic/Latino in Neighborhood Boards and City Commissions



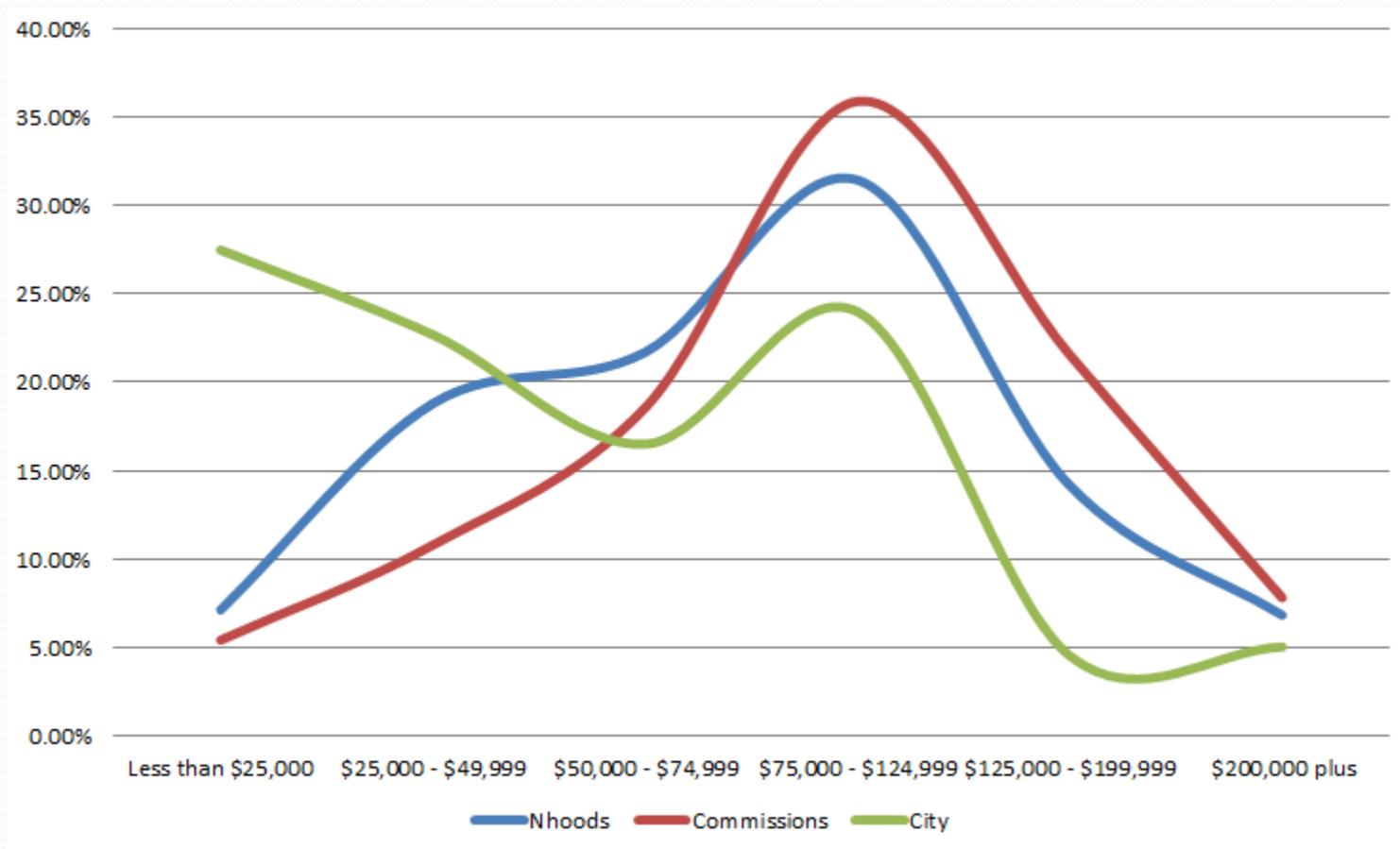
Where are we now?

Changing one or two people per board gets to this picture...



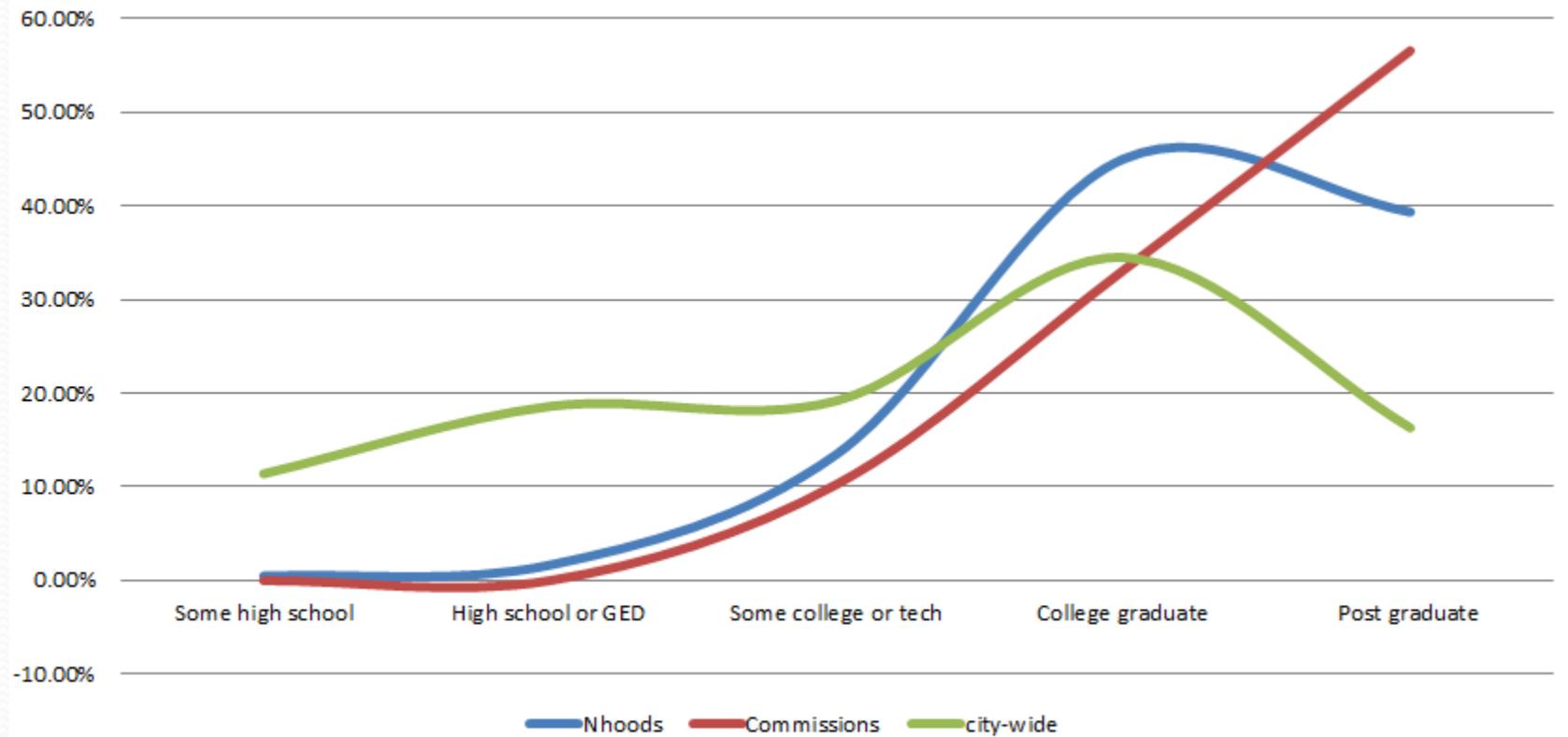
Where are we now?

Participation on Neighborhood Boards and City Commissions by Household Income



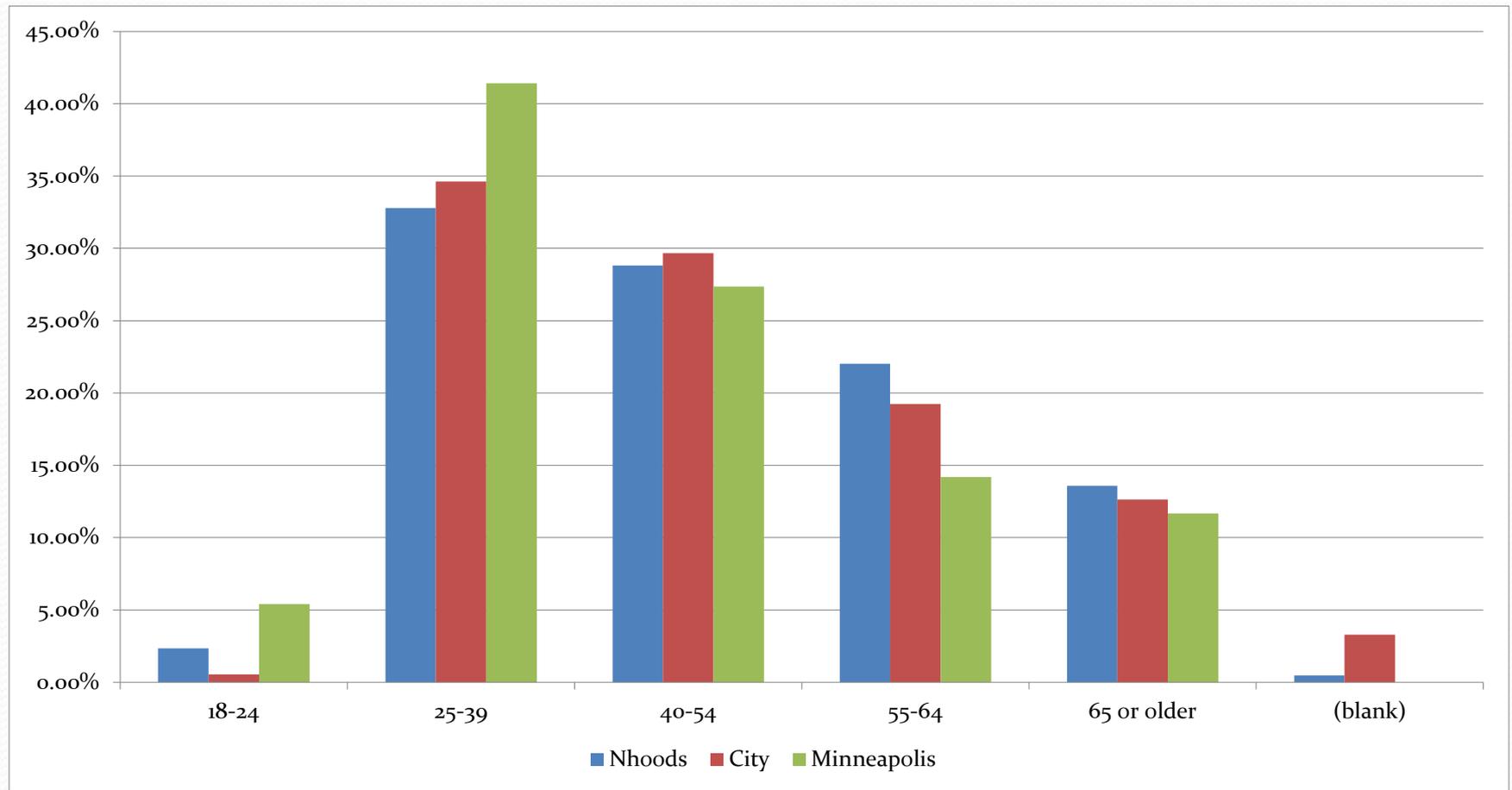
Where are we now?

Participation by Formal Education, Neighborhood Boards and City Commissions



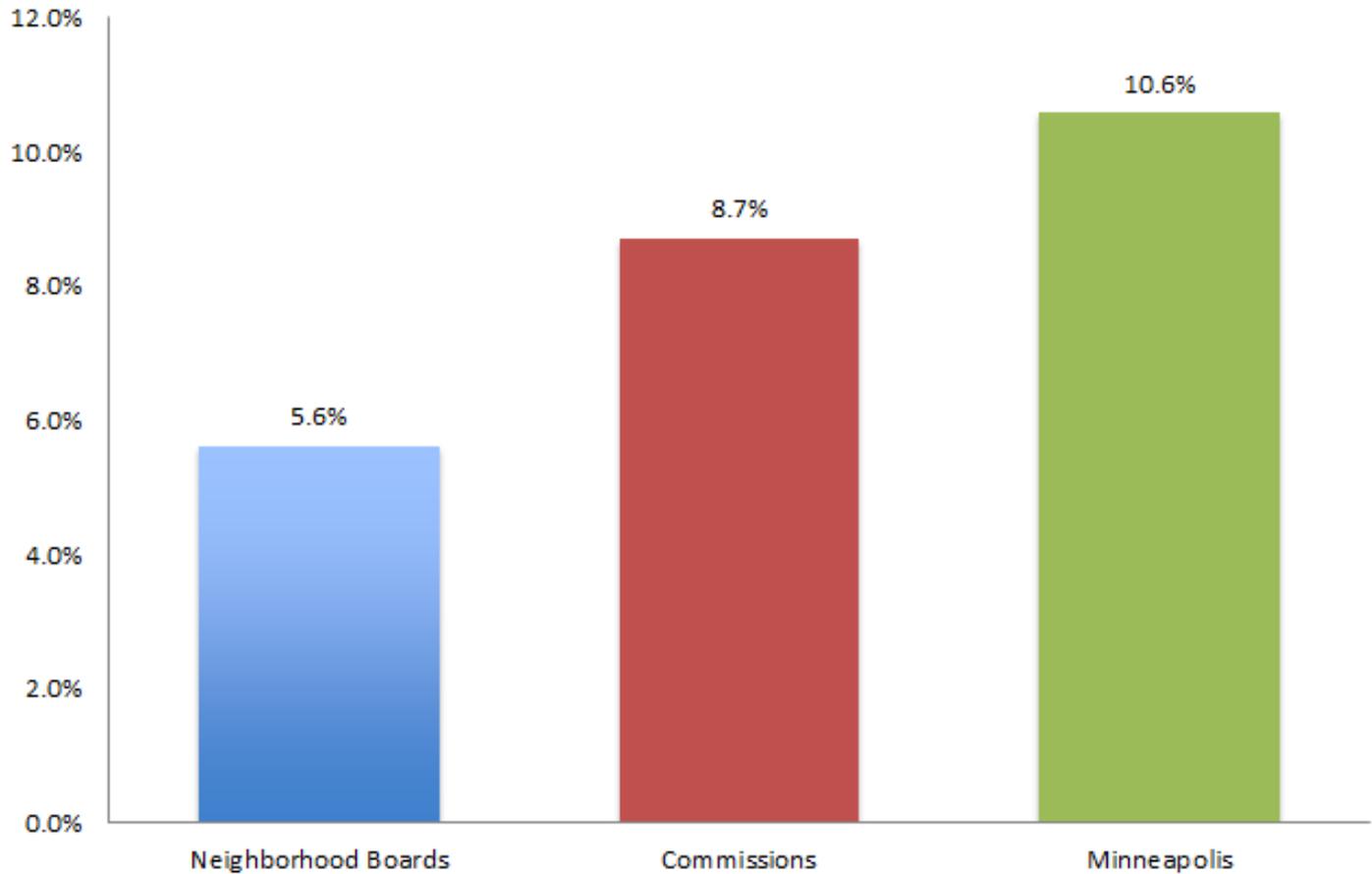
Where are we now?

Participation by Age Cohort, Neighborhood Boards and City Commissions



Where are we now?

Participation of disability, Neighborhood Boards and City Commissions



Work Completed To Date

- 19 focus groups
- Streamlined Appointment Process for City Boards and Commissions
- City Academy
- BCLI and other Community Partnerships
- Boards and Commissions Diversity Surveys 2014
- Neighborhood Board Survey 2014
- Community Connections Conference
- Mn Dream Act
- ADA Program and Services Evaluation (2015)
- Neighborhood Program Evaluation (2015)

Objective 1

Neighborhoods 2020: Clarify Role and Expectations of Neighborhood Organizations with Measurable Performance Standards

1. Evaluate and clarify City expectations of neighborhoods
2. Update/develop supportive policy framework
2. Encourage and incentivize equitable and creative community engagement and cultural outreach through financial and program funding

Objective 2

Expand Cultural Engagement Strategies with Defined Outcomes

1. Expand successful cultural engagement strategies comprehensively across racial communities
2. Integrate and better align existing NCR program and staff to support alignment between neighborhood and cultural engagement
3. Support innovation and testing of new engagement tools and techniques
4. Recognize value of cultural engagement at the same level as neighborhood organizations

Objective 3

Increase Capacity with Community Partnerships

1. Expand partnership with CURA to align resources and programming
2. Expand partnerships with funders to align resources and programming such as McKnight, Minneapolis Foundation, etc.
3. Support and expand leadership development programs for communities of color with community partners
4. Seek out and support grant opportunities for new or existing initiatives

Objective 4

Ensure Principled-Based Community Engagement for the City Enterprise

1. Provide training and support for the spectrum of engagement
2. Examine board and commission operating practices from a cultural context and make recommendations that support sustaining greater diversity.
3. Increase accessibility of City meetings (time and location)
4. Support City Clerk's office with policy and ordinance changes that recruit, train and appoint people of color, including people with disabilities to city advisory boards to ensure accurate representation of the city's diverse communities
5. Evaluate current engagement practices of City departments and make recommendations on improvements

Objective 5

Evaluate and Celebrate Progress

1. Support an independent, peer supported recognition system that celebrates best practices among neighborhood organizations
2. Expand reporting mechanisms for neighborhood work
3. Identify new measures for tracking community engagement activities and impact
4. Conduct periodic evaluations using external evaluators

Creative CityMaking

Purpose

- Uses art resources and practices
- Design and test new interfaces between City and community
- Facilitates community engagement with new tools for engaging under-represented communities

Outcomes

- Creative cultural engagement techniques and tools for neighborhood organizations to increase inclusion
- Creative messaging of the value and purpose of the Blueprint for Equitable Engagement

Next Steps

- HECE Update March, 2015
- Finalize Blueprint Framework March, 2015
- Finalize Implementation Timeline March, 2015
- Community Review and Feedback April/May, 2015
- NCEC Final Review June, 2015
- HECE Review and Approval July, 2015
- Implementation Ongoing