

**City of Minneapolis**  
**Request for Committee Action**

**To:** Health, Environment & Community Engagement  
**Date:** 4/4/2016  
**From:** Neighborhood and Community Relations Department  
**Prepared by:** Ayianna Kennerly and Stacy Sorenson  
**Presented by:** David Rubedor, Ayianna Kennerly and Stacy Sorenson  
**File type:** Receive & File

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**Subject:**  
Blueprint for Equitable Engagement

**Description:**  
Receiving the Blueprint for Equitable Engagement - a 5-year plan to ensure an innovative and equitable engagement system for the City of Minneapolis

**Previous Actions:**  
None

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**Ward/Address:**  
All Wards

**Background/Analysis:**  
NCR firmly believes that the involvement of all residents is essential to creating a better Minneapolis. We believe that the entire community benefits when everyone has access to information, programs, services and decision-making.

To that end, this Blueprint is designed as a roadmap that will be used to better achieve the department's mission, "Engaging Communities for a Better Minneapolis" and the City's One Minneapolis goal. The Blueprint includes five multi-pronged strategies for promoting and increasing participation, and relies on a data-driven approach to track progress toward this goal. The Blueprint espouses a spectrum of public participation model originally developed by the International Association of Public Participation (IAP2). The IAP2 model demonstrates the varying levels of required participation, depending on the goals, time frames, resources and levels of public concern or interest in the decision.

The Blueprint is the result of two years' work by the NCR Department and the Neighborhood and Community Engagement Commission (NCEC). Outreach efforts included nearly two-dozen focus groups with cultural communities and neighborhood organizations. The Blueprint was originally sent out for public comment in May of 2015. Based on the feedback from the NCEC and the community, significant revisions were made, including making the document easier to read and using more collaborative language. A second review and comment period was initiated in October of 2015. The revised Blueprint received favorable reviews, and the NCEC approved the document of January 26, 2016.

Initial work on implementing the Blueprint's strategies has already begun. Strategies for working with distinct cultural communities are being codified and shared with other City Departments. Work with neighborhood organizations is being expanded through Learning Labs and NCR-supported efforts focusing, for example, on tenants' rights. Increased diversity on City boards and commissions is being bolstered by building the applicant pool

and assisting new commissioners once they take office. Finally, City departments are receiving assistance with their engagement efforts from NCR and through NCR-sponsored community dialogues, which bring City staff out cultural communities for structured conversations.

NCR is committed to ensuring that the Blueprint for Equitable Engagement does not become report that languishes on the shelf, but instead is a living document – one that is consulted often, modified when necessary, and most importantly, discussed often.

**Financial Review:**

No financial impact.

**Attachments**

1. Blueprint for Equitable Engagement document
2. Blueprint for Equitable Engagement PowerPoint presentation