

CITY OF MINNEAPOLIS

# Blueprint For Equitable Engagement

Health, Environment and Community Engagement

April 4, 2016

# Blueprint for Equitable Engagement

## What is it?

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

Equitable Community Engagement 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 Do This?

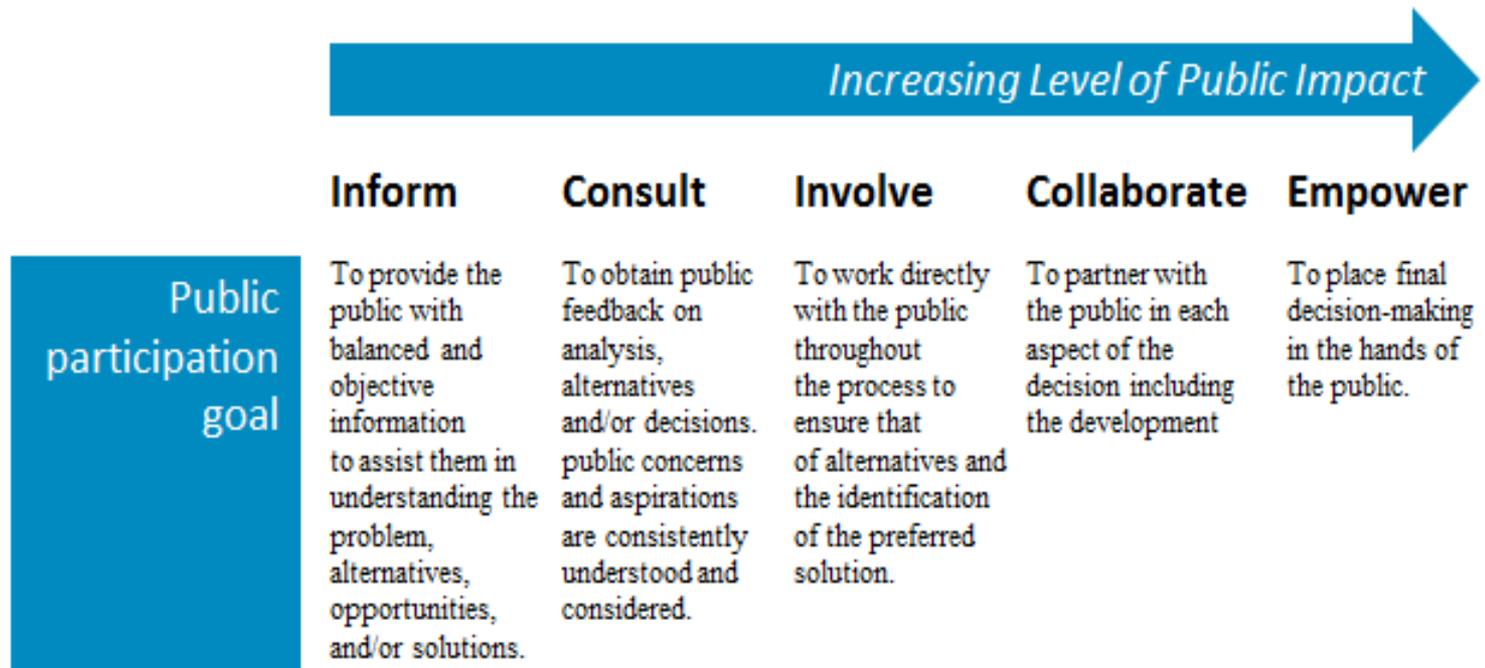
## Purpose

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

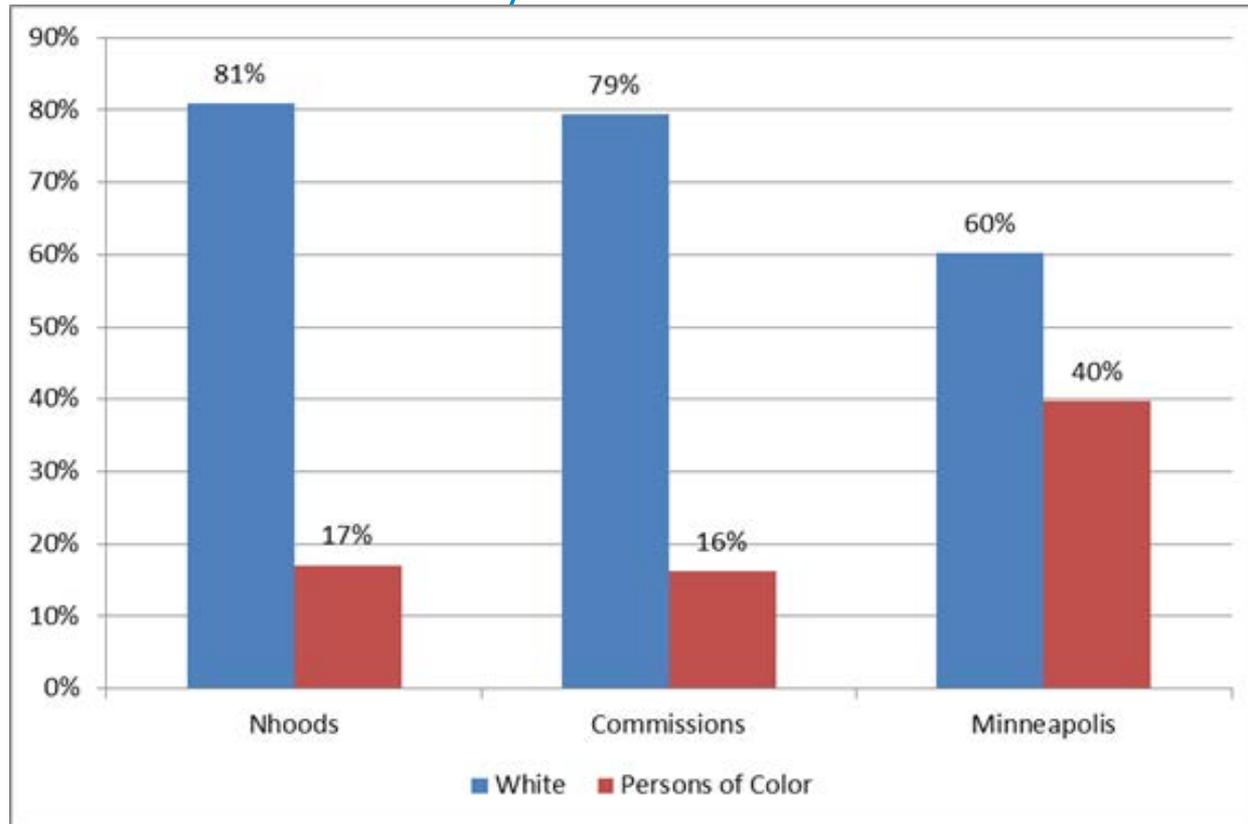
1. Greater understanding of issues and opportunities
2. Expanded capacity to address equity with community partnerships
3. Increased community capacity
4. Increased decision making capacity to address equity
5. Transparency
6. Accountability

# Using IAP2 Model



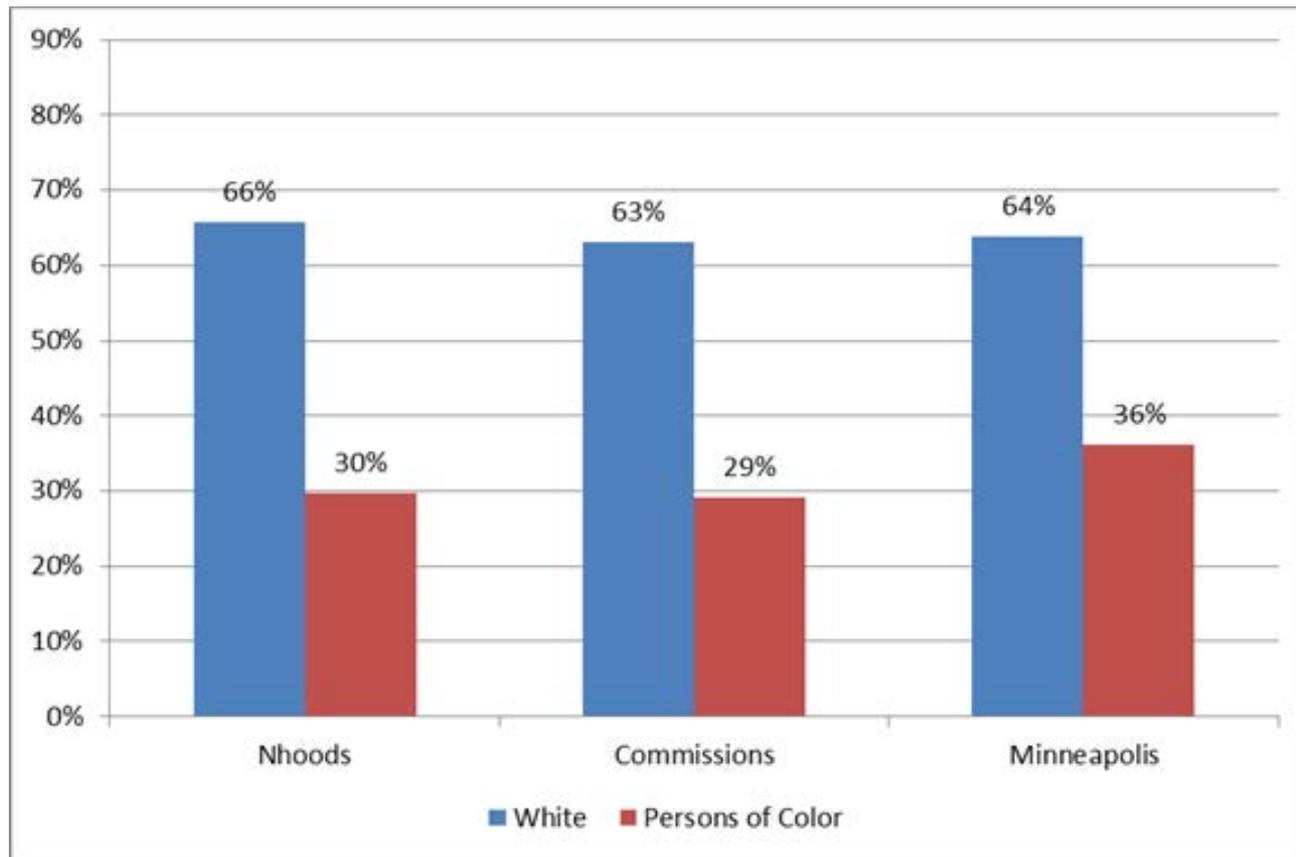
# Diversity of Neighborhood Boards and City Commissions

Where Are We Now? Participation by persons of color in Neighborhood Boards and City Commissions



# What Board Representation Could Look Like

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



# Blueprint Timeline

- Summer/Fall 2014 Focus Groups
- Fall 2014 NCEC Review & Provide Blueprint Feedback
- January 14, 2015 NCEC Review of Blueprint
- May 19<sup>th</sup>, 2015- First 45 Day Review and Comment Period
- October 16<sup>th</sup>, 2015- Second 45 Day Review and Comment Period
  - October-November 2015, NCR's Access and Outreach Team will circle back with cultural groups for their review of the revised document.
  - October-November 2015, Three Blueprint Open Houses ([Rev. Dr. Martin Luther King Jr. Park](#)), Farview Park and Crown Roller Mill Building
- Tuesday, January 26, 2016: NCEC Approves Blueprint

# 2014 Focus Groups

- African American
- Latino
- Minneapolis Advisory of People with Disabilities
- Senior Advisory Committee and the Senior Skyway Center
- One Minneapolis Fund Grantees
- Neighbors Organizing for Change (NOC)
- OAP and it's collaborative partners (including Nexus)

# 2014 Focus Groups

- Metropolitan Urban Indian Directors
- SE Asian Community Organizations—Cambodian, Lao & Hmong
- East African Community Organizations
- LGBTQ Community (2)
- Renter Community
- Youth Organizations—Urban Scholars, Youth Care MN & Youth Congress
- Neighborhood Organizations by way of NCEC (3)

# Resident Feedback

- Develop a consistent way of handling public participation across all City departments
- Be more culturally sensitive when doing public participation
- Work better with Neighborhood Organizations to clarify their role in the public participation process
- Recognize the current engagement efforts of neighborhood organizations; and
- Define other avenues for people to get involved

# Blueprint for Equitable Engagement Strategies

1. Expand Community Engagement Strategies
2. Support Inclusive, Vibrant and Effective Neighborhood Organizations
3. Increase the Capacity of NCR's Community Engagement Efforts by Working with Community Partners
4. Ensure City Departments are Well Equipped to Conduct Effective Public Participation
5. Evaluate and Celebrate Success

# 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

# Current Work with Departments

## Workplace Partnership Group support

- Designed inclusive engagement model
- Additional general sessions for expanded community participation
- Cultural specific sessions for underrepresented groups
- Language access support, providing translations and interpretation

## MDP Body Cameras Discussion

- Multiple strategies for reaching different communities
- Allow sufficient time for input/engagement
- Language access support, providing translations and interpretation

## Community Dialogues

- Brings City staff into cultural communities to learn about values and partnership opportunities

# Current Work with Neighborhood Organizations

## Learning Labs

- Immigration Affects Us All
- Running Effective Meetings-When to Use/Not Use Robert's Rules
- How and When to Use Translations and Interpreters

## Tenants Rights & Responsibilities Clinics

- Engage renters on resources to address housing issues
- Provide information regarding tenant responsibilities
- Connect tenants with their local neighborhood associations

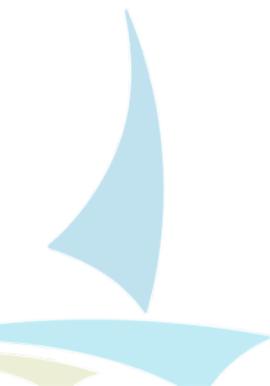
# Current Work: City Boards and Commissions

## Diversify Applicant Pool

- Partner with community organizations to increase outreach to applicants

## Better Support Current Commissioners

- Add ongoing internal staffing to support new member orientation



# Current Work: NCR Internal Changes

- Blueprint incorporation into NCR business plan
- Realignment of staff working seamlessly together

