

# City of Minneapolis

## Request for Committee Action

**To:** Zoning & Planning  
**Date:** May 19, 2016  
**From:** Department of Community Planning and Economic Development  
**Lead Staff:** Kjersti Monson, Director of Long Range Planning  
**Presented by:** Beth Elliott, Principal City Planner  
**File Type:** Receive and File

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**Subject:**

*Minneapolis 2040* Draft Civic Engagement Plan

**Description:**

Receiving and filing a draft Civic Engagement Plan for *Minneapolis 2040*, the process to update the citywide Comprehensive Plan.

**Previous Actions:**

1. Authorized staff to submit Thrive MSP 2040 comments, April 25, 2014
  2. Authorized staff to submit Transportation Policy Plan comments, September 19, 2014
  3. Authorized staff to submit Housing Policy Plan comments, September 19, 2014
  4. Authorized staff to submit Parks Policy Plan comments, October 17, 2014
  5. Authorized staff to submit Water Resources Policy Plan comments, March 20, 2015
  6. Approve Resolution Directing the Department of Community Planning and Economic Development to Update the City's Comprehensive Plan, April 1, 2016
  7. Receive and file the comprehensive plan update schedule, comprehensive plan mission and values, and civic engagement plan summary, April 1, 2016
  8. Direct Community Planning & Economic Development staff to report back to the Zoning & Planning Committee with a detailed community engagement plan for each of the planning process phases for the Minneapolis Comprehensive Plan that identifies stakeholders, engagement methods, and a general engagement calendar by May 19, 2016, April 1, 2016
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**Ward/Address:**

All

**Background/Analysis:**

The draft Civic Engagement Plan is a strategy for engaging through a variety of technology, in-person, large convening, and creative methods that will be deployed over the course of five planning phases. The methods have been designed to engage all audiences, though in-person engagement will focus on reaching those that are traditionally under-represented in civic life. The process kicked off at the Community Connections Conference on April 2, 2016 and will be completed in 2018 when the Comprehensive Plan is submitted to the Metropolitan Council.

On April 1, 2016, the City Council passed a resolution directing the Department of Community Planning and Economic Development (CPED) to update the City's Comprehensive Plan, a process that is required every ten years by the Metropolitan Council to comply with MN Statute 473.858. The City Council also received the Comprehensive Plan Update schedule, mission and values, and civic engagement plan summary. Finally, the City Council directed staff to return with a detailed plan for engaging the community in this process, including information on the planning process phases, identified stakeholders, methods of engagement, and a general calendar.

In preparation for this action, CPED staff received feedback on the draft Civic Engagement Plan from:

- *Minneapolis 2040* Steering Committee (including the Mayor)
- All thirteen Council Members
- Neighborhood and Community Engagement Commission
- City Planning Commission

The attached draft Civic Engagement Plan provides a decision-making framework and tools for comprehensive civic engagement. Staff defined a broad range of key audiences and established a “toolkit” of multiple engagement methods. It is anticipated that some audiences will seek to engage through technology; some will access existing relationships with the City to wield influence; and some are organizations that have the capacity to convene conversations on their own. Staff have anticipated and can support all of these key audience preferences but have established a goal through this plan to particularly seek input from those populations that are traditionally under-represented in civic life. Due to limited staff capacity, the majority of the in-person engagements will be focused on reaching those who may not otherwise be involved. Civic engagement in the Comprehensive Plan will feature opportunities to participate in activities to gather information, interact in the process, and provide meaningful feedback.

The engagement plan is centered on a set overall goals and objectives:

- Meaningful and relevant dialogue
- Inclusive representation
- Access to information and opportunities
- Contributions have impact
- Empowering experience
- Effectively-used resources

Staff-level research teams have been organized around the topics of land use; housing; urban design; transportation; environmental systems; parks and open space; heritage preservation; arts and culture; economic development; public services and facilities; human capital, engagement, and education; and plan implementation; with the addition of policies on public health and technology. The work of the research teams and civic engagement will be closely coordinated. Research team leaders have been advised of the importance of their direct involvement in (1) developing outreach questions pertinent to their policy area and (2) personally participating in engagement activities so as to be in direct dialogue with stakeholders.

Research team leaders organized and served on panels for the kickoff conference, *Big Ideas: Your Minneapolis*. This ensured that these leaders brought first-hand experience and takeaways from public dialogue back to their teams. The Civic Engagement Plan anticipates that research teams will provide input on engagement priorities and participate in major outreach events throughout the process. Since not every research team can participate in all engagement events, input from activities will be compiled and provided in a timely fashion to the research teams and publicly to ensure it will inform policy development on an ongoing basis. While there is a strong overall framework to help set expectations for this multi-year process, there will be ongoing evaluation and review that will allow adjustments as needed to ensure the process is responsive and robust.

The work of the research teams and the engagement process has been divided into five phases:

- Launch - Kick off the process with an exploration of emerging idea and trends, current conditions, and existing policy.
- Key Directions - Develop and refine key directions for the plan, providing the overall structure and outline for the plan.
- Proposed Policy Framework - Create draft City policy that is responsive to the key directions and comprehensive in scope.
- Draft Policy Document – Further develop the elements developed previously into a cohesive, comprehensive document, highlighting major themes and priorities.

- Formal Review - Provide for an extensive and thoughtful review process at all levels that informs the plan development.

There will be reports to City Council, applicable board and commissions, and other City leadership planned as part of each of these phase, along with the circulation of interim draft materials for review. The outreach efforts in each phase will be summarized in an Engagement Report.

**Financial Review:**

**No additional appropriation required, amount included in current budget.**

**Attachments:**

1. *Minneapolis 2040* Draft Civic Engagement Plan
2. *Minneapolis 2040* 2016 Events