



minneapolis

2040

June 23, 2016 – Zoning and Planning Committee

DRAFT CIVIC ENGAGEMENT PLAN



- Required by the Metropolitan Land Planning Act (§473)
 - Land use
 - Transportation
 - Housing
 - Parks and trails
 - Water resources
 - Implementation
 - *Natural resource protection*
 - *Historic resource protection*
 - *Public facilities plan*
- “Issues of regional importance” identified by Metropolitan Council
 - Economic competitiveness
 - Resilience
 - *Equity*

PAST COMPREHENSIVE PLANS

1953

Highway plans

Industrial growth

Modern sewer and water

City expansion

Heliports

1962

Expressway construction

Urban renewal

Job creation

Neighborhoods around schools

Human services, health care

1982

Recovery from decline/blight

Downtown revitalization

Protecting the environment

Affordable housing

Parking management

2000

Growth and density

Public safety

Transit first priority

Mixed use districts

Public participation

2009

Sustainability

Heritage preservation

Arts and culture

Multi-modal transportation

Parcel specific land use

Minneapolis 2040:

An inspiring city growing in equity,
health, & opportunity.

COMPREHENSIVE PLAN VALUES



Growth



Equity



Sustainability



Livability



Competitiveness



Good Government

POLICY TOPICS



Land Use



Heritage Preservation



Complete, Livable & Resilient Communities



Arts & Culture



Housing



Economic Development & Competitiveness



Urban Design & Development



Public Services & Facilities



Transportation



Human Capital, Engagement & Education



Environmental Systems



Technology & Innovation



Public Health



Governance, Intergovernmental Relations & Partnerships



Parks & Open Space

STEERING COMMITTEE

- Executive Director, Community Planning & Economic Development
D. Craig Taylor, Committee Co-Chair
- City Coordinator
Spencer Cronk, Committee Co-Chair
- Mayor
Betsy Hodges
- Chair of Zoning & Planning
Council Member Lisa Bender
- Chair of Transportation & Public Works
Council Member Kevin Reich
- Health Commissioner
Gretchen Musicant
- Director of Public Works
- Manager of Equity & Inclusion
Joy Stephens

April 1, 2016

- Approve Resolution Directing the Department of Community Planning and Economic Development to Update the City's Comprehensive Plan.
- Receive and file the comprehensive plan update schedule, comprehensive plan mission and values, and civic engagement plan summary.
- 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.

CIVIC ENGAGEMENT GOALS

- **Meaningful and Relevant Dialogue:** The community feels that the dialogue has been meaningful and relevant to their interests and daily lives.
- **Inclusive Representation:** The perspectives and participation of a broad range of community members are equitably represented in the plan.
- **Access to Information and Opportunities:** The public has the information they need to participate in ways that are appropriate to their experiences and lifestyles.
- **Contributions Have Impact:** The public feels their input has been thoughtfully considered and sees their contributions reflected in the plan.
- **Empowering Experience:** Community leadership and capacity has been built through the process.
- **Effectively-Used Resources:** Government resources are used wisely and effectively.

The Process is:

MEANINGFUL

RELEVANT

ACCESSIBLE

INCLUSIVE

EQUITABLE

The Community is:

REPRESENTED

INFORMED

HEARD

EMPOWERED

SUCCESSFULLY ENGAGING WITH CULTURAL COMMUNITIES

NCR's community engagement specialists will work with CPED to:

- Organize community dialogues in partnership with culturally specific organizations.
- Connect Engagement team with community leadership to develop and foster relationships for consistent and expansion of culturally specific engagement.
- Identify culturally specific events and convening's (formal and informal).
- Assist with developing and disseminating culturally appropriate modes of communication (per community) using traditional and non-traditional methods
- Provide translating and interpreting services using LAP contracts.



Engaging at Juneteenth Festival



Promoting Community Connections on La Raza Radio

SUCCESSFULLY ENGAGING WITH CULTURAL COMMUNITIES

Quantitative: Defining tangible goals of “reach” per community

- Culturally Specific Outreach Strategies
- Culturally specific targeted outreach such as community dialogues
- Interactions at culturally specific events
- Number of engagement opportunities

Qualitative: Community voice through creative tools and technology

- Culturally Specific Outreach Strategies
- Stories
- Creative place making strategies (artists, music, story boards, video, etc).
- Technology as a medium

- Large convening events – Community Connections Conference, Big Questions meetings
- In-person interaction – Community Dialogues, Meeting-in-a-Box, Street and Cultural Festivals
- Technology-based tools – Interactive website, Augmented Reality
- Creative tools – Artist-designed infographic, Third Place Pop-Up Gallery, Urban Planning Zine, Six-Word

Call for Artists for **Civic Engagement in Minneapolis 2040**

City of Minneapolis
Community Planning and Economic Development (CPED)

The City of Minneapolis is pleased to invite public and community engaged artists to apply to support and contribute to civic engagement for the city's comprehensive plan, *Minneapolis 2040*. (See page 6 for information on artist eligibility.)



Meeting-in-a-Box: Phase 1



Meeting-in-a-Box

BACKGROUND

Minneapolis 2040 is the City's process for developing a plan for the next twenty years. It is a visioning process that will direct the logical and coordinated physical and economic development of the city into the future. The City of Minneapolis is required by the Metropolitan Council to update the Comprehensive Plan every ten years to meet State law and regional planning requirements. This update will be adopted in 2018 by the City Council.

On April 1, 2016, the City Council directed the Department of Community Planning and Economic Development (CPED) to update the policies of the City's Comprehensive Plan in service to the values of growth and vitality, equity and racial justice, health and resilience, livability and connectedness, economic competitiveness, and good government, and with a focus on guiding public and private investment in the built, natural, and economic environment.

WHY CIVIC ENGAGEMENT?

Civic engagement is a means for all people to bring their thoughts and voices and to share their own ideas, backgrounds, experiences, and expertise to collectively achieve a shared outcome. The *Minneapolis 2040* visioning process is an opportunity to promote quality of life in the Minneapolis community for residents, workers, and visitors in a manner that everyone can benefit from. This engagement plan is the vehicle for updating and developing new policies that will help guide the creation of places and spaces for civic responsibility and determination to be enhanced. Communities throughout Minneapolis are invited to assist CPED in the creation of *Minneapolis 2040* and the final plan will reflect that participation.

MEETING-IN-A-BOX OVERVIEW

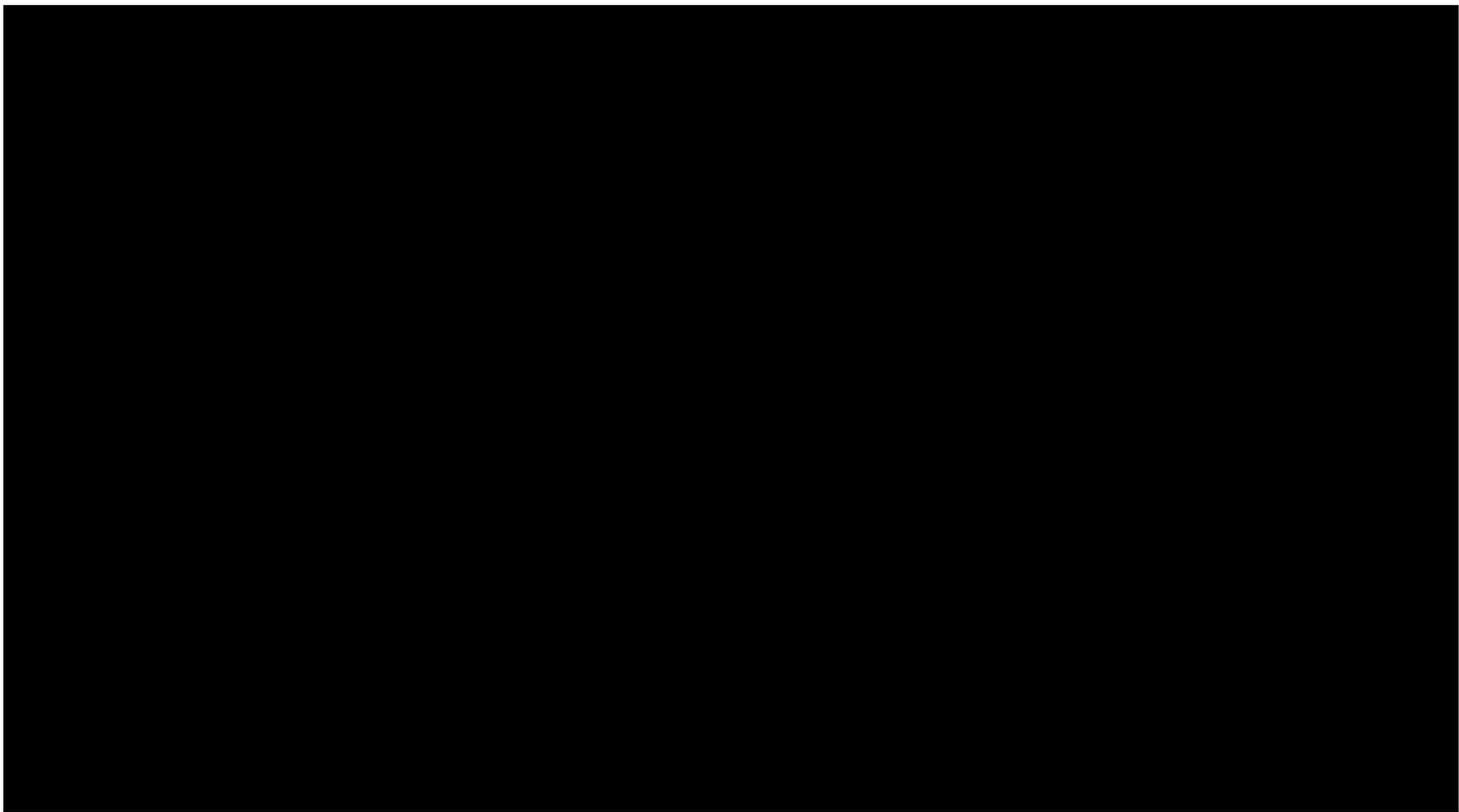
What should Minneapolis be like in 2040? Meeting-in-a-Box is a civic engagement method designed for use by community groups, neighborhood associations, or friends to gather at a convenient time and location to share their ideas and proposals for the future of the city. Discussions and debates related to the future of Minneapolis should not be limited to those organized by City staff but instead such discussions should happen wherever and whenever it is convenient and meaningful for a group of interested people to get together and talk.

The following is the Meeting-in-a-Box kit which contains everything you need to hold your own discussion. Meeting-in-a-Box can be downloaded from the project website, activated at your own meeting, and the results of your discussion can be returned to the City as indicated below. This Meeting-in-a-Box is the first of a series that will be available for download throughout the Comprehensive Plan process.

Thank You For Hosting Meeting-in-a-Box!

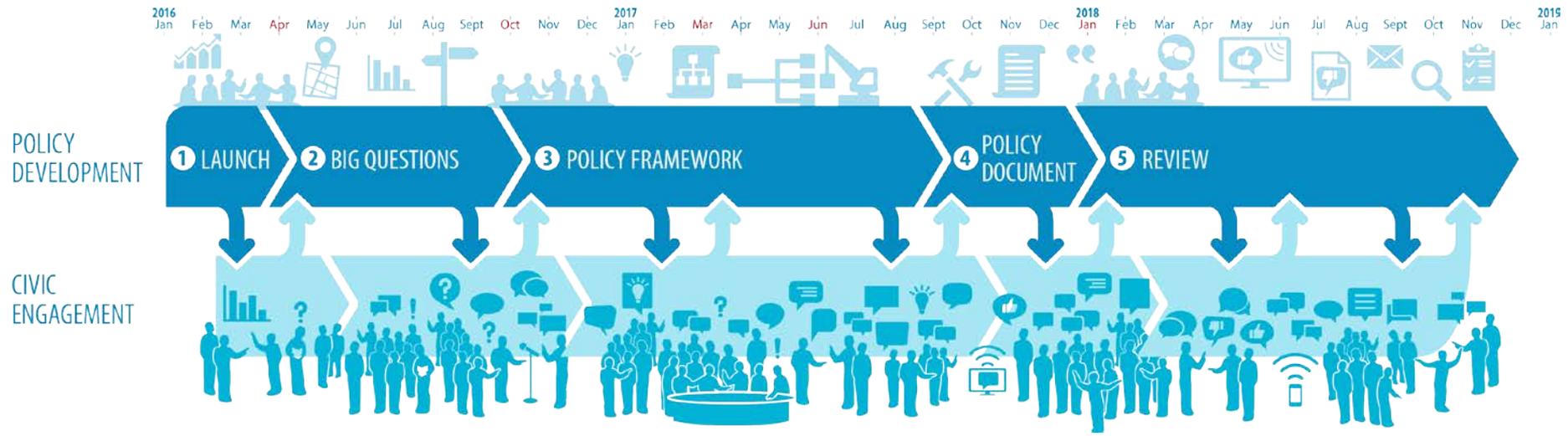
For reasonable accommodations or alternative formats please contact the Department of Community Planning and Economic Development at 2040@minneapolismn.gov. People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-673-2157 or 612-673-2626.

Para asistencia 612-673-2700 - Rau key pab 612-673-2800 -Hadil aad Caawimaad u baahantahay 612-673-3500.

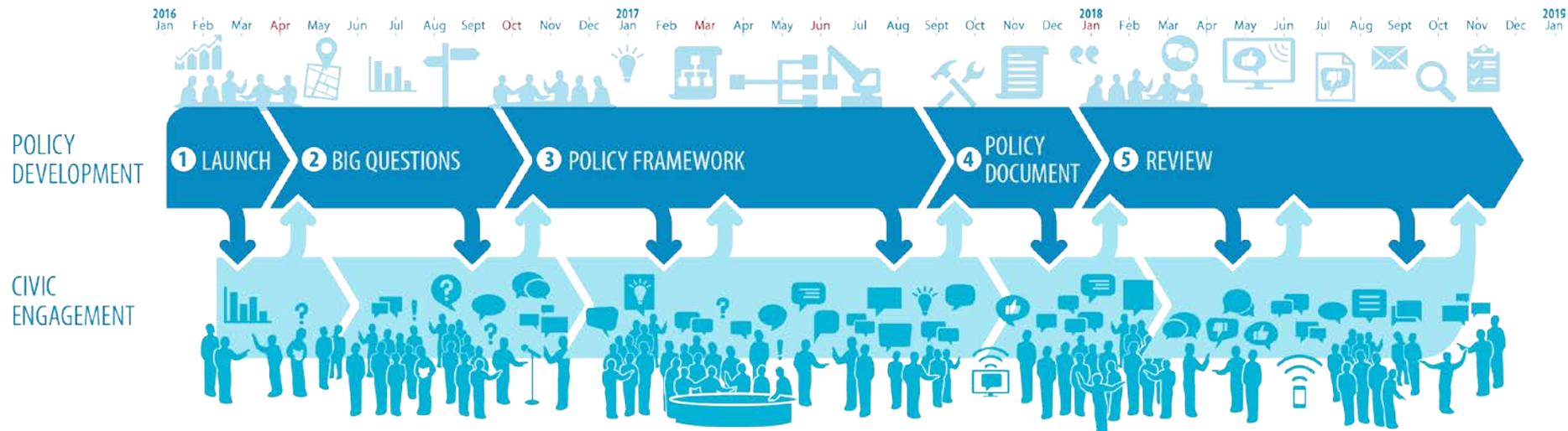


- Opportunities to connect
 - Advertising the use of Meeting-in-a-Box
 - Promoting public events on the Minneapolis 2040 website
 - Interacting with other technology tools on the website, such as the Open Questions
 - Providing Minneapolis 2040 informational material to event organizers
 - Incorporating feedback from community-led events into the overall engagement input
- Examples
 - Pangea World Theater's Lake Street Arts!
 - Creative Citymaking Cedarside Asset Mapping Phase 2
- Criteria for related initiatives . . . under development

TIMELINE & PHASES

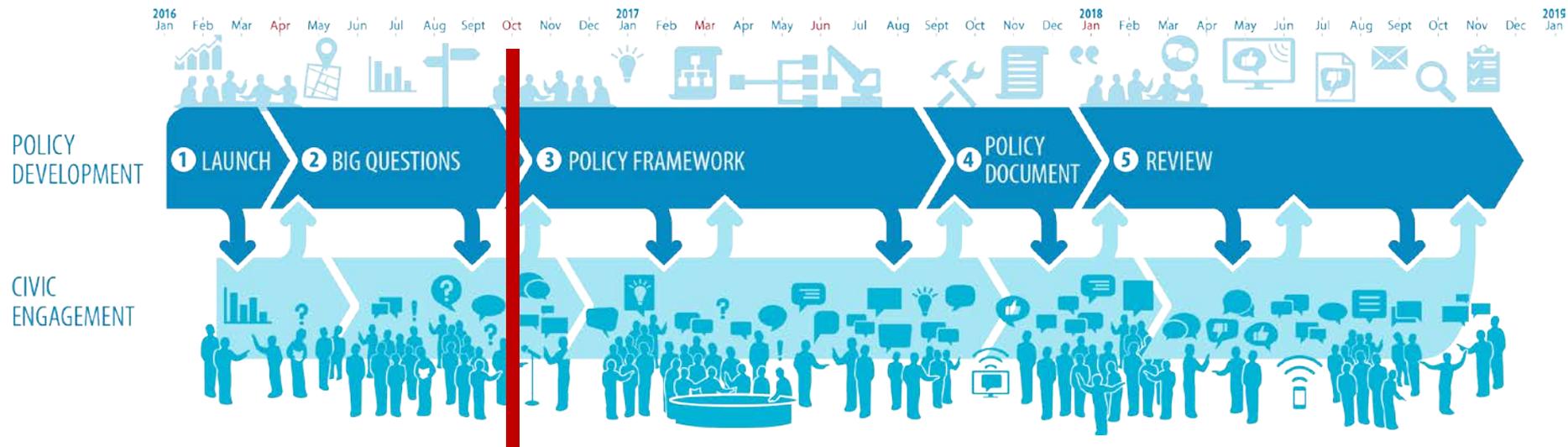


TIMELINE & PHASES



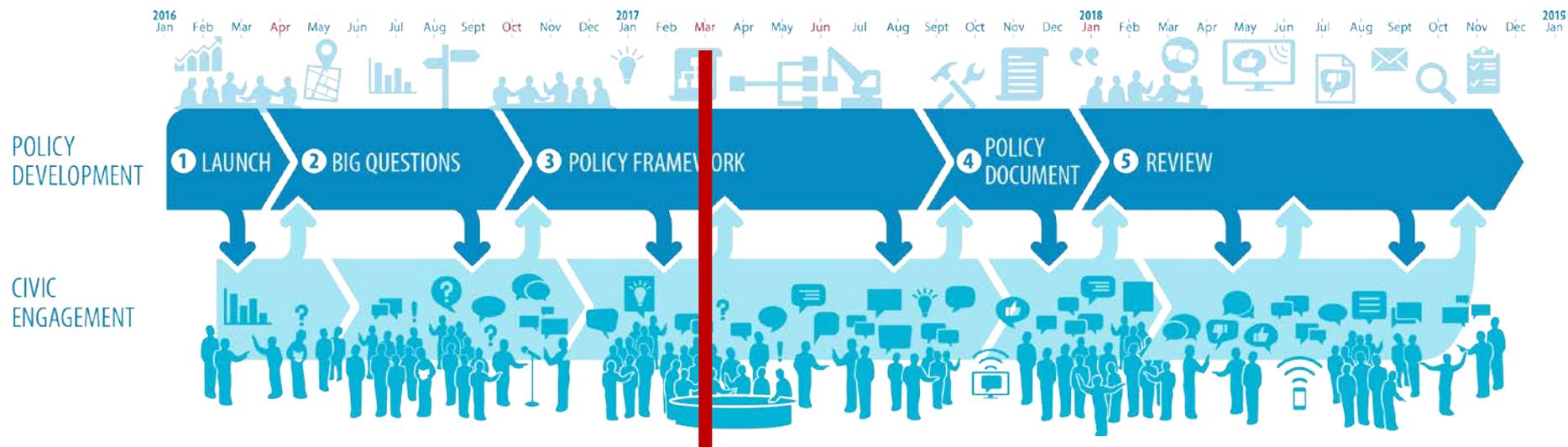
One month of focused engagement during each phase:

- **Community Workshops** (big public meetings)
- **Community Dialogues** (conversations with cultural communities)
- **Meeting-in-a-Box** (a toolkit for meetings led by groups other than City staff)
- **Digital workshop** (engage on the same content online)
- Other methods tailored to each phase as outlined in the full Civic Engagement Plan



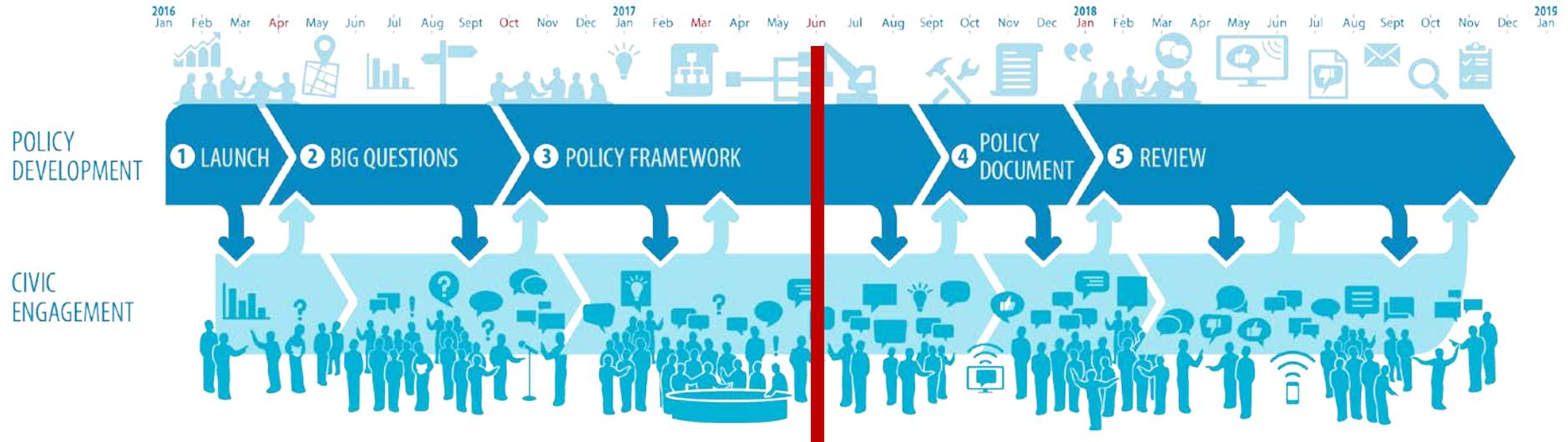
October 2016: Big Questions

- We will ask Minneapolis to start thinking about the future of the city through the lens of their everyday experiences
- Focus on Housing, Streets, Jobs, and other related topics



March 2017: Policy Framework, Part 1

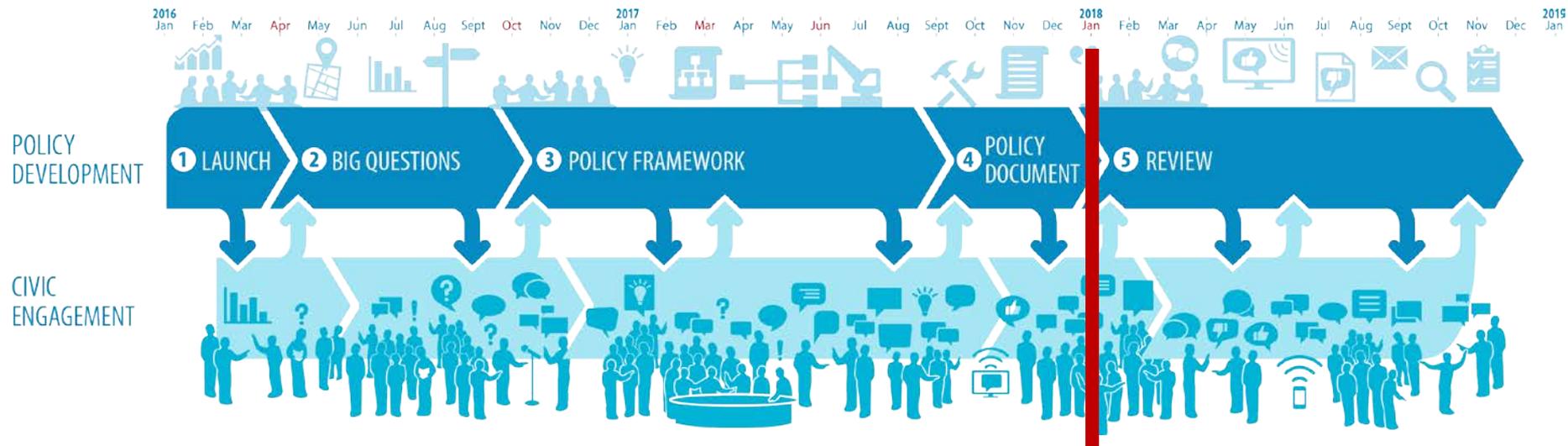
- Report back on what we heard in October. Did we get it right?
- A first look at draft policies on major policy issues, with opportunities for discussion and feedback.
- This will include a first look at alternative scenarios for shaping growth in population, housing, and jobs.



June 2017: Policy Framework, Part 2

- Staff will present refined draft policies based on feedback and interactions during March engagement.
- Staff will present a recommended scenario for shaping growth in population, housing, and jobs for feedback and comment prior to City Council approval.

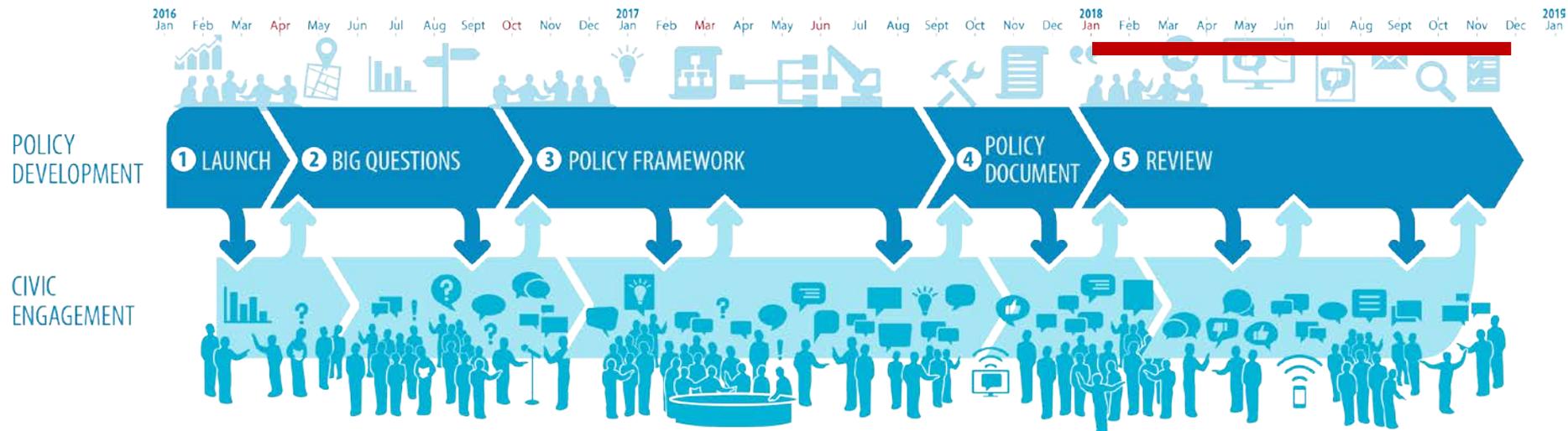
TIMELINE & PHASES



January 2018: Policy Document

- Staff will present a complete draft plan document and ask for feedback on how it all fits together.
- This will also be a time to begin identifying implementation priorities (action steps to fulfill the plan policies).

TIMELINE & PHASES



Throughout 2018: Review

- Formal public hearing prior to City Planning Commission and City Council adoption
- Outreach will focus on making people aware of this formal opportunity, and highlighting how public input is reflected in the final document.

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www.minneapolis2040.com

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