

City of Minneapolis Request for Committee Action

To: Zoning & Planning
Date: 9/29/2016
Referral: N/A
From: Community Planning & Economic Development
Lead Staff: Paul Mogush, Principal Project Coordinator and Haila Maze, Principal Project Coordinator
Presented by: Haila Maze, Principal Project Coordinator
File Type: Action
Subcategory: Report

Subject:
Minneapolis 2040 Civic Engagement Calendar

Description:
Approve the Minneapolis 2040 Civic Engagement Calendar.

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 **(15-00256)**
6. Approve Resolution Directing the Department of Community Planning and Economic Development to Update the City's Comprehensive Plan, April 1, 2016 ([16-00384](#))
7. Received and Filed the comprehensive plan update schedule, comprehensive plan mission and values, and civic engagement plan summary, April 1, 2016 ([16-00384](#))
8. Directed 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 ([16-00384](#))
9. Received and Filed a draft Civic Engagement Plan for Minneapolis 2040, the process to update the citywide Comprehensive Plan, July 1, 2016 ([16-00702](#))

Ward/Address:
All Wards

Background/Analysis:

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 process, the mission and values for the project, and a summary of the civic engagement plan. 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.

The Civic Engagement Plan for the City's *Minneapolis 2040* comprehensive plan process was received and filed by the City Council on July 1, 2016. It 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 underrepresented 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.

The engagement plan is centered on a set overall goals and objectives that value meaningful and relevant dialogue, inclusive representation, access to information and opportunities, contributions that have impact, empowering experiences, and effectively-used resources.

The planning process has been divided into five phases:

- Phase 1: Launch - Kicked off the process in April 2016 with an exploration of emerging ideas and trends, current conditions, and existing policy.
- Phase 2: Big Questions - Developing and refining key directions for the plan, providing the overall structure and outline for the plan. Engagement in October 2016 will offer community members an opportunity to share their ideas for the future of the city through the lens of their everyday experiences and values.
- Phase 3: Proposed Policy Framework - Creating draft City policy that is responsive to the key directions and comprehensive in scope. Engagement in Spring 2017 will offer community members an opportunity to learn about the tradeoffs associated with various policy options and share their thoughts with staff. Another round of engagement in Summer 2017 will include opportunities to discuss and comment on recommendations before the City Council votes on them.
- Phase 4: Draft Policy Document – Further developing the elements developed previously into a cohesive, comprehensive document, highlighting major themes and priorities. Engagement in Fall 2017/Winter 2018 will offer community members an opportunity to provide feedback on how all the policies fit together.
- Phase 5: Formal Review - Providing an extensive and thoughtful review process at all levels that informs the plan development. Engagement in 2018 will include a public hearing for anyone to comment on the plan in person, in writing, or online.

During each of the planning phases, people will have the opportunity to engage with City staff and with each other during a month of focused activities. Each of these rounds of engagement will include:

- 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 (opportunities to engage on all of the same content online)
- Other activities tailored to each phase of the process, such as street festivals, Tweet with a Planner, surveys, and interactive maps.

Following each round of engagement, staff will prepare an engagement summary for the City Council, applicable board and commissions, and other City leadership. The engagement summary from the Launch focused on the key questions staff asked the public, including their big ideas for the city and the best methods for engaging their own communities. The summary also identifies the engagement methods used and the location of each of the activities. It also documents quotes from participants, the big topics people cared about, lessons learned for City staff, and next steps in the process.

Financial Review:

No additional appropriation required, amount included in current budget.

Enter SUPB goals explanation.

Attachments:

1. *Minneapolis 2040* Civic Engagement Overview
2. *Minneapolis 2040* Phase 1 Launch Engagement Summary