

CITY OF MINNEAPOLIS

# Minimum Wage – Engagement Plan

Committee of the Whole  
Wednesday, October 5, 2016

# Staff Direction

Directing the Office of City Coordinator to work with stakeholders, review policies from other cities, review and incorporate results from the forthcoming minimum wage study, and recommend a minimum wage policy to bring before the City Council Committee of the Whole by the second quarter of 2017; and to formulate a plan for engagement to bring before City Council Committee of the Whole on or before October 5, 2016.



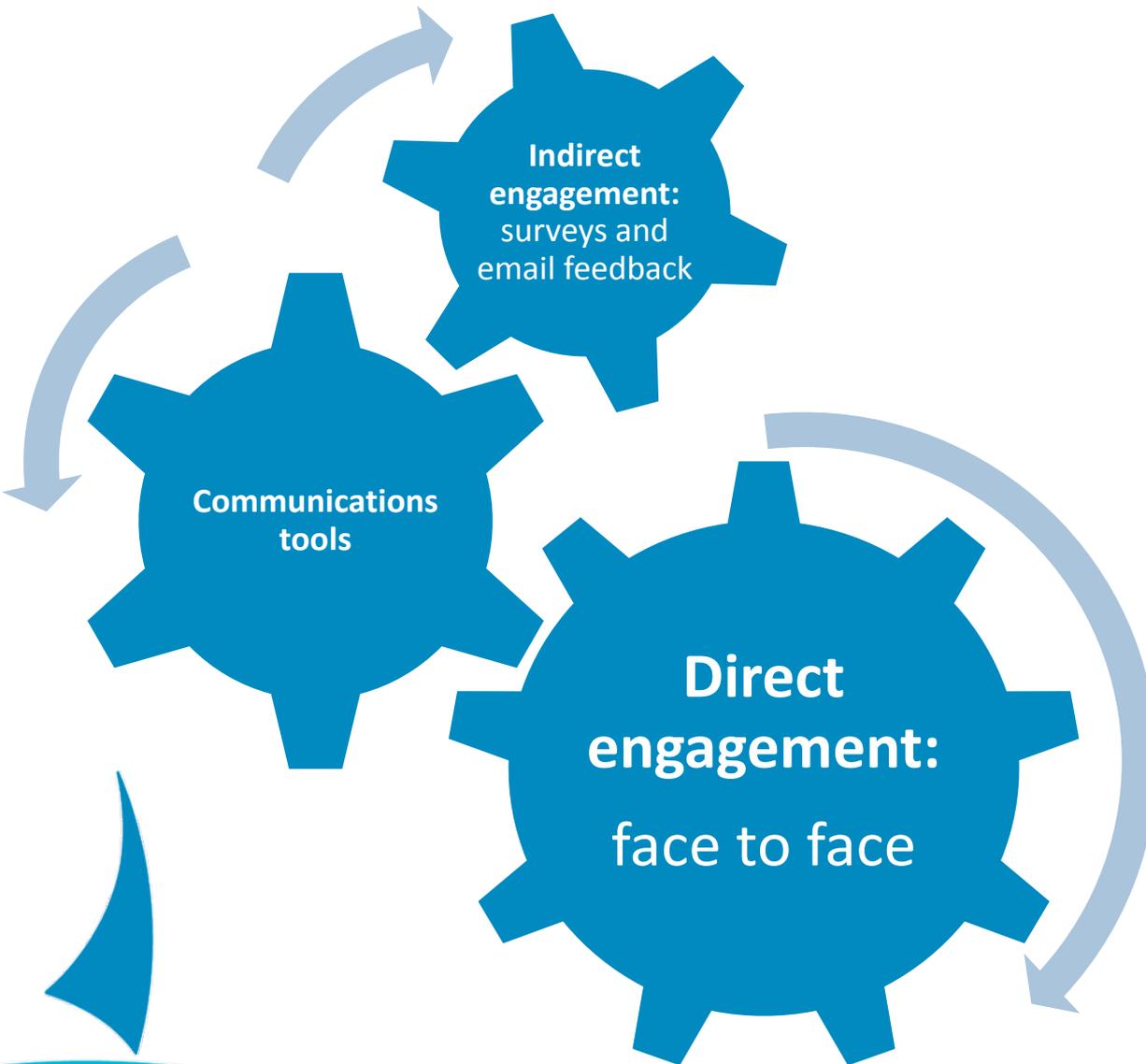
# Engagement Plan

## Meet with Engagement Design Team:

- 311
- City Clerk's Office
- City Coordinator's Office – Equity and Inclusion
- City Coordinator's Office – Arts and Culture
- Communications
- Neighborhood and Community Relations

We've developed a high level engagement plan that is multi-pronged and based, in part, on some of the learnings we had from our previous engagement strategies regarding sick leave.

# Engagement Plan



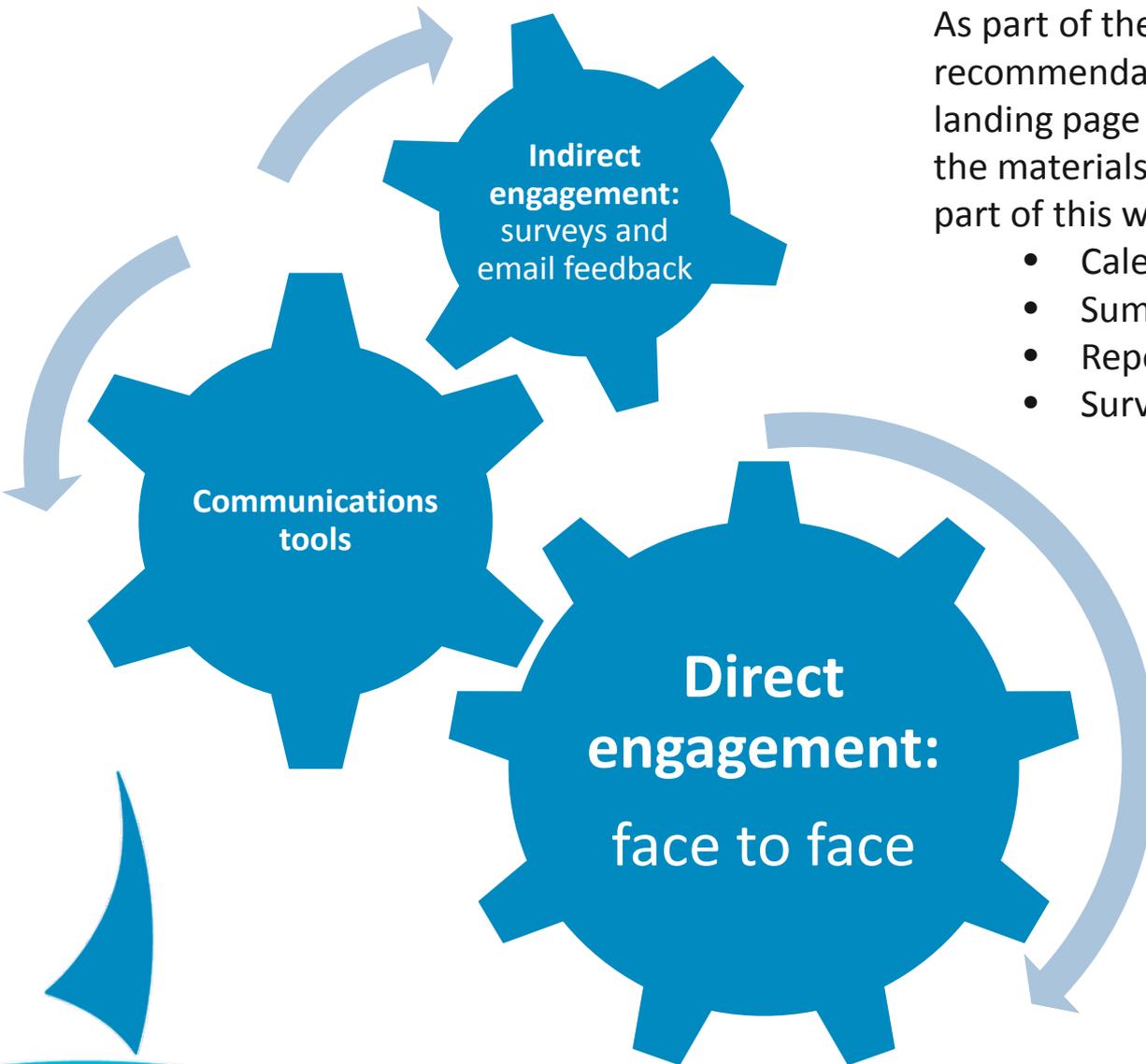
## 10-12 Listening Sessions:

- Culturally specific
- Industry specific
- Public meetings

## Invites to established meetings:

- Business Advisory Group
- Lake Street Council
- Somali Community Business Forum
- West Broadway Business and Area Coalition
- Lowry Corridor Business Association
- Chamber of Commerce
- Downtown Council
- MetroIBA
- Others

# Engagement Plan



As part of the Engagement Design Team's recommendation, staff has already designed a new landing page hosted on the City website to house the materials that will be developed and posted as part of this work, including:

- Calendar of events and listening sessions
- Summaries of listening sessions
- Reports and research
- Surveys

The website will also include a dedicated email address for residents, businesses and other stakeholders to share their feedback, comments and concerns directly with the staff team.

# Engagement Plan

Working with the Engagement Design Team, staff will enlist the help of a graphic artist who will help us develop a set of communications materials that are visual and easily accessible.

We also plan to develop a set of printed materials, such as FAQs, fact sheets and others.

Key materials will be translated into the City's major languages, and will also be made available in other languages and/or formats upon request.



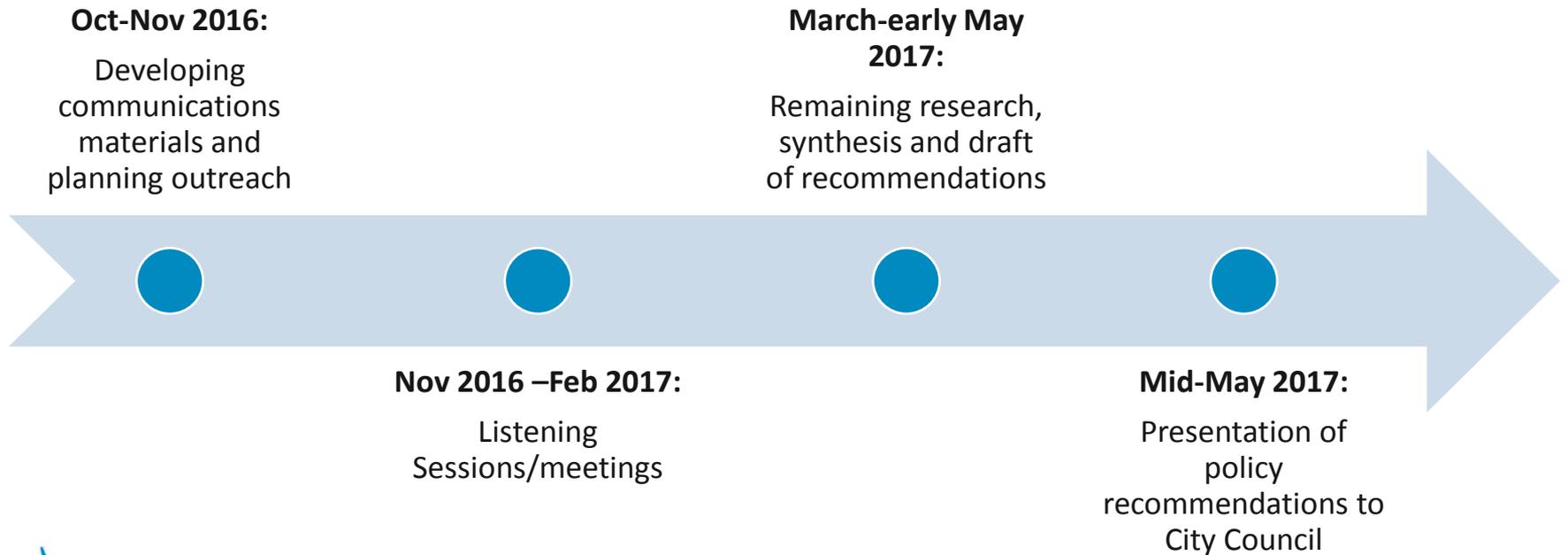
# Engagement Plan

## Additional stakeholder considerations:

- Workplace Advisory Group
- Overlap with engagement around safe and sick leave policy



# Engagement Plan - timeline



Peer city and any additional research needed will occur throughout the timeline as needed.

# Thank you for your attention

## Staff Team:

### City Attorney's Office

Erik Nilsson

### Communications

Greta Bergstrom

Sarah McKenzie

### City Clerk's Office

Casey Carl

### City Coordinator's Office

Nuria Rivera-Vandermyde

Jeff Schneider

### Civil Rights

Velma Korbel

### Community Planning & Economic Development

David Frank

Mark Brinda

Andrew Dahl

Grant Wilson

### Health Department

Gretchen Musicant

### Intergovernmental Relations

Sasha Bergman

### Neighborhood and Community Relations

David Rubedor

Don Joseph

Tina Kendrick

