## The Minneapolis Plan for Sustainable Growth

## Outreach Report May 18, 2007

## Communication



Web Site and Email Address	<ul> <li>Web site with unique URL: <a href="www.minneapolisplan.info">www.minneapolisplan.info</a></li> <li>Email address for submitting comments or questions: <a href="planupdate@minneapolisplan.info">planupdate@minneapolisplan.info</a></li> </ul>
Telephone Number	<ul> <li>Unique telephone number designated for Minneapolis Plan communication: 612-673-2597</li> </ul>
Frequently Asked Questions document	<ul> <li>Posted on web site</li> <li>Distributed at community meetings (small area plan meetings and others)</li> <li>Shared with other stakeholders, including the Neighborhood Revitalization Program</li> </ul>
Electronic communication	Broadcast emails to neighborhood groups and other email networks
Media campaign	Four press releases issued
Branding The Minneapolis Plan	<ul> <li>Name changed to The Minneapolis Plan for Sustainable Growth to highlight the sustainability theme of the update</li> <li>Logo developed to improve the plan's identity</li> <li>Design template developed to improve readability and image of the plan</li> <li>T-shirts printed with The Minneapolis Plan logo</li> </ul>

## Engagement

Center for Policy, Planning, and Performance	<ul> <li>Hired outreach consultants to assist in planning and administering outreach forums</li> </ul>
Targeted Questions	<ul> <li>Developed targeted questions that aim to engage the public in topical areas receiving the most attention in this plan update (sustainability, preservation, and urban design)</li> </ul>
Public Forums	<ul> <li>Conducted three public forums in April and May 2007 designed to stimulate discussion about sustainability, preservation, and urban design</li> </ul>
Online survey	<ul> <li>Developed online survey using Survey Monkey (linked from <a href="www.minneapolisplan.info">www.minneapolisplan.info</a>) offering the opportunity to answer the same questions that were asked at the public forums</li> <li>400 responses to date</li> </ul>
Intracity and interjurisdictional coordination	<ul> <li>Ongoing coordination with city departments and other agencies (bordering cities, Minneapolis Park and Recreation Board, Minneapolis Public Schools)</li> </ul>
Targeted Focus Groups	Targeted sessions with specialized stakeholders (heritage preservation, builders, realtors)