

**Meeting Notes**  
**North Minneapolis Greenway Outreach Steering Committee**  
**December 1, 2014, Sumner Library**

**Meeting attendees:** Matthew Hendricks (Twin Cities Greenways), Laura Kling (Minneapolis Bicycle Coalition), Sam Rockwell (Center for Prevention at Blue Cross and Blue Shield of Minnesota), Bill Fellows (Minneapolis Public Works), Ebony Adedayo (Alliance for Metropolitan Stability), Sarah Stewart (Minneapolis Health Department), Anthony Johnson (Minneapolis Health Department), Russ Adams (AMS metrostability), Will Lumpkins (North Mpls Resident/NRRC), G.L. Yantos (Northside Resident)

**Announcements**

- a. Introductions and Greetings led by Sarah Stewart, agenda handout by Ebony Adedayo

**II. Structure of Steering Committee Moving Forward (Handouts: Bylaws North Minneapolis Greenway Steering Committee DRAFT 11/14/14; Northside Greenway Council- Quick Reference Guide DRAFT-11/26/14)**

- a. Matthew Hendricks led discussion overview on the Northside Greenway Council- Quick Reference Guide. Summary of the Bylaws and name change
  - Summary so people could be on the same page.
  - Flexibility is the extent (intent?) of the Bylaws. (Maybe sat the bylaws are intended to be flexible?)
  - Plan on things to have some level of predictability.
  - The mission and vision is committed to residents' decision-making. Creating a transparent planning process.
- b. Discussion:
  - Why the Name Change? Suggested shortening to Northside Greenway Council or something similar so it's shorter and easier to say/remember.
  - Bylaws language should read Northside Greenway Council
  - Are we an advocacy group? Or a neighborhood healthy living advocacy group? Consensus: no, not right now; however, the group may become an advocacy group at some point. The mission, vision, and values describe the group's role as engaging Northside residents and representing their opinions, interests, and needs. **The Northside Greenway Council is people coming together working towards a resident-led decision.**
  - Is the board being the majority IN FAVOR of the concept of an advocacy council, or OPPOSED to the concept?
  - It's important for different racial and cultural groups represented at the meeting. Consider opening the board for the majority to be people of color. The Board should represent the demographics of the community. To come up with a more diverse board we should reserve seats for organizations more representative of the demographics of the community.
  - Could be advocating/ may not be at this point, but the direction is geared toward resident-led.
  - Suggestion: in the next rounds of grants, if they are awarded the funding, the expectation should be that they participate in the Greenway meetings.
  - Board members should be creative, focused on representing and connecting with the community, and be open to new ideas.

- Board meetings would be required to happen at least quarterly, but it makes sense to continue to meet on a monthly basis right now.
- It may make sense to elect board members through a vote, but this was not decided.
- Formalizing the committee shouldn't be threatening to potential board members, since many are interested in participating in the process in some way.

### III. Outreach to Potential Board Members

- Interested community partners suggested at the round table include but are not limited to:
  - The Urban League has been following this process. They are focused on health and addressing disparities in North Minneapolis.
  - Camden Lions and Venture North.
  - Appetite For Change, and North Point may be interested. Health groups makes sense. We want the impression to be more than just bike routes.
  - HAMAA
  - Additional neighborhood organizations, especially Heritage Park and Harrison, but also other organizations where residents may be affected by and/or be potential users of a greenway.
- The agencies could be non-voting members (City of Minneapolis, Alliance for Metropolitan Stability, Center for Prevention at Blue Cross and Blue Shield of Minnesota)

### IV. Communications Exercise (Brainstorming)

- Anthony led the exercise on the white board listing ideas from everyone at the round table. What on the communication messages are we trying to convey to the community partners we want to invite to join the meetings?
  - It's important to show what we did as outreach results, and survey results; putting us in a confident stage in the process of engaging these potential partners we invite to sit as board members.
  - Where we've been done community outreach with community groups. Now we would like the committee or council to be resident led vs. agency led.
  - Building off and wanting to go deeper and defining the specifics of the project details.
  - Conveying the message of community leadership, and here is why it is important for you to be here?
  - Topics of Discussion should be included in the materials to spark the informative claim of the greenway as another form of Transportation. Not just bikes but walking, exercising, running, planting/gardening, for purposes to include but not limited to:
    - Health equity
    - Transportation
    - Health disparities
    - Livable communities/ revitalization
  - This is a nationally unique project. This is something that you can be a part of; and a project that's innovative and new

- vii. New measure of accountability back to the community (Northside residents).
- viii. The Greenway project is evolving. Livable communities/revitalization.

**V. Timeframe and process for moving forward with formalizing the Board**

- a. Process for moving forward on the bylaws:
  - i. We could loosely adopt the bylaws and have the board make a formal decision.
  - ii. Members should review the bylaws and summary documents and send comments to Matthew and Sarah
  - iii. After the January meeting, we will make formal invitations to involve the other organizations.
  - iv. Goal: adopt the bylaws and elect chairs in February with the new, larger board membership.
- b. Have the board chairs here within the next two months. Make a decision next month. Create communication materials, and should be in a hurry hit the ground running for January and February.

**VI. Report Back on Subcommittee Work**

- a. Meeting should start after 5, because we are going to be inviting people who are working. Those who cannot get paid for coming to the meeting. .
- b. Circulate the bylaws around. At the next meeting we are going to take the first steps to a formal structure.
- c. Circulate notes and next meeting dates from subcommittee meetings

**VII. Closing/next steps**

- a. Next meeting we will have the list of community partners and setting up invitations for January and February when we reach out to community partners.
- b. Time and day should be moved into the latter part of the evening. Next meeting will still be at 3:30 at Sumner Library. Future meetings will be at 6:00 PM, location to be determined.

**DRAFT - 11/26/14**

## **Northside Greenway Council – Quick Reference Guide**

**Vision:** The Northside Greenway Council envisions a greenway planning process in which north Minneapolis residents are fully engaged and project decisions are driven by Northside residents' interests and needs.

**Mission:** Working through partnerships to actively engage Northside residents and community groups in the greenway project and representing residents' opinions in the planning process.

### **Values**

- Engagement: We value the diversity of north Minneapolis residents and believe that inclusive engagement will result in a better plan.
- Equity: We are committed to ensuring the residents of North Minneapolis are defining the project, and decision makers on moving the project forward.
- Transparency: We are committed to being clear and open about the engagement process and results
- Collaboration: We strive to work with Northside residents and organizations and build off of their wisdom of the community

### **How the Council Functions (The Cliff Notes version of the Bylaws):**

- The purpose of the Community Board is to engage communities in a collaborative planning process that results in a North Minneapolis Greenway that meets local needs.
- Meetings will typically be monthly, and the Board can make decisions when at least 7 members are present at a meeting. Special meetings may be called by the Executive Committee, or by the request of at least 3 board members.
- Decisions will be made by voice vote, except for the election of officers, which will happen by ballot.
- The board will have between 9 and 17 members. See reverse of this page for organizations that will be asked to nominate representatives to serve on the board.
- After two unexplained absences, a board member's position may be offered to someone else. If you can't make a meeting, simply let the Board President know.
- Board members are not paid for their work on the Board, but may receive compensation for other work related to the Greenway, so long as they abstain from discussion and votes related to who will perform that work.
- The officers of the board are: President, Vice-President, Secretary, Communications Officer, and Technical Liaison. The officers form the Executive Committee, and set the agenda for meetings.
- The Committees of the Board are: Executive, Communications, and Technical. Other committees may be created by the Board as-needed.
- Meetings of the Board are open to the public. The Council may receive donations, and Donors are not entitled to any privileges or rights beyond those shared by the general public.
- The name of the group and its Bylaws can be changed at any Board meeting by a 2/3 vote of those present.

**Why is the Steering Committee being changed?**

The Steering Committee has accomplished a lot in one year. This change is more like shifting gears than changing overall direction.

The goals of the re-organization include:

- Clarify the membership of the group – several people had questions about whether they were members, and who was part of the group.
- Transfer leadership from City and AMS staff to North Minneapolis residents, while retaining strong participation roles for City and AMS staff
- Continue the connection with the Technical Advisory Committee by transitioning the TAC to a Technical Committee of the North Minneapolis Greenway Council.
- Create a Committee dedicated to Communications, which will report to the Council, and will be charged with communicating about the Northside Greenway planning efforts.

**Why change the name?**

The name “North Minneapolis Greenway Outreach Steering Committee” is cumbersome to say and difficult to remember. North Minneapolis Greenway Council is a shorter name, and it may make sense to shorten it further to ‘Northside Greenway Council.’ The board can change the name at any time, but for now the name should be descriptive, yet short enough to remember.

**Board positions shall be reserved for representatives from the following organizations:**

- Harrison Neighborhood Association
- Northside Residents Redevelopment Council
- Jordan Area Community Council
- Folwell Neighborhood Association
- Webber-Camden Neighborhood Organization
- Minneapolis Public Works Department
- Minneapolis Health Department
- Minneapolis Park Board
- Ward 4 Council Office Representative
- Ward 5 Council Office Representative
- Alliance for Metropolitan Stability
- Twin Cities Greenways
- Minneapolis Bicycle Coalition
- Major Taylor Bicycling Club

The Board shall invite additional members to join, up to a total of 17 members, with the goal of creating a board that is representative of the diversity of North Minneapolis residents.

## **Bylaws of the North Minneapolis Greenway Steering Committee**

### **ARTICLE 1 ORGANIZATION**

The name of the organization is North Minneapolis Greenway Steering Committee. The organization may at its discretion by a 2/3 majority vote of the board change its name.

### **ARTICLE 2 PURPOSES**

The following is the purpose for which this organization has been organized: to engage communities in a collaborative planning process that results in a Northside Greenway that meets local needs.

### **ARTICLE 3 MEETINGS**

#### Regular Meetings:

The Steering Committee shall meet at least quarterly, at an agreed upon time and place. Seven members present and voting shall constitute a quorum for transaction of business of the corporation at all meetings of the Committee, but a smaller number may discuss business of the organization and make recommendations which may be considered when a quorum is achieved. Voting by proxy shall be permitted when necessary to achieve a quorum.

#### Special Meetings:

Special meetings of this organization may be called either (1) by the Executive Committee, or (2) at the request of three members of the Committee, the chair shall cause a special meeting to be called. In either case, meeting notice must be made in writing at least ten (10) days before the requested scheduled date. Notices of such meeting shall be sent to all committee members. Such notice shall state the reasons that the meeting has been called, the business to be transacted at such meeting and by whom it was called.

No other business but that specified in the notice may be transacted at a special meeting without the unanimous consent of all present at the meeting.

### **ARTICLE 4 VOTING**

At all meetings, except for the election of officers, all votes shall be by voice. For election of officers, ballots shall be provided.

### **ARTICLE 5 BOARD OF DIRECTORS**

The business of this organization shall be managed by committee members consisting of up to seventeen (17), but no fewer than nine (9) members. Members shall serve two year terms, and may serve multiple terms.

Each members shall have one vote.

The Steering Committee may make such rules and regulations covering its meetings as it may in its discretion determine necessary.

The members to be chosen for the ensuing term, or to fill vacancies, may be nominated by any committee member and confirmed by the steering committee by a ballot vote.

A committee member may be dropped for excess absences from the committee if he or she has two unexplained absences from committee meetings in a year. A Board member may be removed for other reasons by a 2/3 vote of the remaining members.

No member shall be entitled to receive any salary or compensation for duties as a committee member, however participation in the committee does not bar a committee member from receiving compensation for paid activities related to the Greenway proposal. For example, staff of community organizations may serve on the Steering Committee and receive stipends for other work related to the Greenway.

## **ARTICLE 6 OFFICERS**

The Chair shall convene regularly scheduled Committee meetings and shall preside or arrange for other members to preside at each meeting. The Chair shall send out meeting announcements and distribute minutes and agendas to each Committee member.

The Vice-Chair shall act in the Chair's absence at all meetings of the Steering Committee and the Executive Committee. In the event of the resignation, incapacitation, or death of the Chair, the Vice-Chair shall then become Chair for the remainder of that term of office.

The Secretary shall be responsible for keeping records of steering committee actions, including overseeing the taking of minutes at all committee meetings, and assuring that records are maintained.

All Officers and Committee Chairs shall deliver to their successors all records, correspondence and other property belonging to the organization.

## **ARTICLE 7 SALARIES**

The Steering Committee shall hire and fix the compensation of any and all employees which they in their discretion may determine to be necessary for the conduct of the business of the organization.

## **ARTICLE 8 COMMITTEES**

The permanent committees shall be:

### Executive Committee:

Except for the power to amend the Bylaws, the Executive Committee shall have all of the powers and authority of the Steering Committee in the intervals between meetings of the Steering Committee, subject to the direction and control of the Steering Committee. The Executive Committee is comprised of at least the three officers, with additional members to be assigned at the discretion of the Steering Committee.

### Other Committees:

Additional committees of this organization may be appointed by the Steering Committee as needed, and their term of office shall be for a period of one year, or less if sooner terminated by an action of the Steering Committee.

The Chair appoints all committee chairs. Committee chairs must be members of the Steering Committee. Sub-committee members may include a combination of Steering Committee members and other volunteers.

## **ARTICLE 9 DONORS**

The organization may receive donations from individuals, businesses, or other entities, at the discretion of the board of directors. Such donations do not entitle the donor to any privileges or rights beyond those shared by the general public. Meetings of the Board of Directors are open to the public and attendance of meetings is open to all, regardless of whether a donation has been made.

In the event of the dissolution of the Steering Committee all funds shall be disbursed to the entity the Steering Committee selects at the time of dissolution.

## **ARTICLE 10 AMENDMENTS**

Amendments to the Bylaws may be made at any meeting of the Steering Committee by a two thirds vote of those present.

## **Greenway Steering Committee; Structure subgroup meeting 11/14/14**

**Attendees:** Sarah Stewart, Anthony Johnson, Alexis Pennie, Matthew Hendricks

- Ideas generated for articulating the goal of the committee:
  - Community is thoroughly engaged, community input is incorporated in plans; community vision is actualized.
  - Building on existing community interest in a greenway
  - Identifying and addressing community concerns, actualizing the community vision for a greenway.
  - Maximizing the benefits for the members of the community, having really robust related programs and benefits
  - Some of the committee's values:
    - Ensuring thorough community engagement and participation
    - Ensuring that all community views are represented
  
- Ideas for structure:
  - Community positions on the committee: Chair, Vice Chair, Secretary? (Should staff take notes?), Communications Chair
  - Three subgroups – each group decides location, time, and frequency of meetings. Need notes from each subgroup meeting as well. Each group would have a chair.
    - Outreach
    - Technical
    - Communications – Communications person chairs this
    - All of above chairs would be on the executive committee
    - Every large group meeting, each committee provides a report of the subgroup's work.
  
- Expectations of committee members:
  - Serve on at least one subcommittee
  - Attend meeting regularly, notify chair if you're not going and read notes
  - Facilitate communications between community groups that you're a member of / that you represent (both communications to the committee and communications to the groups about what the committee is doing)
  
- Need to define decision-making point
  
- Who should be at the table:
  - Representative of Council Members (staff or an appointed member – give CM's chance)
  - Park Board commissioner rep
  - Neighborhood organizations

- Youth
  - Seniors
  - Communities of color
  - State senator and reps – now or later?
  - Organizations that represent the Northside or have a vested interest in the greenway or Northside residents are committee members; other interested parties are welcome to attend meetings but do not vote/participate in decision-making
- Make sense to adopt formal bylaws – it’s empowering because it give people knowledge of how to get involved. Set up a process for inviting new people to be on the board. “Bylaws” sounds formal – maybe another name for them would be better. Guiding Principles?
  - Generally, people didn’t think it was a good idea to ask committee members to sign an MOU – it feels to formal.
- **Follow-up:**
    - Draft bylaws and think about what to call them **(Matthew)**
    - Draft committee goals and values **(Sarah)**
    - In next meeting agenda, let people know that we may be selecting people for leadership positions **(Sarah/Ebony)**

## Meeting Notes

### N Mpls Greenway Outreach Subcommittee

11/17/14

**Attendees:** Ebony Adedayo, Laura Kling, Matthew Hendricks, Sarah Stewart

- I. Review previous engagement efforts (see separate attachment)
- II. Discuss ideas for 2015 engagement:
  - o The engagement should address gaps, deepening engagement. Ideas:
    - Sharing info we've collected for the past 4 years; definitely results from past year
    - Based on surveys – they were scratching the surface of data – we need deeper understanding of what's behind people's opinions. Strategies for this, how to accomplish this?
    - Need to establish goals- how do we know we've finished?
    - Hitting people on both ends of spectrum (people who have participated for 4 yrs, new people) – a pilot would be a good way to involve both groups of people
    - Greenway temporary pilot in 2015
    - Southern route – maybe implement 2014 strategy on southern route to play catch-up there. (Maybe in combo with 2011 work). 2-3 routes that are reasonable and make the most sense have been ID'd by SRF and the technical committee.
  - o What are possible engagement metrics?
    - Metric that Laura liked – racial/ethnic make-up by census block – within a certain percentage of representation
    - Two metrics – one for people on the route vs. representational metric
    - Feel comfortable moving forward, but also address people's concerns
    - Up to the outreach committee to narrow questions about the concerns (look at qualitative data feedback)
    - Ideas – move forward, but not necessarily building it (metrics – objectives of a larger goal) – these are specific to a pilot project.
    - Neighborhood as a whole: 60% supportive of outreach
    - On route: 70% are supportive; x% response rate among households on the route; Sarah will ask Wilder for demographic mapping on the route
    - Representative support – within 3% of demographic make-up of neighborhood (this one could be universal)
    - Set up max level of opposition later, when we're talking about permanent construction
    - Also recognize that some blocks might be harder to work with now.
    - Also measure what people want – opposed to full greenway, but accepting of something else

- Committee's work:
  - Set up broad goals/objectives/tactics:
    - Engage Harrison and Near North south of Plymouth
    - Obj: implement 2014 strategy
    - Address gaps in outreach throughout the route: African Americans, certain blocks
    - Set objectives
    - Getting to why people support/don't support (why yes or why no?)
    - Sharing what we know
    - Doing a pilot
    - Develop a funding strategy to support the above work (e.g., subgrants). Make sure that Nhood groups receive funding in a way that makes sense based on the goals
    - Outreach to bring more people into the work – can some of this be addressed with structure. N. Mpl. Bicycle Advisory Council. They get a really interesting mix of people. Can we work with them? So that people don't have to attend both meetings. Laura could be a liaison. Demographics – 30% female, ½ people of color, ½ people are north Mpls residents. 7-10 people in the room. Reach out to neighborhood groups to ask them how they want to participate. Move meetings further north. Need to think about Webber-Camden and Folwell
    - Choose the streets that will make up the route. Good timing for this.
  - Consider trusted advocates model (What Met Council did re: the greenline) – could be effective for deeper level engagement. Could help organize outreach, maybe home parties? David did a similar model with MDH – trusted people in the community do interviews with 10 families they know. Could be a way to engage more African Americans in the community, also houses on the block that are missing from participation?

### III. Follow-up:

- Sarah will refine goals/objectives and send to group for feedback; reach out to Wilder
- All will think about key dates for outreach milestones (open streets, pilot, having money out to grantees)
- Ebony will send out info about the trusted advocate model and all will think how it could apply to our work
- Meeting schedule – meet more now, less later. Need to develop funding plan; need to work backwards from
- Next meeting: Dec 8, 1:00-2:30, Health Dept.

## Outreach Subcommittee Handout: History of Greenway Outreach Efforts

2011

- Who: Twin Cities Greenways/Transit for Livable Communities
- How: 10 workshops with diverse community groups
- What: Gathered input on idea of greenway
- Results: 200+ participants, 171 surveys, 76% people of color, 91% thought greenway would be an asset to the community; 73% would be happy to have a greenway in front of their houses

2012

- Who: Minneapolis Health Department (MHD)/Minneapolis Public Works (MPW)/SRF Consulting, Inc.
- How: Postcards mailed; open house held; articles in community newspapers; online surveys conducted
- What: Greenway type and route preferences
- Results: 452 surveys completed; at least 53% Northside residents; no data on race/ethnicity; respondents generally supportive of idea; prefer full or 1/2 and 1/2 greenway; prefer a direct route near greenspace

2013

- Who: MHD/MPW/SRF Consulting, Inc.
- How: Postcards mailed; letters and maps mailed to all on route; open house; 5 neighborhood-level meetings; articles in community newspapers; online surveys
- What: gathered input on a specific greenway proposal with route and greenway types assigned
- Results: 368 surveys completed; 70% Northside residents, no data on race/ethnicity; majority homeowners; 73-74% support route and types; 63% living on the route support it on their blocks

2014

- Who: MHD/MPW/Alliance for Metro Stability/13 community organization partners
- How: Door-knocking, 27+ events/meetings (including open streets); articles /stories in several news sources; online surveys
- What: gather input on slightly refined greenway proposal; added questions about race/ethnicity and language.
- Results: 2,040 surveys completed; 70% Northside residents; 55% of northsiders are people of color; 25% of respondents on the route are renters; 70% of northsiders support the idea; 60% of people on the route support it on their blocks

## Draft Greenway Outreach Plan (based on 11/17/14 Outreach Committee discussion)

Goals	Objectives	Tactics/strategies
<p><b>Educate:</b> Share back data and information we've compiled; help people understand what a greenway would be like</p>	<ul style="list-style-type: none"> <li>For a temporary pilot: move forward on blocks where we see 70% support</li> </ul>	<ul style="list-style-type: none"> <li>Community meeting(s)</li> <li>Piloting a greenway via temporary construction (2-4 block stretch where residents are supportive of trying it out)</li> </ul>
<p><b>Engage all:</b> Ensure ALL groups in north Minneapolis are thoroughly engaged (race/ethnicity, age, location)</p>	<ul style="list-style-type: none"> <li>Racial/ethnic groups are represented within 3% of their actual population proportions</li> <li>X% of households on greenway route blocks are engaged</li> </ul>	<ul style="list-style-type: none"> <li>Identify existing gaps; target groups that are underrepresented</li> <li>Ensure that some microgrant funding addresses these gaps</li> </ul>
<p><b>Move south:</b> Engage residents living south of Plymouth Ave to explore a southern greenway connection</p>		<ul style="list-style-type: none"> <li>Implement high-level engagement similar to previous efforts (meetings, door-knocking, surveys)</li> </ul>
<p><b>Deepen our understanding:</b> Get a deeper understanding of people's opinions about the greenway, with a focus on people living on and near the route</p>		<ul style="list-style-type: none"> <li>Develop a funding strategy to conduct outreach with other groups, funding neighborhood organizations</li> <li>Hold small group/block level meetings with residents and ask residents why they do/don't support it and how concerns could be addressed; what greenway design they prefer</li> <li>Pilot a greenway (see Goal 1)</li> </ul>
<p><b>Broaden our base:</b> Involve a more diverse group of residents in developing and implementing the engagement work</p>		<ul style="list-style-type: none"> <li>Loop in members of the North Minneapolis Bicycle Advisory Council</li> <li>Identify constituencies that should be represented on the committee and invite them to the table (one-on-ones, etc.)</li> <li>Change committee structure in order to increase participation</li> </ul>
<p><b>Finalize route north of Plymouth:</b> Choose a route for a greenway( if it's built) so we can focus outreach and planning efforts</p>		<ul style="list-style-type: none"> <li></li> </ul>

## Notes: Greenway Communications Subgroup

11/25/14

Attendees: Sarah Stewart, Anthony Johnson, Steve Kinsella

I. Review previous engagement efforts and results

### **Summary of Communications plan implementation through summer 2014**

Communications plan implementation included creating several communications tools (map, project one pager, FAQ, handout describing greenway types, overhauling the project website). Several materials were translated into Spanish, Hmong, and Lao.

The City and AMS also posted announcements on their Facebook pages, both to announce the start of community outreach in March and to promote the open streets event in May. The City's first post received 16 likes, 2 shares, and 2 comments. The City's second post received 34 likes, 12 shares, and 6 comments. Over the period from Jan 1 through June 30, the City's greenway website had 3,654 unique page views from computers external to the City. The average time on site was 2 minutes and 36 seconds, and the bounce rate was 56%.

The City also put out two news releases, including one in March announcing the outreach and one in May promoting open streets (joint release with the Minneapolis Bicycle Coalition). The first news release resulted in three stories (on [KSTP](#), in the [Star Tribune](#), and in [Camden News](#)). The second news release resulted in stories in [Twin Cities Daily Planet](#), [KFAI](#) (1:27:40 mark), [The Line](#) magazine, the [Star Tribune](#), and [KARE 11](#). An Op/Ed by a steering committee member also ran in the July issue of [North News](#).

Following materials developed and used (\*=translated into Hmong, Spanish, and Lao): Map\*, One-pager\*, Greenway type explainer\*, FAQ.

Following materials developed but not widely used: Hmong International Academy videos (English and Hmong); BCBS video

II. What's next in communications:

- Communications will need to be done in conjunction with outreach
- Key message, neighborhoods have been engaged, the city is listening
- Represent the data well – be clear that there was a lot of support. The opposition often speaks more loudly, and we don't want that voice to take over
- Work with spokespeople who live in north to tell the story
- See next page for phases of communication efforts going forward

	Release results (Now)	Block meetings, targeted engagement on the ground (winter-> mid-summer)	Pilot greenway (mid-summer)
Messages	<ul style="list-style-type: none"> <li>• Overall – neighbors have been engaged, city is listening</li> <li>• Describe the process: here’s what we did</li> <li>• Here’s what we learned: Significant support, some concerns to address</li> <li>• Here’s where we’re going: on the ground engagement, possibly trying out a temporary greenway. City and partners facilitating process for a community-defined project</li> </ul>	<ul style="list-style-type: none"> <li>• Share more info about the greenway/details about technical work</li> <li>• Ask questions: If this were on your block, what would you want it to look like? What are your concerns, and how could they be addressed (if they can be)? What do you think of a temporary pilot on your block?</li> </ul>	
Strategies	<ul style="list-style-type: none"> <li>• News releases</li> <li>• Mailing list update</li> <li>• Op/eds from residents (North News, Spokesman Recorder, Strib) – voices from the neighborhood should help represent this.</li> </ul>	<ul style="list-style-type: none"> <li>• Block parties?</li> <li>• Use manipulatives for visioning (Legos, models from Twin Cities Greenways)</li> <li>• Focus on reaching people who are opposed</li> </ul>	<ul style="list-style-type: none"> <li>• Make it a big kickoff – ribbon cutting, open streets-like feel. Think about things like a neighborhood walk, a community picnic, gardening event. Work with other orgs/partners on this</li> <li>•</li> </ul>

## Greenway Technical Subcommittee

11/24/14

**Attendees:** Bill Fellows, Alexis Pennie, Matthew Hendricks, Sarah Stewart, Anthony Johnson

Brainstorm of technical work that still needs to be addressed:

- Dig more into cost
- Talk to police and fire – **Bill will contact the fire department.**
- Property values/property tax impacts; looking into ways to mitigate property tax increases (if property values go up) (example = DC, H St.)
- Assessments – would be beneficial to explain the assessment process to people, ask how it could affect support and opposition. It's city policy to assess for projects – Uniform Assessment Policy. We would need a rationale for funding this at no cost to adjacent homeowners. (~\$4,000/parcel paid over 20 years with low interest). Public Works wants to be consistent with the assessment policy. Need a very clear explanation about why there wouldn't be assessments in this place. Equity/justice perspective? Central Corridor people didn't have to pay assessments – there's an example there.
- Looking at the existing diverters in Jordan
- Intersection treatments
- Does traffic get diverted to alleys?
- Graphic work – need to make sure graphics are realistic
- Make it as grassroots as possible (stakeholders drive the technical work)
- How would the greenway be maintained? Look at O&M.
- Maintaining affordability/dealing with potential for gentrification
- We also have \$ for a consultant to help with these things
- Irving vs Humboldt between 41<sup>st</sup> and 44<sup>th</sup>. Worth exploring further, open houses in homes. Send to outreach committee.

1-page summary of technical report – **Matthew and Bill will look at Anthony's draft summary**

Southern portion of the route.

- SRF developed 6 route alternatives and weighed them against different things like driveways, etc. Needs some work to get it to a point to bring to the community.
- **How does Bottineau LRT affect this? Karen Nikolai and Simon have been looking at bike/ped connections for this. We could send the Bottineau folks the pages of the report showing the southern route alternatives to see how those projects might affect route options. **Matthew will reach out to Simon.****
- Also need to find out where people want to go? Downtown, or the larger bike network? We need the outreach committee to connect with community members to find out where the greenway route should go. Makes sense to narrow it down before it goes to the community – 2

to 3 options. Need to be able to justify why we're selecting these southern routes – need to go back to survey results.

Blong Yang would like to see a decision made on the northern end of the route. Might make sense to firm up the northern end of the route (and call it the route), if we get a lot of push back, we can make changes then.

Temporary pilot: significant support between Lowry and Dowling. Consider a temporary demonstration between Lowry and 36<sup>th</sup>. Also use this for measuring things, test things like light levels. Would have a strong outreach component.

- What does the threshold of support for a pilot need to be? Need to bring info to public works staff. Not sure that we could get a % from policy standpoint. What's the % for block parties permits? Threshold for enhanced lighting is 50%. What is BID threshold? **Sam will do a little research on this.**
- Would it be possible to do a resources share with the materials for other demo project on 29<sup>th</sup> St in Uptown. Sam talked to CM Bender about that, and she thought it was a good idea, and there were potential funds from business owners there. Meet with Lacy Shelby – **Sam is meeting with her anyway.** Pilot would be a full greenway pilot. Lacy worked for DOT in NYC and could probably help answer some of these questions. **Matthew, Sarah and Bill would like to attend meeting with Lacy.**
- There are a lot of logistics to figure out for a pilot – who's maintaining it? What happens if sewers need to be accessed? Etc. This may be a way to sort through the tough questions.

Next meeting – field trip to Milwaukee Ave. We'll meet in January.