



Information Session: Northside Greenway Engagement Microgrants and Community Connector Program

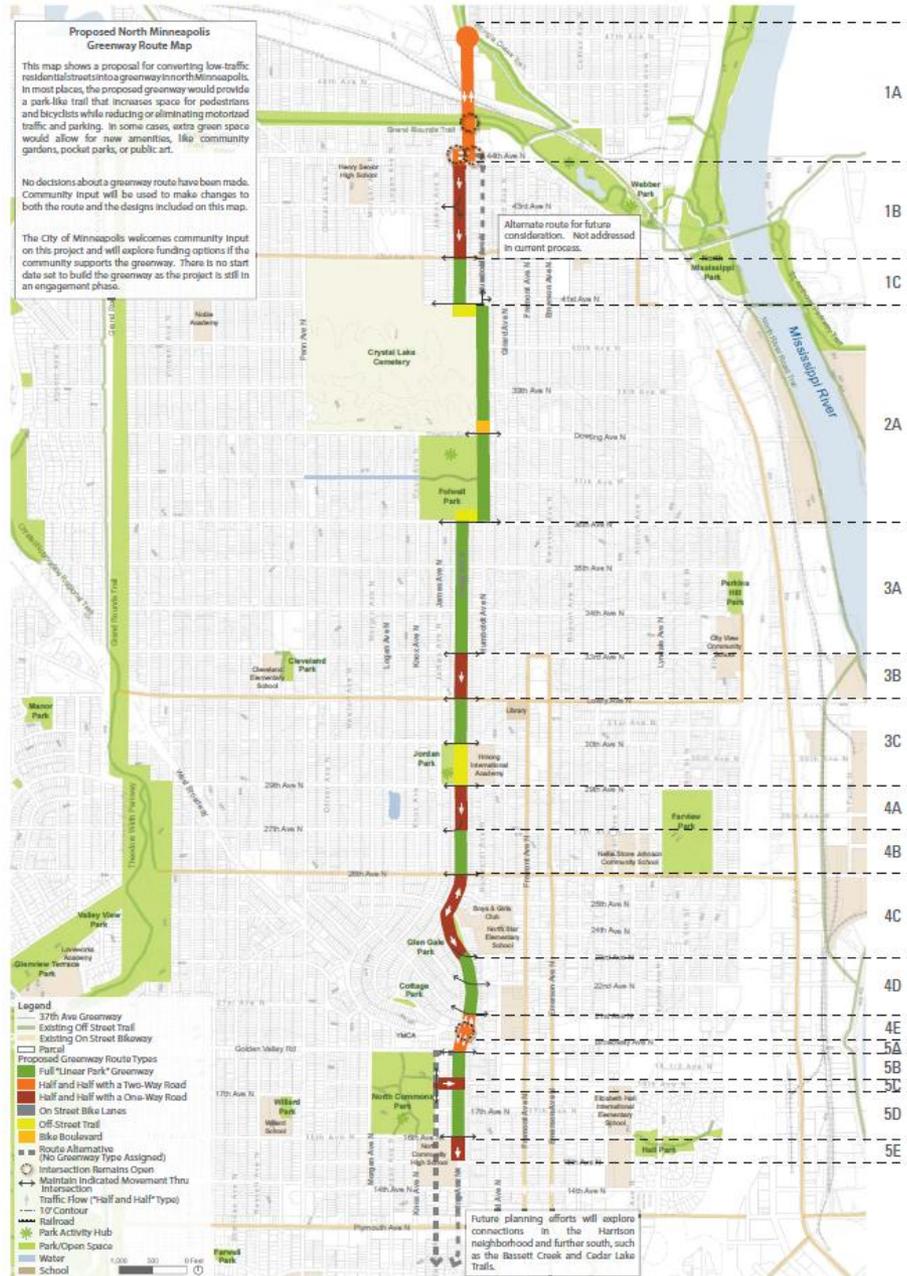
Sarah Stewart, Minneapolis Health Department
Ebony Adedayo, Alliance for Metropolitan Stability
March 4, 2015

Image by Community Design Group, courtesy of Twin Cities Greenways and Bike Walk Twin Cities

Agenda

- Introductions
- Northside Greenway background and history
- Summary of 2014 engagement efforts
- Engagement microgrants overview
- Community connector program overview
- Q&A

FIGURE | PROPOSED GREENWAY ROUTES AND INTERSECTION TREATMENTS







Timeline of engagement efforts

- 2011: Twin Cities Greenways/Bike Walk Twin Cities held community workshops
- 2012: City of Minneapolis collected input on greenway type and route preferences
- 2013: City of Minneapolis gathered input on a specific greenway proposal using traditional outreach approaches
- 2014: City of Minneapolis, Alliance for Metropolitan Stability, and many community organizations and residents conducted an extensive engagement process

Timeline of engagement efforts

More detailed information about the project history is available online:
www.minneapolismn.gov/health/living/northminneapolisgreenway

North Minneapolis Green

www.minneapolismn.gov/health/living/northminneapolisgreenway

Minneapolis City of Lakes

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Minneapolis Health Department

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250 S. 4th Street, Room 510
Minneapolis, MN 55415
health@minneapolismn.gov
(612) 673-2301

[Directions & Parking for Public Service Center](#)

Home > Health Department > Prevention & Healthy Living

NORTH MINNEAPOLIS GREENWAY



Exploring the idea of a north Minneapolis greenway, providing a safe, accessible route for bicyclists and pedestrians.

This image shows a street converted into a full greenway, with a trail in the center and no motorized traffic.
Image developed by Community Design Group, funded by Bike Walk Twin Cities/Transit for Livable Communities, and provided courtesy of Twin Cities Greenways.

Project Description Partners **Project Reports** Resources

NEW! Funding Opportunities for Greenway Outreach

The Alliance for Metropolitan Stability (AMS), in partnership with the City of Minneapolis and the Northside Greenway Council, has announced two funding opportunities for individuals and organizations to do community engagement around the proposed North Minneapolis Greenway.

- 1) Application for Microgrants to organizations: AMS accepting applications from community organizations to share information and gather input from small targeted communities of north Minneapolis residents. Groups may apply for awards of up to \$10,000; total amounts will vary.
- 2) Application for Community Connectors: AMS is also accepting applications for six Northside Greenway Council Community Connectors. Community Connectors are individuals who will work to gather input and general feedback around the proposed Greenway project in specific communities in north Minneapolis. Six individuals will be selected to receive an estimated stipend of \$2,550 each to conduct engagement activities.

Applications are due by 5 p.m. Friday, March 27, and an information meeting for both funding pools will be held on **Wednesday, March 4 from 3:30 - 5 p.m.** at North Commons Park (1801 James Ave N, Minneapolis). For more information, please visit [AMS's website](#).

Project Description

2014 engagement

A different approach:

- ▣ Led by a community-based steering committee
- ▣ Funded community and neighborhood orgs to do outreach



A word cloud of community organizations, with text in various shades of green and brown. The organizations listed are:

- Camden Neighborhood Center
- Jordan Area Community Council
- Major Taylor Bicycling Club of Minnesota
- Hispanic Advocacy and Community Empowerment through Research
- Project Sweetie Pie
- Hmong American Mutual Assistance Association
- Alliance for Metropolitan Stability
- Lao Assistance Center of Minnesota
- City of Minneapolis
- Redeemer Center for Life
- Northside Residents Redevelopment Council
- Minneapolis Highrise Representative Council
- Minneapolis Bicycle Coalition
- Hmong American Partnership
- Peace Collaborative Partners

2014 Engagement

New process yields better results:

2013 Engagement Process

371 surveys

258 Northside residents

4% renters

Not very diverse



2014 Engagement Process

2,040 surveys

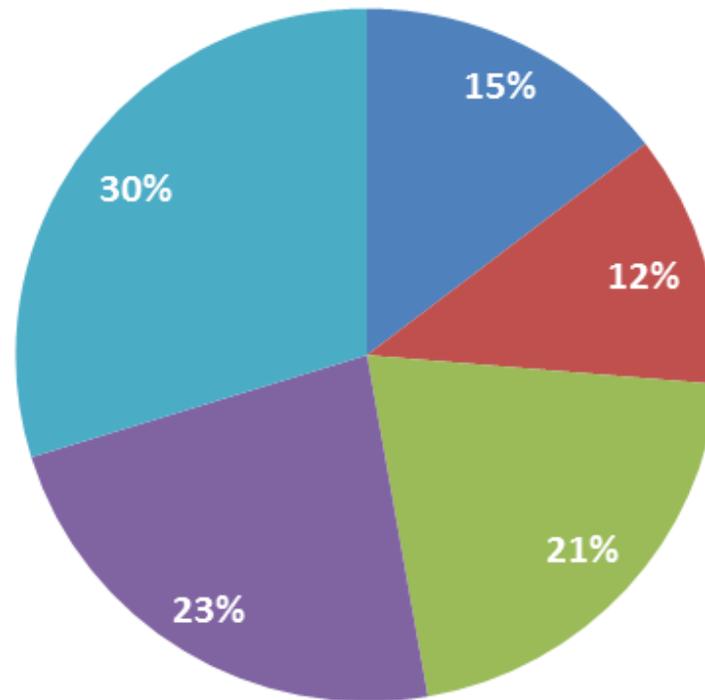
1,331 Northside residents

26% renters

55% residents of color
(Northside residents)

2014 Engagement Results

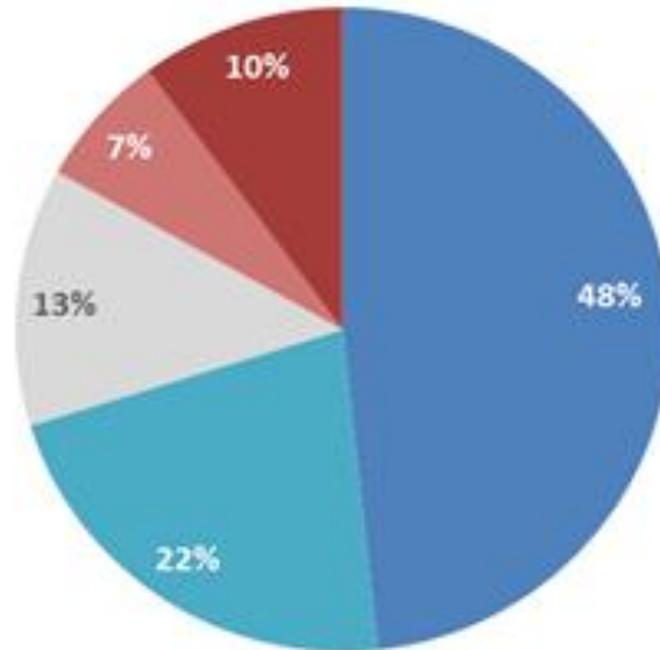
Where Respondents Live



■ On the route ■ Within 1 block ■ Within 2-4 blocks
■ Elsewhere in N Mpls ■ Outside of N Mpls

2014 Engagement Results

Support and Opposition: North Minneapolis Residents

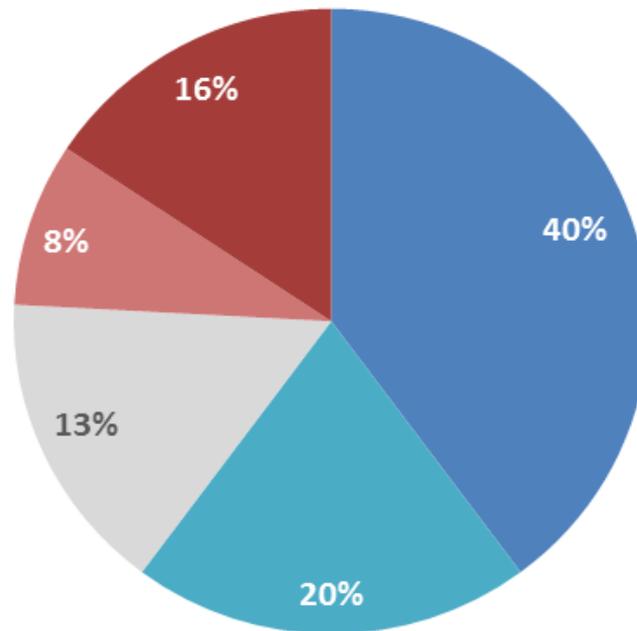


■ Strongly Support ■ Support ■ Neutral ■ Oppose ■ Strongly Oppose

n=1,312

2014 Engagement Results

Support and Opposition: People Living on the Greenway Route



■ Strongly Support ■ Support ■ Neutral ■ Oppose ■ Strongly Oppose

n=236

2014 Engagement

Opportunities:

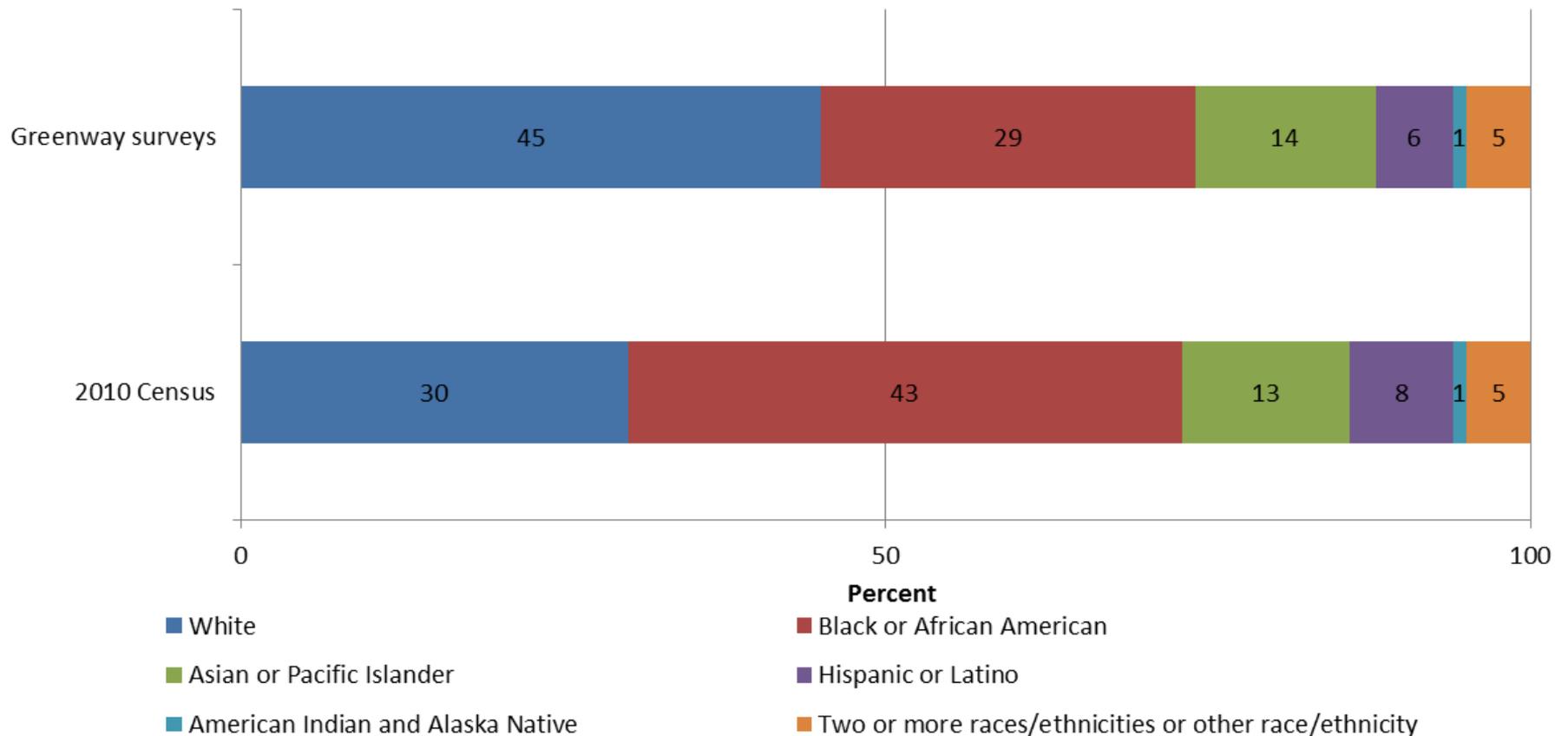
- ▣ More green space
- ▣ Safety from traffic; good for kids
- ▣ Space for amenities like gardens, pocket parks, art
- ▣ New Northside attraction

Concerns:

- ▣ Parking
- ▣ Safety
- ▣ Cost to homeowners (taxes, assessments)
- ▣ Maintenance (greenway and alleyway)

Engagement gaps remain

Race/Ethnicity of North Minneapolis Residents: Greenway Survey and 2010 Census Data



2015 Engagement Outcomes and Goals

Not for wide distribution - data incomplete

Educate: Share back data and information we've compiled; help people understand what a greenway would be like

Engage all: Ensure ALL groups in north Minneapolis are thoroughly engaged

Move south: Engage residents living south of Plymouth Ave to explore a southern greenway connection

Deepen our understanding: Get a deeper understanding of people's opinions about the greenway, with a focus on people living on and near the route

Broaden our base: Involve a more diverse group of residents in developing and implementing the engagement work

Finalize route north of Plymouth: Choose a route for a greenway(if it's built) so we can focus outreach and planning efforts

2015 Engagement Strategies

- Engagement microgrants
- Community connector program
- Tentative: temporary greenway demonstration on a short segment of the proposed route

Engagement microgrants

- 2014 activities included: door-knocking, bike rides, North Minneapolis Open Streets Experience (which comprised of 3 on 3 basketball tournament, urban farming, presentations, sod parties, etc). (For more info, see www.minneapolismn.gov/health/living/WCMS1P-122187)
- Looking for activities to build on last year's efforts
- **Engagement activities should focus on creating opportunities for community dialogue.** Example engagement activities include holding meetings, hosting block parties, attending existing events, door-knocking (to share information and invite people to attend other meetings or events), bike rides, walks, or other activities that will effectively engage the targeted community. Creativity is encouraged.

Community connectors

Two applications available:

- Application for an organization to host community connectors
 - Host organization will receive \$25,000
- Major tasks will include...
 - Participate in the review and selection of community connectors
 - Contract with and supervise community connectors
 - Host an orientation for community connectors at the start of the project, in collaboration with the Alliance for Metropolitan Stability and the City (May 4)
 - Provide support to community connectors to develop engagement plans and hold trainings and check-in meetings with community connectors in order to provide leadership development and to help the connectors evaluate their effectiveness and share lessons learned
 - Attend monthly Northside Greenway Council meetings (1st Tuesday of every month in the evening; meetings are kid-friendly) and related NGC sponsored events

Community Connectors Cont.

- Application for individuals to serve as community connectors
 - Each community connector will receive a \$2,550 stipend; they will be expected to work approximately 10 hours/week from May 4 – Aug 28
- Major tasks include:
 - Going to community meetings and events to make presentations on the Greenway project, and remain objective and neutral regarding the project (it is important that community connectors weigh all opinions and concerns equally – we value all input)
 - Going to places of worship (churches, mosques) to speak to members about the project
 - REQUIRED: Attending orientation, training, and check in meetings
 - REQUIRED: Document outreach activities and community input gathered (see report from last year)
 - REQUIRED: Participating in the Greenway demonstration project (date TBD)
 - REQUIRED: Attend monthly Northside Greenway Council meetings (1st Tuesday of every month in the evening; meetings are kid-friendly)

Other Information About Grants

- Applications for host organization due Monday, March 16 and applications for micro-grants and community connectors are due Friday, March 27 to ebony@metrostability.org
- Decisions will be made by a community review committee
- General qualifications for all grants:
 - Proven connectedness and established relationships/ knowledge of North Minneapolis
 - Be supportive of the outreach and engagement process related to the Greenway and be able to objectively gather community input in an unbiased manner
 - Be able to provide consistent education and awareness around project and opportunities associated with it
 - Be able to acknowledge the differences and expertise of diverse community members

Northside Greenway Council Information Meeting

Q&A

Contact Information

Please contact Ebony Adedayo with additional questions about grant applications and process:

ebony@metrostability.org

Please contact Sarah Stewart with additional questions about Greenway project history:

Sarah.Stewart@minneapolismn.gov