

# Blueprint For Equitable Engagement

NCEC Discussion  
February 24<sup>th</sup>, 2015

# Blueprint for Equitable Engagement

## What is it?

Equity in community engagement is just and fair inclusion.

The Blueprint for Equitable Engagement is a multi-year transformative framework to ensure an innovative and equitable engagement system for the City of Minneapolis.

Focus areas:

1. Neighborhood Organizations
2. City Boards and Commissions
3. City Department Engagement



## What is the Vision?

An innovative, just and fair engagement system that connects residents and government to achieve the One Minneapolis goal.

# Why Do We Need To This?

- We are living in a time when our city is becoming increasingly more diverse. The rate of change is quickening.
- Minneapolis has significant racial disparity gaps.
- Community engagement plays a huge role in helping to eliminate disparities.
- No longer are past engagement tools sufficient to address these rapidly changing and growing opportunities.

# Why Do We Need To Do This?

## Purpose

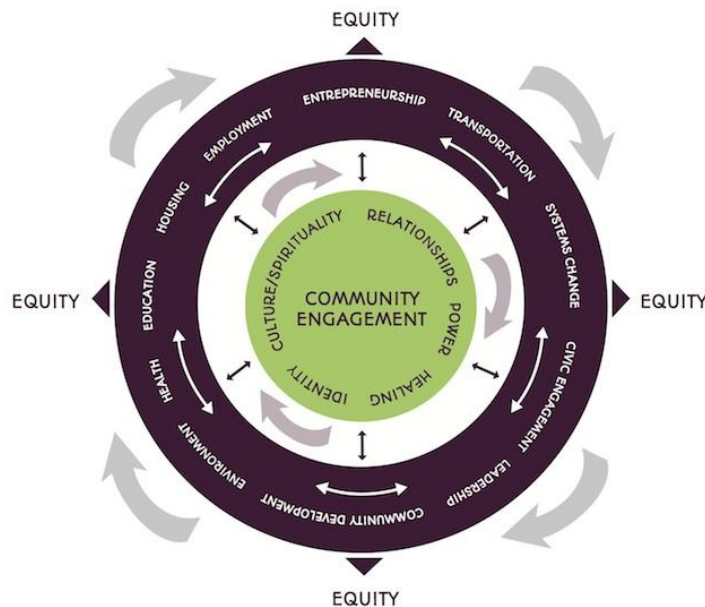
1. Build capacity for people to participate.
2. Ensure broad inclusion in decision-making, program development and service delivery.
3. Recruit, train and appoint people of color, including people with disabilities to neighborhood and city advisory boards to ensure accurate representation of the city's diverse communities

## Results

1. Greater understanding of issues and opportunities
2. Expanded capacity to address equity with community partnerships
3. Increased community capacity
4. Increased decision making capacity to address equity
5. Transparency
6. Accountability

# Role of Community Engagement with Achieving Equity

IMPACTS OF COMMUNITY ENGAGEMENT MODEL

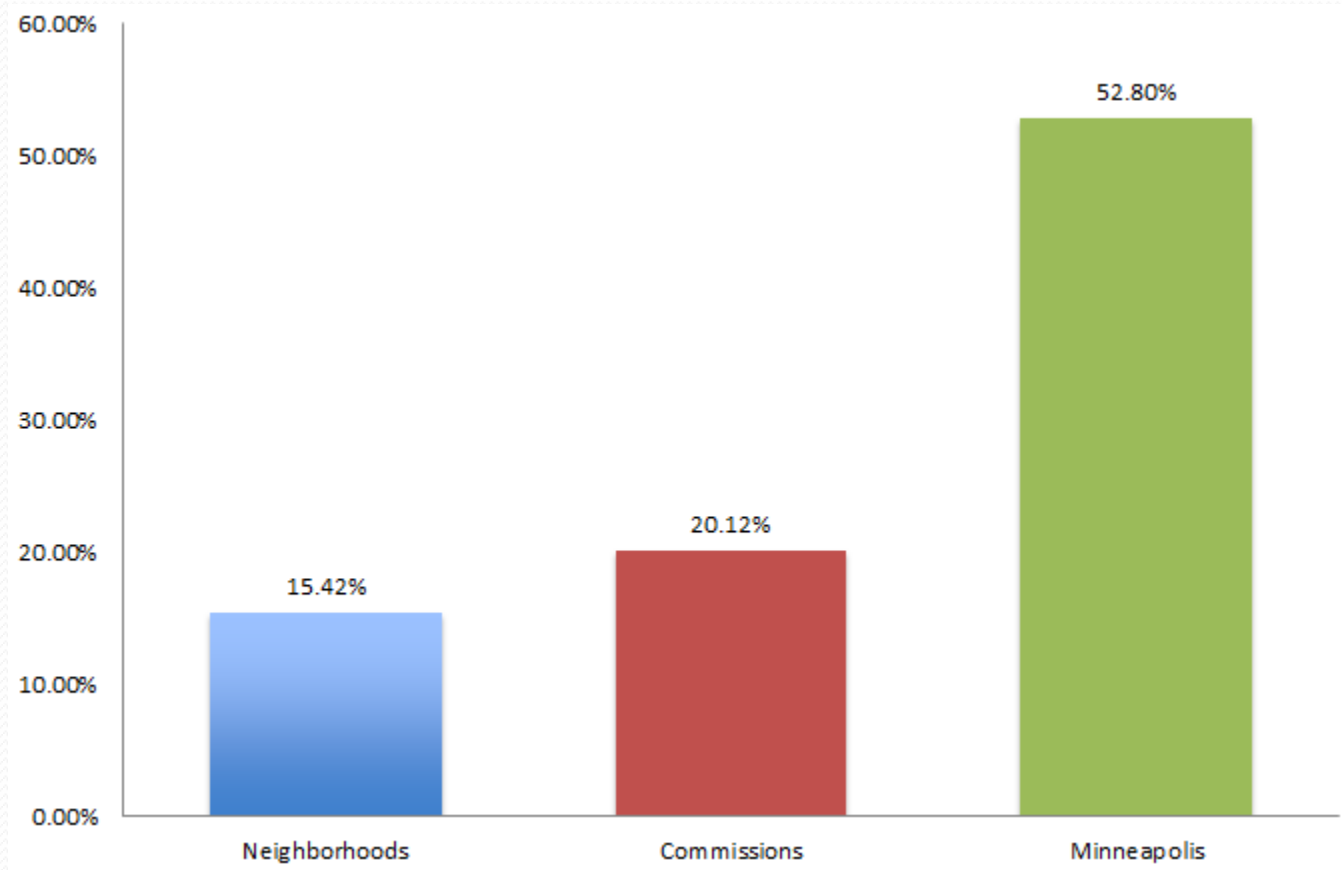


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- Community engagement informs discussions on equity
- Barriers, issues and opportunities are defined by community
- Formulates partnerships with community to address disparities

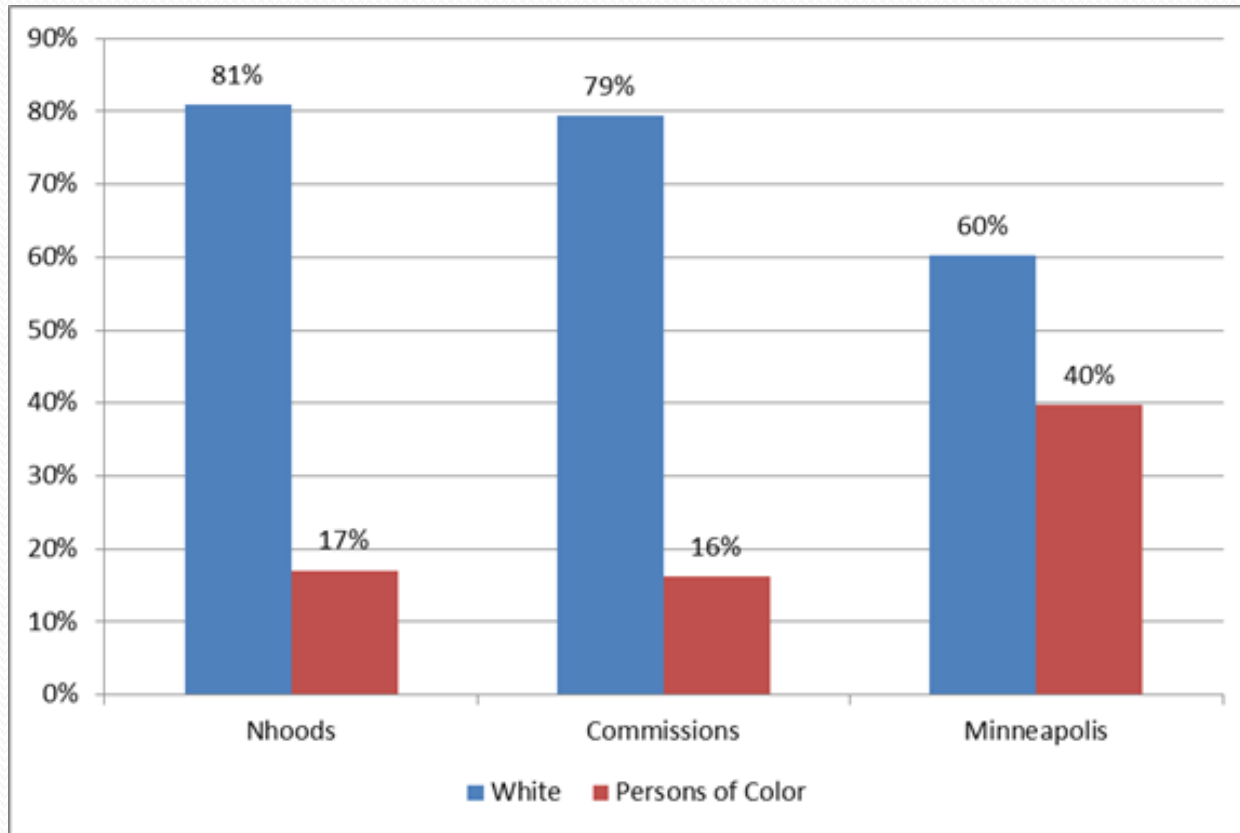
# Where are we now?

Renter Participation in Neighborhood Boards and City Commissions compared to Minneapolis



# Where are we now?

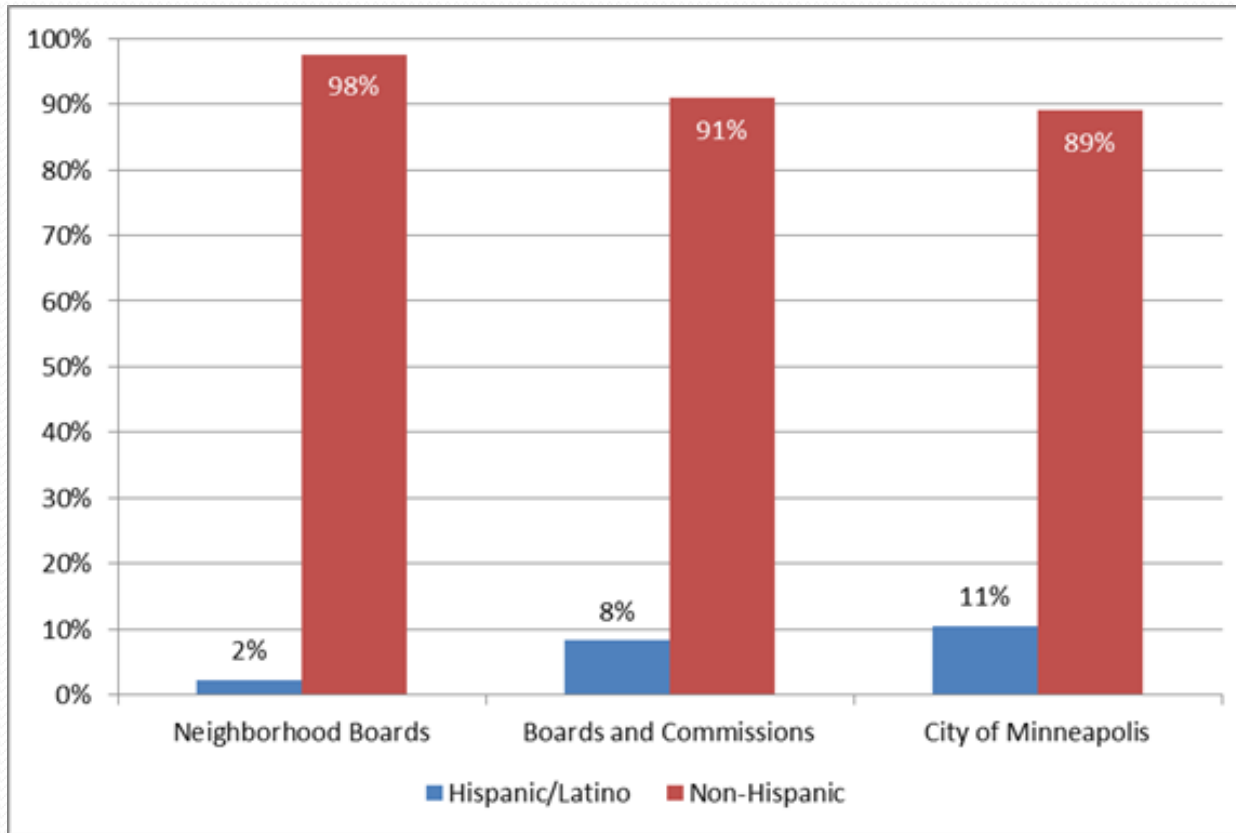
Participation by persons of color in Neighborhood Boards and City Commissions





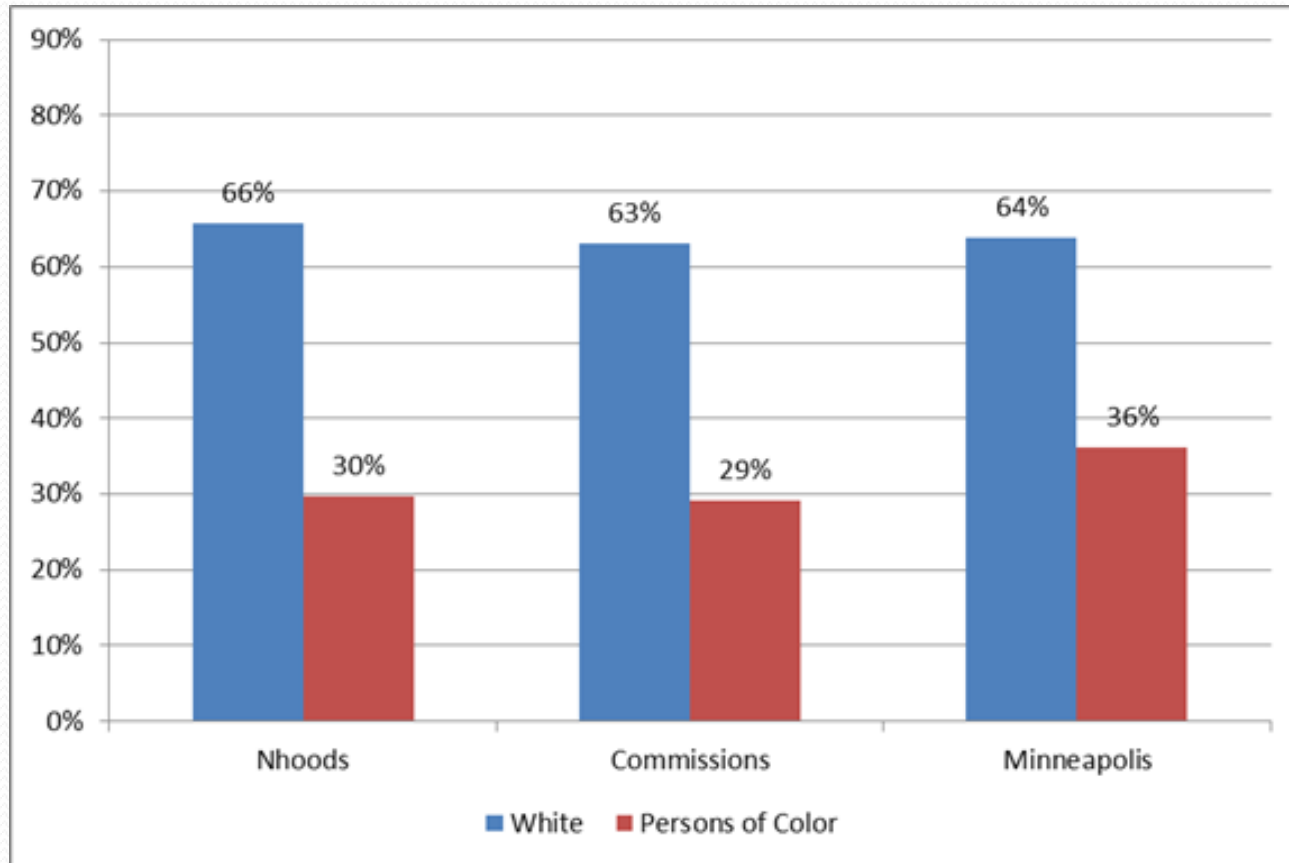
# Where are we now?

Participation by Hispanic/Latino in Neighborhood Boards and City Commissions



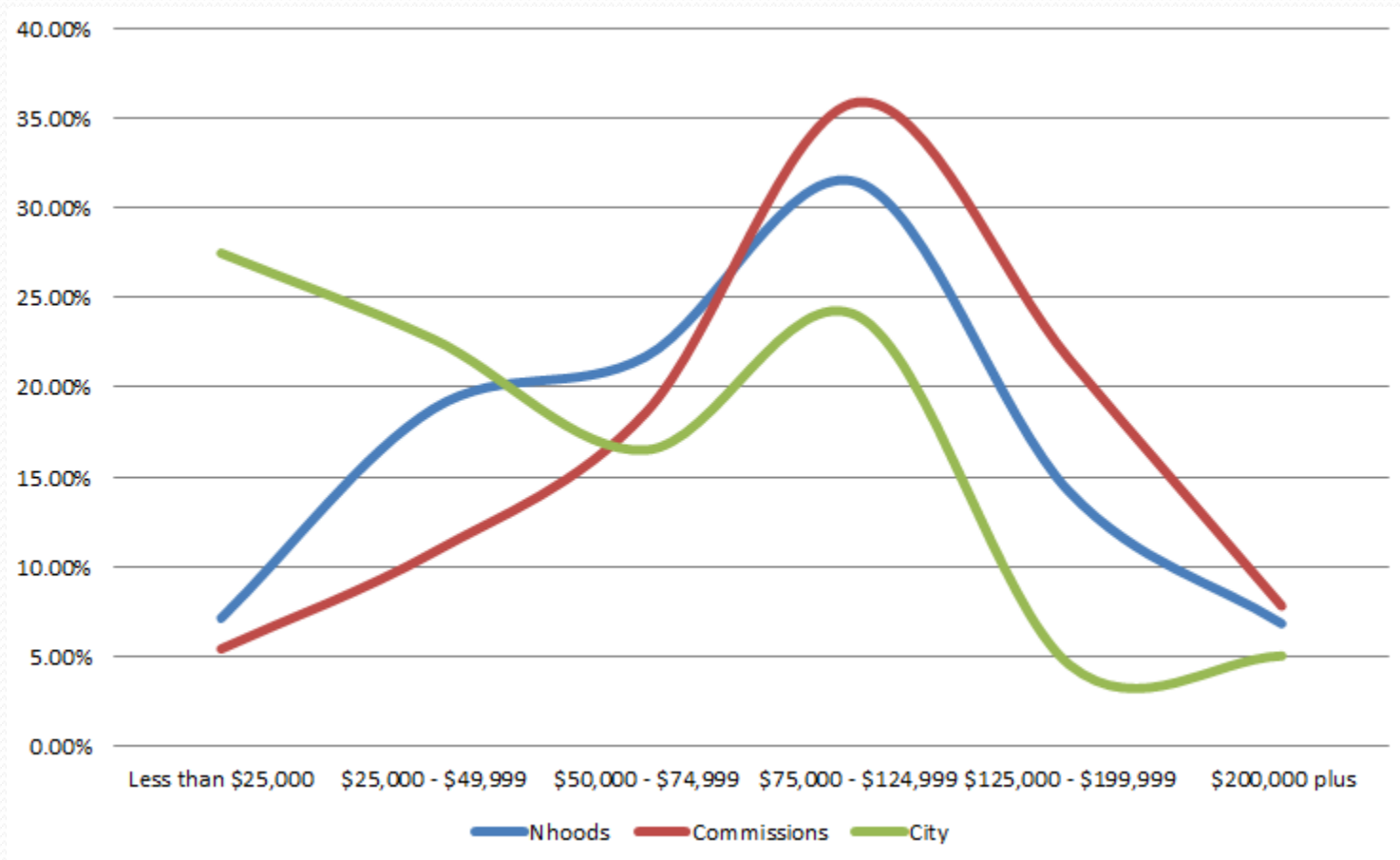
# Where are we now?

Changing one person per board gets to this picture...



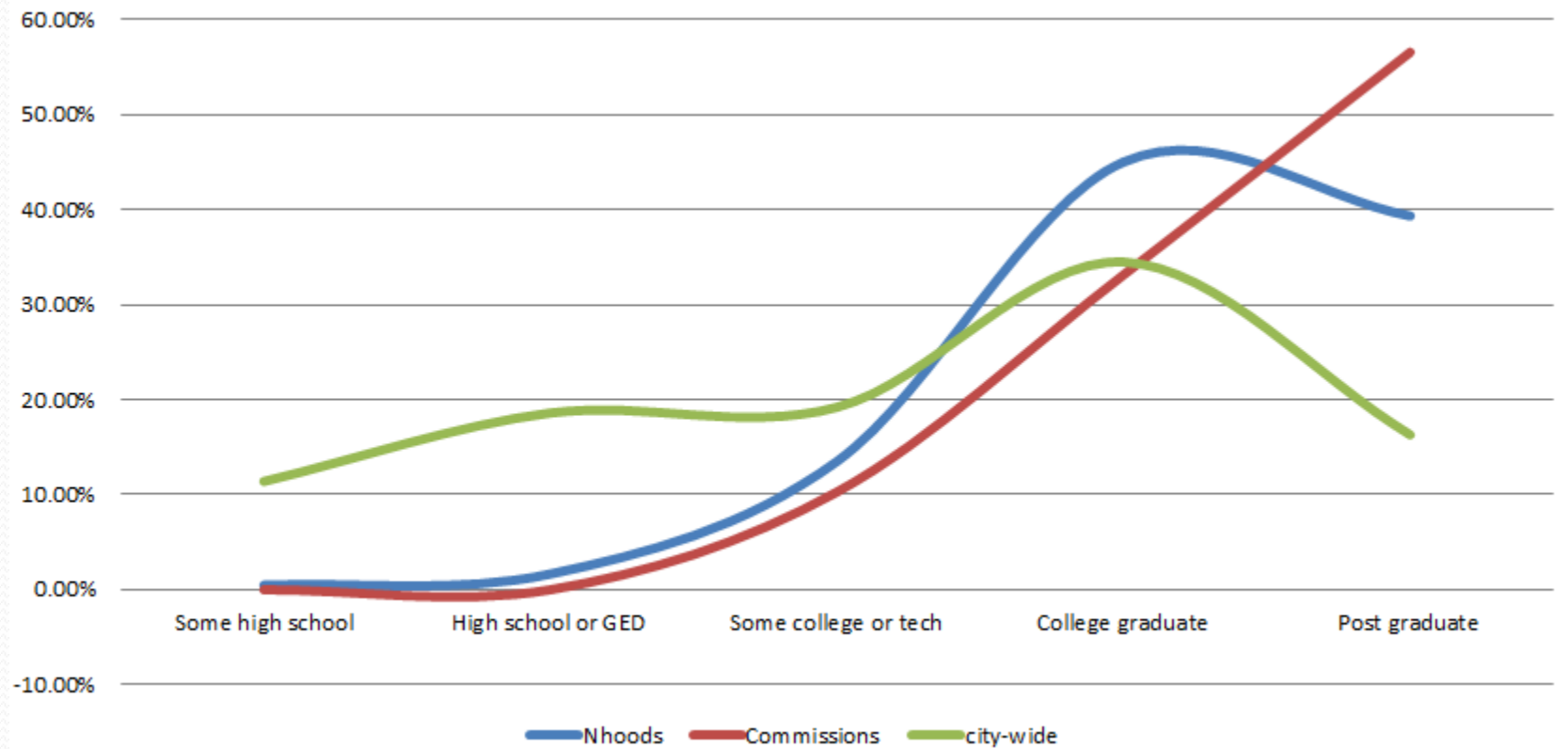
# Where are we now?

## Participation on Neighborhood Boards and City Commissions by Household Income



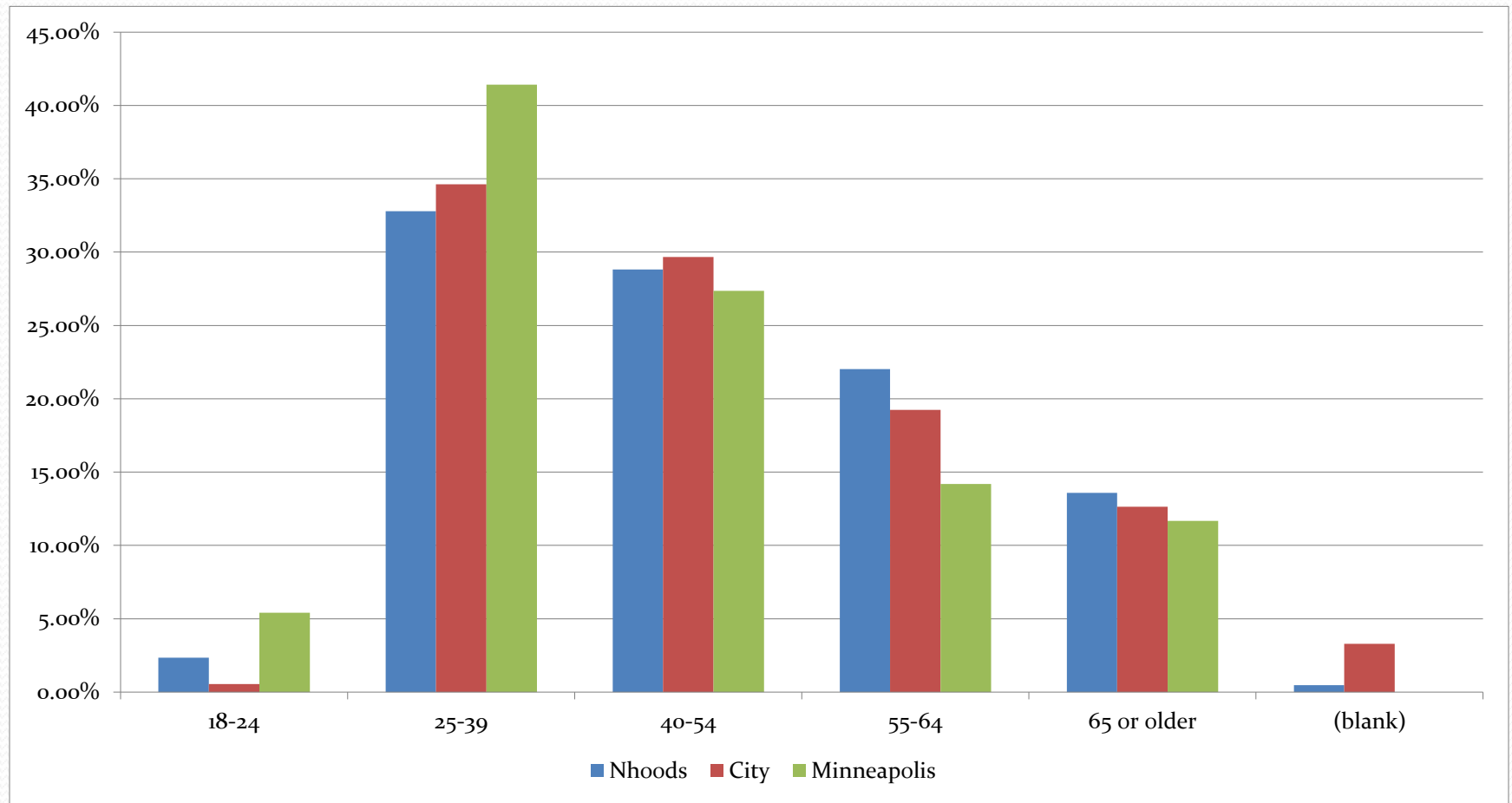
# Where are we now?

Participation by Formal Education, Neighborhood Boards and City Commissions



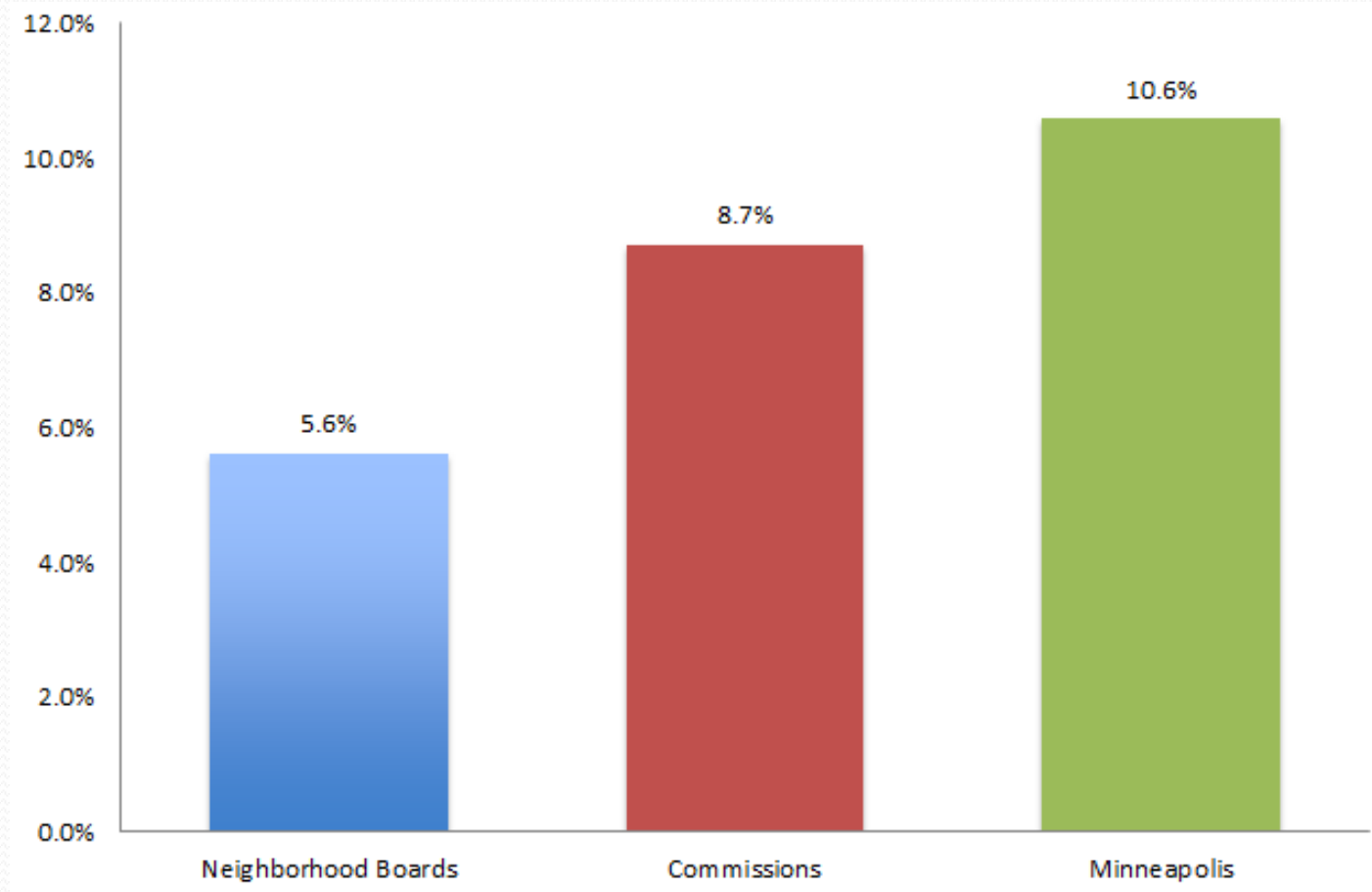
# Where are we now?

## Participation by Age Cohort, Neighborhood Boards and City Commissions



# Where are we now?

Participation of disability, Neighborhood Boards and City Commissions



# Work Completed To Date

- 19 focus groups
- Streamlined Appointment Process for City Boards and Commissions
- City Academy
- BCLI and other Community Partnerships
- Boards and Commissions Diversity Survey 2014
- Neighborhood Board Survey 2014
- Increased Outreach
- Community Connections Conference

# Equity Initiatives Completed/Underway

- Mn Dream Act
- State Driver's License
- Mercado Central
- ADA Program and Services Evaluation (2015)
- One Minneapolis Fund
- City Academy



# Objective 1

Clarify Role and Expectations of Neighborhood Organizations with Measurable Performance Standards

1. Evaluate and clarify City expectations of neighborhoods
2. Update/develop supportive policy framework

# Objective 2

## Expand Cultural Engagement Strategies with Defined Outcomes

1. Expand successful cultural engagement strategies comprehensively across racial communities
2. Integrate and better align existing NCR program and staff to support alignment between neighborhood and cultural engagement
3. Support innovation and testing of new engagement tools and techniques
4. Recognize value of cultural engagement at the same level as neighborhood organizations

# Objective 3

## Increase Capacity with Community Partnerships

1. Expand partnership with CURA to align resources and programming
2. Expand partnerships with funders to align resources and programming such as McKnight, Mpls Foundation, etc.
3. Support and expand leadership development programs for communities of color with community partners
4. Seek out and support grant opportunities for new or existing initiatives

# Objective 4

## Ensure Principled-Based Community Engagement for the City Enterprise

1. Provide training and support for the spectrum of engagement
2. Examine board and commission operating practices from a cultural context and make recommendations that support sustaining greater diversity.
3. Increase accessibility of City meetings (time and location)
4. Support City Clerk's office with policy and ordinance changes that recruit, train and appoint people of color, including people with disabilities to city advisory boards to ensure accurate representation of the city's diverse communities
5. Evaluate current engagement practices of City departments and make recommendations on improvements

# Objective 5

## Evaluate and Celebrate Progress

1. Support an independent, peer supported recognition system that celebrates best practices among neighborhood organizations
2. Expand reporting mechanisms for neighborhood work
3. Conduct periodic evaluations using external evaluators

# Creative CityMaking

## Purpose

- Uses art resources and practices
- Design and test new interfaces between City and community
- Facilitates community engagement with new tools for engaging under-represented communities

## Outcomes

- Creative cultural engagement techniques and tools for neighborhood organizations to increase inclusion
- Creative messaging of the value and purpose of the Blueprint for Equitable Engagement

# Next Steps

- HECE Update March, 2015
- Finalize Blueprint Framework March, 2015
- Finalize Implementation Timeline March, 2015
- Community Review and Feedback April/May, 2015
- NCEC Final Review June, 2015
- HECE Review and Approval July, 2015
- Implementation Ongoing