

35th Avenue North flood mitigation project

Public Engagement Plan

Contents

Introduction	3
In-Person Engagement	3
Online Engagement.....	4
Reporting and Documentation.....	5
Engagement Phasing Overview	5
Phase One Schedule	7
Phase Two Schedule.....	7
Phase Three Schedule	7
Meeting Locations.....	8
Pop Up Locations	8
Stakeholder Guide	8
General.....	8
Business	8
Neighborhood	8

Introduction

The Minneapolis Public Works Department plans to implement flood mitigation measures in the Cleveland Neighborhood. The project will replace aging stormwater infrastructure and consult residents on the potential for improvements for people, walking, rolling, biking and driving. As part of this effort, the City will be engaging with area residents, informing them of the project's scope and schedule through various outreach methods including post cards, fact sheets, pop-ups and open houses. Construction is anticipated to begin in late 2025 and conclude in early 2026. Public Works is currently determining the scope of flood mitigation treatments and will update the neighborhood once a project area and treatments are determined.

Engagement purpose & schedule

The purpose of the Public Participation Plan (PPP) is to outline specific outreach activities throughout the life of the project. The project team will engage the public on the overall project throughout three primary phases using various in person engagement methods. This is intended to be a living document and will be updated on a regular basis as engagement activities unfold. Dates are subject to change.

The three main public outreach activities include:

- In-person engagement
- Online engagement
- Reporting and documentation

Our engagement goals for this project are:

- Conduct clear, concise, and transparent engagement
- Bring area residents along in the conceptual design process
- Listen and respond to area residents throughout each phase of the project

Our design goals for this project are:

- Reduce flooding of streets and houses for frequent and severe rainfall events.
- Recommend a design layout that improves climate resilience of the area. The design will manage stormwater runoff- amount and increasing rainfall intensity.
- Consult residents on priorities for using streets, sidewalks, and green space. These uses will be balanced with water quality needs.

In-person engagement

The in-person engagement will consist of a community field visit or pop-up, open houses, and meetings with various agencies.

Public open houses and community events

The project team will host at least three public open houses and community events or focus groups:

- Open House #1 will be a kickoff meeting to introduce the project, project goals and begin community visioning.
- Open House #2 will report on Phase 1 and Open House 1 and will focus on Alternative options developed from the feedback received during Phase 1.
- Open House #3 will present the recommended design alternatives prior to the final review and municipal consent.

Other engagement efforts will be organized around these meetings, both to promote the events and to provide alternative means of engagement.

Listening sessions

Listening sessions are strategies to engage with specific audiences and solicit feedback from communities on the initial project goals and perceived existing conditions.

Pop-up engagement

Alongside listening sessions, open houses, the project team will bring engagement to the community through pop-up events. Many people walk, bike, and use transit in the area, a pop-up event is also an opportunity to meet people where they are to engage them in a personable way. The project team will plan up to three events throughout the spring and summer. Pop-up events will utilize the same materials and solicit community feedback similarly to open houses.

Community field visit

The project team will hold a community field visit within the project area, encouraging community to tour a similar project on N 37th Avenue between N Logan Ave and N Oliver Avenue. Community members will be provided with a questionnaire focused on identifying desired elements observed on the field visit. Residents who live along N 37th Ave will be reached out to and invited to join the project team and participate, providing their perspectives on the treatment.

Online engagement

Project website

The team will develop accessible digital content for the project website. The webpage will be regularly updated with project information, upcoming events, opportunities for involvement and public comment. The project website may provide links to online surveys and other engagement activities as well.

Online engagement

The project team will create and maintain online surveys to solicit input throughout the project. The project team will also utilize an online mapping tool to collect location-based feedback from the community. The survey and online mapping tool can be posted on the project website and promoted via social media.

Social media

The project team will work with project staff, community partners and stakeholders to develop social media posts.

Reporting and documentation

Documentation of the project progress and engagement process is critical to inform the process and provide accountability. All input received (and responses given) will be fully documented to demonstrate a record of engagement and to show the public how their input was heard and used. Reports will be created in the following formats for distribution.

Engagement summary

The project team will develop up to three summaries that synthesizes the community feedback, comments and questions heard during engagement phase. The report may include mapping, drawings, photo-documentation, and statistical data and analysis.

As appropriate and with approval, the project team will produce a one-page handout about the project, including online contact information for further input beyond in-person engagements.

Community meetings

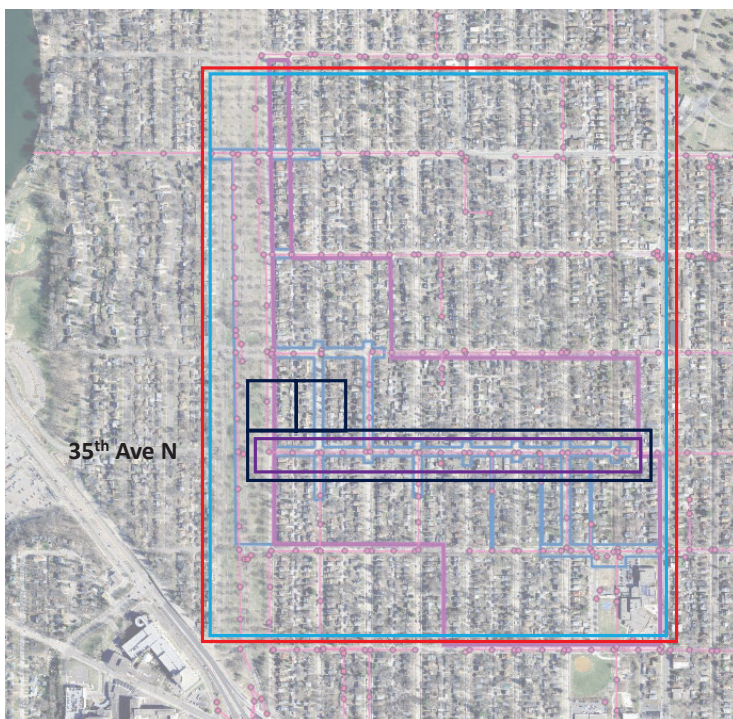
The project team will develop and present engagement findings and project updates with the public to share information and continue soliciting feedback from the community. Materials produced for community presentations will be made available through the project website.

Engagement phasing overview

Engagement efforts for this project will occur over three phases, detailed below. Within each phase, the engagement tools, methods, and stakeholders are expected to change and be further refined through input from the project team.

Phase 1	Phase 2	Phase 3
February-July	July-December	December-May 2025
Study introduction, goals and visioning	Alternative development and evaluation	Implementation and recommendations
Tools		
Postcards Newsletters Survey Yard signs Social media and website updates Corridor aerial Modal preference	Engagement summary Postcards Newsletters Survey Yard signs Social media and website updates	Engagement summary Postcards Newsletters Social media and website updates
Methods		

Open house Community field visit	Open house	Open house
Stakeholders		
General public Roadway users Business owners Corridor stakeholders City of Minneapolis	General public Roadway users Business owners Corridor stakeholders City of Minneapolis	Business owners Corridor stakeholders City of Minneapolis



Engagement scope

- Inform residents of upcoming SW improvements
- Consult residents on the potential for above or below ground stormwater infrastructure
- Consult with residents on the potential for vegetative treatments
- Consult residents on the potential for improvements for people walking, rolling, biking

Phase One Schedule

Task	Sub Task	Dates	Roles	Notes
Factsheet	Factsheet #1 - draft due	2/26	TC2	
	Final draft due for City review	2/28	TC2	
	Post on Website	4/12	City	
Website & survey	Draft updates due for City review	3/6	TC2	
	Project website, survey launch and online map	4/12	TC2	
	Close survey & online map	5/22	City	
BAC/PAC	BAC/PAC (Engi sub-committee)	4/8		
Neighborhood meetings	Cleveland	4/24		
CM Vetaw		0 curred in April		
Community field visit	Draft event plan and contents	3/13	TC2	
	Final draft due for City review	3/20	TC2	
	Event	4/18	ALL	
Promotion	Postcards for City review	4/24	ALL	Promotes open house
	Post card mailings	5/1	City	
	Event reminder social media and email	5/8	City	
Open house event	Content drafts due for City review	3/22	TC2	Two weeks for City review (returned to TC2 by 4/8)
	Material Printing	5/10	TC2	
	Event	5/15	ALL	
Pop-up event	Content drafts due	Late May	TC2	
	Event	Late May	TC2, City	
Closing phase 1	Engagement summary draft	Late May	TC2	
	Engagement summary final & website update	Late May	TC2, City	

Phase two schedule

To be determined after phase one closeout.

Phase three schedule

To be determined after phase two closeout.

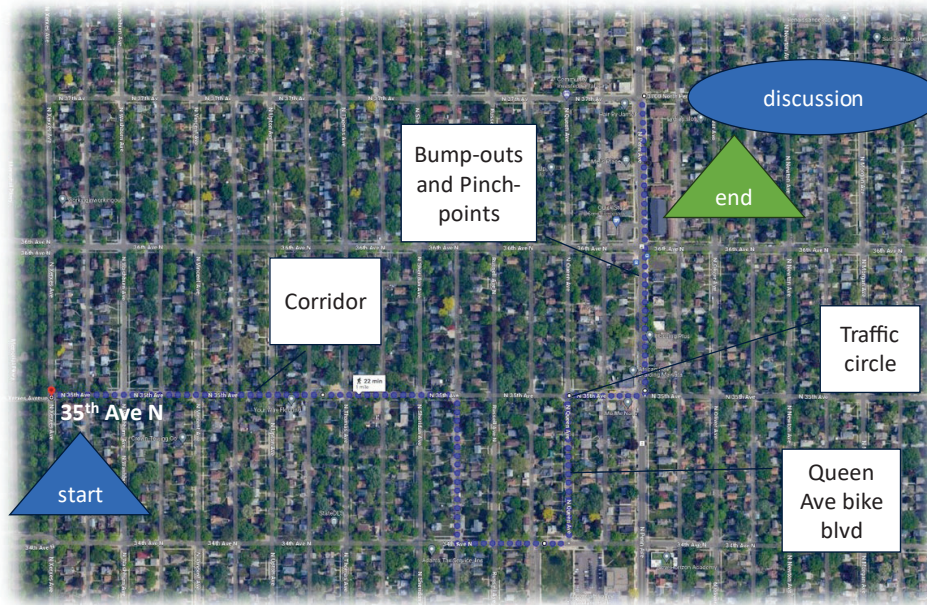
Meeting locations

Potential locations for public open houses:

Pop-up/community field visit locations

Potential locations for pop-up meetings:

Potential route for community field visit:



Community Field Visit

- Logistics
 - 1.5hr
 - 3 project staff
 - 5 – 20 residents
- Supplies
 - Clip boards
 - pens
 - Fact sheets
 - Survey
 - Sign-in
- Purpose
 - to expose participants to potential treatments in their neighborhood and hear feedback from their neighbors
- Preparation
 - Reach out to neighborhood orgs with an RSVP
 - Reach out to ward office with RSVP link
 - Door knock at:
 - 35th
 - N Penn
 - 36th

Stakeholder guide

The following section will be used to help identify key stakeholders and populations that need to be part of the planning process. Mapping was completed to identify stakeholders within a 1/3-mile buffer of the project area.

General

Business

Neighborhood