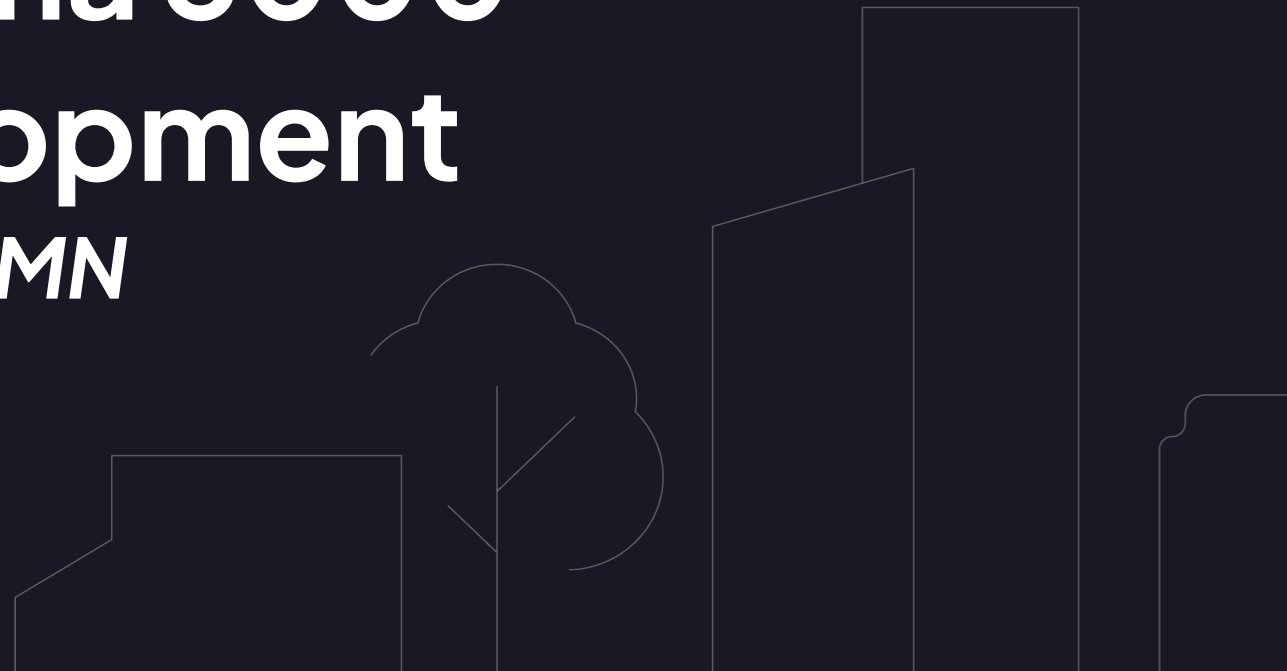


# Minnehaha 3000 Redevelopment

## *Minneapolis, MN*

September 2024

A stylized graphic in the bottom right corner of the slide. It features several white outlines of buildings of varying heights and widths, creating a city skyline. In the center of this skyline, there is a single tree with a rounded, cloud-like canopy and a thin trunk.

# Executive Summary

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## Minnehaha 3000 Redevelopment

- Overall, a **majority of respondents (63%) support the redevelopment of the Minnehaha 3000 building** into a Democracy Center and community space and believe that it would **contribute to racial healing within the City to a large or some extent (50%)**. **Black/African American** respondents reported believing that the redevelopment **would contribute to racial healing more than all other analyzed race/ethnicity groups**.
- Moreover, respondents most commonly wanted the community to use space to be **used for the provision of social services for those in need** (48%), and a **mobility hub** (30%) and **green space** (27%) to be seen outside the building.

# Report structure

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02 Minnehaha 3000 Redevelopment

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| 01

# Methodology

# Methodology

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## Sample

**913** respondents were recruited online between **August 13th and September 9th, 2024** using targeted ads on various platforms (e.g., social media, apps for Android and IOS) as well as online survey panels. Using data from the **US Census Bureau**, this survey employed quotas to match the distribution of **race, ethnicity, age, and gender** in Minneapolis, ensuring that the sample represents the entire population of the city.

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## Weighting

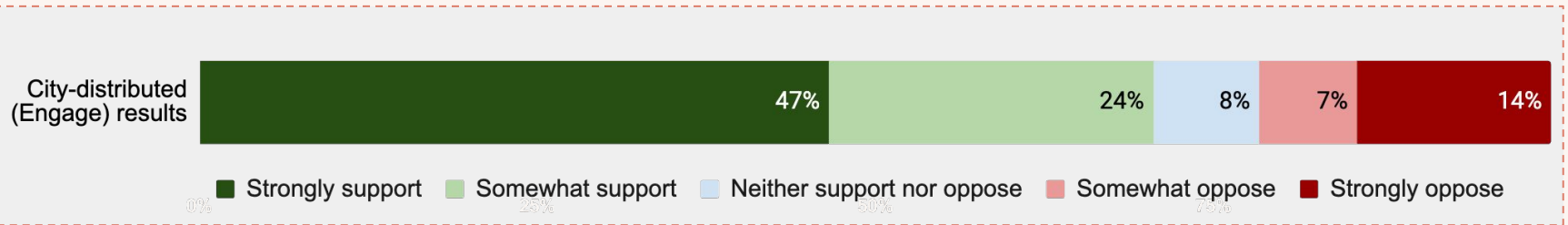
To make sure our sample is representative, a technique called **rake-weighting** was used to balance out any remaining differences between the makeup of the survey respondents and the community. This process serves as a **statistical safeguard** against any demographic group being overrepresented or underrepresented in the final score calculations by giving **overrepresented groups a lower weight** and **underrepresented groups a higher weight** in the analysis. Rake-weighting was applied on both a city and precinct level.

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# Minnehaha 3000 Redevelopment

**Support for redevelopment:** The majority of respondents (63%) reported that they strongly or somewhat support the proposed redevelopment of 3000 Minnehaha Avenue to a mixed-use Democracy Center and community space. Responses collected through the city-distributed survey were more polarized, with 71% supporting the proposed redevelopment, and 21% opposing.

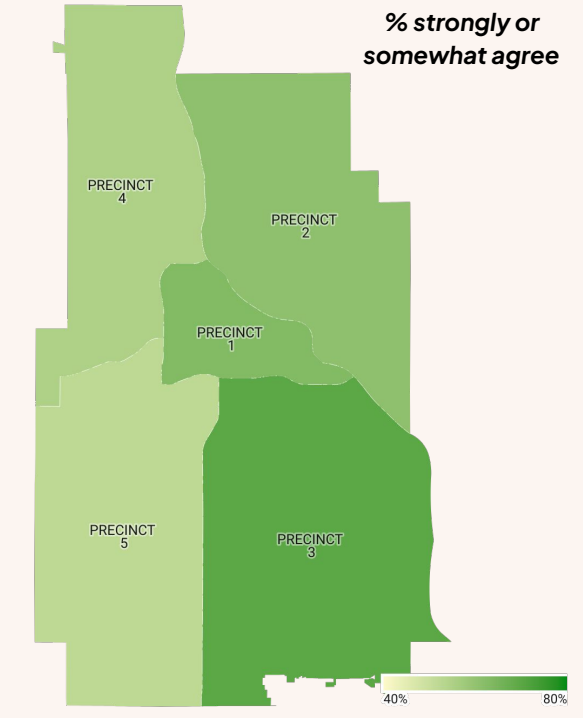
## Q2: Do you support the proposal to redevelop 3000 Minnehaha Ave. into a mixed-use Democracy Center and community space?



**Support for redevelopment:** Overall, the majority of respondents across all five precincts reported that they support the proposed redevelopment. However, respondents in Precinct 3 reported notably high levels of support (70%), whereas respondents in Precinct 4 and 5 were more unsure, with just under 30% of them reporting that they neither oppose nor support (29%, and 28%, respectively).

## Q2: Do you support the proposal to redevelop 3000 Minnehaha Ave. into a mixed-use Democracy Center and community space?

Precinct	% strongly or somewhat support	% neither support nor oppose	% strongly or somewhat oppose
City-wide	63%	20%	17%
Precinct 1	63%	18%	19%
Precinct 2	61%	19%	20%
Precinct 3	70%	14%	16%
Precinct 4	55%	29%	16%
Precinct 5	52%	28%	19%





**Support for redevelopment:** Support varied widely across the analyzed demographic groups, ranging from 43% (Asian respondents) to 73% (Hispanic/Latino respondents). Interestingly, the level of education seemed to affect the level of support, as respondents who reported having a high school degree or less also reported lower levels of support (as compared to respondents with at least some college education).

## Q2: Do you support the proposal to redevelop 3000 Minnehaha Ave. into a mixed-use Democracy Center and community space?

Age	% strongly or somewhat support	% strongly or somewhat oppose
18-34	63%	15%
35-54	67%	15%
55+	59%	20%

Gender	% strongly or somewhat support	% strongly or somewhat oppose
Female	67%	10%
Male	61%	21%

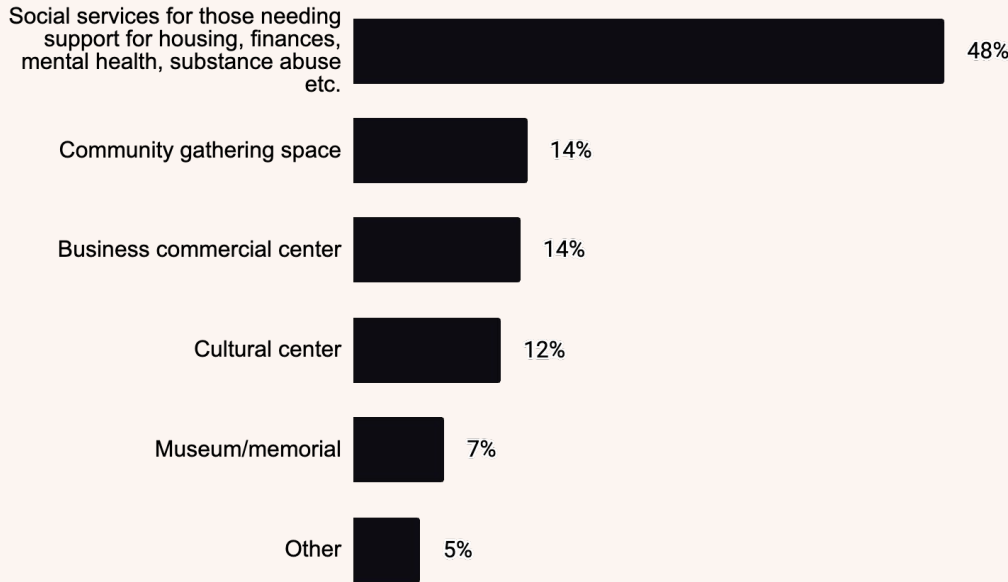
Race/Ethnicity	% strongly or somewhat support	% strongly or somewhat oppose
Asian*	43%	19%
American Indian/Alaska Native*	67%	20%
Black/African American	68%	14%
Hispanic/Latino	73%	8%
White	66%	14%

Education	% strongly or somewhat support	% strongly or somewhat oppose
High school degree or less	57%	10%
Some college or college degree	63%	20%
Higher education degree	70%	13%

\* This group has a small sample size of between 30 and 50 respondents. As such, the results should be used with caution.

**Community use space:** Respondents most commonly reported that they would like to see the building’s community use space used for the provision of social services (48%). This was the most commonly chosen response across respondents with all types of connections to the Minnehaha 3000 building. However, respondents who own a business or property in the area also commonly reported wanting to use the space as a business center (32%).

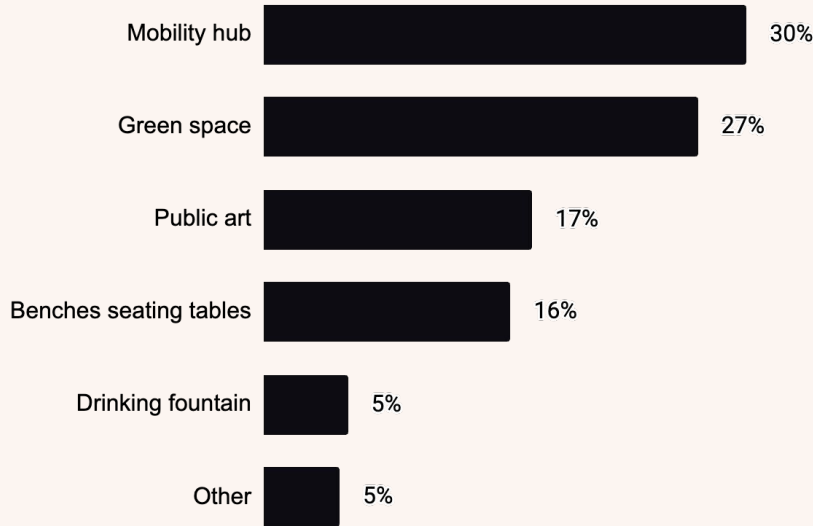
**Q3: Which of the following would you most like to see included in the building’s community use space?**



	Top choice	Second choice
Live in the area	Social services 45%	Business center 17%
Own a business/ property	Social services 35%	Business center 32%
Travel through	Social services 49%	Community gathering space 20%
Visit the area	Social services 50%	Community gathering space 16%
Work in the area	Social services 36%	Business center 18%

**External features:** When asked about external features of the building, respondents were split between wanting a mobility hub (30%) and green space (27%). This finding was also true of respondents that reported living in the area, however they had a more notably difference between their first and second choice (mobility hub, 31%, and green space, 26%).

**Q4: Which of the following external features would you most like to see outside the 3000 Minnehaha Ave. building?**



	Top choice	Second Choice
Live in the area	Mobility Hub 31%	Green Space 26%
Own a business/ property	Benches 28%	Mobility Hub 24%
Travel through	Green Space 31%	Mobility Hub 30%
Visit the area	Mobility Hub 30%	Green Space 29%
Work in the area	Green Space 23%	Benches 21%

**Community use space & external features:** Respondents across all the analyzed demographic groups most commonly reported wanting to see the community use space to be used for social services. This finding was particularly notable for 35 to 54 year olds, and those with a high school degree or less (53%, and 52%, respectively). For the external features, respondents across all the analyzed demographic groups preferred a mobility hub or green spaces.

Age		
	Community use space (top choice)	External feature (top choice)
18-34	Social Services 45%	Mobility Hub 35%
35-54	Social Services 53%	Green Space 30%
55+	Social Services 46%	Green Space 34%

Gender		
	Community use space (top choice)	External feature (top choice)
Female	Social Services 50%	Mobility Hub 30%
Male	Social Services 46%	Green Space 30%

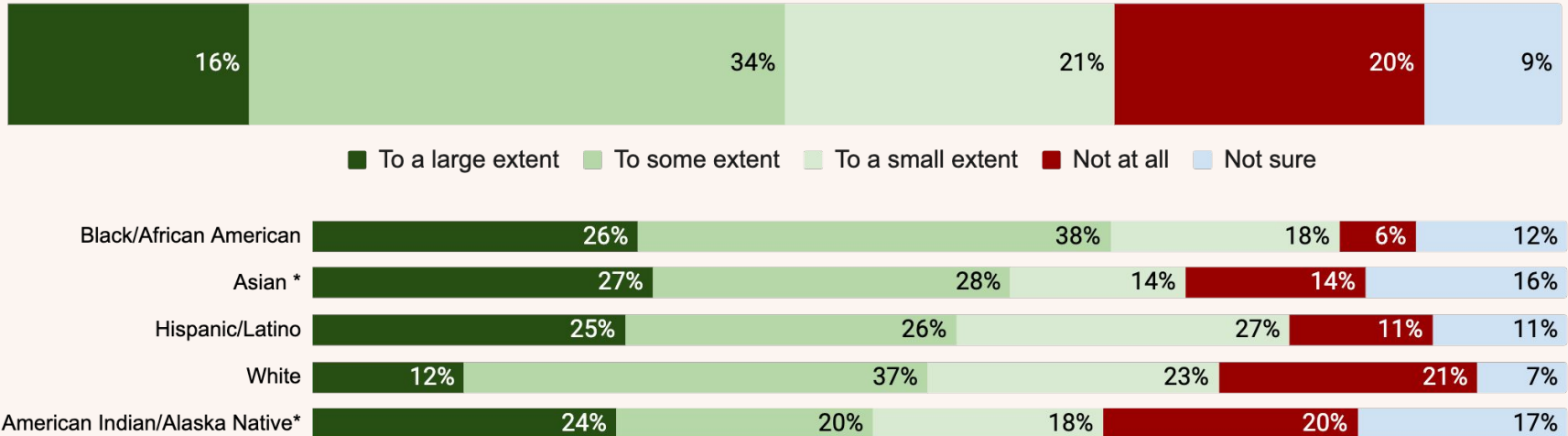
Race/Ethnicity		
	Community use space (top choice)	External feature (top choice)
Asian*	Social Services 43%	Mobility Hub 40%
American Indian/Alaska Native*	Social Services 29%	Mobility Hub 23%
Black/African American	Social Services 43%	Mobility Hub 28%
Hispanic/Latino	Social Services 39%	Mobility Hub 33%
White	Social Services 50%	Green Space 33%

Education		
	Community use space (top choice)	External feature (top choice)
High school degree or less	Social Services 52%	Mobility Hub 35%
Some college or college degree	Social Services 48%	Mobility Hub 30%
Higher education degree	Social Services 44%	Green Space 37%

\* This group has a small sample size of between 30 and 50 respondents. As such, the results should be used with caution.

**Racial healing:** Overall, 50% of respondents reported that they believe the proposed redevelopment would contribute to racial healing within the city to some or a large extent. However, these percentages varied greatly between the analyzed race/ethnicity groups. Specifically, Black/African American respondents reported the largest percentage of 'to a large or some extent' (64%) and a notably low percentage of 'not at all' (6%). Conversely, White respondents reported the largest percentage of 'not at all' (21%).

**Q5: To what extent do you believe that the proposed redevelopment of 3000 Minnehaha Ave. may contribute to racial healing within the City of Minneapolis?**

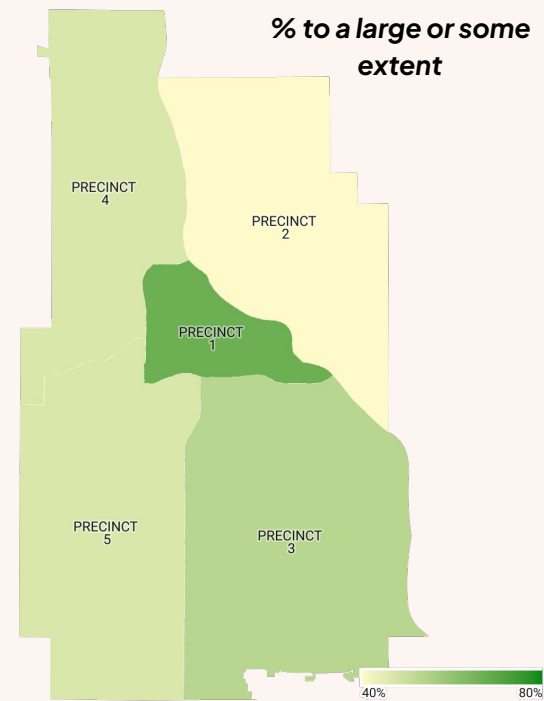


\* This group has a small sample size of between 30 and 50 respondents. As such, the results should be used with caution.

**Racial healing:** Respondents in Precinct 1 and 3 reported notably high percentages of ‘to a large or some extent’ (67%, and 54%, respectively) when asked about the potential contributions of the proposed redevelopment to racial healing in the city. However, respondents in Precinct 3 also had high percentages of ‘not at all’ (23%), suggesting that they were more divided on the potential impacts.

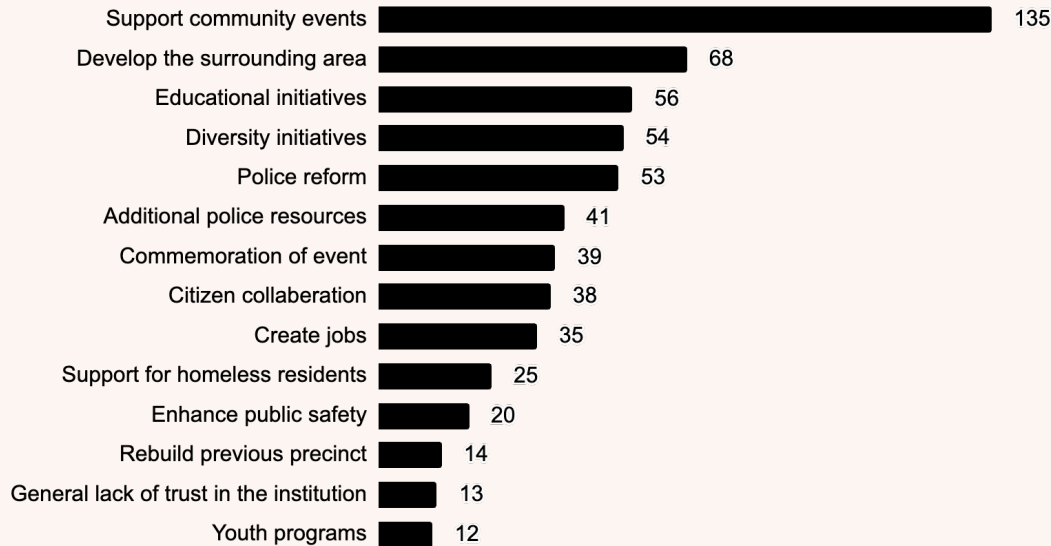
**Q5: To what extent do you believe that the proposed redevelopment of 3000 Minnehaha Ave. may contribute to racial healing within the City of Minneapolis?**

Precinct	% to a large extent	% to some extent	% to a small extent	% not at all
City-wide	15%	35%	21%	20%
Precinct 1	67%	28%	3%	2%
Precinct 2	12%	28%	33%	16%
Precinct 3	54%	23%	18%	23%
Precinct 4	10%	38%	20%	17%
Precinct 5	11%	37%	24%	21%



**Specific Issues:** The most common suggestion for how to support racial healing through the redevelopment of Minnehaha 3000 Ave. was to support community events, with 135 responses. Other notable mentions included developing the area around the building (68 responses), educational initiatives (56 responses), and diversity initiatives such as working with diverse community leaders to create positive engagements (54 responses).

**[open-text] Q6: What else do you think the City can do to support the process of racial healing through the redevelopment of 3000 Minnehaha Ave.?**



*“The city could **involve diverse community voices in planning**, ensure equitable economic opportunities and create **spaces for cultural expression and dialogue.**”*

*“Clean up the vandalism around it. Cleaning up just that building is like putting a diamond in a puddle of mud. **All the graffiti and damaged structures around it will in a way take away from the message.**”*

*“Focus on **exhibits and informational plaques** which tell an accurate history of what happened.”*

| 03

# Summary



# | Summary

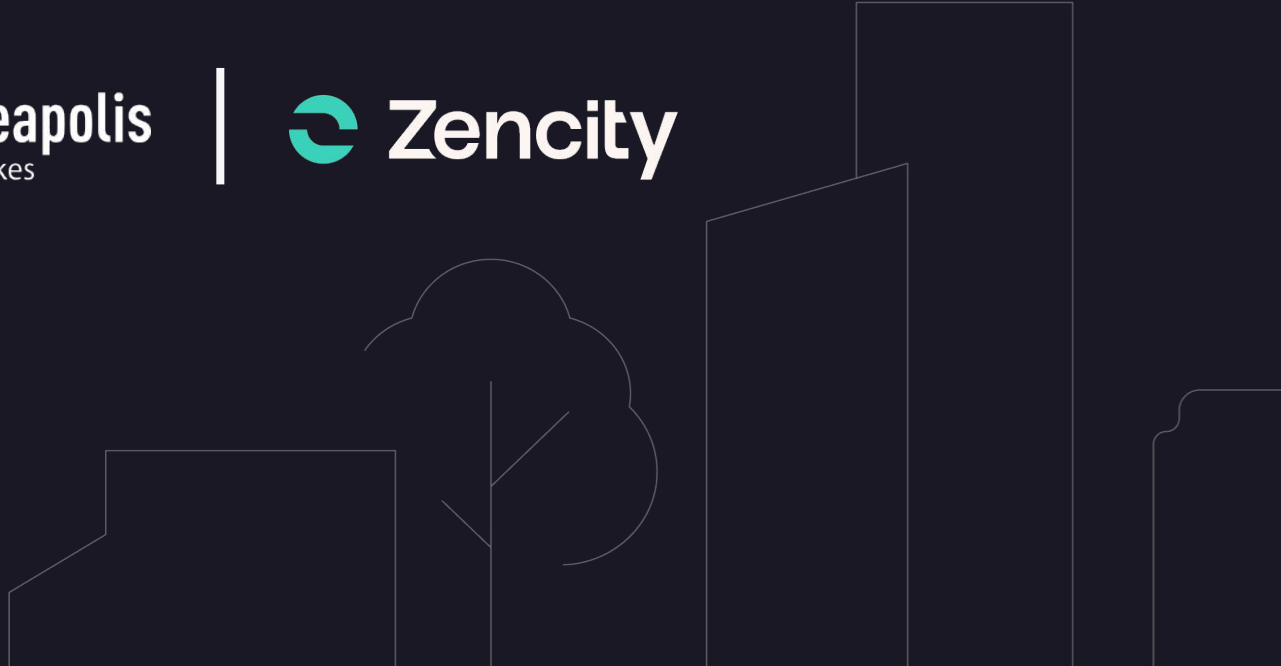
## Minnehaha 3000 Redevelopment

Support the redevelopment? **63%** support  
**17%** oppose

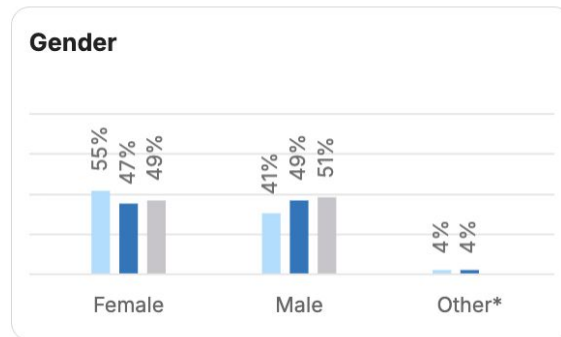
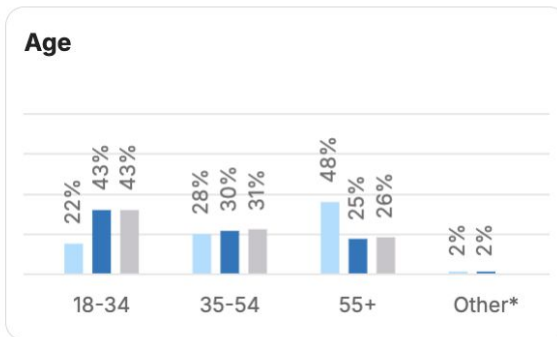
Community use space features **48%** social services for those needing support

External features **30%** mobility hub  
**27%** green space

Redevelopment will contribute to racial healing?  
**16%** to a large extent  
**34%** to some extent  
**21%** to a small extent  
**20%** not at all



# Sample Breakdown



## Key

- **Unweighted demographics** - What we collected, without adjustments
- **Weighted demographics** - Our sample, adjusted to be representative of the population
- **Population demographics** - The demographics of the 18+ population

\* The "Other" category includes missing data, people who selected "prefer not to say", and other groups not defined in the census.

