

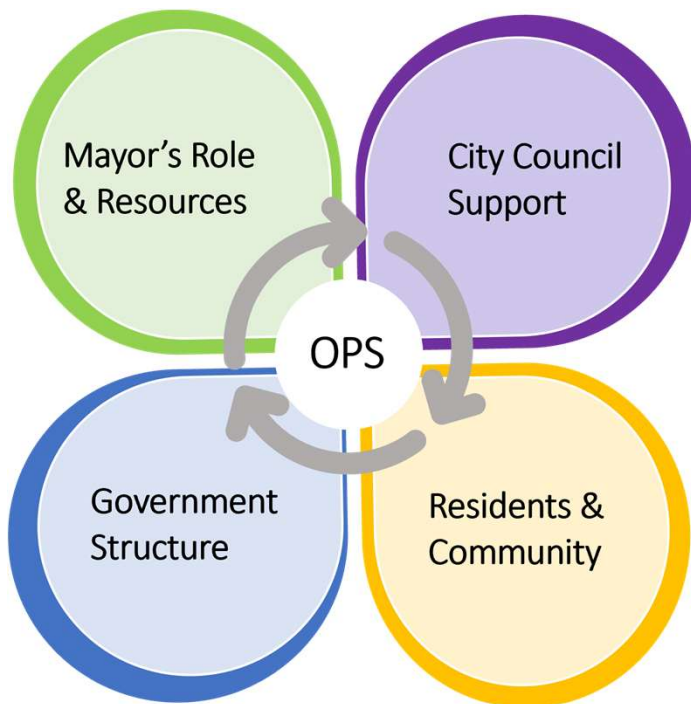
Setting the stage for change

Residents of Minneapolis, a city known for its lively communities and progressive spirit, took a decisive vote in November 2021 that would change the government structure of the City to enable an Executive Mayor form of governance. In response to this decision and with support from the community through a work group, three (3) options were presented that would meet the needs of the Executive Mayor structure as well as the needs of the community. The Government Structure Workgroup was tasked with:

- Recommending an operating structure and appropriate resources to enable the Mayor to perform in his new role
- Providing options for the Mayor's roles and responsibilities based on research on comparable cities, best practices and the law
- Provide options for how the City's administration can support the City Council in it's official legislative and oversight functions.



A satellite map of 38th Street in Minneapolis is covered in photos and sticky notes from a strategic development planning meeting.



In 2023, The Office of Public Service (OPS) was created through the recommendation of the community workgroup and focuses on rethinking how the city governs itself to better serve its diverse population, heal past wounds, and encourage growth. After years of social unrest and a global pandemic, Minneapolis found itself at a critical turning point. The old way of governing was not working well enough to meet the complicated needs of its communities, especially in important areas like public safety and fair access to services. City leaders realized that sticking to the old system was no longer an option.

The creation of OPS was more than just a change in management; it showed a strong commitment to working with all City departments and the community. By creating accountability structures in key areas including:

- Communications and Engagement Services
- Development, Health and Livability
- Internal Services

OPS ensures that people have access to the information they need and can connect with the City.

A bold vision takes place

Determined to create meaningful change, OPS responded to the ballot initiative by leading the creation of a framework for enterprise strategy and accountability, based on data informed decisions that resulted in the implementation of good governance. Incorporating consistent oversight and ensuring compliance, stewardship, and addressing root causes.

This meant standing up sustainable systems geared toward operating efficiently and removing redundancies that enables a government structure that responds swiftly and effectively to community needs. This vision required not just organizational changes, but a fundamental shift in leadership philosophy, training and community engagement.

As 2023 progressed, OPS's efforts began to materialize through their work, that focused on effective communication, community engagement and addressing some of the most complex needs of City staff and the community. This was done through:

Children displayed their spin art creations to dry at the Open Streets event in Minneapolis.

Photo by Lane Pelovsky Courtesy of Meet Minneapolis



WORKING TOGETHER ACROSS DEPARTMENTS

Intentional collaboration of all City departments across the enterprise to leverage resources while still creating the biggest positive impact for our City staff and residents. This transition was a significant change from prioritizing individual needs of each department to enterprise level needs and collaboration opportunities. Resulting in better customer service from administration to council. Responding as one voice and one administrative body.



BETTER TECHNOLOGY FOR EVERYONE

Improvements in technology and software to focus on enterprise solutions that meet the needs of multiple departments and produce high efficiencies, eliminating redundancies as well.



CONSISTENT PROJECT MANAGEMENT

Consistent project management of enterprise level projects that can be replicated through established methods. Creating set expectations, a unified culture and transparency for staff and community when being engaged in these efforts.

Community-focused projects in action

These new ways of operating were demonstrated through two impactful projects:

GEORGE FLOYD SQUARE

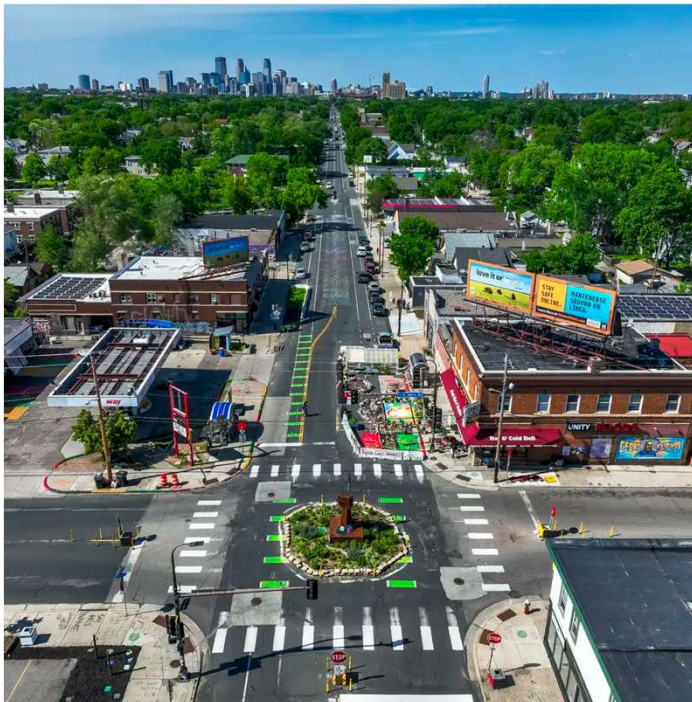
George Floyd Square, a memorial site honoring victims of police brutality. The Office of Public Service lead a team of staff and collaborated with community to create a vision for George Floyd Square, which outlines the following:

- The **values** and actions that will serve as the foundation for the future of George Floyd Square.
- The **criteria** for the use of the Peoples' Way site and selecting a **community-centered owner**.
- Locations for **future memorials** and how the city can support memorial processes.
- A recommended **design concept for streets and sidewalks** that aligns with the future use of the Peoples' Way site and accommodates art and memorials within the public right of way.

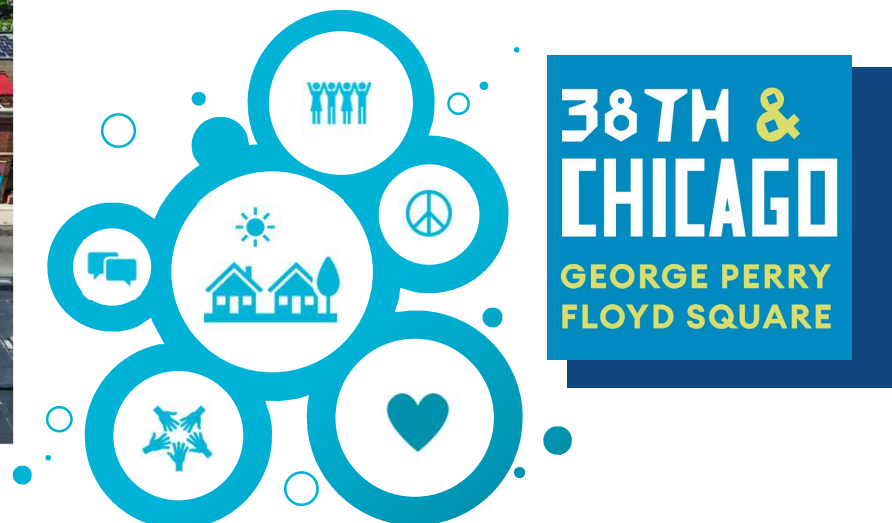
People gathered at George Floyd Square in Minneapolis.



Community members met at Calvary Lutheran Church in Minneapolis to review the development plans for George Floyd Square.



Aerial street view of the George Floyd Square with surrounding buildings.



MINNEAPOLIS DEMOCRACY CENTER

The redevelopment of the 3rd Precinct into the Minneapolis Democracy Center, accomplished through community engagement events with thousands of residents who will be impacted by this change. The Minneapolis Democracy Center will house Election Voter Services and provide a more central location for voter outreach and voting. The ground floor of the space will host a community partner that will be chosen in the coming year.

These projects reflect a broader shift in city planning – one that prioritizes community voices in shaping spaces that foster healing, civic engagement, and long-term impact. Through inclusive decision-making, both George Floyd Square and the Minneapolis Democracy Center demonstrate how public spaces can be reimagined to serve the needs of residents today and in the future.



Looking ahead

The path to transformation was not without its challenges. However, the OPS team remained committed to their vision, drawing strength from staff and community's desire for positive change. While significant progress has been made, the OPS team knows their work is far from over. The team will continue to strive for excellence, always asking if systems are helping or harming. In order to do this, OPS will:

- Engage with community in equitable ways, ensuring participants match the demographics of the impacted community.
- Evaluate systems put in place for quality and clear communication channels.
- Bring departments along with support from OPS to perform up to the vision set by the team.

As OPS look to the future, they carry with them the lessons learned from the 2024 transformation. Their story serves as a powerful reminder of what's possible when government truly commits to serving its people.

Community members used dot voting on a poster board to prioritize ideas for the community space. Sticky notes provide additional feedback.



Learn more and get involved

For those inspired to learn more or explore how you can stay informed and participate in Minneapolis initiatives:

- [City Programs and Initiatives](#) – Learn about programs and efforts to improve Minneapolis.
- [George Floyd Square](#) – See how the City is honoring the memory of George Floyd and plans for the site's future.
- [Minneapolis Democracy Center](#) – Follow the transformation of the former 3rd Precinct into a civic space.

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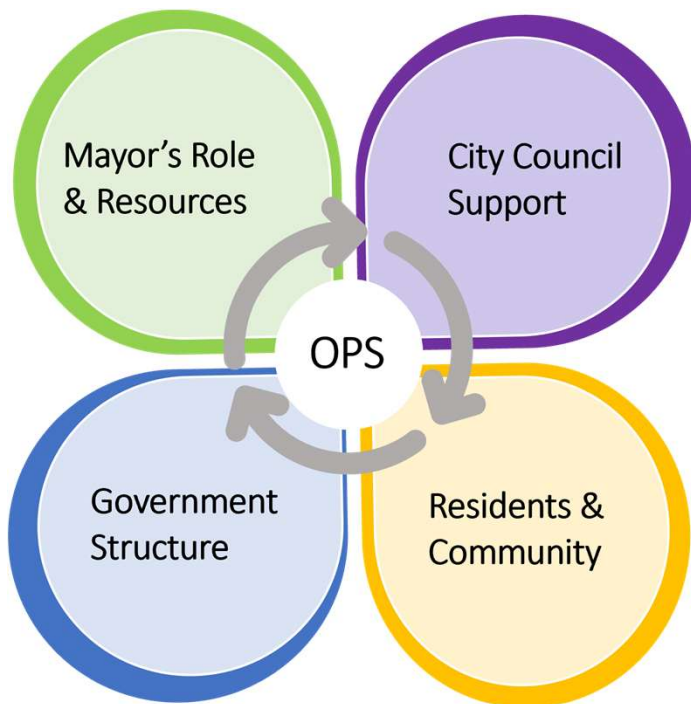
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A bold vision takes place

Determined to create meaningful change, OPS responded to the ballot initiative by leading the creation of an anti-racist framework for enterprise strategy and accountability, based on data informed decisions that resulted in the implementation of good governance. Incorporating consistent oversight and ensuring compliance, stewardship, and addressing root causes.

This meant standing up sustainable systems geared toward operating efficiently and removing redundancies that enables a government structure that responds swiftly and effectively to community needs, while also addressing systemic inequalities. This vision required not just organizational changes, but a fundamental shift in leadership philosophy, training and community engagement.

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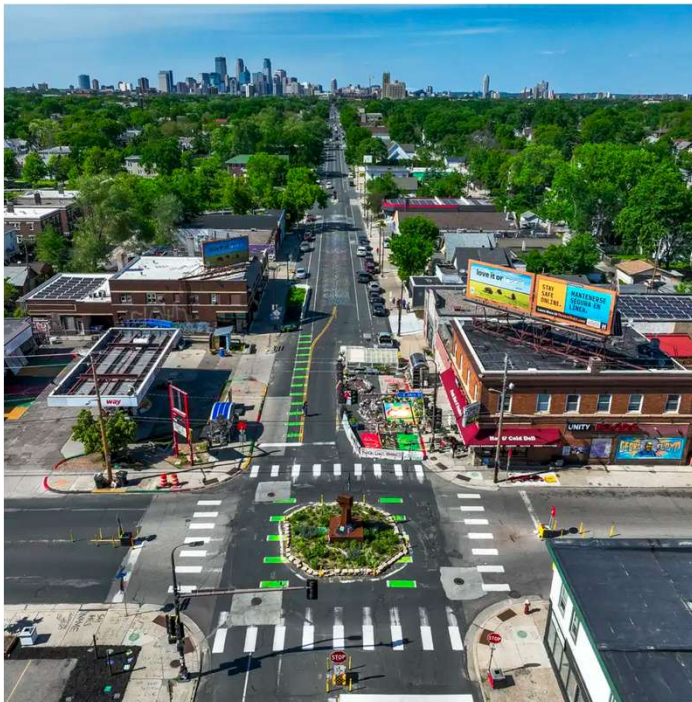
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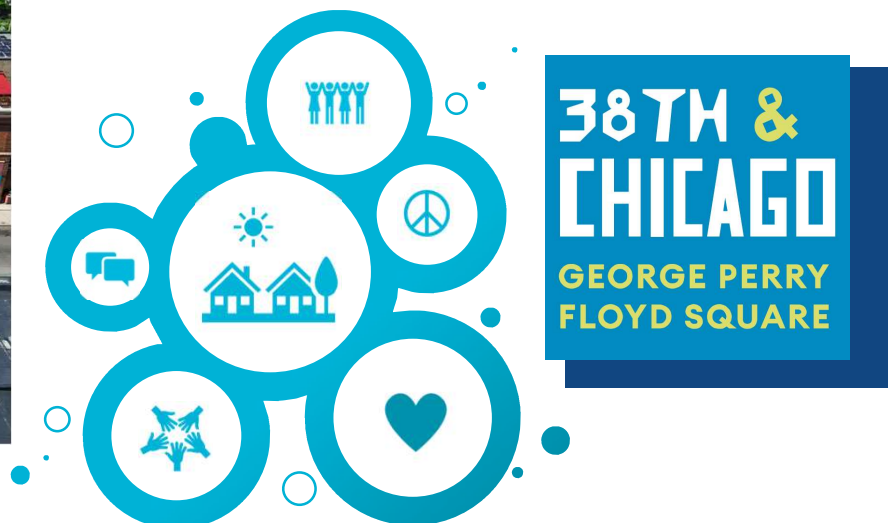
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