

# ENGAGEMENT SUMMARY

## South-Folwell Safe Routes to School



### Project background

The South-Folwell Safe Routes to School project will add street improvements to 21st Ave S in the Corcoran and Standish neighborhoods. This route includes Transition Plus School, South High School, Folwell Community School and several neighborhood parks. The focus will be on improving safe access to these destinations for people of all ages and abilities. The project will consider various traffic calming measures to achieve this goal. For an overview of project goals and a map of the route, a one-page overview can be [found here](#).

### Engagement highlights

- Piloted new methods of engagement to build relationships with youth and students such as a Community Street Survey, interactive play-based tools to leverage feedback, stakeholder meetings with the South High School Student Council, and opportunities to participate in the design and installation of demonstration projects and asphalt art.
- Hosted a public meeting held in Spanish (with English interpretation provided) to better engage with Latinx residents and stakeholders along the route.
- Conducted an engagement event to celebrate the installation of the Asphalt Art that featured a Community Street Survey, artist talks, and targeted feedback for the draft concept layout with over 75 stakeholders in attendance.
- Created an Online feedback map that received over 150 comments



ASPHALT ART ENGAGEMENT

### Engagement schedule

#### PHASE I: FALL 2023-WINTER 2024

- Stakeholder meetings with school staff/Principal at South/Folwell
- Site visits at south and Folwell along with the consultant team
- Stakeholder meeting with school staff at Transition Plus
- Community Street Survey with Transition Plus staff and students
- Introduce project at Pedestrian and Bicycle Advisory Committees

#### PHASE II: WINTER 2024-SPRING 2024

- Interactive map launches and begins collecting feedback
- SENA Winter Warmer tabling event
- School High Student Council engagement event
- Open House #1, Sibley Park Recreation Center
- Present at SENA board meeting
- Local artists work with South/Folwell students and staff on Asphalt Art (AA) design

#### PHASE III: SUMMER 2024-SPRING 2025

- "Meet the Artist" engagement event (conducted in Spanish), Corcoran Park Rec Center
- Door knocking along project route by project team
- Artists, project team and South/Folwell students install Asphalt Art
- Community paint night for AA at the intersection of 21st and 32nd
- Asphalt Art Community celebration and engagement event
- Focus group conversation, neighborhood stakeholders near 21st and 41st St
- Open House #2, Corcoran Park Rec Center
- Presentations to the Pedestrian and Bicycle Advisory Committees at both the 15% and Concept Layout milestones

### Transportation Action Plan

This project is aligned with the Transportation Action Plan, the city's vision for safer, greener and more modern streets that serve all people and all the ways they want to get around.

### Contact us

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# ENGAGEMENT PLAN

## South-Folwell Safe Routes to School Plan

### Engagement goal summary

These goals were developed using the Racial Equity Framework for Transportation [TEP score](#), demographic data, stakeholder analysis, and the IAP2 Spectrum of Public Participation. These engagement goals and actions are listed in the project's engagement plan. The progress made on these actions throughout community engagement is summarized below.

#### USE CREATIVE, DIVERSE AND ACCESSIBLE WAYS OF DOING ENGAGEMENT TO MAKE SURE PEOPLE ARE INFORMED AND ABLE TO PARTICIPATE

- Used digital, written and in-person engagement throughout each engagement phase
- Partnered with local neighborhood associations (SENA/Corcoran) to support event outreach during the project via their social media channels
- Used hands-on, youth focused engagement such as safety-pizzas, bike decorating, age-appropriate questionnaires, and live feedback platforms such as Mentimeter

#### MAKE ENGAGEMENT RELEVANT AND SPECIFIC TO THE RESIDENTS IN THE PROJECT AREA. FOCUS EFFORTS ON PEOPLE THAT ARE LESS OFTEN HEARD FROM.

- Provided Spanish language translation and interpretation for key project documents and in-person engagement
- Created an Online comment map to engage residents who were unable or unavailable to attend in-person events
- Door-knocked at homes along the project route to connect with residents who may not have attended other engagement events and provide information about the SRTS project and demonstration projects

#### CONSULT WITH LOCAL RESIDENTS THROUGHOUT THE PROJECT. SET CLEAR EXPECTATIONS ABOUT WHICH OUTCOMES AND DECISIONS THE PUBLIC CAN INFLUENCE.

- Provided informational one-pager about SRTS projects
- Sent Gov Delivery updates to subscribers ahead of events and project milestones
- Leveraged existing neighborhood events (such as the SENA Winter Warmer) to engage residents and solicit feedback
- Hosted an informal neighborhood info session to discuss the draft concept layout

#### PROVIDE WAYS TO INVOLVE STUDENTS, STAFF, AND FAMILIES AT SCHOOLS IN DECISION MAKING

- Met with students/staff at South & Folwell to discuss concept
- Hosted a Community Street Survey with students from Transition plus
- Engaged South High Student Council in the design phase
- Coordinated with South/Folwell art departments to engage students in the design of the asphalt art project



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# ENGAGEMENT PLAN

## South-Folwell Safe Routes to School Plan

### Equity and engagement

The City of Minneapolis has been working to acknowledge and rectify past harms; much of this work has been documented in our Racial Equity Framework for Transportation. The City of Minneapolis acknowledges that the transportation system and government-supported decisions have underserved, excluded, harmed and overburdened some communities, namely Black and Indigenous communities, other communities of color, and people with disabilities. We understand that these past decisions have denied these communities the full participation of transportation benefits, which has led to disproportionate burdens (Racial Equity Framework for Transportation Acknowledgment of past harms).

The City also acknowledges that we do not hear from all voices. City transportation policies, including the Transportation Action Plan, Vision Zero commitment and Complete Streets Policy helps us address and advance these gaps in engagement. When we are unable to directly engage with residents impacted by projects, we look to data and policy to help inform project-level decisions. Providing a variety of engagement opportunities creates engagement that is more accessible to a wider range of stakeholders. The City is focused on ensuring that populations that have been excluded from (or under-represented in) government-led processes such as public engagement are involved and aware of projects occurring in their neighborhoods.

#### THIS PROJECT TAILORED ENGAGEMENT APPROACHES TO BETTER REACH UNDERREPRESENTED GROUPS BY:

- Translating important project documents into Spanish (mailers, engagement plan, one-pagers)
- Ensuring a Spanish translator was present at all events conducted in English
- Hosting a public meeting conducted in Spanish (with English interpretation)
- Facilitating multiple engagement opportunities to target youth and students K-12
- Hosting a Community Street Survey with Transition Plus that focused on accessible biking and rolling

#### THIS PROJECT ENGAGED WITH CULTURALLY SPECIFIC REPRESENTATIVES AND/OR DECISION MAKERS BY:

- Partnering with local Latinx artists to help facilitate and design the Asphalt Art
- Engaging with South/Folwell students in the design and installation of the Asphalt Art

#### THIS PROJECT IDENTIFIED AND CENTERED VOICES OF THOSE HISTORICALLY MARGINALIZED IN THE DECISION MAKING PROCESS RELATED TO TRANSPORTATION PLANS, PROGRAMS AND PROJECTS BY:

- Partnering with local Latinx artists to help facilitate and design the Asphalt Art
- Engaging with South/Folwell students in the design and installation of the Asphalt Art
- Hosting a Community Street Survey with Transition Plus that focused on accessible biking (feedback used to inform concept layout)

### Data gaps

Identify ways that you adapted your engagement approach based on the data gaps identified in the engagement plan.

- Hosted an open house at each of the MPRB parks located along the route to target park users from the northern and southern portions of the project route.

### Engagement impacts

Project outcomes were impacted as a result of community engagement. These are listed below.

- Intersection treatment types and locations
- Youth ownership and creative agency for the design and installation of the two asphalt art intersections
- Growth in community involvement and community-driven place making

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