Designing Inclusive Engagement, Empowering Future Participation

Minnesota Association of Development Organizations
October 25, 2019
Madden's Resort - Brainerd, MN

Rattana Sengsoulichanh and Wesley Durham, AICP
City of Minneapolis
Agenda

• Introduction to Minneapolis 2040
• Planning for Civic Engagement
• Building Relationships
• Designing Activities
• New Technology Tools
• Reporting
Goals for Today

1. Share our story about our community engagement efforts as part of Minneapolis 2040

2. Exchange ideas about how to do authentic engagement in our communities
Key Definitions

**Equity**
Fair and just opportunities and outcomes for all people. \(^1\)

**Racial Equity**
The development of policies, practices and strategic investments to reverse racial disparity trends, eliminate institutional racism, and ensure that outcomes and opportunities for all people are no longer predictable by race. \(^1\)

**Diversity**
Diversity includes all the ways in which people differ, and it encompasses all the different characteristics that make one individual or group different from another. It is all-inclusive and recognize everyone and every group as part of the diversity that should be valued. \(^2\)

---

\(^1\) City of Minneapolis, City Coordinator’s Office

\(^2\) UC Berkeley Center for Equity, Inclusion and Diversity, Glossary of Terms.
What is Minneapolis 2040?

• Recent updated comprehensive plan for Minneapolis

• Land use and policy document to guide growth

• Final document has a total of 100 policies across 11 topic areas including housing, economic competitiveness, transportation, and public health
Comprehensive Plan Values
Comprehensive Plan Goals (14)

- **Eliminate disparities**
  In 2040, Minneapolis will see all communities fully thrive regardless of race, ethnicity, gender, country of origin, religion, or zip code having eliminated deep-rooted disparities in wealth, opportunity, housing, safety, and health.

- **Affordable and accessible housing**
  In 2040, all Minneapolis residents will be able to afford and access quality housing throughout the city.

- **Living-wage jobs**
  In 2040, all Minneapolis residents will have the training and skills necessary to participate in the economy and will have access to a living-wage job.

- **Complete neighborhoods**
  In 2040, all Minneapolis residents will have access to employment, retail services, healthy food, parks, and other daily needs via walking, biking, and public transit.

- **Climate change resilience**
  In 2040, Minneapolis will be resilient to the effects of climate change and diminishing natural resources, and will be on track to achieve an 80% reduction in greenhouse gas emissions by 2050.

Comp Plan Goals: [https://minneapolis2040.com/goals/](https://minneapolis2040.com/goals/)
Comprehensive Plan Topics (11)

**Land Use & Built Form**
Policies and maps guiding the location and design of new housing, workplaces, retail establishments, and other development.

**Housing**
Policies guiding housing supply, choice, maintenance, quality, and affordability.

**Economic Competitiveness**
Policies guiding the economic competitiveness of our city and region, focusing on the city’s workforce, businesses, production areas, and downtown.

**Transportation**
Policies supporting a multimodal transportation network that prioritizes walking, biking, and transit.
How do we start to talk about how we do engagement?
Outstanding Questions on Engagement

• Who do we need to reach out to?
• How does the community want to participate?
• What are the obstacles to participation?
• What issues does the community want to work on?
• How do we show the community is being heard?
• How does the comprehensive plan impact them?

Define what successful civic engagement looks like
Civic Engagement Plan

• Established goals for civic engagement process
• Identified key stakeholders and obstacles to participation
• Identified creative methods for engagement
• Establish a timeline for when engagement will occur
• Outline of how feedback will be incorporated into the decision-making process
Civic Engagement Goals

• **Meaningful and Relevant Dialogue:** The community feels that the dialogue has been meaningful and relevant to their interests and daily lives.

• **Inclusive Representation:** The perspectives and participation of a broad range of community members are equitably represented in the plan.

• **Access to Information and Opportunities:** The public has the information they need to participate in ways that are appropriate to their experiences and lifestyles.

• **Contributions Have Impact:** The public feels their input has been thoughtfully considered and sees their contributions reflected in the plan.

• **Empowering Experience:** Community leadership and capacity has been built through the process.

• **Effectively-Used Resources:** Government resources are used wisely and effectively.
Stakeholders

What issues do they care about?
How would they like to engage?
How do we design engagement methods that are accessible and inclusive?

Barriers
- Language
- Accessibility
- Cultural Norms
- Literacy

Digital Divide
Time commitment
Lack of trust in government
Relationships

To structure an engagement process with breadth and depth of methods with the intentionality of bringing in historically underrepresented voices in the process.

This means recognizing that our community is diverse. The City must actively engage in ways that allows everyone to participate as their authentic self.
Case Example – Community Dialogues

**Principles**

Meet people where they are at

Create a inclusive environment

Host conversations in their language

Identify next steps and report back
Case Example – Community Dialogues

Reporting Back
• Report back on what was discussed in prior meetings
• Ask for clarification if you understood properly
• Provide materials and documents that show the influence of their engagement

Principles

Meet people where they are at
Create a inclusive environment
Host conversations in their language
Identify next steps and report back
Designing In Person Engagement

- Artist designed
- Variety of media
- Varying depth
- Evolving approach
Setting Context

What do people need to know, and how are you conveying that information?
Gathering input

What feedback are you looking for and how are you going to process it?
How are you shaping the environment in which people are providing input?
Big Questions Activities

• Six Word Stories at Street Festivals
• Open houses with:
  • Planner roundtables with graphic recorders
  • TV Style Gameshow
  • Poetry and Portrait Stations
  • Draw your ideal city
  • Topic based commenting
Emerging Policy Direction Activities

• Planning for equity discussions
• Envisioning housing for all game
• Crankies, artist-made and DIY
Developing Recommendations Activities

• What’s a parallax...?
Draft Document Activities

“Printing out the plan”
• Recap boards
• Really big maps
• Policy rolodexes
• Deep dive conversations
• Implementation and Tracking
• Food trucks!
Draft Document Activities-Continued
Technology and Minneapolis 2040 Engagement

- Variety of tools and platforms
- Mirroring in-person opportunities
- DIY and paid options
- Hire an intern!
Limitations of in person engagement

How can online engagement help with barriers to traditional public engagement?
Ways of Engaging

How can online tools expand the ways of engaging in a process?
Getting into the weeds

How can online engagement enable people to dig deep into your materials?
Big Questions Infographics

Minneapolis Transportation Options

Minneapolis Land Area

Minneapolis Commuting

EMPLOYMENT IN MINNEAPOLIS TODAY

JOBS ARE GROWING

The number of jobs in Minneapolis has been growing, and will continue to grow. The city and region have a robust and diversified economic base. At the same time, economic disparities between white people and people of color persist, and have implications for many parts of life.

By 2040, almost 50,000 new jobs will have been added to Minneapolis.

What do you think those jobs will be?

ACCESS TO EQUITABLE INCOME IS A CHALLENGE

Even with the gains in jobs in the city, the distribution of income between city populations continues to show alarming disparities.

Incomes for residents who are members of communities of color are significantly lower than for White residents, while incomes for American Indian and Black residents continue to decrease.

How can we address this?

WHAT THE CITY IS DOING

Earlier this year, the City Council passed an ordinance requiring most employers to provide paid sick leave to workers. The City will soon start engagement around a potential minimum wage increase in the city. The City continues to support employment training for residents, financing and other assistance for small businesses, and licensing for some businesses in the city.
Housing and Equity

In Neighborhood One, the majority of new housing is all built in the commercial center. New buildings in the residential areas are on the small side, matching the existing single family homes and duplexes scattered throughout.

Envisioning Housing for All

Planning for Equity

The map here features the work of the Mapping Prejudice Project, which aims to catalog all racial restrictions attached to Minneapolis property records during the 20th Century. Red denotes where racial covenants have been found, while blue indicates no racial covenants. As you can see, the work is very much in progress with just over 17,000 lots sampled so far. Already the team has found over 5,000 properties that once had racial restrictions. To learn more about the project, visit mappingprejudice.org
The Parallax and Maptionnaire

As the city grows, EVERYONE MUST BENEFIT from that growth.

Historically, not everyone has.

MINNEAPOLIS is GROWING and will continue to grow...

Done right, this growth can help our city become a healthy, sustainable, and thriving place.

Over the past year, City planners have learned a lot from Minneapolis residents about the future of our city. We’ve heard that no one has access to the type of housing that meets their needs. You told us that it can be difficult to meet daily needs, such as shopping for groceries, without a car. We’ve also heard that there is a desire for the city to be more walkable, bikeable, and mass transit-friendly.

The following pages provide an opportunity to tell us your ideas for how to meet these goals by expanding housing choice, improving access to daily needs, and expanding connectivity.
The Draft Website

Minneapolis 2040 Map Comments

1. How to Comment

Follow these steps to leave a comment on Minneapolis 2040 Proposed Future Land Use or Built Form Guidance:
1. Click on a point, line, or shape in the edit window.
2. Click a location on the map. If you are drawing a line or shape, double click to finish drawing.
3. Type your comment in the box provided. Close the box when you are done to save your comment.
4. If you would like to view property specific proposed guidance, close the edit window and then click on a property.
5. To continue commenting, click on the edit button to reopen the edit panel.

2. Comment on Future Land Use

3. Comment on Built Form
Reporting and Documentation

- Event Summaries – Document includes logistics, participant information, engagement method, and conversation notes.
- Phase Summaries – A summary snapshot of engagement activities up through a project milestone.
- Transcription of notes – All comments transcribed and published online.
Our Lessons Learned

• Know and understand your stakeholders
• Build relationships with communities ahead of time!
• Communicate the public’s role in the process, and what opportunity they have to influence the project
• Listen and share their stories
• Make sure to include a budget for engagement in your projects
• Define what a successful engagement process looks like
Questions

Who are the stakeholder for your planning projects?
What are the barriers to doing engagement in your community?
How can you leverage existing relationships and resources to conduct engagement?
Resources

• Overview of Civic Engagement Process: https://minneapolis2040.com/planning-process/

• Archive of engagement materials, event photos, and media https://minneapolis2040.com/project-archive/
Contact Us

Rattana Sengsoulichanh  Wesley Durham, AICP
Senior City Planner   Senior City Planner
Rattana.Sengsoulichanh@Minneapolismn.gov Wesley.Durham@Minneapolismn.gov