Designing Inclusive Engagement, Empowering Future Participation

Minnesota Association of Development Organizations

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Madden's Resort - Brainerd, MN

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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/

Comprehensive Plan Topics (11)

Land Use & Built Form

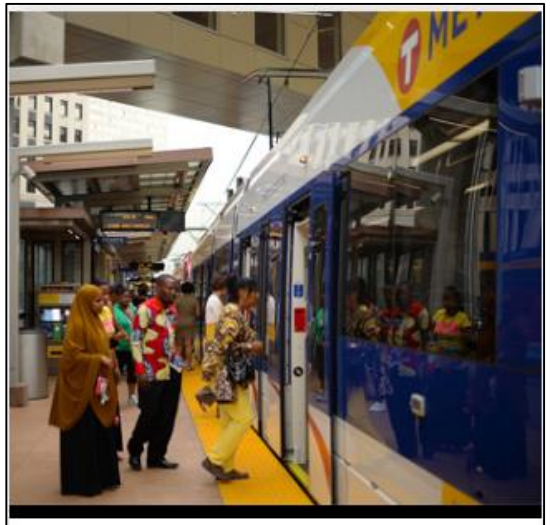
Policies and maps guiding the location and design of new housing, workplaces, retail establishments, and other development.

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 Plan

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
Digital Divide
Accessibility
Time commitment
Cultural Norms
Literacy
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

People Serving People

African American Leadership Forum
Our voices. Our future.

NACDI
Native American Community Development Institute

AMERICAN INDIAN OIC

ISUROON
STRONG WOMEN, STRONG COMMUNITIES

MINNEAPOLIS YOUTH COORDINATING BOARD
Together, better.

CAPI
guiding self-determination & social equality

LAO ASSISTANCE CENTER OF MINNESOTA

Principles

Meet people where they are at

Create a inclusive environment

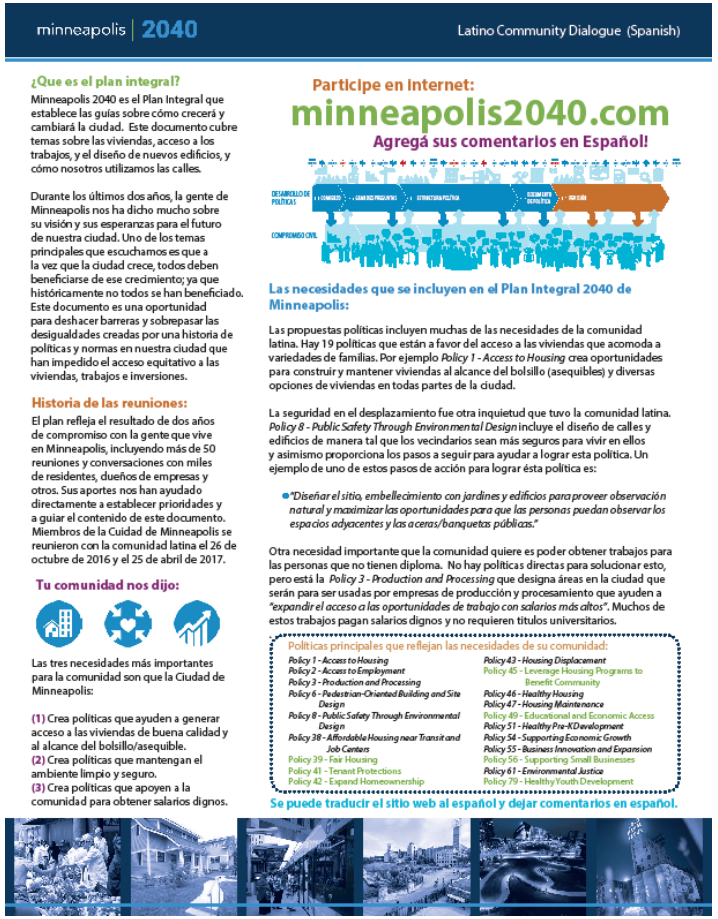
Host conversations in their language

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



minneapolis | 2040 Latino Community Dialogue (Spanish)

¿Que es el plan integral?

Minneapolis 2040 es el Plan Integral que establece las guías sobre cómo crecerá y cambiará la ciudad. Este documento cubre temas sobre las viviendas, acceso a los trabajos, y el diseño de nuevos edificios, y cómo nosotros utilizamos las calles.

Durante los últimos dos años, la gente de Minneapolis nos ha dicho mucho sobre su visión y sus esperanzas para el futuro de nuestra ciudad. Uno de los temas principales que escuchamos es que a la vez que la ciudad crece, todos deben beneficiarse de ese crecimiento; ya que históricamente no todos se han beneficiado. Este documento es una oportunidad para deshacer barreras y sobrepasar las desigualdades creadas por una historia de políticas y normas en nuestra ciudad que han impedido el acceso equitativo a las viviendas, trabajos e inversiones.

Historia de las reuniones:

El plan refleja el resultado de dos años de compromiso con la gente que vive en Minneapolis, incluyendo más de 50 reuniones y conversaciones con miles de residentes, dueños de empresas y otros. Sus aportes nos han ayudado directamente a establecer prioridades y a guiar el contenido de este documento. Miembros de la Cuidad de Minneapolis se reunieron con la comunidad latina el 26 de octubre de 2016 y el 25 de abril de 2017.

Tu comunidad nos dijo:

Las tres necesidades más importantes para la comunidad son que la Ciudad de Minneapolis:

(1) Crea políticas que ayuden a generar acceso a las viviendas de buena calidad y al alcance del bolsillo/asequible.
(2) Crea políticas que mantengan el ambiente limpio y seguro.
(3) Crea políticas que apoyen a la comunidad para obtener salarios dignos.

Participe en Internet:

minneapolis2040.com

Agregá sus comentarios en Español!

Las necesidades que se incluyen en el Plan Integral 2040 de Minneapolis:

Las propuestas políticas incluyen muchas de las necesidades de la comunidad latina. Hay 19 políticas que están a favor del acceso a las viviendas que acomoda a variedades de familias. Por ejemplo *Policy 1 - Access to Housing* crea oportunidades para construir y mantener viviendas al alcance del bolsillo (asequibles) y diversas opciones de viviendas en todas partes de la ciudad.

La seguridad en el desplazamiento fue otra inquietud que tuvo la comunidad latina. *Policy 8 - Public Safety Through Environmental Design* incluye el diseño de calles y edificios de manera tal que los vecindarios sean más seguros para vivir en ellos y asimismo proporciona los pasos a seguir para ayudar a lograr esta política. Un ejemplo de uno de estos pasos de acción para lograr ésta política es:

- *"Diseñar el sitio, embellecimiento con jardines y edificios para proveer observación natural y maximizar las oportunidades para que las personas puedan observar los espacios adyacentes y las aceras/banquetas públicas."*

Otra necesidad importante que la comunidad quiere es poder obtener trabajos para las personas que no tienen diploma. No hay políticas directas para solucionar esto, pero está la *Policy 3 - Production and Processing* que designa áreas en la ciudad que serán para ser usadas por empresas de producción y procesamiento que ayuden a *"expandir el acceso a las oportunidades de trabajo con salarios más altos"*. Muchos de estos trabajos pagan salarios dignos y no requieren títulos universitarios.

Políticas principales que reflejan las necesidades de su comunidad:

Policy 1 - Access to Housing
Policy 2 - Access to Employment
Policy 3 - Production and Processing
Policy 6 - Pedestrian-Oriented Building and Site Design
Policy 8 - Public Safety Through Environmental Design
Policy 38 - Affordable Housing near Transit and Job Centers
Policy 39 - Fair Housing
Policy 41 - Tenant Protections
Policy 42 - Expand Homeownership
Policy 43 - Housing Displacement
Policy 45 - Leverage Housing Programs to Benefit Community
Policy 46 - Healthy Housing
Policy 47 - Housing Maintenance
Policy 49 - Educational and Economic Access
Policy 51 - Healthy Pre-K Development
Policy 54 - Supporting Economic Growth
Policy 55 - Business Innovation and Expansion
Policy 56 - Supporting Small Businesses
Policy 61 - Environmental Justice
Policy 79 - Healthy Youth Development

Se puede traducir el sitio web al español y dejar comentarios en español.

Principles

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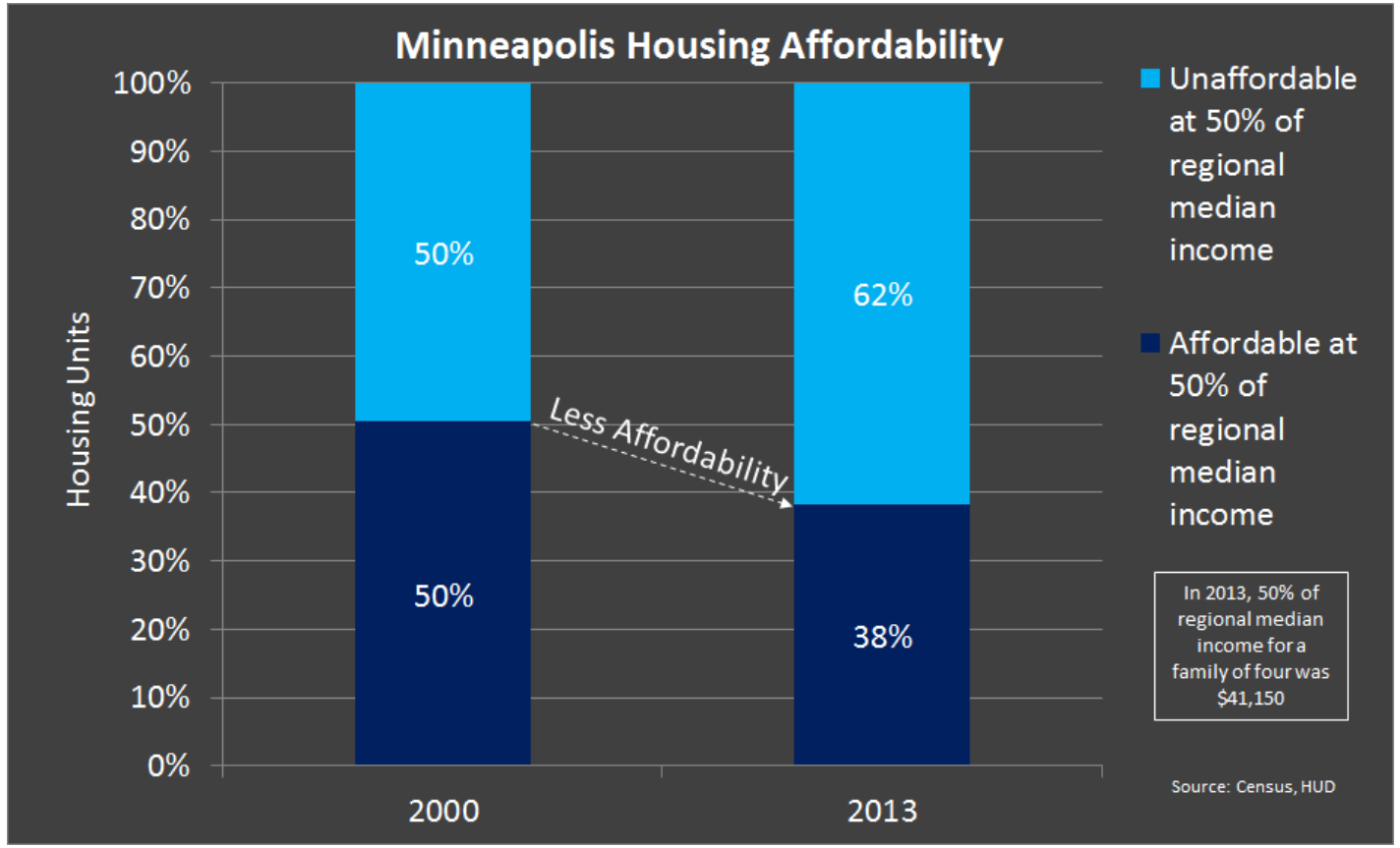
Identify next steps and report back

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?

Shaping the Space

How are you shaping the environment in which people are providing input?

Big Questions Activities

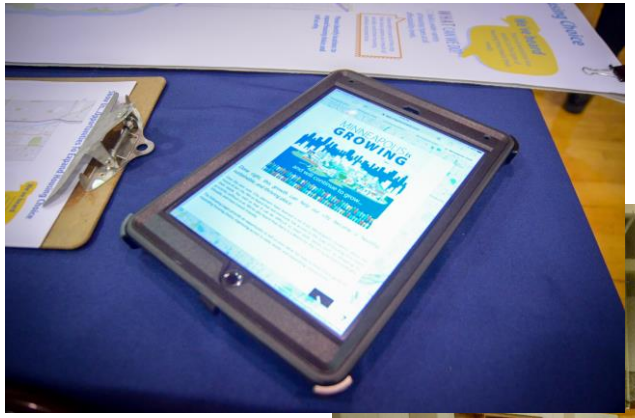
- Six Word Stories at Street Festivals
- Open houses with:
  - Planner roundtables with graphic recorders
  - TV Style Gameshow
  - Poetry and Portrait Stations
  - Draw your ideal city
  - Topic based commenting

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…?



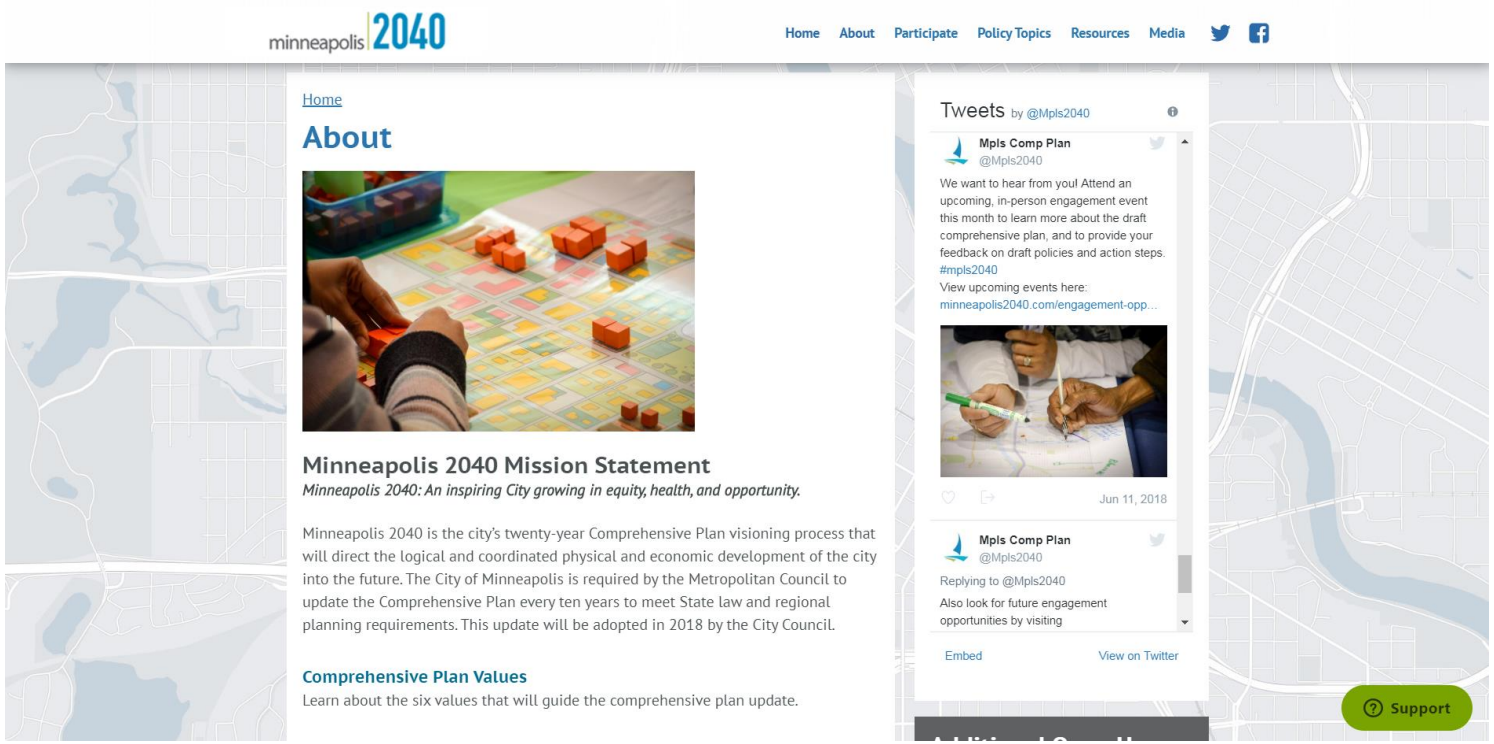
Draft Document Activities

"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

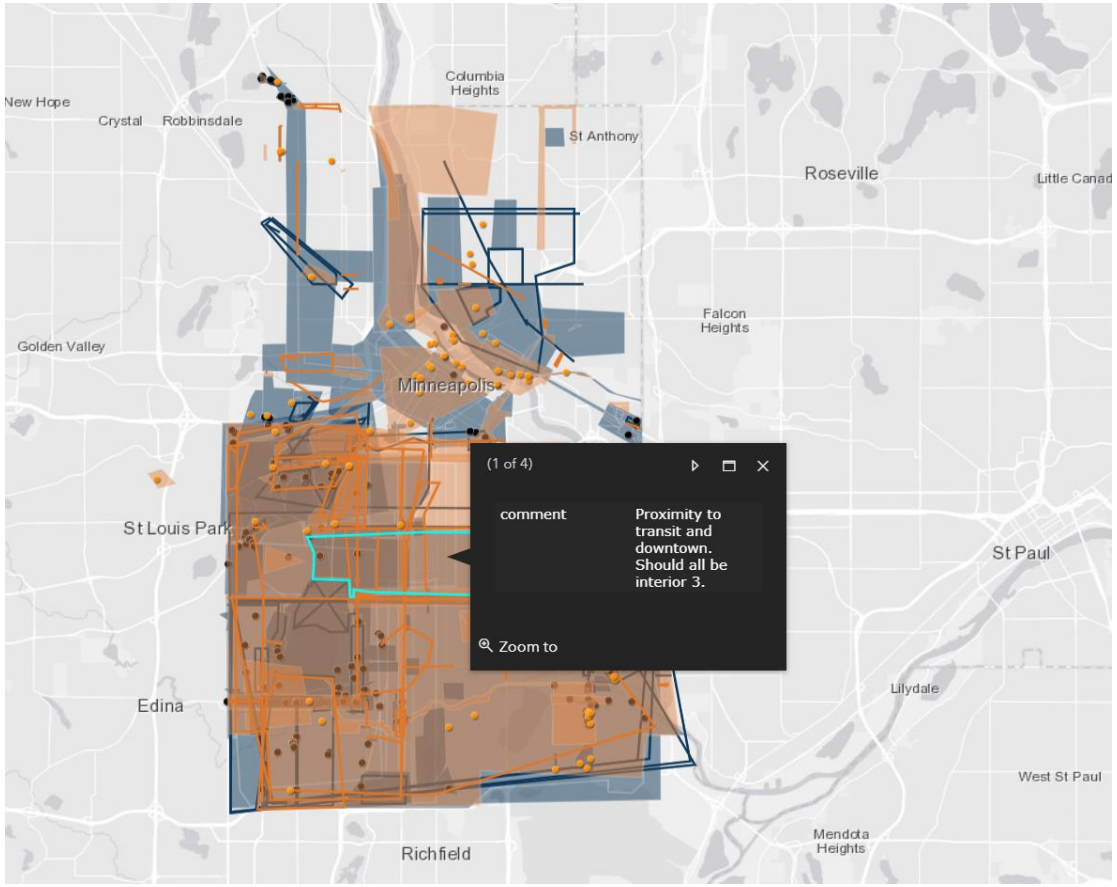
How can online engagement help with barriers to traditional public engagement?

Ways of Engaging

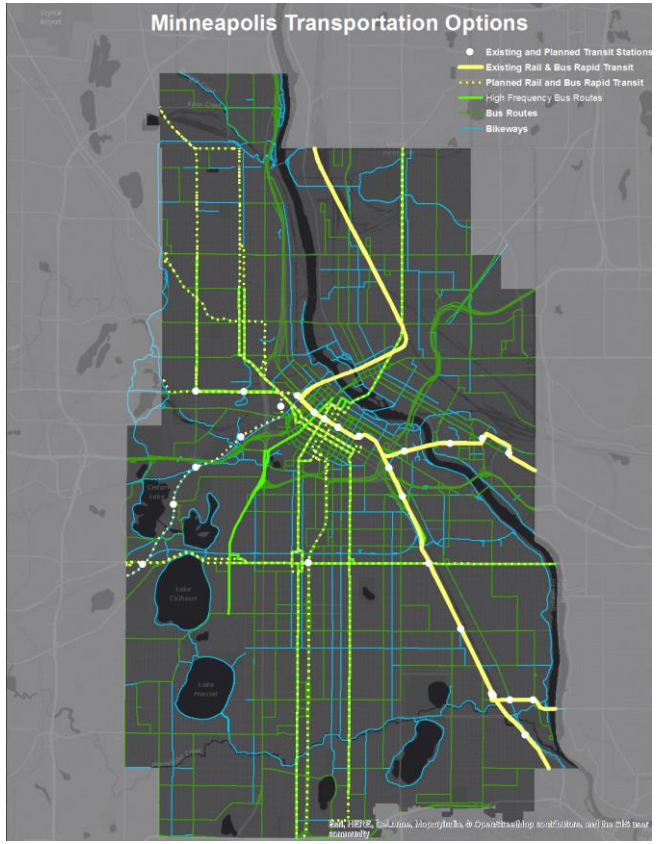
How can online tools expand the ways of engaging in a process?

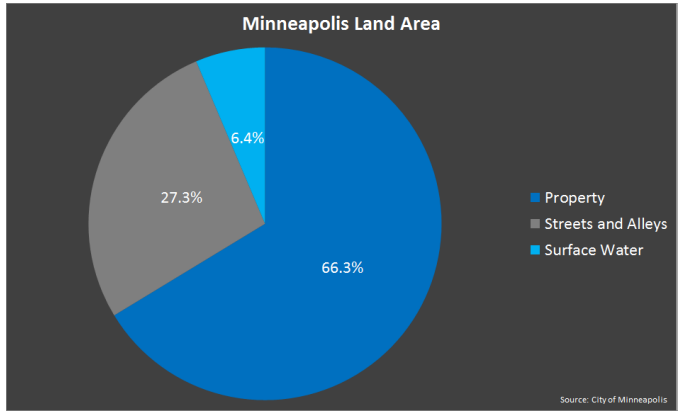
Getting into the weeds

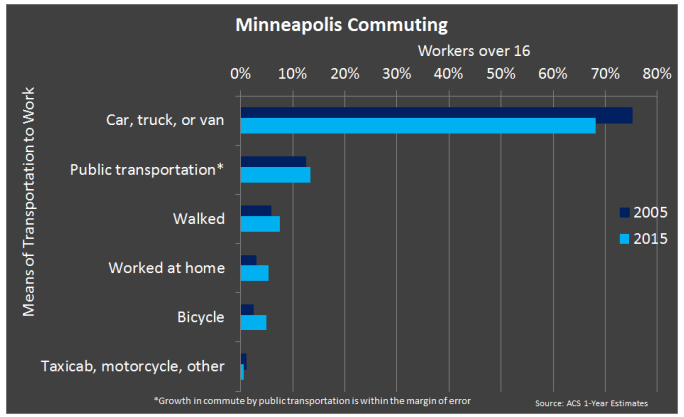
How can online engagement enable people to dig deep into your materials?

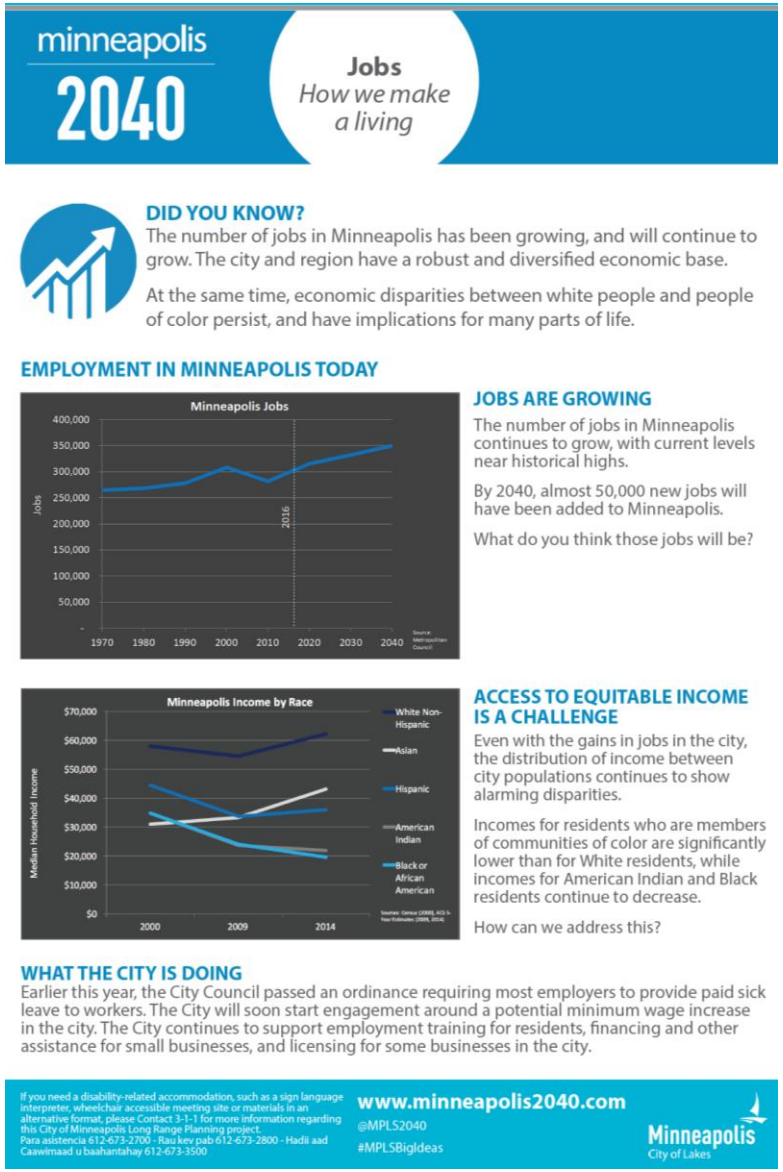


Big Questions Infographics









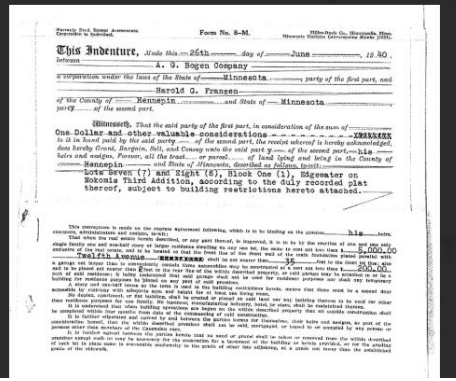
Housing and Equity

Envisioning Housing for All

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.

Planning for Equity

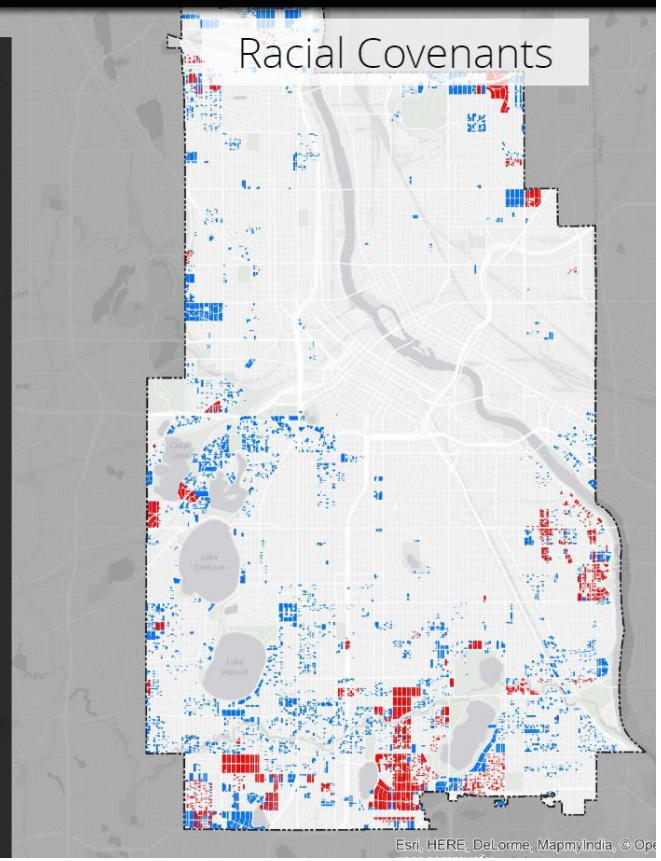
The map here features the work of the Mapping Prejudice Project, which aims to catalog all racial restrictions attached to Minneapolis property records during the 20th Century. Red denotes where racial covenants have been found, while blue indicates no racial covenants. As you can see, the work is very much in progress with just over 17,000 lots samples 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


Form No. 8-M.

This Indenture, Made this 26th day of June, 19 40, between A. G. Bogen Company a corporation under the laws of the State of Minnesota party of the first part, and Harold G. Franzen of the County of Hennepin and State of Minnesota party of the second part.

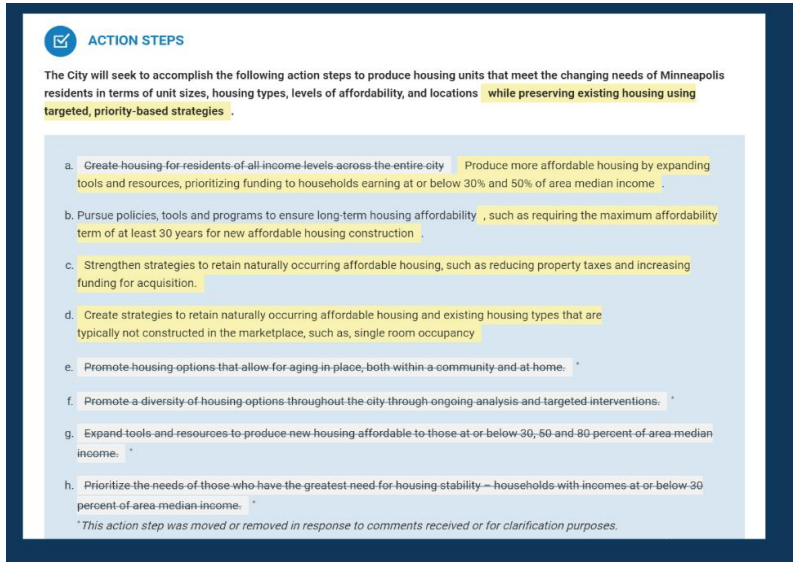
Witnesseth, That the said party of the first part, in consideration of the sum of One Dollar and other valuable considerations to it in hand paid by the said party of the second part, the receipt whereof is hereby acknowledged, does hereby Grant, Bargain, Sell, and Convey unto the said party of the second part, his heirs and assigns, Forever, all the tract or parcel of land lying and being in the County of Hennepin and State of Minnesota, described as follows, to-wit:

Lots Seven (7) and Eight (8), Block One (1), Edgewater on Nokomis Third Addition, according to the duly recorded plat thereof, subject to building restrictions hereto attached.



The Parallax and Maptionnaire

The Draft Website



ACTION STEPS

The City will seek to accomplish the following action steps to produce housing units that meet the changing needs of Minneapolis residents in terms of unit sizes, housing types, levels of affordability, and locations while preserving existing housing using targeted, priority-based strategies .

a. ~~Create housing for residents of all income levels across the entire city~~ Produce more affordable housing by expanding tools and resources, prioritizing funding to households earning at or below 30% and 50% of area median income .

b. Pursue policies, tools and programs to ensure long-term housing affordability , such as requiring the maximum affordability term of at least 30 years for new affordable housing construction .

c. Strengthen strategies to retain naturally occurring affordable housing, such as reducing property taxes and increasing funding for acquisition.

d. Create strategies to retain naturally occurring affordable housing and existing housing types that are typically not constructed in the marketplace, such as, single room occupancy

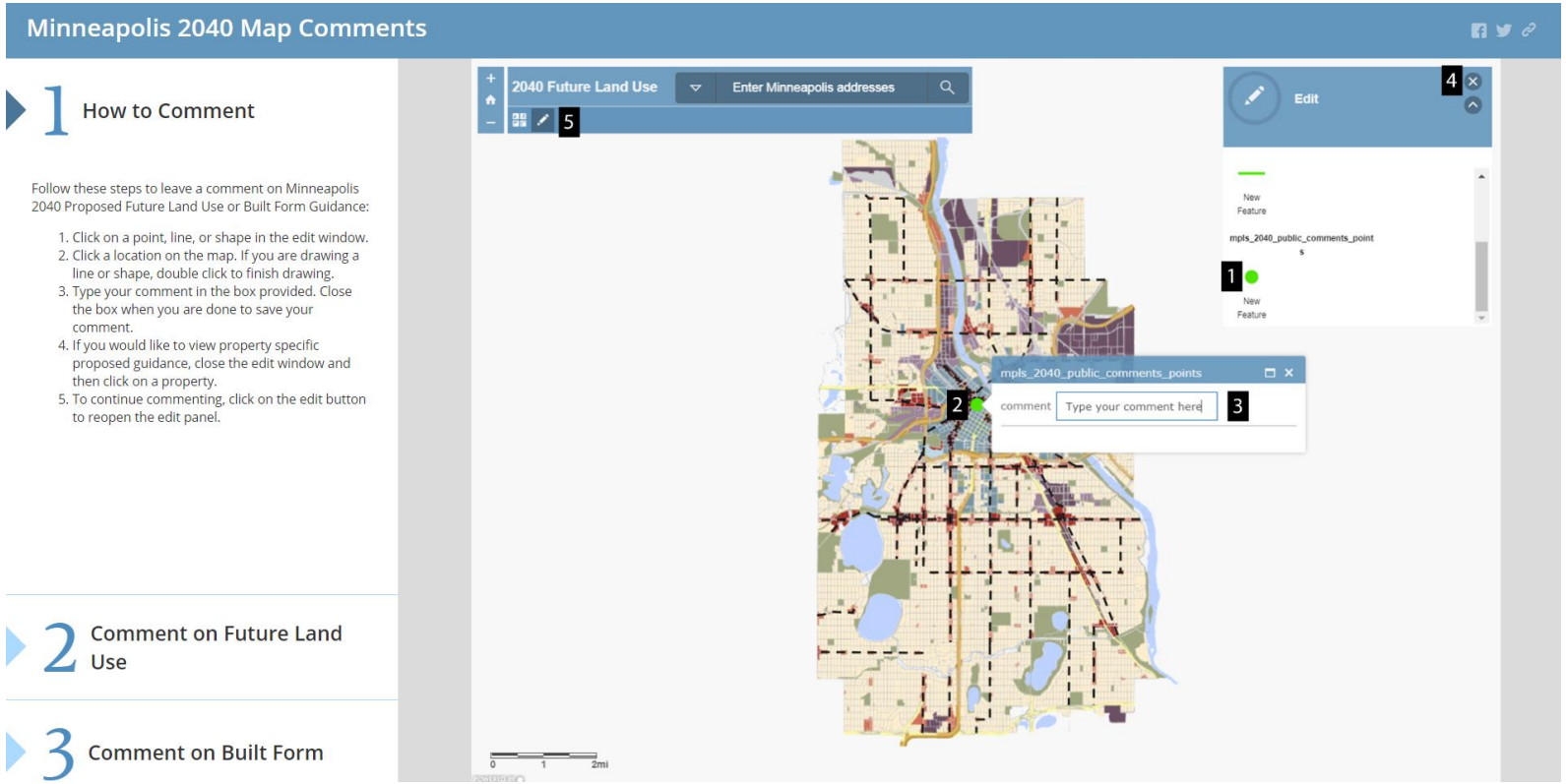
e. ~~Promote housing options that allow for aging in place, both within a community and at home.~~ *

f. ~~Promote a diversity of housing options throughout the city through ongoing analysis and targeted interventions.~~ *

g. ~~Expand tools and resources to produce new housing affordable to those at or below 30, 50 and 80 percent of area median income.~~ *

h. ~~Prioritize the needs of those who have the greatest need for housing stability – households with incomes at or below 30 percent of area median income.~~ *

*This action step was moved or removed in response to comments received or for clarification purposes.



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 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

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