

Community Planning & Economic Development

Crown Roller Mill, 105 Fifth Ave. S.
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ENGAGEMENT PLAN

Project: Upper Harbor Coordinated Plan Creation
Project Timeframe: June 2019 through April 2020
Draft Date: July 5, 2019
From: Erik Hansen, Director of Economic Policy & Development

The City Council and Mayor approved the Upper Harbor Concept Plan on March 1, 2019 directing staff to create a Coordinated Plan for approval by March 2020. Actions associated with the Concept Plan approval directed staff to create the Collaborative Planning Committee as a member of the project team and a conduit with community. It also directed staff to consider equity and displacement impacts of the potential development and to work with community on strategies to mitigate negative impacts that have historically followed significant public investments in areas of poverty. To achieve these directives the City will deploy this engagement plan as a framework to guide the work of the project team in the creation of an actionable Coordinated Plan.

As with all community development projects, this engagement plan is subject to change to meet the informational needs to create the Coordinated Plan.

Definition of community –

Community are people who have a vested stake in the outcomes of the development of the Upper Harbor, especially those living nearest to the project site and those in historically marginalized communities who typically experience displacement and cultural disruption resulting from public investments.

Objective of engagement –

Combine the expertise of community, the development team, and the City staff to refine the Upper Harbor Concept Plan into an achievable Coordinated Plan based on economic fundamentals and equitable development outcomes.

Roles –

Community: Both through the Collaborative Planning Committee and general community stakeholders, the Community will use their individual lived experiences and general expertise in community development projects to review concepts and assist in decisions related to the proposed investment options.

Development Team: Led by United Properties, the Development Team will produce baseline development concept schematics and financial pro forma for proposed investment options to guide conversations around feasibility and design/use trade-offs.

City staff: City staff will coordinate a transparent process between the City, the Development Team, and Community to evaluate all investment options in line with the approved Concept Plan and the City Council's staff directions.

Pillsbury United Communities/EJCC: Pillsbury United Communities, recipient of a McKnight grant to fund community engagement, will provide community perspective in the creation of this plan and support the overall engagement process to meet transparency and equitable outcomes.

Engagement Methods -

The project will follow a monthly, themed approach through the summer of 2019 to review and refine critical elements in the Concept Plan to assist the Development Team in the creation of three development options. The project team will work with Community to narrow the options down to a preferred option through the fall and into the early winter 2019. In the final phase, the project team will promote the preferred option with Community, complete the Coordinated Plan, and achieve City Council approval of the plan and associated documents.

Collaborative Planning Committee (CPC): This 17-member City-appointed committee will meet twice each month on the second and fourth Wednesdays from 5 p.m. to 7 p.m. This committee will act as the community's voice and representation on the project team to review and refine the Concept Plan element options into the Coordinated Plan.

Core Team: The Core Team is a collaboration of the CPC Chair, Development Team, City staff, Pillsbury United Communities, and Minneapolis Park and Recreation Board staff to set the calendar of events for engagement, review progress, identify emerging issues, refine the process to meet the project's objective to create the Coordinated Plan and associated documents.

Deliberative Democracy/Learning Tables: Deeper community conversations on a topic from the Concept Plan. These 4-hour sessions will occur during the third week of the months of July, August, September, and October, and aim to gather community preferences on each topic.

Deliberation Days: Two 8-hour work sessions, one in September and one in October, with community to discuss the topics from the Deliberative Democracy/Learning Tables that require additional review and discussion.

General Community Events: Conventional general information meetings to update the public on the progress of the project and gather input. These meetings, subject to change, will occur in the months of October, December, and February.

Community Feedback: These elements include the use of the project’s online resources (website, surveys), email, and social media channels to share information and gather feedback on the project’s progress. This method includes the use of Hoodstarter as an online education portal and way to share and capture feedback for those who do not attend the in-person events. This strategy also includes project story boards in north and northeast Minneapolis grocery stores and libraries and a general project direct mailing to north and northeast Minneapolis neighborhoods.

Awareness Building at Other Community Events: General outreach and participation to neighborhood associations, ethnic/cultural groups, faith communities and various advisory groups, and participation in community events planned by others.

Calendar of events -

June – THEME: Kick off, the Concept Plan, and policy staff directions

Date	Event Type	Topic
June 26	Collaborative Planning Committee	Overview of the role of the committee, the Upper Harbor Concept Plan, and the Calendar of Events for 2019/2020; election of a Chair

July – THEME: Development Process, Concept Plan Elements, and Affordable Housing

Date	Event Type	Topic
July 10	Collaborative Planning Committee	Overview of the development process, concept plan elements, community benefit priorities, and introduce affordable housing options
July 17	Deliberative Democracy/Learning Table	General Development Options and Affordable Housing
July 22	Core Team	Identify emerging issues, review progress
July 24	Collaborative Planning Committee	Review Deliberative Democracy/Learning Table event and complete conversations on affordable housing

August – THEME: Draft Options 1-3 & the Outdoor Music Performance Venue

Date	Event Type	Topic
August 14	Collaborative Planning Committee	Overview draft 3 development options and introduction of the outdoor music performance venue
August 21	Deliberative Democracy/Learning Table	Outdoor Music Performance Venue (including community programming and other benefits)
August 26	Core Team	Identify emerging issues, review progress
August 28	Collaborative Planning Committee	Review Deliberative Democracy/Learning Table event and complete conversations on Outdoor Music Performance Venue (held with MPRB CAC

		to discuss programming and design relationships between venue and adjacent parkland)
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September – THEME: Community Hub, Commercial Space, and Community Ownership Models

Date	Event Type	Topic
September 11	Collaborative Planning Committee	Overview of Hub concepts, commercial space program, and community ownership models
September 14	Deliberation Day	Topics developed with CPC
September 18	Deliberative Democracy/Learning Table	Hub, commercial space, and community ownership
September 23	Core Team	Identify emerging issues, review progress
September 28	Collaborative Planning Committee	Review Deliberative Democracy/Learning Table event and complete conversation on Hub and community ownership

October – THEME: Infrastructure - streets, sidewalks, utilities, and storm water – and integration with the parks

Date	Event Type	Topic
October 5	Deliberation Day	Topics developed with CPC
October 9	Collaborative Planning Committee	Overview of infrastructure plan and park development (held with MPRB CAC)
October 16	Deliberative Democracy/Learning Table	Infrastructure and park integration
October 21	Core Team	Identify emerging issues, review progress
October 23	Collaborative Planning Committee	Review Deliberative Democracy/Learning Table event and complete conversations on infrastructure/park integration (held with MPRB CAC)
October 30	General Community Meeting	Overview of summer activities, three options, and next steps

November – THEME: Developing a preferred development option

Date	Event Type	Topic
November 13	Collaborative Planning Committee	Working session to refine 3 options down to one preferred option, review community benefits, report on AUAR findings to inform discussion
Nov. 20*	Collaborative Planning Committee	Working session to refine 3 options down to one preferred option

November 25	Core Team	Review preferred option conversations; set conversation for December
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December – THEME: Community conversation on preferred development option

Date	Event Type	Topic
December 11	Collaborative Planning Committee	Prepare for December community meeting
December 18	General Community Meeting	Presentation of preferred development option and conversation
December 23	Core Team	Review community meeting, set up January Coordinated Plan release

January – THEME: Draft Coordinated Plan Released for Community Review

Date	Event Type	Topic
January 8	Collaborative Planning Committee	Discuss Draft Coordinated Plan and review awareness and engagement strategies
January 27	Core Team	Review input from community feedback, make revisions (if necessary)

February – THEME: Draft Coordinated Plan Released for Community Review

Date	Event Type	Topic
February 12	Collaborative Planning Committee	Prepare for February Community Meeting
February 19	General Community Meeting	Review and discuss draft Coordinated Plan
February 25	Core Team	Review input from community feedback, make revisions (if necessary)

March – THEME: Coordinated Plan Approval

Date	Event Type	Topic
March 11	Collaborative Planning Committee	Prepare for City Council Committee Meeting Presentation
March 23	Core Team	Finalize Coordinated Plan presentation
March 24	City Council ED&RS Committee Meeting	Present Coordinated Plan