

Community Planning & Economic Development

Crown Roller Mill, 105 Fifth Ave. S.
Suite 200
Minneapolis, MN 55401



MEMORANDUM

Date: January 7, 2020

To: Upper Harbor Terminal Collaborative Planning Committee

From: Hilary Holmes, CPED Senior Project Coordinator

Subject: Draft 2020 Upper Harbor Collaborative Planning Committee Meeting & Engagement Schedule

Summary

In January and February 2020, the Upper Harbor Collaborative Planning Committee (UHT CPC), City and development team (led by United Properties) will be creating draft development scenarios to decide on a preferred development option for redevelopment of the Upper Harbor Terminal site. Broader community input is needed to help inform the UHT CPC and the development team on community priorities for the redevelopment, and once a Coordinated Plan is drafted we (UHT CPC, City, development team) will share it with the broader community. This activity will start another phase of community engagement around the Upper Harbor redevelopment. Following is a draft of the proposed Winter/Spring 2020 meeting and engagement schedule for discussion at UHT CPC January 8th and January 22nd meetings.

Background

The charge of the Upper Harbor Collaborative Planning Committee (UHT CPC) includes advising the Upper Harbor redevelopment project team (City of Minneapolis and the development team led by United Properties) on community engagement and working together to create the Coordinated Plan for redevelopment of the Upper Harbor Terminal site.

From June to December 2019, the UHT CPC, City and development team, along with the Learning Table team at Pillsbury United Communities have participated in the following activities:

- 11 UHT CPC meetings
- 6 Learning Table events for the broader community to participate on the same topics the UHT CPC is working through
- Communications to build awareness of the Upper Harbor project and the Learning Tables:
 - Minimum of 10 radio spots on KMOJ & KFAI
 - Media events including Facebook Live event with Insight News
 - Media Q & A with major news publications including North News
 - Print ads in North News & Insight News
 - Facebook ads
 - Gov Delivery notices to the Upper Harbor email subscription list

Engagement Purpose

As we continue our work in 2020, the UHT CPC, City and development team will create development scenarios for Upper Harbor and decide on a preferred development option as part of the Coordinated Plan (*Please see Draft*

2020 UHT CPC Schedule on Page 3). Together in January, UHT CPC and the project team will begin the next phase of engagement for the Upper Harbor redevelopment to:

- continue to build public awareness of the development concepts
- provide opportunities to engage with the project team and UHT CPC
- share the next steps in the redevelopment process

Proposed engagement timeline

- **January - February 2020** –
 - Continue awareness building and updating community on where we are in the process through communications and in-person engagement
 - Community input to UHT CPC and development team for creation of the development scenarios as part of the February UHT CPC design/work day
- **March - April 2020** – Continued small group outreach and open house participation with MPRB
- **April - May 2020** – Sharing the Coordinated Plan with the broader community

Proposed Engagement & Outreach Strategies

The project team has identified an opportunity for input from the broader community on the same topics that UHT CPC has been working on. This community input would be gathered through a short series of questions. The questions are intended to help inform UHT CPC and the project team as we create the development scenarios at the UHT CPC design/work day and then as we (UHT CPC and project team) decide on a preferred development option. Below are active and passive engagement strategies we are proposing as a starting point:

- In person meetings with Northside and Northeast UHT-adjacent neighborhood organizations at regularly scheduled meetings
- Presence at in-person cultural and other Northside neighborhood events
- Open house with UHT CPC, City, development team and Learning Table team
- In person focus groups with cultural groups, coordinated with MPRB project staff
- Direct Northside business outreach via City's Small Business Team
- City & MPRB participation at Community Connections Conference in February
- Community input survey. Survey questions would be available via Electronic survey
 - Electronic distribution through:
 - Gov Delivery notice to UHT subscription list
 - All of the City's social media channels with survey link
 - Dedicated Facebook ad with survey link
 - Print ads directing people to project website to take survey
 - Direct mailing postcards with survey link & QR code
 - Postcards available at:
 - Northside rec centers
 - Northside libraries
 - Direct business outreach
 - Survey questions available at Open House event
- Additional opportunities/strategies? Please be prepared to share.

DRAFT FOR DISCUSSION

2020 UPPER HARBOR COLLABORATIVE PLANNING COMMITTEE SCHEDULE

JANUARY 2020

- January 8 CPC Meeting: Community Ownership Discussion/2020 Schedule & Community Engagement
- January 15 Learning Table: Community Ownership Options
- January 22 CPC Meeting: Venue Update (First Avenue) & HUB Options (Othello Meadows)
- January 29 Potential CPC & Learning Table Open House

FEBRUARY 2020

- February 12 CPC Meeting: Equity Framework Matrix & Orientation to Work Session
- February 19 Learning Table: Community Benefits (Anti-displacement strategies, BIPOC & Small Business opportunities)
- February 22 CPC Design Work Session: Upper Harbor Scenario Development
- February 26 CPC Meeting *TBD*

MARCH 2020

- Early March MPRB Open house on design options w/ City & public participation*
- March 11 CPC Meeting: Evaluate Scenarios from Work Session
- March 25 CPC Meeting: Approve Preferred Upper Harbor Scenario

APRIL

- April MPRB Finalizes Park Concept Design*
- April 8 CPC Meeting: Initial Review of Coordinated Plan
- April 22 CPC Meeting: Final Review of Coordinated Plan

MAY

Broader Community Engagement on Coordinated Plan

JUNE

- June 9 Coordinated Plan submitted to Economic Development & Regulatory Committee
- June 19 City Council: Approval of Coordinated Plan