



Upper Harbor Terminal Draft Coordinated Plan Engagement Plan

Background

The City of Minneapolis is finalizing a plan for redevelopment of the Upper Harbor Terminal, a 48-acre site owned by the City along the Mississippi River in North Minneapolis, generally between Lowry Avenue and Camden bridges. The overall redevelopment will include a mix of park space, affordable housing, commercial and job space and an outdoor music performance venue.

Engagement 2015-2018

As outlined in the Exclusive Rights Agreement for redevelopment of the site, the City and MPRB planned and implemented community engagement. This engagement occurred in multiple phases.

- 2015-2017: General input on shared goals for Request for Qualifications for master developer, master developer selection, and visioning for UHT redevelopment
- 2017-2018: More specific community input to inform redevelopment planning, and to seek input on draft Concept Plan

Engagement 2019-present

In March 2019, the City Council approved a Concept Plan for redevelopment and established the Upper Harbor Terminal Collaborative Planning Committee (UHT CPC) to work together with the City, MPRB, and the development team to guide community engagement and collaboratively refine the Concept Plan into the Coordinated Plan for redevelopment of the Upper Harbor site. The 17-member UHT CPC was established to be representative of the diversity of communities in north and northeast Minneapolis and is comprised of North and Northeast Minneapolis residents, an owner of a business located in North/Northeast Minneapolis, a representative of the Environmental Justice Coordinating Council (EJCC) and a representative of the Above the Falls Community Advisory Committee (AFCAC). The UHT CPC has met since June 2019.

Learning Tables are monthly engagement events convened by Pillsbury United Communities and the Environmental Justice Coordinating Council (EJCC) in coordination with the City and with support from the McKnight Foundation. These events have explored topics directly related to the Upper Harbor Terminal project. Learning Tables began convening in July 2019.

In Fall 2020, the City will start another phase of engagement to continue building awareness of the multi-year project, share the work of the UHT CPC, and gather public feedback on the Draft Coordinated Plan in order to advance redevelopment of the Upper Harbor Terminal. The community will be asked to provide feedback on the overall Draft Coordinated Plan, which will include a preferred development and infrastructure plan for the site, community benefits related to the development and an implementation strategy.

Engagement objectives

COVID-19 presents many challenges for the City to convene and conduct an equitable and inclusive engagement process. This will require intentional and authentic outreach to ensure the community, especially BIPOC residents and historically underrepresented communities, are informed and are able to

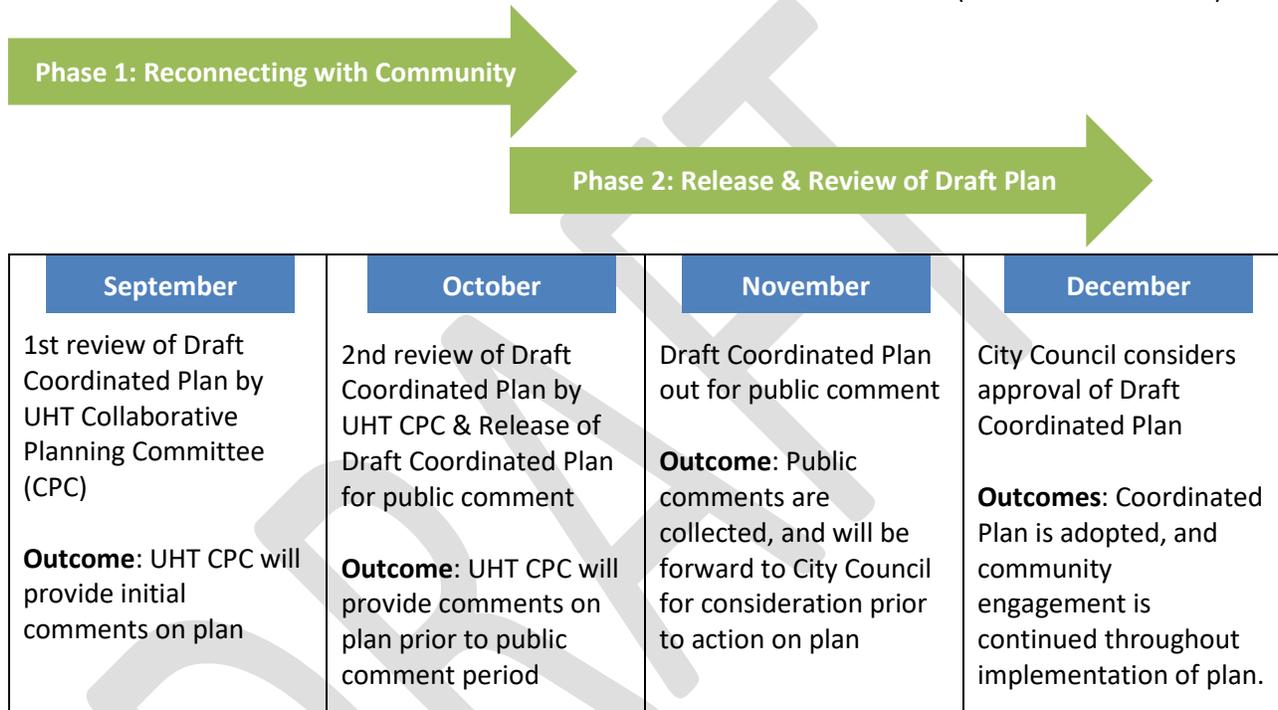
participate. Below is a list of objectives for engagement:

- Raise awareness about the planning efforts in collaboration with the UHT CPC and Learning Tables that has been done to date
- Collect public comment on Draft Coordinated Plan
- Continue to build trust and relationships between City/development team and the community for engagement beyond the approval of Coordinated Plan

Timeline

The engagement will occur during two phases:

- Phase 1: Reconnecting with community (September – October)
- Phase 2: Release of Draft Coordinated Plan and Public Comment Period (October – November)



Stakeholders:

The City of Minneapolis will seek public feedback on the Draft Coordinated Plan. Methods and resources will be prioritized to ensure historically underrepresented communities are informed and are able to participate during the phases of engagement. This will require the City to continue to build new and leverage existing relationships to ensure the community can participate during the public comment period and beyond.

The following is a list of stakeholders that will be prioritized during the engagement process:

- Residents
 - McKinley neighborhood; Hawthorne neighborhood; Bottineau neighborhood; Marshall Terrace neighborhood; Webber-Camden neighborhood and residents of north and northeast Minneapolis.
- Cultural communities
 - African American, Indigenous, Latinx, Asian or Pacific Islander, African, and/or LGBTQIA
- Youth
- Business owners (via business associations)
- Neighborhood/Community based groups

- Neighborhood organizations: McKinley Community, Hawthorne Neighborhood Council, Bottineau Neighborhood Association, Marshall Terrace Neighborhood Organization, Webber-Camden Neighborhood Organization, Northside Neighborhood Council
- Institutions/Community Organizations
 - Robert J. Jones Urban Research and Outreach-Engagement Center (UROC)
 - Pillsbury United Communities
 - Religious institutions
- **ADDITIONAL - WHO IS MISSING?**

Methods and Documentation

The Upper Harbor Terminal Engagement Plan will work in tandem with the Upper Harbor Communications Plan. While the methods for engagement will create access for community members to participate and provide comments, the communications through various channels and medias will be integral for spreading the word and continuing to build awareness of the project.

The following is a list of methods for community outreach:

- Emails (via GovDelivery Upper Harbor subscription list)
- Print ads in community newspapers
- Flyers and/or poster boards distributed at Northside community spaces (i.e. North Market, other community serving spaces?)
- Radio spots on community and cultural radio programs
- City social media channels (Facebook, Twitter, NextDoor)
- **ADDITIONAL - WHAT IS MISSING?**

The following is a list of methods for the community/stakeholders to learn about and provide feedback on the draft Coordinated Plan:

- Online Learning Tables event(s)
- Online conversations or focus groups with cultural communities through cultural liaisons
- Online open houses
- Online meetings organized by others (i.e. neighborhood/community organizations/religious institutions)
- Narrated online presentation and other online tools to present/share the plan
- Online survey or other online tool(s) to gather feedback
- **ADDITIONAL - WHAT IS MISSING?**

Resources and Support

This is a list of existing networks and connections that we will coordinate with and leverage to help with communication and outreach:

- UHT CPC Members
- Learning Tables team/email list
- Minneapolis Park and Recreation Board and Upper Harbor Community Advisory Committee (CAC)
- **ADDITIONAL - WHO IS MISSING?**

How will we evaluate our success in reaching stakeholders?

- Who participated in the conversations? (Were our methods effective in getting a diverse representation of feedback from the community?)
- Did community have access to information? (What barriers exists for community to access information or participate?)

- What kind of feedback did we receive? What decisions did the feedback influence? (Did we provide enough space for respondents to elaborate and share their thoughts? Did the questions result in only yes or no responses?)
- How did we build trust and relationships? (Was there follow-up with the community and report back? Did the community members who participated feel encouraged to return and engage?)

DRAFT