

COMMUNITY ENGAGEMENT SUMMARY

Community Engagement Prior to Concept Plan Approval

As outlined in the Exclusive Rights Agreement, the City and MPRB planned and implemented a cooperative community engagement process for the UHT redevelopment planning process. This engagement occurred in multiple phases, detailed below.

In recognition that the McKinley Community organization was not actively meeting during significant portions of the community engagement, the engagement efforts included door knocking in the residential areas closest to the UHT site. Based on input and previous engagement efforts, City and MPRB staff agreed that the typical engagement approach of establishing a community advisory committee (CAC) had historically not been an effective way to get diverse input, particularly from communities whose voices are often not heard. The engagement process instead focused on reaching people where they are, through multiple ways of communication and methods of engagement, at a range of events and locations.

The engagement process has used several approaches, including:

- Communications via:
 - Project website created in 2015
 - GovDelivery email listserv & email distribution list
 - Over 1,000 have subscribed to the listserv
 - In addition to listserv, over 300 on email distribution list
 - Over 40 meeting notices and updates sent as of December 2018
 - Radio interviews (KMOJ)
 - Social media (Facebook, Twitter, Nextdoor)
 - Print media (North News)
 - Direct mailings to properties in the McKinley neighborhood closest to UHT site
- Open houses and community meetings hosted by the City and MPRB
- Participation in a wide variety of events and meetings organized by others
- Smaller focus groups
- Online surveys
- Door knocking in the McKinley neighborhood
- Site visits to the UHT site following engagement events

Pre-2015

Extensive engagement as part of two eras of Above the Falls planning.

2015 - January 2017

Goal: Seek general input on shared goals for UHT redevelopment.

Outcome: Drafted the “Characteristics of Success” based on input, which were included in Request for Qualifications. Input also informed Request for Qualifications language. Community input on whether City and MPRB should select the development team as master developer.

Milestone(s): Request for Qualifications issued in August 2016. Development team submission received October 2016.

Engagement Events:

2015-05-14 Northside Neighborhood Council meeting
2015-09-29 NorthFirst
2015-11-12 Northside Neighborhood Council meeting
2016-02-23 Above the Falls Community Advisory Committee
2016-03-12 Northside Housing Fair
2016-03-23 Victory Neighborhood Meeting
2016-04-02 Community Connection Conference
2016-05-05 HAMAA & Lao Assistance Center
2016-05-24 Urban League Open House
2016-06-15 Minneapolis Advisory Committee on People with Disabilities
2016-06-16 Folwell Ice Cream Social
2016-06-18 Southeast Asian Soccer Connections
2016-06-18 Juneteenth
2016-06-25 Folwell Park Open House
2016-06-29 Juxtaposition Arts Youth Ride and Kayak
2016-07-09 Somali Independence Day
2016-07-11 North Regional Library Community Meeting
2016-07-29 Riverfest
2016-08-27 Urban League Family Day
2016-08-30 Community Organizations Roundtable
2016-09-10 Open Streets West Broadway
2016-09-29 UHT Redevelopment Community Meeting

COMMUNITY ENGAGEMENT SUMMARY (continued)

2016-12-08 Nexus Board and Commissions Leadership Training Institute
2016-11-03 Folwell Community Meeting – input on potential selection of development team
2016-10-27 Focus group #1 on Equitable Development Scorecard
2016-12-02 Focus group #2 on Equitable Development Scorecard
2017-01-06 Focus group #1 on engagement approaches
2017-01-13 Focus group #2 on engagement approaches
2017-01-31 MPRB Open House

Spring 2017 – Winter 2017

Goal: City, MPRB and development team launched another phase of engagement to get more specific community input to inform planning process.

Outcome: Engaged community in initial planning process for redevelopment of UHT

Milestone(s): City and MPRB, at public meetings, formally selected development team as master developer and authorized execution of Exclusive Rights Agreement. Agreement was executed in June 2017.

Engagement events:

2017-04-25 Above the Falls Community Advisory Committee
2017-05-30 Above the Falls Community Advisory Committee
2017-06-08 Cityview Open House and Online Survey Results
2017-06-27 Above the Falls Community Advisory Committee
2017-06-29 Juxtaposition Arts Event
2017-06-30 Juxtaposition Arts- June Engagement Summary
2017-07-29 FLOW
2017-08-24 Business Community Meeting
2017-09-09 Open Streets West Broadway
2017-09-12 Friends of the Mississippi River “Connections” study event/walk
2017-09-21 Friends of the Mississippi River “Connections” study event/walk
2017-11-06 City of Minneapolis Bicycle Advisory Committee
2017-11-16 City of Minneapolis Pedestrian Advisory Committee
2017-11-20 McKinley Community board meeting
2017-11-30 Housing meeting

2017 Site Visits and Tours Summary (engagement with approx. 100 people during multiple events)
2017 Food Focused Meetings Summary (engagement with approx. 22 people during two events)
2017 Public Festivals Engagement Summary (engagement with approx. 190 people during five events)
2017 Door-to-Door Engagement Summary (engagement with approx. 55 people in McKinley)
2017 Online survey about potential destinations

Winter 2017 - Summer 2018

Goal: Test feasibility of development concepts to propose in Concept Plan.

Outcome: Complete initial feasibility review, market studies and evaluation of site constraints (including overhead powerlines, historic structures) and proposed land uses.

Milestone(s): Drafted initial Concept Plan

Engagement Events:

2017-07-25 Above the Falls Community Advisory Committee
2017-08-29 Above the Falls Community Advisory Committee
2017-09-26 Above the Falls Community Advisory Committee
2017-10-24 Above the Falls Community Advisory Committee
2017-11-28 Above the Falls Community Advisory Committee
2018-01-30 Above the Fall Community Advisory Committee
2018-07-09 Focus group meeting
2018-07-19 Focus group meeting
2018-07-26 Focus group meeting

COMMUNITY ENGAGEMENT SUMMARY (continued)

Summer 2018 to Winter 2018

Goal: Engagement to share draft Concept Plan with stakeholders and seek input on proposed redevelopment

Outcome: Completed initial and revised Concept Plan in response to community input

Milestones: Released draft and revised Concept Plan

2018-10-30 Promise Zone Economic Development Working Group
2018-11-07 Citizens Environmental Advisory Committee (CEAC) meeting
2018-11-27 AFCAC meeting re: proposed park boundary
2018-11-30 Focus group meeting
2018-12-08 UHT Redevelopment Community meeting (hosted by Councilman Cunningham)
2018-12-11 UHT Redevelopment Community meeting

Engagement events:

2018-07-28 FLOW
2018-08-15 UHT Redevelopment Community Engagement Meeting
2018-08-16 UHT Redevelopment Community Engagement Meeting
2018-08-17 Doorknocking in McKinley neighborhood
2018-08-20 Good Deal Oriental Foods Open Hours Session
2018-08-21 Webber Library Open Hours Session
2018-08-22 Serendipity Spot Open Hours Session
2018-08-22 Hawthorne EcoVillage Event
2018-08-28 UHT Redevelopment Community Engagement Meeting
2018-08-31 Doorknocking in McKinley neighborhood
2018-09-08 UHT Redevelopment Presentation and Council Member Cunningham Discussion
2018-09-15 West Broadway Open Streets
2018-09-25 Above the Falls Community Advisory Committee Meeting
2018-09-28 Community-Led Workshop
2018-10-02 Community-Led Workshop
2018-10-13 Coffee with Jeremiah Meeting
2018-10-16 Community-Led meeting re: co-creation
2018-11-30 Promise Zone Economic Development Working Group
2018-10-30 AFCAC meeting
Online survey about draft concept plan (259 responses)
Multiple small meetings with interested stakeholders