

Upper Harbor Terminal Project Communications Plan

Updated September 2020

GOAL

To arrive at a visionary, yet implementable, Coordinated Plan for the Upper Harbor Terminal site in north Minneapolis that has broad general support within the community, elected decision-makers, development team, funders and other key partners.

COMMUNICATIONS OBJECTIVES

- Establishing effective ways to communicate to the broader community what is going on during the next phase of the planning process (including UHT CPC's work) and to solicit input to inform that planning
- Keeping the elected officials, business community, funders and other decision-makers informed and involved so that they will have buy-in
- Focusing on building support, enthusiasm and a willingness to work cooperatively

TARGET AUDIENCES

- **Primary** – Northside and Northeast riverfront residents, businesses, cultural groups and organizations, with a focus on those whose voices are often not heard. Diverse demographics, and thus diverse and creative communication approaches are needed. (i.e. Places of worship)
- **Secondary** – Broader community of residents, businesses, cultural groups and organizations in rest of city and region. Also, diverse and with a large geographic area to cover.
- **Tertiary** – Business, governmental and financial partners who will be needed for implementation. Likely more homogenous demographics and more straightforward to reach.

KEY IDEA or POSITIONING STATEMENT

The Upper Harbor project will be a tremendous asset for North Minneapolis and the entire region.

KEY MESSAGES

Where we are now:

- In March 2019 the City Council approved a Concept Plan for redeveloping the 48-

acre Upper Harbor Terminal site and created the Upper Harbor Terminal Collaborative Planning Committee (UHT CPC) to work with the City and the developer.

- There was a multi-year community engagement process that guided a vision for the site and resulting Concept Plan.
- Since June 2019 the UHT CPC have met monthly to refine the Concept Plan into a Draft Coordinated Plan for redevelopment of the site.
- United Properties and First Avenue Productions make up the development team working with the City, Park Board and community on the redevelopment plan.

What's next?

- The UHT CPC, City and developer will finalize the Draft Coordinated Plan to release for public comment in Fall 2020.
- The Final Draft Coordinated Plan will be presented to the City Council in December 2020.

COMMUNICATIONS STRATEGIES

- Use a mix of owned (i.e. UHT website/City communication channels) and earned media (radio, TV, print, online outlets) to keep key stakeholders informed of important project milestones and community engagement opportunities.

COMMUNICATIONS TACTICS

• Owned media (social, website)

- Upper Harbor Terminal website: upperharbormpls.com
- Upper Harbor Terminal Gov Delivery list
- City and Park Board websites
- City and Park Board social channels
- Cultural radio shows: KMOJ, Spanish radio, Somali radio and Hmong radio

• Earned media

- Earned media pitching, news conferences and news releases (emphasis on community, cultural media in addition to larger local media outlets.)

• Paid media (print, digital, broadcast, outdoor, etc.)

- Direct mail piece
- Paid social media
- Print ads, etc.

TIMELINE

Project timeline

- TIF legislation and music venue pre-design considered in 2019 legislative session
- Request for State funding for music venue in 2020 legislative session (ongoing)
- UHT CPC finalizes Draft Coordinated Plan Fall 2020
- City Council considers Final Draft Coordinated Plan Winter 2020

- Start Phase 1 City and MPRB infrastructure by end of 2022
- Phase 1 development estimated start 2023

Communications timeline

2019

Spring

- March 1: News release: City Council approves Concept Plan for redeveloping Upper Harbor Terminal site
- March 8: City seeking applicants for Community Planning and Engagement Committee for Upper Harbor Terminal project
- March 13: Anthony Taylor show appearance, KMOJ (Hilary Holmes)
- April 12: Freddie Bell show appearance, KMOJ (Hilary Holmes)

Summer

- June 25: Media briefing with select reporters to discuss latest project details

Fall

- August 15: MPR/KMOJ interview (Erik Hansen)

Winter

- December 12: Insight News Facebook live event (Erik Hansen)

2020

Winter/Spring

- January/February: Presented to neighborhood and community groups on current project status, timeline of the project, and update on UHT CPC's work and Learning Table events
- February 1: Tabled at Community Connections Conference
- February 12: Anthony Taylor show appearance, KMOJ (Erik Hansen, James Trice)
- February 22: CPC Design Day

Fall

- (TBD): News release of public comment period for Draft Coordinated Plan and engagement opportunities
- (TBD): Media briefing with select reporters to discuss latest project details and next steps
- (TBD): Radio appearances to discuss latest project details and next steps