

MEMORANDUM

Date: November 27, 2020

To: Upper Harbor Collaborative Planning Committee

From: Hilary Holmes and Rattana Sengsoulichanh, CPED; Upper Harbor project team

Subject: Fall-Winter 2020-21 Draft Coordinated Plan Outreach & Engagement Schedule

Summary

In early December 2020, the Upper Harbor Collaborative Planning Committee (UHT CPC), City and development team (led by United Properties) will be releasing the Draft Coordinated Plan for public comment. Broader community input is needed to help inform and ensure that the UHT CPC, City and the development team have accurately incorporated and addressed community priorities in the redevelopment plan. This will start another phase of community engagement around the Upper Harbor redevelopment, transitioning from the past year and a half of deep engagement through the UHT CPC and the Learning Tables. UHT CPC has already received the **UHT Coordinated Plan _ Engagement Plan** and **Upper Harbor Comms Plan 09.18.20** for this phase of outreach and engagement. Below is an update on activities for this phase.

Purpose of outreach, communications and engagement:

- Raise awareness in North Minneapolis (primary audience) of the overall project & the work of the UHT CPC & Learning Tables
- Share Draft Coordinated Plan community benefits of the proposed redevelopment
- Promote public comment period & call to action for public feedback via online survey
- The next steps for the project and how to stay informed/involved

This will be achieved through:

Online engagement events

- City hosted online open houses (2)
- December Learning Table coordinated with the Pillsbury United Communities/Public Policy Project team
- Online events with McKinley Neighborhood Organization
- Potential online conversation on Upper Harbor co-hosted by UROC, PPP-EJCC and City
- Attending other organizations' online meetings/events – i.e. other N/NE neighborhoods surrounding UHT/McKinley

Other outreach/communications events

- Media presser for release of Draft Plan (North News, Insight, Spokesman, Northeaster, Star Tribune)
- Radio spots (Anthony Taylor's Minneapolis360 show on KMOJ, other potential interviews)

- Pursuing potential Insight News facebook live/podcast
- Potential online conversation with Northside faith leaders – small group conversation.

Outreach materials

- o Direct postcard mailing to North Minneapolis neighborhoods & UHT proximate Northeast neighborhoods
- o Updated project website with updated images/renderings on homepage and a new Draft Coordinated Plan page (Summary of Plan, City project video, Draft Plan PDF, Info Flyer PDF, Online survey on Draft Plan)
- o Short project video (produced by City Communications)
- o Electronic Info Flyer available for download on project website (community partners/orgs can print & post or share with their networks)
- o Project update emails (via the GovDelivery Upper Harbor subscription list) – announce Draft Plan & public comment period, December events; announce January events
- o Pursuing print ads in community newspapers (North News, Insight News, Spokesman Recorder, Northeaster)
- o Online ads (facebook, general awareness ads already running)
- o City social media channels – to promote project video; Draft Plan release, public comment period & online survey; directing ppl to project website

Timeline

December – Ongoing: online ads, print ads and social media posts promoting Draft Plan and online survey, direct people to project website

December – Project updates at North/Northeast neighborhood orgs and City boards/commissions (BAC, PAC, others tbd)

December 2 – UHT CPC meeting to recommend release of Draft Plan for public comment

December 4 – Draft Plan released. Public comment period opens (press release, project website updates live, online survey live, City project video available)

December 7 – Media presser

December 7 – Postcard mailer

December 13 – McKinley Neighborhood Org online event at 12:00pm-1:00pm

December 15 – City Open House (1 of 2) at 5:00-6:30pm

December 16 – Learning Tables on Community Benefits Operationalized at 4:30-6:30pm

January – Ongoing: online ads, print ads and social media posts promoting Draft Plan and online survey, direct ppl to website.

January 5 – City Online Open House (2 of 2)

January 15 – Public comment period closes. City staff prepare public comment summary & package for UHT CPC.

January 20-22 – Public comment package and Final Draft Plan sent to UHT CPC

January 27 – UHT CPC meeting - UHT CPC to recommend Final Draft Plan & public comments to Council

February 16 – Anticipated Final Draft Plan to BIHZ Committee of Council for recommendation to full Council

February 26 – Anticipated Final Draft Plan to City Council for consideration/approval