



Upper Harbor Terminal Draft Coordinated Plan Engagement Plan

Background

The City of Minneapolis is finalizing a plan for redevelopment of the Upper Harbor Terminal (UHT), 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.

The purpose of this document is to provide a framework of upcoming engagement on the Draft Coordinated Plan, and identifies engagement objectives, targeted stakeholders, and when and how engagement can occur. Provided are a list of strategies to help staff plan and prepare communication and engagement materials. However, as new opportunities become available City staff will be flexible to strategies that removes barriers for underrepresented communities to participate including but not limited to Black, Indigenous, and People of Color (BIPOC) communities, renters, and youth.

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 Public Policy Project-Environmental Justice Coordinating Council 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 UHT. The community will be asked to provide feedback on the overall Draft Coordinated Plan, which will include community benefits related to the development, a preferred development and infrastructure plan for the site, and an implementation strategy.

Engagement Objectives

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

For the upcoming engagement process the City’s will aim to achieve the following objectives:

- 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 in two ways:

- Reconnect with Community (November – January)
- Release of Draft Coordinated Plan and Public Comment Period (Late November – January)



Oct-Nov 2020	Nov-Dec 2020	January 2021	February 2021
UHT CPC review of Draft Coordinated Plan.	Release of Draft Coordinated Plan for public comment.	Public comment period for Draft Coordinated Plan closes.	City Council considers approval of Draft Coordinated Plan.
Outcome: UHT CPC will provide comments on Draft Plan prior to public comment period.	Draft Coordinated Plan out for public comment. Outcome: Public comments on the Draft Plan are collected.	UHT CPC recommends Final Draft Coordinated Plan to City Council. Outcome: Public comments are considered by UHT CPC and forwarded to City Council for consideration prior to action on plan.	Outcome: Coordinated Plan is adopted, and community engagement continues throughout implementation of plan.

Stakeholders

The City of Minneapolis will seek public feedback on the Draft Coordinated Plan. However, 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

Methods and Documentation

The Upper Harbor Terminal Draft Coordinated Plan 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 (North News, Insight News, Spokesman Recorder, others)
- 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 (KMOJ, KFAI, others)
- City social media channels (Facebook, Twitter, NextDoor)
- Direct postcard mailing to North and Northeast zipcodes

As part of centering stakeholders that have historically underrepresented and will be most impacted by the redevelopment, methods will be prioritized in a way that reduces barriers for communities to participate. This includes City staff attend online meetings and conversations that are already being hosted and leveraging existing relationships to create new connections for participants to the project.

The following is a list of methods of how the community can participate and provide feedback:

- Online City-led open houses
- Online Learning Tables event(s)
- Online conversations or focus groups with cultural communities through cultural liaisons. This

includes translation of materials and conversations hosted in different languages.

- 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

Resources and Support

The upcoming engagement on the Draft Coordinated Plan is not the start of a conversation, but a continuation as part of multiple years of engagement. As part of the engagement work that has been done to date, two advisory committees were created to inform the redevelopment of the Upper Harbor Terminal, which includes the UHT CPC and the MPRB Upper Harbor Terminal Community Advisory Committee (CAC). In addition, the Learning Tables events created a forum for community members to participate.

The existing relationships and spaces that have been created will be integral to build awareness of the Draft Plan and prepare community members to participate and provide comments.

Below is a list of existing networks and connections to help with communication and outreach:

- Project update email subscription list through GovDelivery
- UHT CPC Members
- Learning Tables team/email list
- McKinley Neighborhood Organization
- Minneapolis Parks and Recreation Board and Upper Harbor Terminal Community Advisory Committee (CAC)
- Others as identified

What Does Success Look Like?

At the end of the engagement period it is important to assess the outreach and engagement strategies that were used to ensure that they were completed and the community was heard and represented.

Reconnecting with Community

Most of the primary tools for conducting community outreach will be utilizing online and social media tools as noted in the communications plan (See Methods and Documentation).

Release of Draft Coordinated Plan and Public Comment Period

These methods are intended to provide the community an opportunity to participate during the public comment period. Participation can include asking questions, interacting with City staff and the development team, or providing comment on the Draft Coordinated Plan. The participation across these methods can be measured in a range of ways including the number of attendees at an online meeting to the volume of comments that are submitted.

The public comments can also be an indicator of how clearly the materials were presented, and based on self-identification, which community members were represented during the comment period. Below are potential metrics for measuring community participation and representation:

- Number of attendees at an event
- Number of survey responses
- Demographic information of survey respondents who choose to self-identify

This evaluation will be important prior to the adoption of the Draft Coordinated Plan to understand the

community representation of the comments, and to inform ongoing engagement efforts throughout the redevelopment of the Upper Harbor Terminal.

Questions to Evaluate Success

- 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 exist 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 to elaborate and have community 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?)

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