

CITY OF MINNEAPOLIS

Upper Harbor Terminal Draft Coordinated Plan Update on Outreach & Engagement

Prepared for Upper Harbor Terminal
Collaborative Planning Committee

1/13/2021

Outreach & Engagement - Overview

COVID-19 presents many challenges for to convene and conduct an equitable and inclusive engagement process on the Draft Coordinated Plan while doing authentic outreach to ensure the community, especially BIPOC residents and historically underrepresented communities, are informed and able to fully participate. The City's engagement process aimed 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

Outreach & Engagement - Overview

During December and January, the following outreach and engagement around the Draft Plan occurred:

- **City Online Open Houses (2)** recordings posted on project website & City's YouTube channel for viewing
- **Partnered with other community organizations for online events (3):** Learning Tables, UROC & Public Policy Project-Environmental Justice Coordinating Council and McKinley Community
- **Project updates (6)** to North and Northeast neighborhood organizations
- **Radio interviews (3)** on cultural radio stations including KMOJ and KFAI

- **Gov Delivery** regularly emailed project updates to promote public comment period and online events/meetings to over 1700 subscribers
- **Press release** and media briefing about the Draft Plan and Public Comment period
- **Updated project website** <http://upperharbormpls.com/>
- **Info flyer PDF** available in multiple languages that people can download and share
- **Online survey** for public to provide feedback on Draft Plan
- **Project video** on the project website, City's YouTube channel and promoted on social, City Council TV and embedded with the news release on the news site, and promoted via the City Update newsletter
- **Online ad campaign** on Facebook and Instagram targeted to North Minneapolis residents and youth promoted the public comment period and directed traffic to the Draft Plan page and online survey
- **Print ad campaign** in community newspapers (including Insight News and North News)
- **Direct postcard mailing** to both current residents/addresses and property owners (if they are located at a different address) in North and project adjacent Northeast neighborhoods – promoting the Draft Plan, public comment period, online survey, open houses and project website

Outreach & Engagement - Schedule

December

- 12/7 – [News release on Draft Plan](#)
- Week of 12/7 – Postcard mailers on Draft Plan & Public Comment sent
- 12/8 – Media presser - Star Tribune, MPR, Twin Cities Business Journal, MinnPost attended. Here are the two articles that resulted from that:
 - <https://www.startribune.com/minneapolis-seeks-comment-on-upper-harbor-plan/573340251/>
 - <https://tcbmag.com/updated-upper-harbor-plan-drops-office-hotel-components/>
- 12/8 – Insight News/KFAI interview w/ Al McFarlane
- 12/8 – Bottineau board meeting
- 12/9 – Victory board meeting
- 12/15 – City Open House #1 – link to recording of open house now posted on project website and is available on [City's YouTube channel](#)
- 12/16 – Interview with Anthony Taylor on Minneapolis360 on KMOJ
- 12/16 – December Learning Table
- 12/17 – Interview w/ KSTP [Story aired on 12/17](#)
- 12/17 – Webber-Camden board meeting
- 12/20 – McKinley Community online conversation
- 12/21 – McKinley board meeting
- 12/29 – AFCAC regular meeting

January

- 1/5 - Insight News/KFAI interview
- 1/5 – City Online Open House #2
- 1/7 – Hawthorne Huddle
- 1/9 – UROC/Public Policy Project/City online event
- 1/10 – McKinley Community online conversation
- 1/12 – Marshall Terrace board meeting
- 1/13 – UHT CPC meeting
- 1/15 – Public comment period on Draft Plan closes
- 1/27 – UHT CPC meeting

December-January

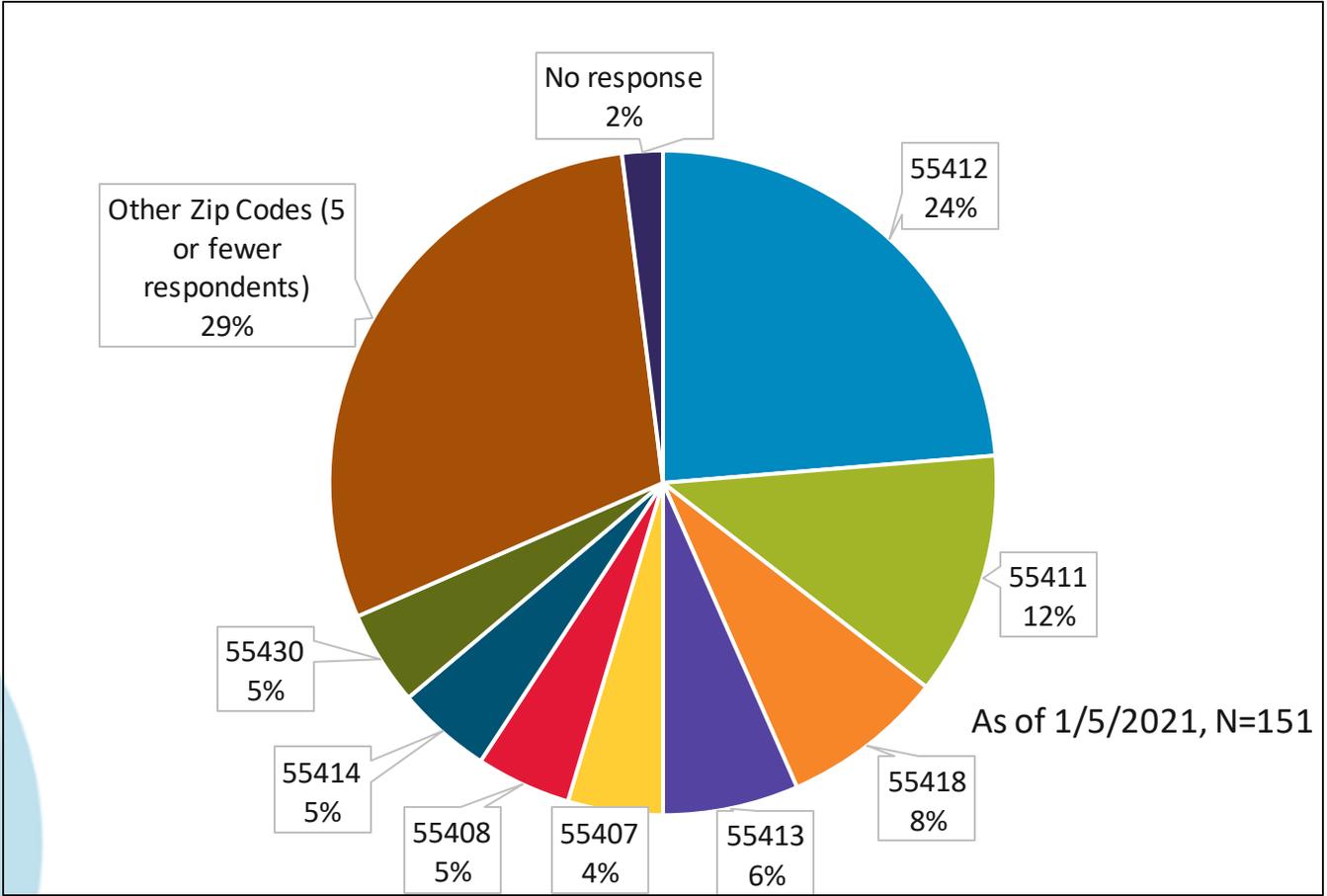
- Print ads are running in North News and Insight News. Online ads are running in Insight News.
- Online ads continue on social media (facebook, Instagram, Nextdoor)
- Gov Delivery project update emails continue to promote the public comment period and online events

Preliminary Report of Public Comment Survey

- Survey consists of 3 scaled response questions and 5 open-ended questions
- Includes a demographic questionnaire to help understand respondents and outreach
- 151 survey respondents as of **January 5, 2021**
 - Public comment period open until January 15, 2021
- In addition there were 7 emailed public comments as of January 8, 2021

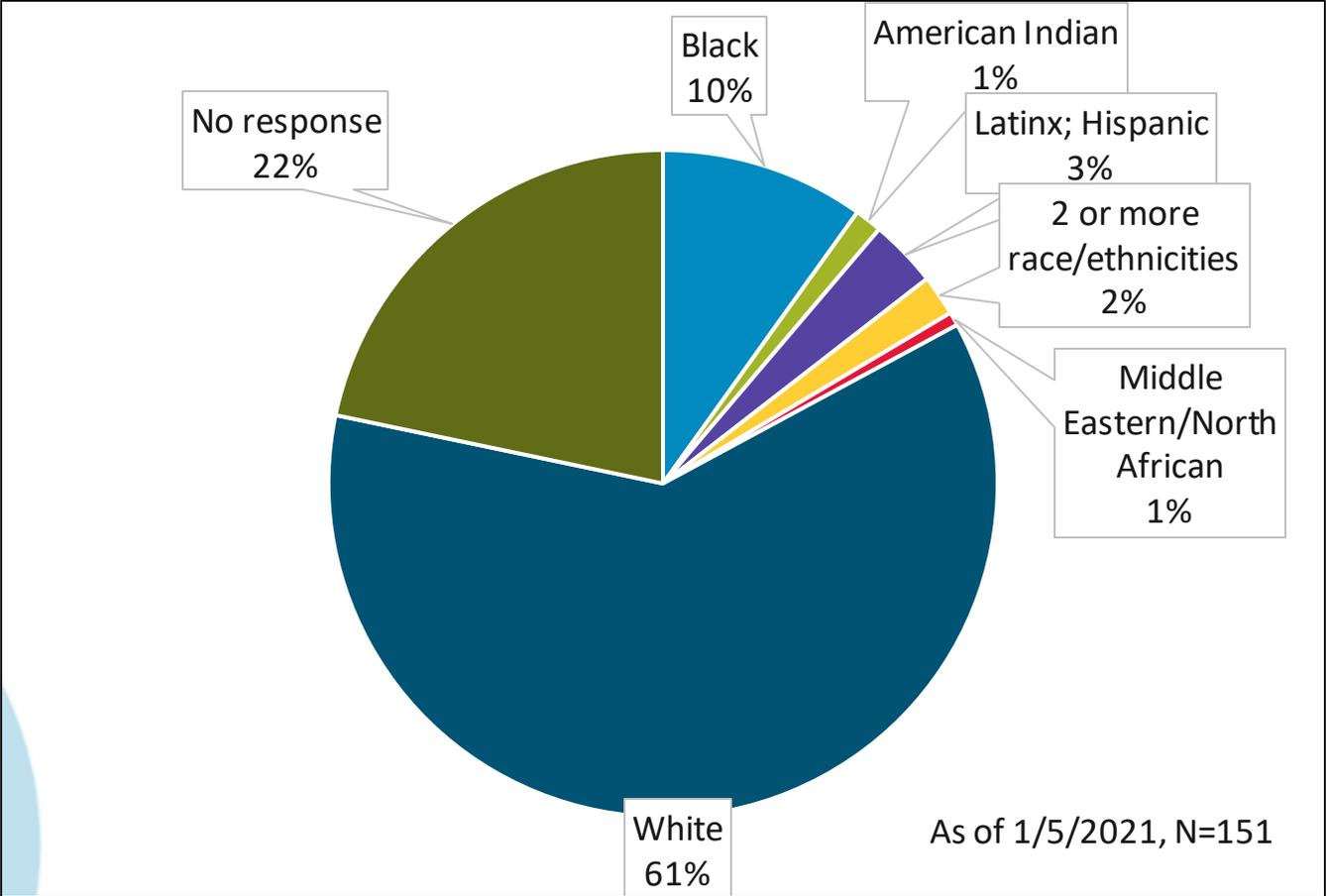


Residence ZIP Codes of Survey Respondents



- Largest number of responses are from residents from ZIP Codes 55412 and 55411 (most of North Minneapolis)
- 55418 is Northeast Minneapolis (Marshall Terrace & Bottineau)

Race/Ethnicity of Survey Respondents



- 61% of respondents (n=93) identified as White
- 10% of respondents (n=15) identified as Black
- 22% no response (n=33)
- 3 or fewer respondents from each category: American Indian, Latinx; Hispanic, Asian, and Middle Eastern/North African (total n=10)

Scaled Response Questions for Draft Coordinated Plan

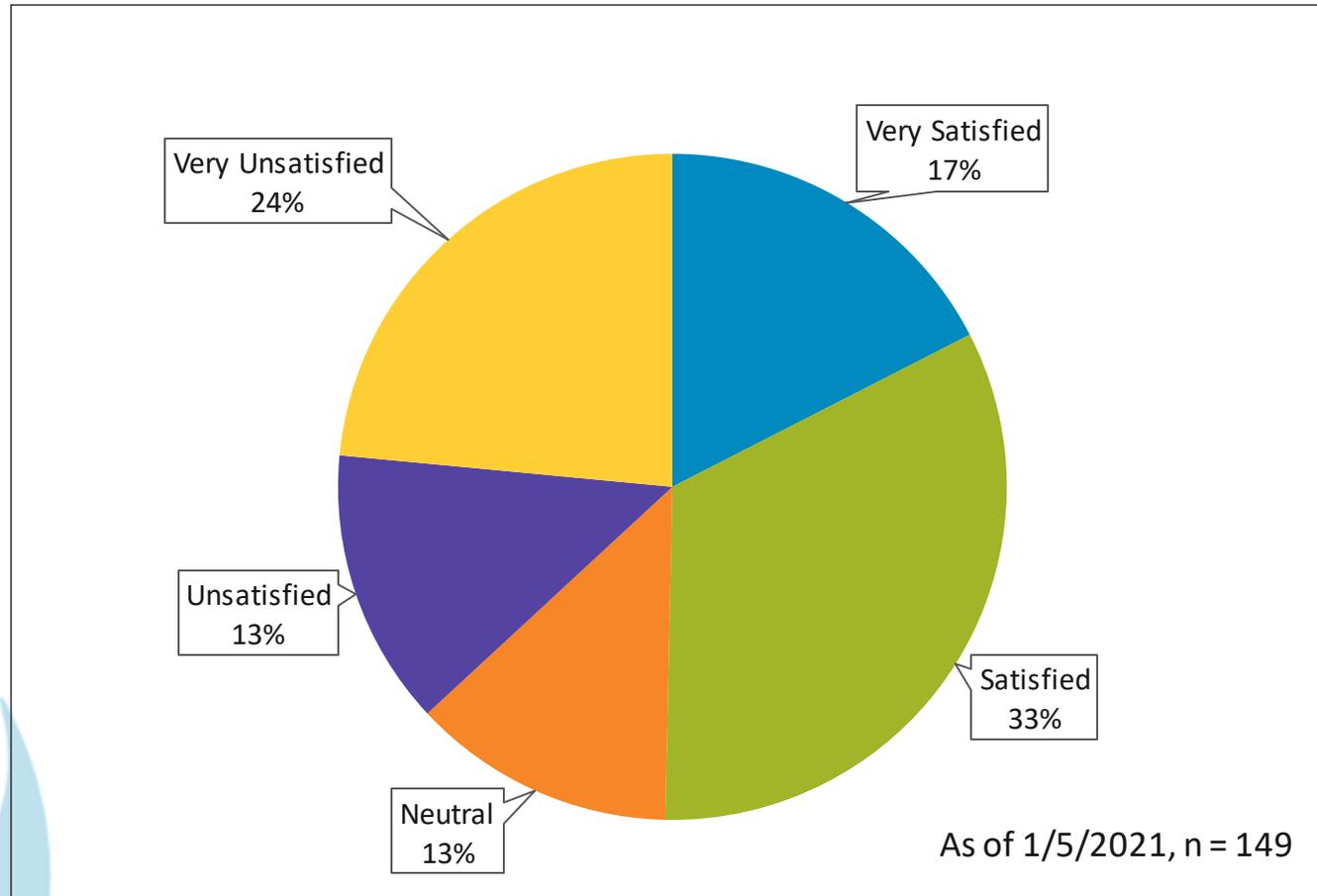
Questions

- How satisfied are you with the direction of the Draft Coordinated Plan for redevelopment of the Upper Harbor Terminal site?
- How satisfied are you with the proposed community benefits?
- How satisfied are you with the proposed improvements (public realm, infrastructure, and parks)?

Respondents are asked to respond to this question by selecting the following and explaining why:

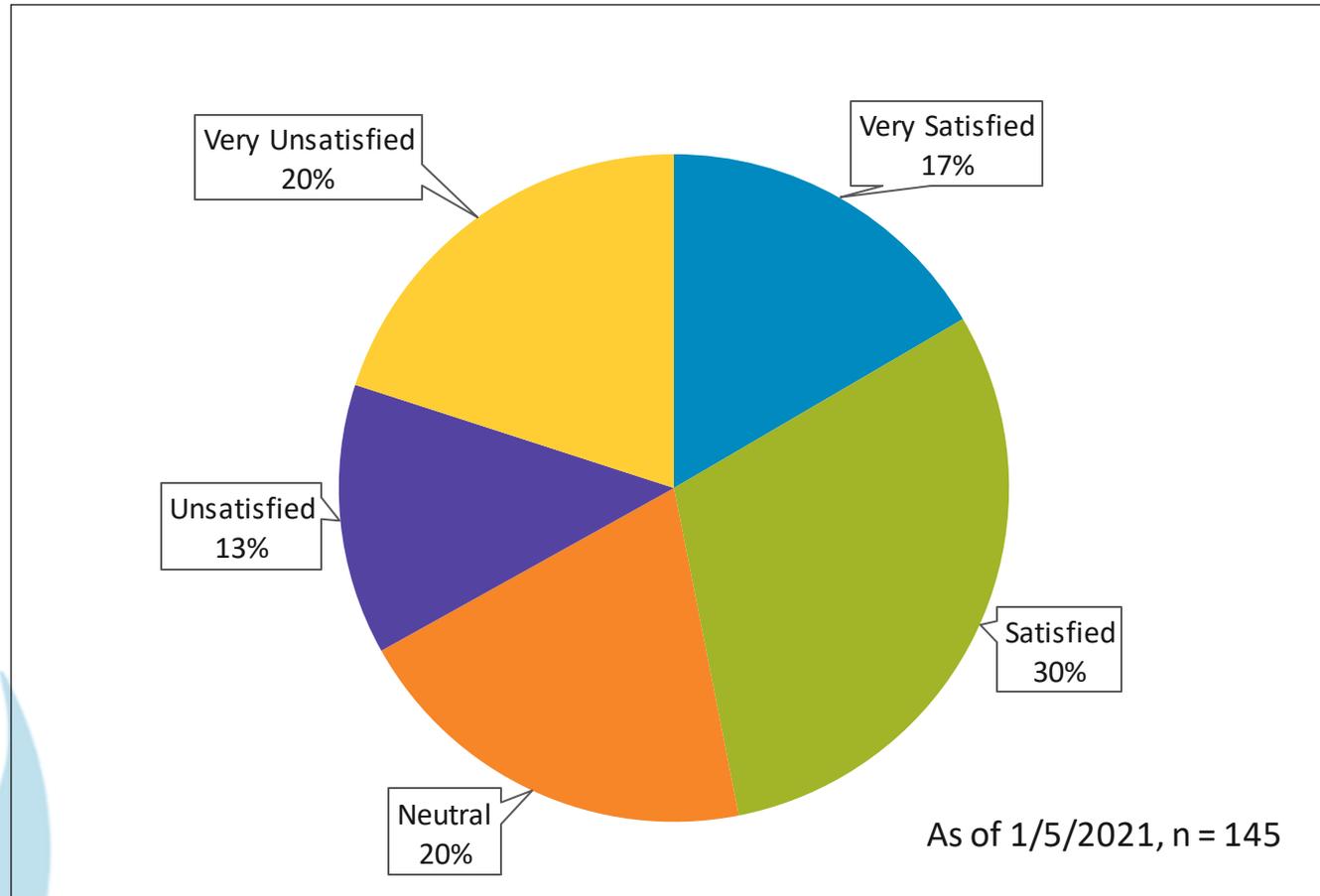
- Very Satisfied
- Satisfied
- Neutral
- Unsatisfied
- Very Unsatisfied

How satisfied are you with the direction of the Draft Coordinated Plan for redevelopment of the Upper Harbor Terminal site?



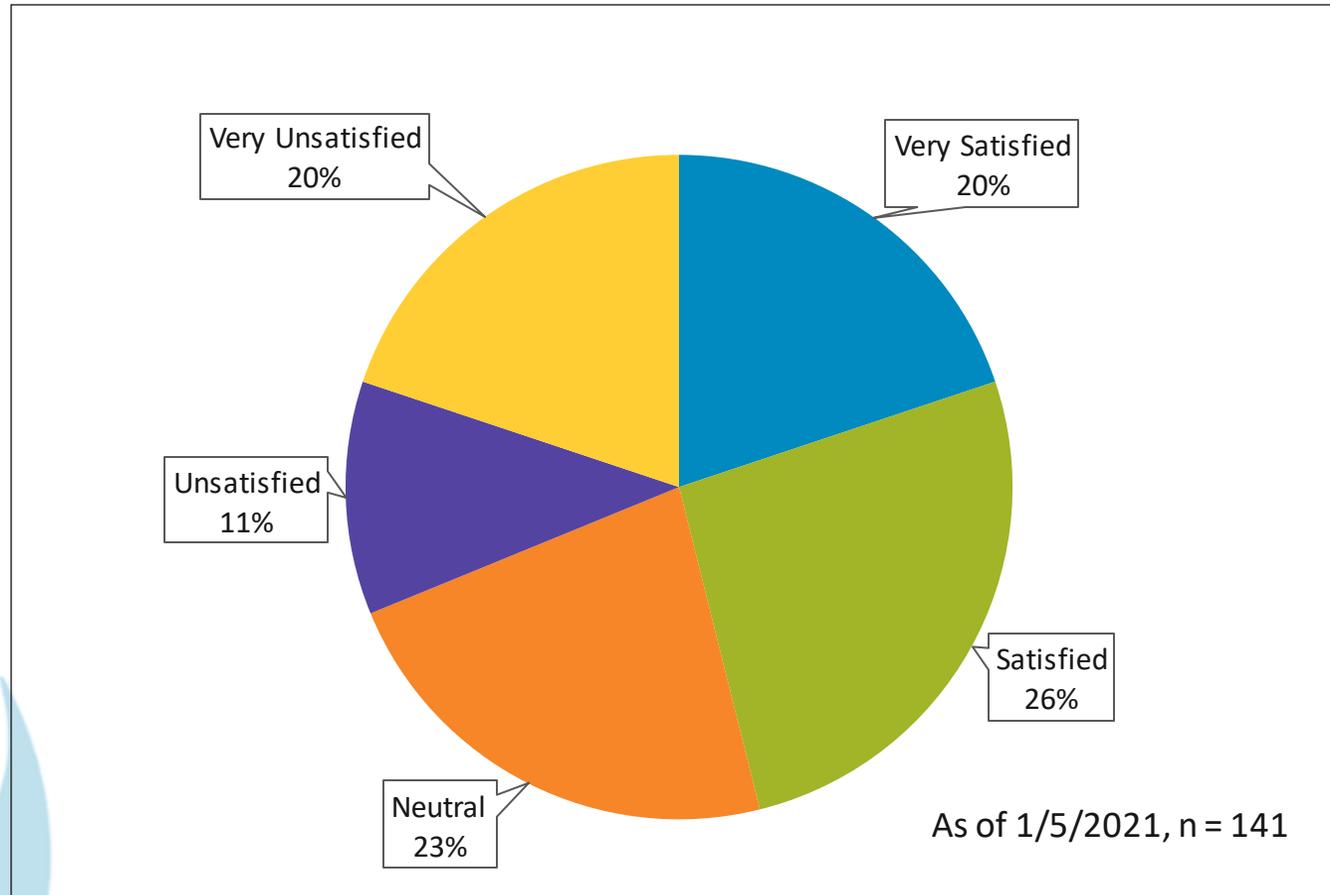
- 50% of respondents (n=75) answered 'Satisfied' or 'Very Satisfied'
- 37% of respondents (n=54) answered 'Unsatisfied' or 'Very Unsatisfied'
- 13% of respondents (n=20) answered 'Neutral'

How satisfied are you with the proposed community benefits?



- 47% of respondents (n=68) answered 'Satisfied' or 'Very Satisfied'
- 33% of respondents (n=48) answered 'Unsatisfied' or 'Very Unsatisfied'
- 20% of respondents (n= 29) answered 'Neutral'

How satisfied are you with the proposed improvements (public realm, infrastructure, and parks)?



- 46% of respondents (n=65) answered 'Satisfied' or 'Very Satisfied'
- 31% of respondents (n=44) answered 'Unsatisfied' or 'Very Unsatisfied'
- 23% of respondents (n=32) answered 'Neutral'

What have we heard so far?

Open ended comment questions

- Commend the recognition of the institutional harms of American Descendants Of Slavery (ADOS)
- The community benefits that are outlined can help hold the project team accountable
- Like proposed mix of commercial and housing uses
- Supportive of the mixed income housing in the proposed housing strategy
- Supportive of City ownership of land and ground leases



What have we heard so far?

Open ended comment questions

- Concern that the project is not addressing root causes of racial injustices
- Need to address other polluters in the area
- Draft plan proposes too much development
- Concern that the project will benefit big businesses and developers, and not the northside
- Feels there are little or no opportunity for generational wealth building for northside residents
- Proposed affordable housing will not be affordable to the northside
- Process doesn't seem community driven
- Pause or stop the planning process