

CITY OF MINNEAPOLIS

# Upper Harbor Terminal Draft Coordinated Plan Survey and Public Comment Report

Prepared for Upper Harbor Terminal  
Collaborative Planning Committee

1/27/2021

# Outreach & Engagement - Overview

From the Draft Coordinated Plan Outreach & Engagement Plan:

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 - Recap

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 (4):** 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 1,700 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
- **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 - Recap

## 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 two articles that resulted from that:
  - [Star Tribune article](#)
  - [Twin Cities Business article](#)
- 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 (recording available on [City's You Tube channel](#))
- 12/16 – Interview with Anthony Taylor on Minneapolis360 on KMOJ
- 12/16 – December Learning Table
- 12/17 – [Interview w/ KSTP](#) 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 (recording available on [City's You Tube channel](#))
- 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
- 1/21 – [MinnPost article](#)
- 1/27 – UHT CPC meeting

## December-January

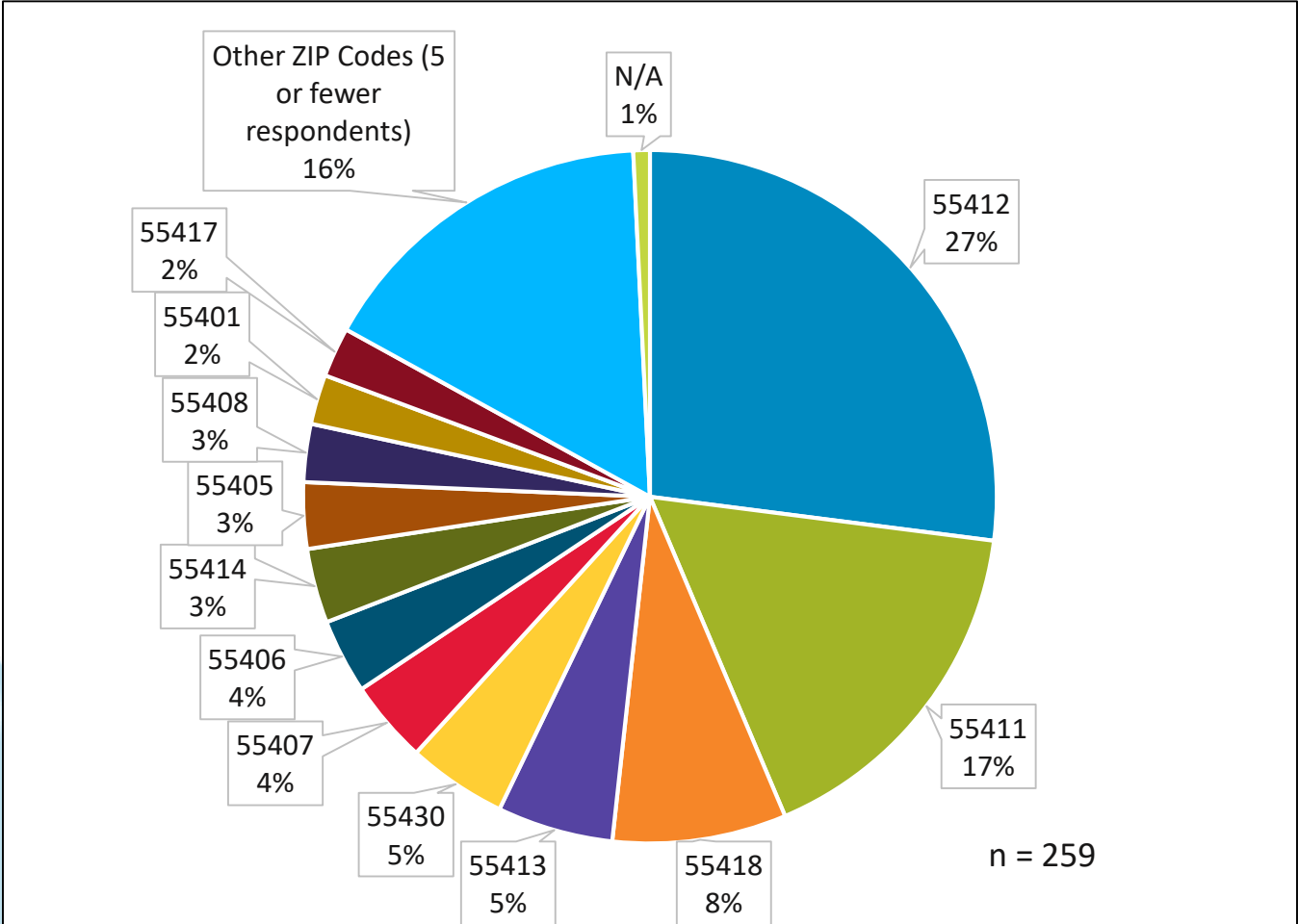
- Print ads in North News and Insight News. Online ads on Insight News.
- Online ads on social media (facebook, Instagram, Nextdoor)
- Gov Delivery project update emails to promote the public comment period and online events

# Report of Public Comments Collected

- Survey consists of 3 scaled response questions and 5 open-ended questions
  - Includes a demographic questionnaire to help understand respondents and outreach
- Total of 259 survey responses
- In addition there were 23 emailed public comments

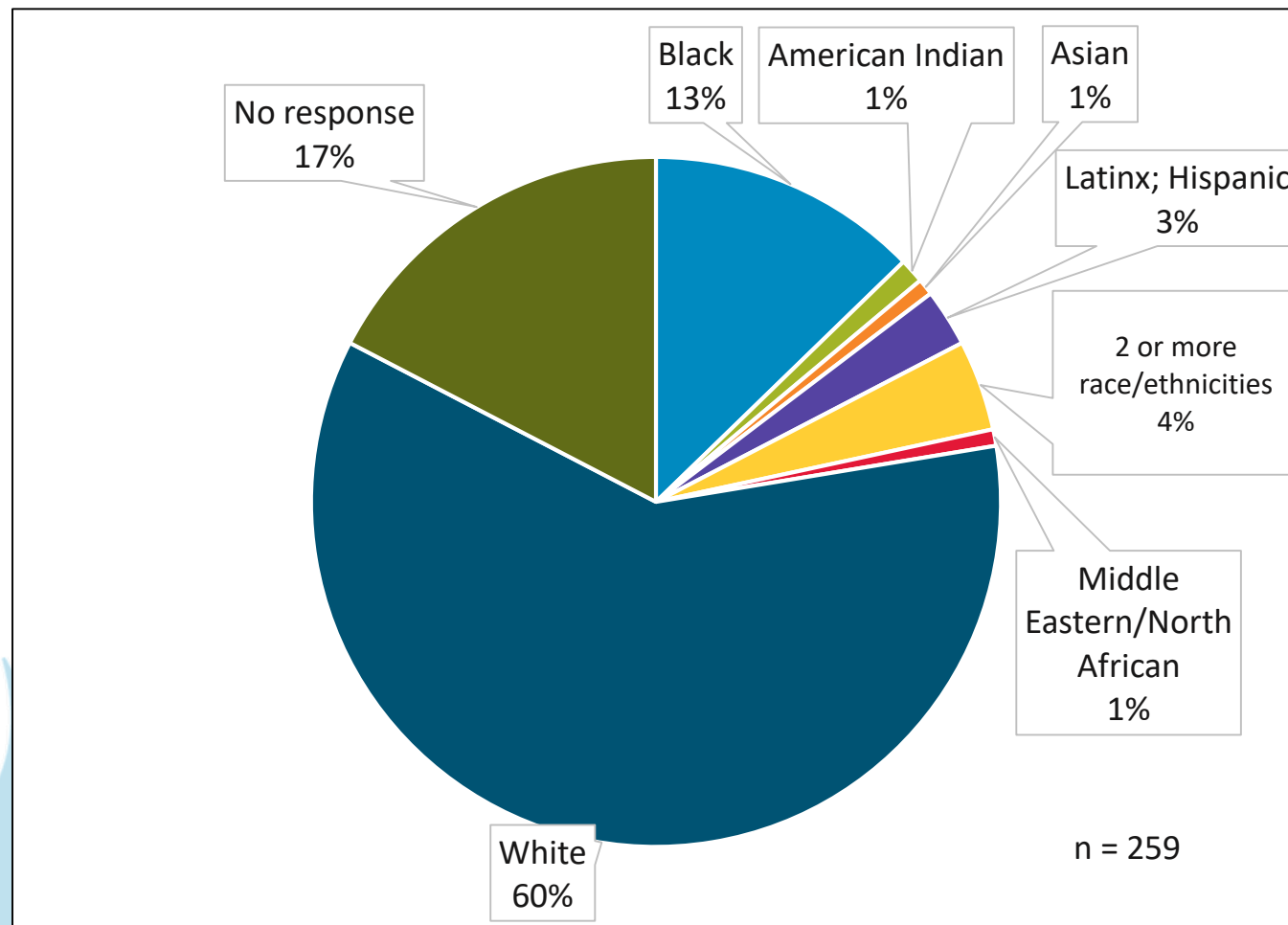


# Residence ZIP Codes of Survey Respondents



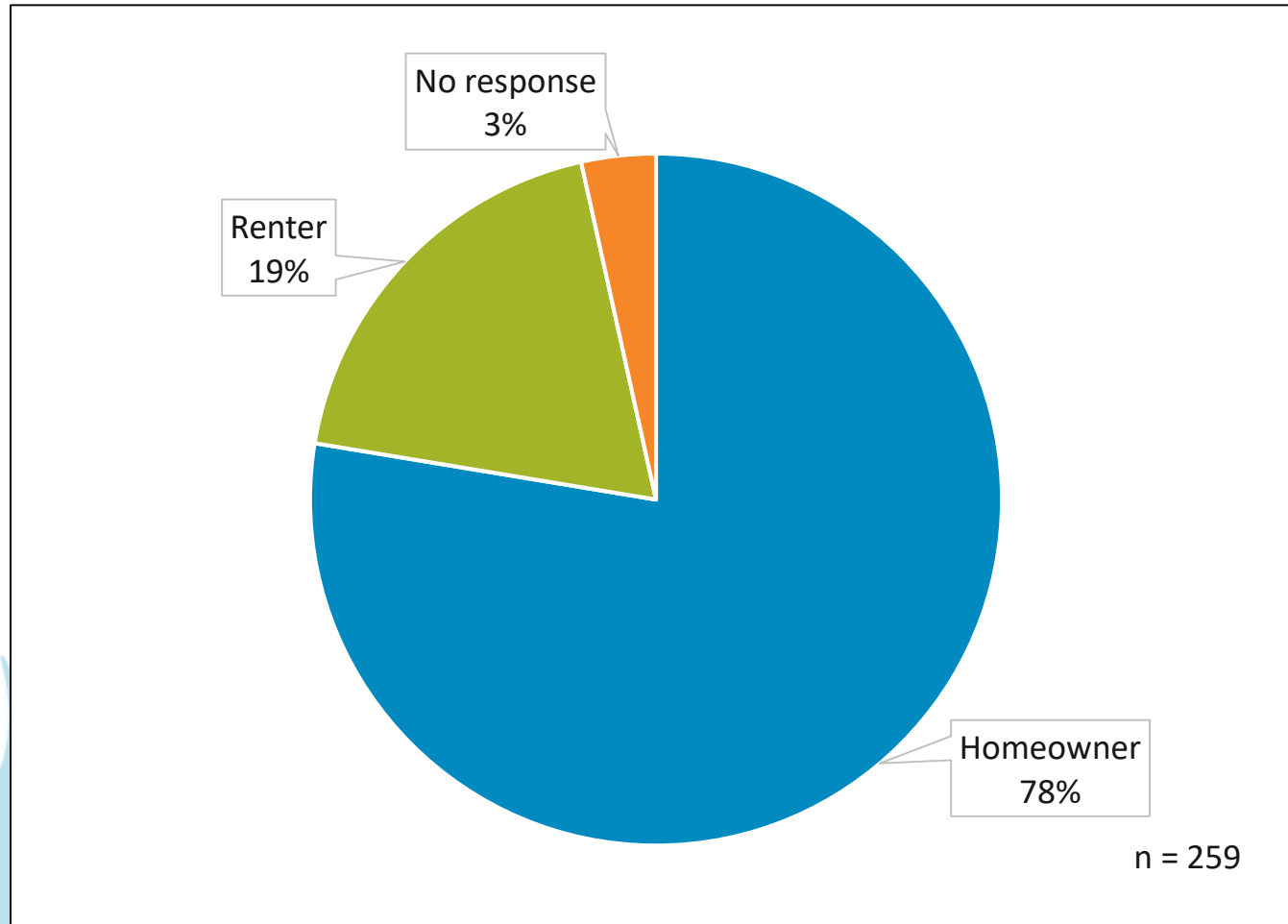
- Largest number of responses are from residents from ZIP Codes 55412 (n=70) and 55411 (n=43) (most of North Minneapolis)
- 3<sup>rd</sup> most responses from 55418 (n=21) (Northeast Minneapolis-Marshall Terrace & Bottineau)
- N/A responses include responses that represent an organization/business or response was illegible

# Race/Ethnicity of Survey Respondents



- 60% of respondents (n=156) identified as white
- 13% of respondents (n=33) identified as Black
- 17% no response (n=45)
- 7 or fewer respondents from each category: American Indian, Latinx; Hispanic, Asian, and Middle Eastern/North African, and 2 or more races (total n=25)

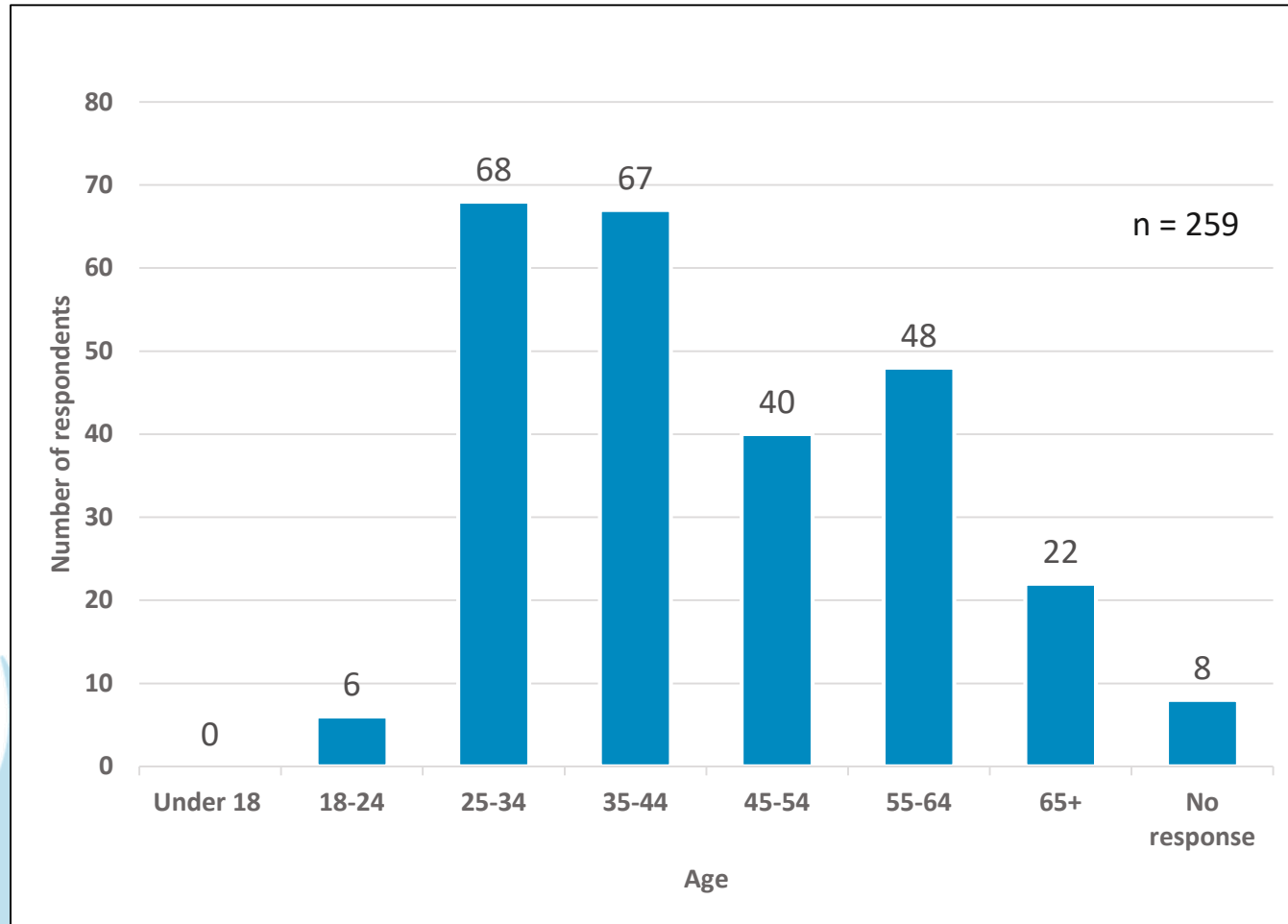
# Identify as a Renter or Homeowner?



- 78% (n=201) of survey respondents predominately identified as homeowners
- Fewer than 20% (n=49) of respondents are renters



# Age of Survey Respondents



- Median age of respondents: 34-44 years old
- Youth (Age 24 or younger) represented 2% of responses (n=6)

# 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

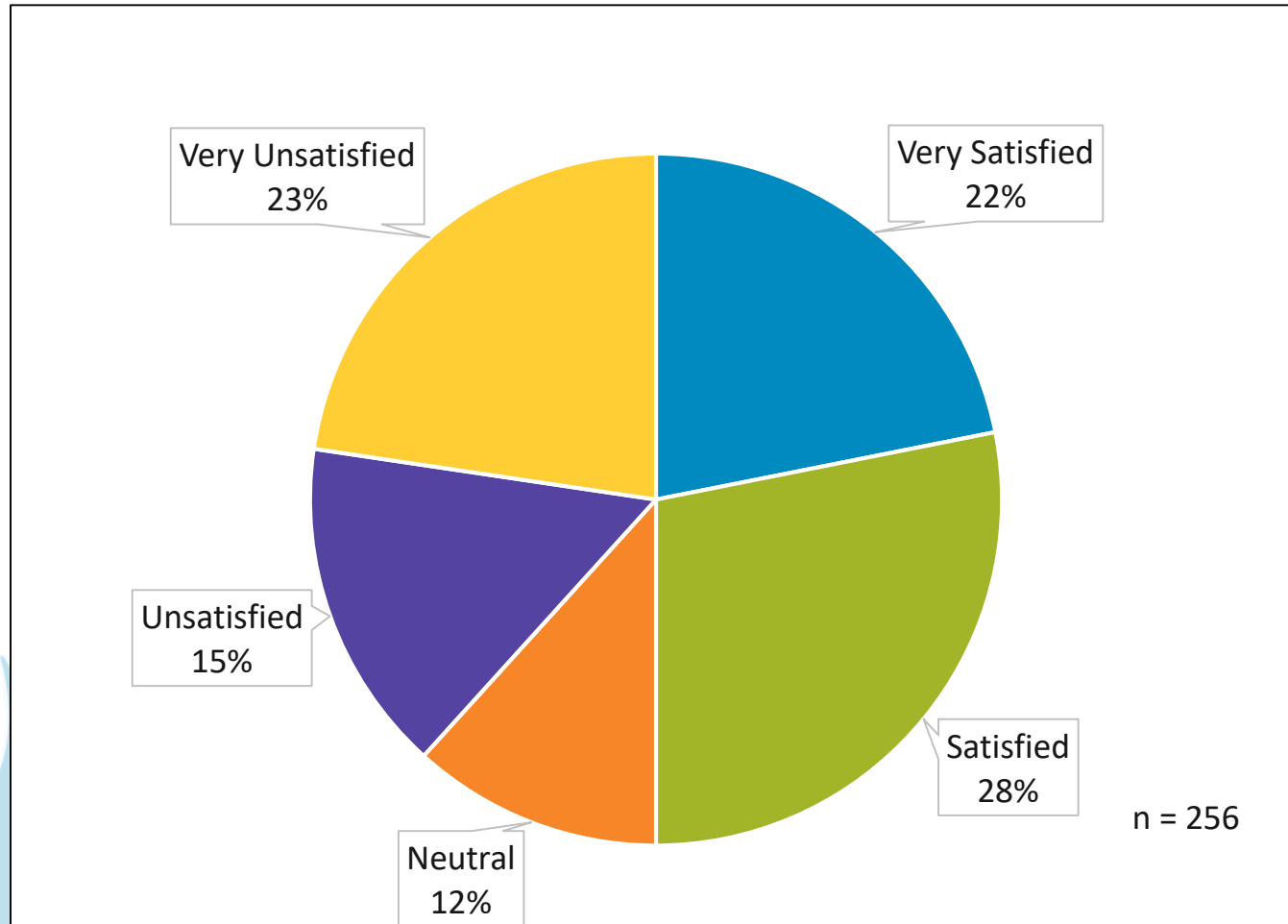
# Scaled Response Question Report

The following slides show responses from all respondents, and compared to respondents who identified as residents of North Minneapolis

- Aggregate of all responses: Number of Respondents = 259
- Disaggregated by ZIP Codes that cover North Minneapolis (55405, 55411, 55412, and 55430): Number of Respondents = 132

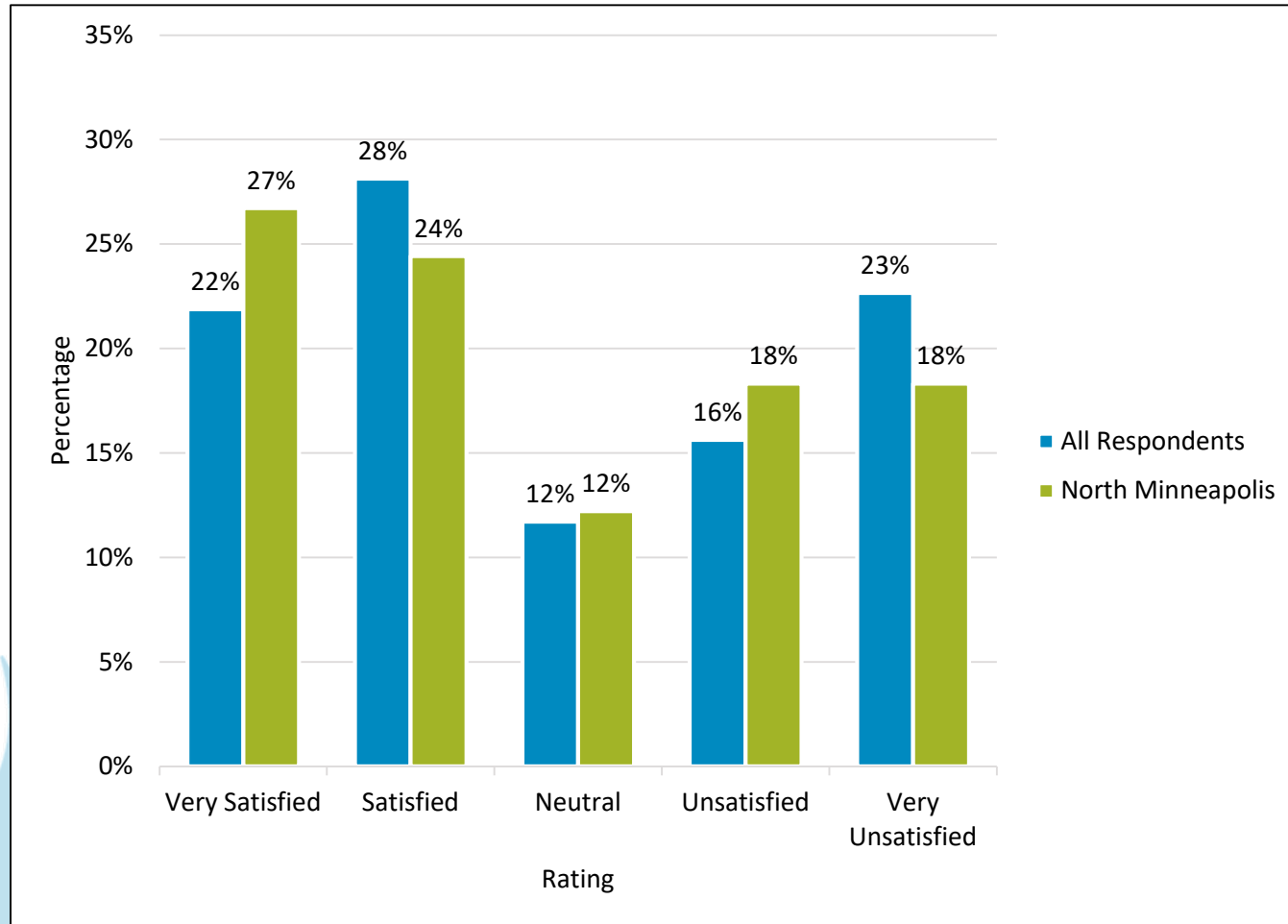


## How satisfied are you with the direction of the Draft Coordinated Plan for redevelopment of the Upper Harbor Terminal site?



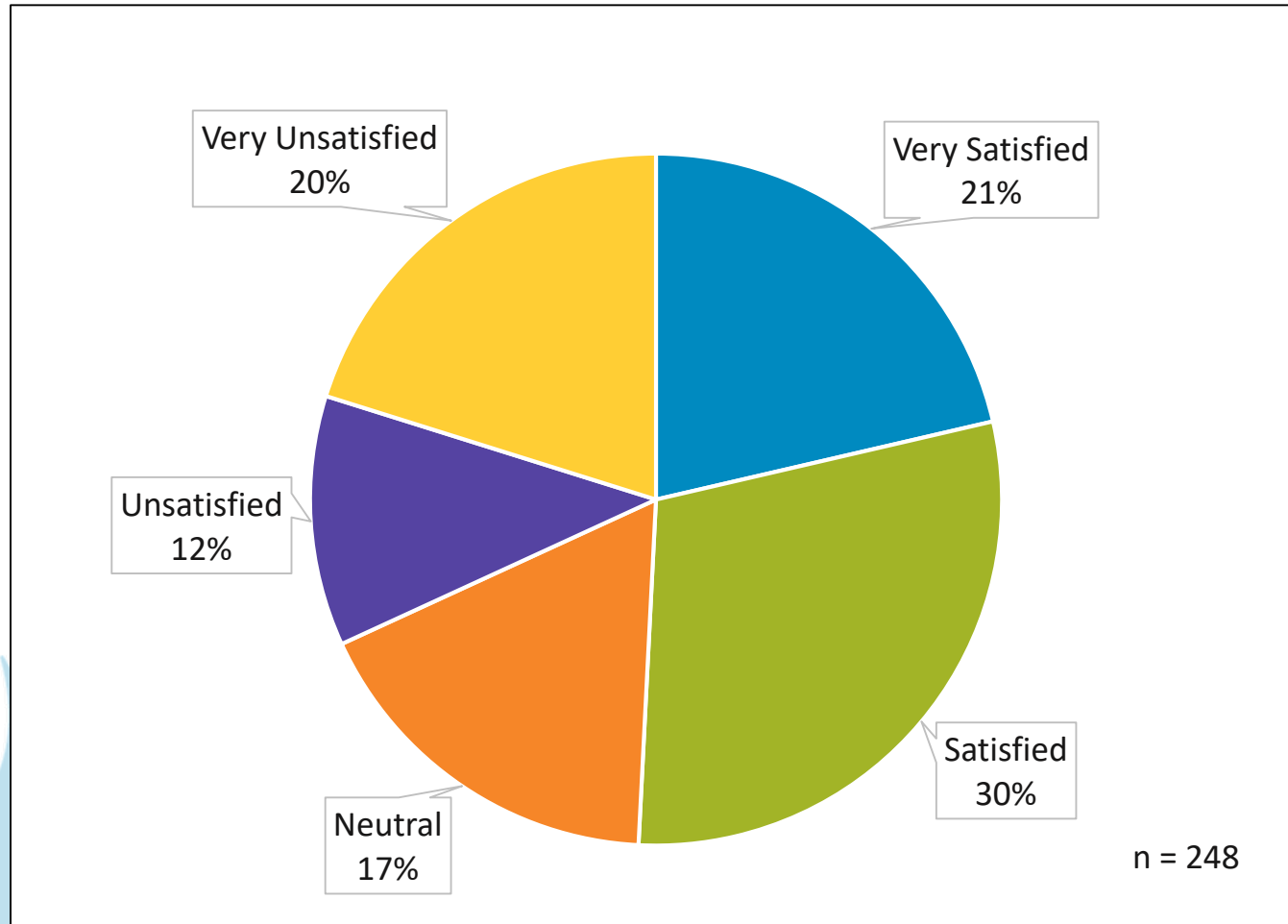
- 50% of respondents (n=128) answered 'Satisfied' or 'Very Satisfied'
- 38% of respondents (n=98) answered 'Unsatisfied' or 'Very Unsatisfied'
- 12% of respondents (n=30) answered 'Neutral'

# How satisfied are you with the direction of the Draft Coordinated Plan for redevelopment of the Upper Harbor Terminal site? (All respondents compared to North Minneapolis respondents)



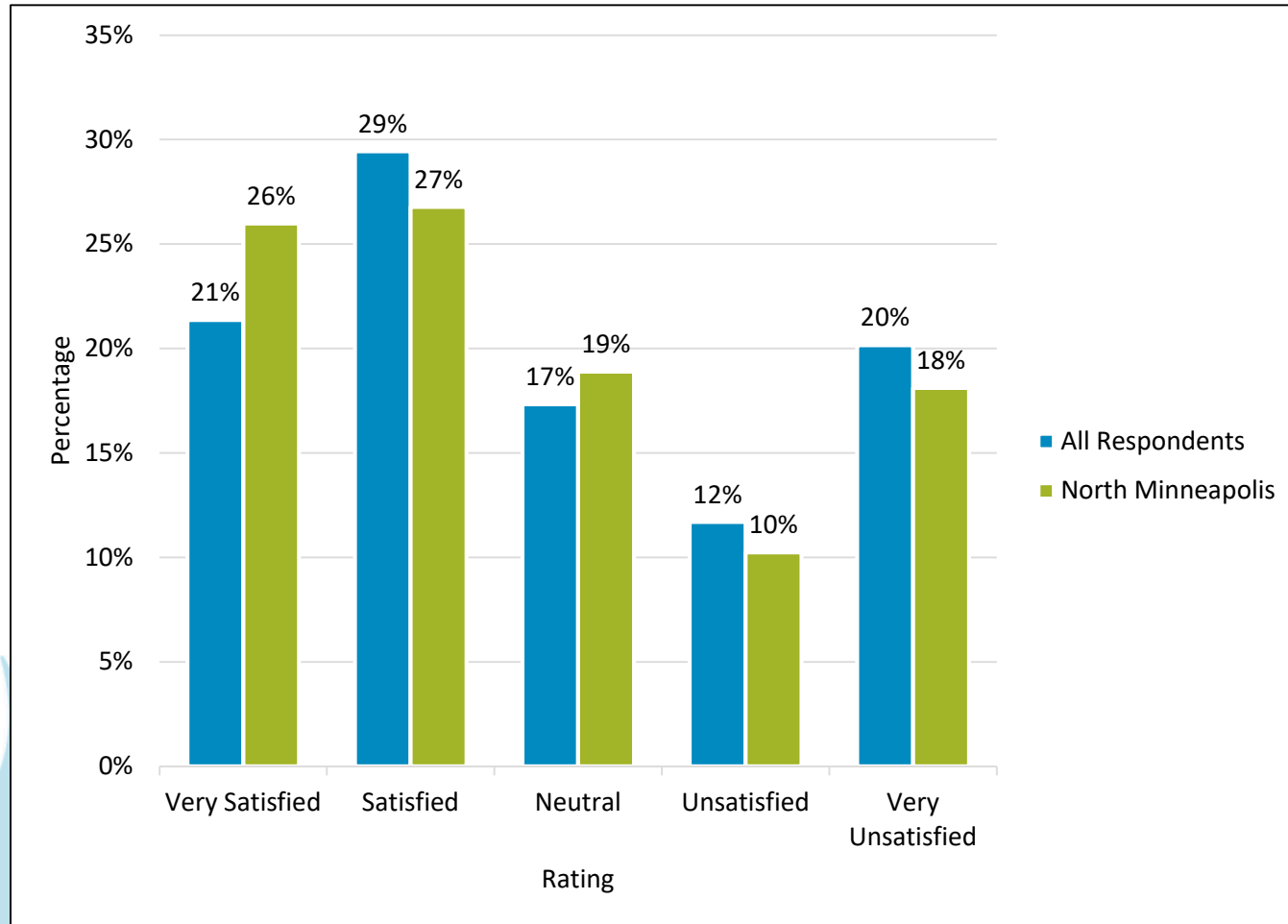
- Number of respondents
  - Total (n=256)
  - North Minneapolis (n=131)
- Similar breakdown of responses when comparing All to only North Minneapolis respondents

# How satisfied are you with the proposed community benefits?



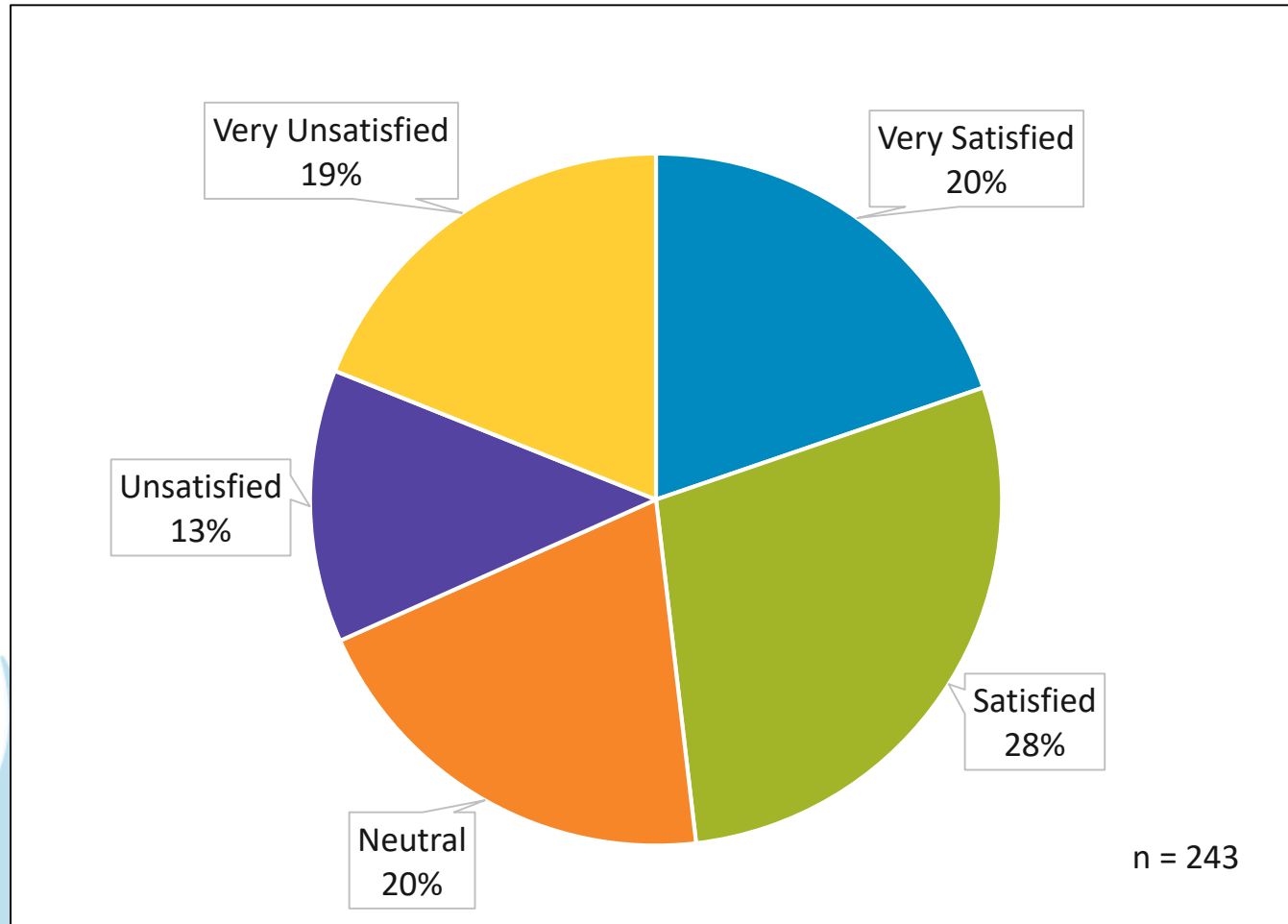
- 51% of respondents (n=126) answered 'Satisfied' or 'Very Satisfied'
- 32% of respondents (n=79) answered 'Unsatisfied' or 'Very Unsatisfied'
- 17% of respondents (n=43) answered 'Neutral'

# How satisfied are you with the proposed community benefits? (All respondents compared to North Minneapolis respondents)



- Number of respondents
  - Total (n=248)
  - North Minneapolis (n=127)
- Similar breakdown of responses when comparing All to only North Minneapolis respondents

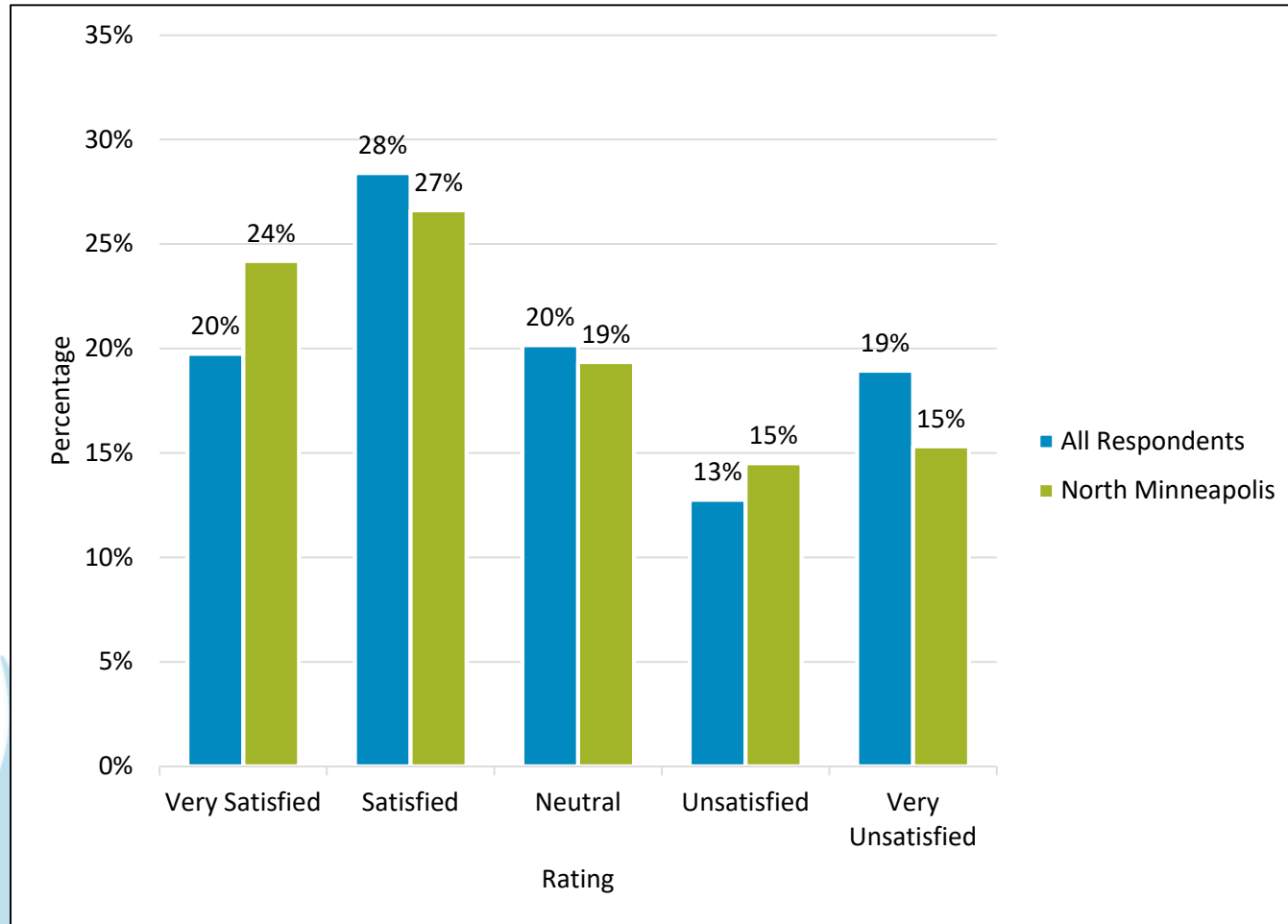
# How satisfied are you with the proposed improvements (public realm, infrastructure, and parks)?



- 48% of respondents (n=117) answered 'Satisfied' or 'Very Satisfied'
- 32% of respondents (n=77) answered 'Unsatisfied' or 'Very Unsatisfied'
- 20% of respondents (n=49) answered 'Neutral'



# How satisfied are you with the proposed improvements (public realm, infrastructure, and parks)? (All respondents compared to North Minneapolis respondents)



- Number of respondents
  - Total (n=243)
  - North Minneapolis (n=124)
- Similar breakdown of responses when comparing All to only North Minneapolis respondents

# What Did We Hear?

## Themes of Comments Sorted by Topic

- General Comments
- Community Benefits
- Public Realm, Infrastructure, and Parks
- Implementation



# What Did We Hear?

## General Comments

- The Plan is not addressing root causes of racial injustices
- Need to address other polluters in the area
- Concern that the project will benefit big businesses and developers, and not the northside
- Concerned about the uses/impacts related to the parcel identified as production and processing
- Want to see how the negative impacts (noise, parking, traffic, and pollution) of the CPAC on the park and public realm are addressed
- Concern AUAR is completed after the adoption of the Draft Coordinated Plan
- Concern that the engagement process is not representative of the community



# Themes – Community Benefits

## **Supportive**

- Commend the recognition of the institutional harms of 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
- Supportive of commitment of monetarily giving back to the community



# Themes – Community Benefits

## **Wants/Concerns**

- Worried that this plan does push out existing Northside residents
- Hope for deeper level of housing affordability mix – not sure if proposed housing is affordable enough
- Lack of trust in City reinvesting the funds/lease payments back into the community
- Want to make sure there are more concrete guarantees that are on paper prior to vote



# Themes – Public Realm, Infrastructure, and Parks

## **Public Realm, Infrastructure, and Parks**

- Prioritize pedestrian connections
- Prioritize safe connections over railroad
- Make sure site and park area is accessible by public transportation
- Need better connections into the neighborhood to the west of I-94
- Want land dedicated to park land, and access to river, restored to natural environment



# Themes – Implementation

## Implementation

- Community entity - Make sure organization(s) is vetted and managed carefully, transparent and accountable
- Diversification in construction – make sure to have higher percentage of minorities/BIPOC workers on the project and minority-owned businesses
- Recommendations of specific businesses, organizations, and groups to partner
- Accountability
  - How will the City evaluate early progress towards community benefit goals?
  - Make sure each neighborhood group is given regular updates on progress
  - Make sure BIPOC community is not shut out as project progresses

