

Community Engagement Plan

July 31, 2024 | Version 1 of 1

INTRODUCTION

The city of Minneapolis intends to add street improvements that create a neighborhood greenway from 44th Ave N to 4th Ave N on Humboldt Ave N and Irving Ave N. This project originated as a community-led initiative and is called the Northside Greenway. The city is completing public engagement to guide the project through the planning, design, and construction process. The engagement plan outlines how the project team will approach engagement and communicate with the community. The plan is intended to be a “living document” and it may be modified as circumstance warrants during project duration. The map in Figure 1 shows the project limits.

PROJECT HIGHLIGHTS

- Northside Greenway is a proposed four-mile neighborhood greenway along Humboldt Ave N and Irving Ave N in North Minneapolis.
- Started initially as a community-generated idea with City and community organization engagement happening since 2011 with demonstration projects, surveys, and other activities.
- The Northside Greenway will connect or be near to:
 - a. Five public schools: Camden High School, Hmong International School, Mona Moede Neighborhood Early Learning Center, North High School, and Bethune Community School
 - b. Nine parks: Webber Park, Folwell Park, Jordan Park, Glen Gale Park, North Commons Park, Lovell Square, Bethune Park, Barnes Park, and Harrison Park
 - c. Five trails: Shingle Creek trail, Victory Memorial Parkway Grand Rounds trail, 26th Ave N Great Northern Greenway, Van White Memorial Blvd trail, and the Luce Line trail
 - d. Two high-frequency bus lines: Northside Greenway will run parallel and intersect the C and D arterial bus rapid transit lines
 - e. One future light rail project: Northside Greenway will intersect the planned future light rail Blue line extension project
- Identified as a low-stress bikeway on the City’s All Ages & Abilities (AAA) network.



Figure 1: Project limits

Contact us

Peter Bennett, Transportation Planner – Public Works
612-289-5282 | peter.bennett@minneapolismn.gov

Allison Bell, PE, Professional Engineer – Public Works
908-239-8596 | allison.bell@minneapolismn.gov

Last Updated 07/31/2024

For reasonable accommodations or alternative formats please contact Peter Bennett at 612-673-2460 or peter.bennett@minneapolismn.gov.

People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-263-6850.

Para ayuda, llame al 311.

Rau kev pab, hu 311.

Hadii aad caawimaad u baahantahay, wac 311.

PROJECT GOALS

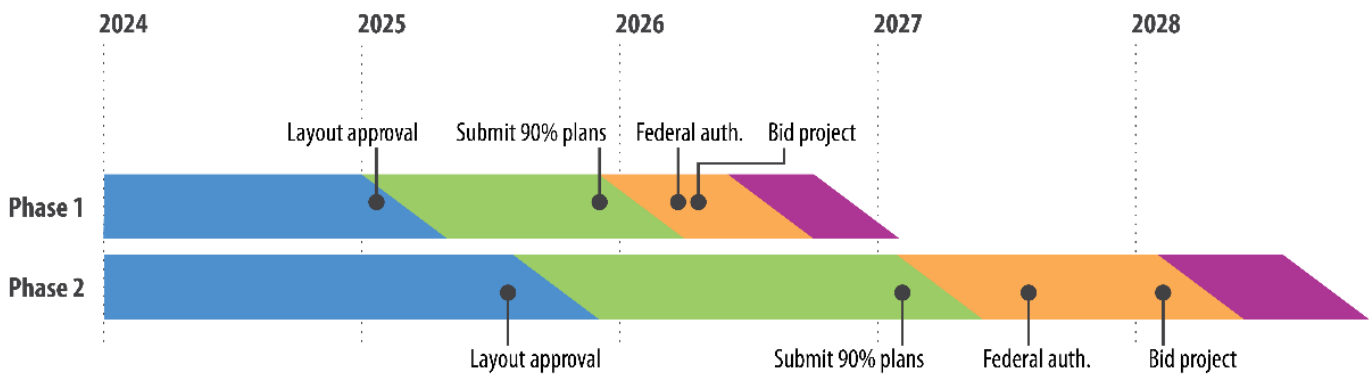
The following are the overarching goals of the project.

- **Advance health equity in Minneapolis**
 - Creating space for people to walk, bike, and play along the route
 - Including placemaking to encourage and support people to gather and meet neighbors
 - Prioritizing safety improvements at intersections with high injury streets to reduce traffic injuries and deaths
- **Create a low-stress place for people to walk, bike, and roll**
 - Designing for safety, access, and comfort for those who walk, bike, and roll
 - Providing improvements in the project area that serve all ages and abilities
- **Provide green urban space as an area for recreation and community connection**
 - Including sustainable landscaping and green stormwater infrastructure
 - Providing space to connect people to neighborhood destinations, such as parks and schools
- **Engage and work with the community throughout the planning process**
 - Engaging with community members and organizations to gather input to help shape the plan and design of the Northside Greenway project

PROJECT SCHEDULE

This project will be delivered in two phases (see Figure 1 for a map), mainly from a construction and funding perspective. The planning, concept development, and public engagement timeline will mostly appear as a unified project. Phase 1 and 2 engagement and planning will occur at the same time. Due to federal funding timelines, phase 1 design and construction will happen before phase 2 design and construction work, as shown in Figure 2.. A more detailed schedule is included as an attachment to this document (see Attachment 1).

Figure 2: Project schedule



ENGAGEMENT SCHEDULE

The Northside Greenway project is a multi-phase initiative that engages the community throughout the planning, design, and construction process. The project is divided into five engagement phases, each focusing on a specific aspect of the greenway's development. Table 1 shows the five approaches the project team will commit to after reaching each phase.



Table 1: Engagement phases and approach

Phase	Overview	Approach
Phase 0: Discovery <i>January to June 2024</i>	Start introducing the project to understand perception of the proposed Northside Greenway and gain insight on approach towards community engagement for planning and design.	<ul style="list-style-type: none"> Introduce project to understand perception of the proposed Northside Greenway Gain insight on approach towards community engagement for planning and design.
Phase 1: Vision <i>August to September 2024</i>	Kick-off engagement to help understand the community's values, priorities, and ideas on what the Northside Greenway should address and how it should look like.	<ul style="list-style-type: none"> Understand the community's values, priorities, and ideas on what the Northside Greenway should address and what it should look like. Utilize planning tools with community members to support suggestions and ideas for improvements and preferences.
Phase 2: Tools <i>September to December 2024</i>	Engagement will be focused around finalizing a concept layout through seeking engagement based on feedback from community members and organizations. Adjustments to concept layout will be narrower and focused on specific locations.	<ul style="list-style-type: none"> Continue engagement to evaluate different concept layout ideas and alternatives. Incorporate feedback to narrow down to a preferred concept layout. Hold a large interactive engagement event.
Phase 3: Layout <i>January to April 2025</i>	Engagement will be focused around finalizing a concept layout through seeking engagement based on feedback from community members and organizations. Adjustments to concept layout will be narrower and focused on specific locations.	<ul style="list-style-type: none"> Engagement will be focused around finalizing a concept layout through seeking engagement based on feedback from community members and organizations. Adjustments to concept layout will be narrower and focused on specific locations.
Phase 4: Detailed Design and Bid Preparation (project phase 1 only) <i>April 2025 to March 2026</i>	Keep community informed of design process and timeline. Provide outreach and engagement when needed or benefit towards reaching the final design of the Northside Greenway.	<ul style="list-style-type: none"> Keep community informed of design process and timeline. Provide outreach and engagement when needed or benefit towards reaching the final design of the Northside Greenway. <ul style="list-style-type: none"> Project Phase 1 90% plans goal of December 2025 Project Phase 2 90% plans goal of January 2027
Phase 5: Construction (project phase 1 only) <i>April 2026 to December 2026</i>	Keep community informed of construction process and timeline.	<ul style="list-style-type: none"> Keep community informed of construction process and timeline. <ul style="list-style-type: none"> Project Phase 1 construction anticipated to start in 2026 Project Phase 2 construction anticipated to start in 2028



ENGAGEMENT GOALS

As part of our approach, we will complete an equity analysis to apply an equity lens throughout the project. This means implementing a continuous process integrated with the public and stakeholder engagement program and overall project development approach.

These goals were identified using the Racial Equity Framework for Transportation Transportation [Equity Priority \(TEP\) score](https://www2.minneapolismn.gov/media/content-assets/www2-documents/residents/TEP-Areas-and-metrics.pdf), <https://www2.minneapolismn.gov/media/content-assets/www2-documents/residents/TEP-Areas-and-metrics.pdf> demographic data, stakeholder analysis, and the [IAP2 Spectrum of Public Participation](#). These engagement goals are listed below along with the metrics by which we will achieve and evaluate them.

Goal 1: Provide opportunities for residents and community organizations along the route to meaningfully engage and provide input on the Northside Greenway using creative, diverse, and accessible outreach and activities.

- a. Use a variety of methods of engagement such as door knocking, open houses, and pop-up engagement activities at existing and planned community events.
- b. Provide opportunities for both in-person and virtual engagement.
- c. Host events at various times and places so that many community members can participate even with a busy schedule.
- d. Ensure events are accessible to those who may have a form of disability, have limited ability to speak English, or not have easy access to transportation.

Goal 2: Clearly communicate project updates, goals, and planning tools so that community members can be in the loop and actively participate and suggest ideas to help shape the Northside Greenway.

- a. Send monthly updates via GovDelivery and keep project website updated so that project team is sharing updates and upcoming opportunities for community members and organizations to be involved throughout the engagement process.
- b. Communicate project goals on website, one pager, and other engagement activity material to provide a basis with community members and organizations on the project goals.
- c. Share planning tools as well as the impact of those tools to provide knowledge to community members on the potential project impact as well as equip them to actively discuss through which tools should be used.

Goal 3: Recognize and respect community member's time and effort spent engagement throughout the Northside Greenway planning and design process.

- a. Clearly define how community members and organizations input will be incorporated into the project at each phase of project and engagement activity.
- b. Show appreciation to community member attendance at events such as open houses and a planned community event by providing food from local businesses, childcare, or free transit, when feasible.

Goal 4: Build buy-in and ownership within the community through listening to and learning from historically under-represented voices in North Minneapolis, specifically among Hmong and Black communities.

- a. Partner with at least one local organization for engagement support and outreach throughout the project.
- b. Reach out to and meet with culturally relevant local community organizations within the project area.
- c. Describe how engagement and input is being incorporated into the plan and design of the Northside Greenway at each phase and engagement activity. If a theme or general comment will not be incorporated, the team should address why it is not being incorporated.

EQUITABLE ENGAGEMENT

Achieving equity in transportation means that the quality of the transportation networks in the city creates fair and just opportunities and outcomes for all people. In Minneapolis, historic exclusion from government-led processes, disinvestment in certain communities, and insensitive design have all contributed to the inequities that persist today. To



rectify these systemic injustices, both past and present, we must reconsider and invest in our transportation system through a deep commitment to racial equity – providing just outcomes for all people in the city, and outcomes that are not predictable by race.

The city of Minneapolis acknowledges that the transportation system and government-supported decisions have underserved, excluded, harmed and overburdened some communities, namely Black and Indigenous communities, other communities of color, and people with disabilities. We understand that these past decisions have denied these communities the full participation of transportation benefits, which has led to disproportionate burdens (Racial Equity Framework for Transportation [Acknowledgement of past harms](#)).

The city is focused on ensuring that populations that have been excluded from (or under-represented in) government-led processes such as public engagement are involved and aware of projects occurring in their neighborhoods. This project will prioritize activities and events that will reach historically under engaged community members by:

1. Outreach to culturally relevant community-based organizations for engagement to receive input on project and to partner for engagement.
2. Partnering through the consultant team and Health Department with trusted members of the community to lead or promote engagement events.
3. Door knocking, pop-up events, and other activities that “meet people where they are,” thus lowering the barriers of time and location that may exist for reaching traditional engagement events.

DEMOGRAPHIC SUMMARY

Effective engagement means being intentional about the communities and stakeholders we intend to reach. This includes specific efforts to reach members of traditionally untapped populations such as minority communities, people with lower income, people with varying levels of ability, and people who do not own a motor vehicle, among others. To facilitate an understanding of the target audiences in this corridor, a demographic review was completed by comparing the population characteristics of the project area (16 census tracts along corridor) with those of the City of Minneapolis as a whole (see Table 2) to identify similarities, differences, and outliers. Table 3 identifies demographics of the schools within the corridor. The following are key findings for the demographic review.

- **Transportation Equity Priority scores.** The project travels through several neighborhoods and goes through TEP score tiers 1, 2, and 3. These are higher equity priority areas, as defined through the City’s Racial Equity for Framework for transportation. The project is mostly in TEP tiers 2 and 3 north of Lowry Ave N and mostly in TEP tier 1 south of the Lowry Ave N.
- **Residents of color.** Area has a relatively higher percentage of residents of color (73.2%) near to the project area compared to the city as a whole (39.9%), with the section between Plymouth Ave N and Olson Memorial Highway (91.5%) and 26th Ave N and W Broadway (84.0%) having the highest percentages
- **Lowest income population.** Area has a relatively higher percentage (23.3%) compared to the city as a whole (16.4%), with the section between 26th Ave N and W Broadway (41.5%) with the highest percentage
- **Vehicle availability.** Area has a relatively higher percentage (18.1%) of households without access to a vehicle compared to the city as a whole (15.8%), with the highest percentage between W Broadway and Plymouth Ave N (32.0%)
- **Renters.** Area has a relatively lower percentage (41.9%) of households that rent compared to the city as a whole (51.9%), with a highest percentage of renters south of W Broadway, specifically between Plymouth Ave N and Olson Memorial Highway (62.0%) and south of Olson Memorial Highway (70.7%)
- **Foreign born.** Area has a relatively higher percentage of people that are foreign born (17.0%) compared to the city as a whole (14.8%), with the highest percentage between Plymouth Ave N and Olson Memorial Highway (24.3%)
- **Limited English.** Area has a relatively higher percentage of people with limited ability to speak English (15.1%) compared to the city as a whole (14.8%), with the highest percentage south of Olson Memorial Highway (20.0%)
- **Disability.** Area has a relatively higher percentage of people with a disability (15.1%) compared to the city as a whole (10.9%), with the highest percentage between W Broadway and Plymouth Ave N (24.0%)



- **Youth.** Area has a relatively higher percentage of people under the age of 18 years old (31.1%) compared to the city as a whole (19.7%), with the highest percentages between 26th Ave N and W Broadway (41.7%) and between Plymouth Ave N and Olson Memorial Highway (40.5%)

Table 2: Demographic characteristics

Category	Data	Northside Greenway	City of Minneapolis
TEP Priority Tier		6 - TEP 1 Census Tracts 2 - TEP 2 Census Tracts 2 - TEP 3 Census Tracts	-----
Residents of Color		73.2%	39.9%
Lowest-income population (incomes < poverty line)		22.3%	16.4%
Vehicle availability (% without access)		18.1%	15.8%
Age < 18		31.1%	19.7%
Age 65+		8.2%	10.2%
Renters		41.9%	51.9%
Limited English		11.8%	8.4%
Disability		15.1%	10.9%
Foreign Born		17.0%	14.8%

Source: The City of Minneapolis Transportation Equity Dashboard

Table 3: School demographic characteristics

School	Camden High School	Hmong International Academy	Mona Moede Early Learning Center	North High School	Bethune Arts Elementary School
Native American	3%	3%	---	2%	2%
African American	52%	50%	68%	84%	82%
Asian American	24%	36%	8%	2%	1%
Hispanic	13%	4%	8%	5%	4%
White	8%	7%	16%	7%	11%
Receive ELL Services	17%	29%	---	6%	5%
Qualify for free or reduced lunch	69%	75%	80%	68%	86%



Receive Special Education Services	19%	17%	12%	21%	16%
---	-----	-----	-----	-----	-----

Source: Minneapolis Public Schools ([School Finder - Placement \(exploremps.org\)](#))

KEY MESSAGES AND ENGAGEMENT QUESTIONS

Communication and engagement activities for this project will encourage two-way dialogue between the community, stakeholders, and project staff. Public input, questions, and concerns will be collected during all project phases to help guide the recommendations for Northside Greenway. Table 4 shows preliminary key messages and engagement questions that will be incorporated into communication and engagement materials throughout the design and engagement of the Northside Greenway project.

Table 4: Key messages and engagement questions

Phase	Key Messages	Questions
Phase 0: Pre-Engagement <i>January to June 2024</i>	The city of Minneapolis is embarking on a community-driven initiative to create a neighborhood greenway, involving street improvements along Humboldt Ave N and Irving Ave N, stretching from 44th Ave N to 4th Ave N.	<ul style="list-style-type: none"> • What is your perception or understanding of the corridor today? • What are your thoughts on adding street improvements and creating a neighborhood greenway along the corridor? • What are the main issues, concerns, or challenges you see with the current street conditions? • How would you like to be engaged and provide input throughout the project?
Phase 1: Vision <i>August to September 2024</i>	The project team will: <ul style="list-style-type: none"> • Present feedback to-date and confirm the vision or problem statement for design • Present initial ideas and how they relate to project goals and project statement • Solicit information on community preferences and priorities • Connect the dots between public experience, technical data, and other information 	<ul style="list-style-type: none"> • What specific issues or challenges in the neighborhood do you hope the greenway project can help address or mitigate? • What types of amenities, features, or design elements would you like to see incorporated into the greenway? (e.g. seating, public art, lighting, landscaping) • How would you like to see the greenway improve accessibility, safety, and mobility for drivers, pedestrians, and cyclists? • Are there specific areas along the corridor that you believe require needed attention?
Phase 2: Tools	The project team will: <ul style="list-style-type: none"> • Present the preliminary designs and confirm/gather feedback 	<ul style="list-style-type: none"> • What are your initial thoughts or reactions to the different concept layout options presented?



Phase	Key Messages	Questions
<p><i>September to December 2024</i></p>	<ul style="list-style-type: none"> • Compare and contrast the differences between concept layout options and what it takes to complete them • Address and share findings from public experience, technical data, and other information 	<ul style="list-style-type: none"> • Which elements or features of the various layouts do you find most appealing or beneficial? • Any concerns about the layouts or do you feel the need to modify or improve any concepts? • How well do you think the concept layouts align with the values, priorities, and ideas expressed by the community thus far?
<p>Phase 3: Layout <i>January to April 2025</i></p>	<p>The project team will:</p> <ul style="list-style-type: none"> • Finalize the preferred concept layout based on design capabilities, budget, community preference, and professional suggestions • Seek detailed community feedback and comments • Be thorough on why the preferred concept layout was chosen over other alternatives. 	<ul style="list-style-type: none"> • After reviewing the preferred concept layout, what are your overall thoughts and impressions? • Are there particular locations or intersections along the corridor where you believe the layout could be further adjusted or improved? • While we may not have been able to address everyone’s priority, how well do you think the preferred concept layout reflects and balances the community’s overall values, needs, and desires?
<p>Phase 4: Detailed Design and Bid Preparation (project phase 1 only) <i>April 2025 to March 2026</i></p>	<p>The project team will:</p> <ul style="list-style-type: none"> • Incorporate final feedback into engineering and construction design • Continued community updates and engagement opportunities as needed • Maintain transparency and address concerns as detailed design progresses 	<ul style="list-style-type: none"> • As a business owner or resident, are there any specific areas or locations along the greenway route that you anticipate may require extra communication or mitigation efforts during construction? • Are there any vulnerabilities or access needs in the community that we should consider in our construction planning and mitigation strategies?
<p>Phase 5: Construction (project phase 1 only) <i>April 2026 to December 2026</i></p>	<p>The project team will:</p> <ul style="list-style-type: none"> • Minimize disruptions and impacts to residents and businesses • Adhere to approved designs, standards, and the community’s vision • Continued community updates on construction timelines and phasing 	<ul style="list-style-type: none"> • Do you have questions regarding potential impacts (noise, traffic, etc.) on nearby properties during construction? • How would you like to celebrate as we reach major construction milestones? • Any questions regarding detours?



TARGET AUDIENCES

To reach key stakeholders and target audiences, engagement for the Northside Greenway project will aim to engage a diverse array of stakeholders throughout the planning, design, and construction process and implement a mix of communication and engagement strategies. The primary target audiences include:

- Residents along the proposed greenway route
- Broader North Minneapolis residents and potential users of the road
- Neighborhood organizations
- Community organizations
- Schools and youth programs
- Businesses and religious institutions
- City Council members
- Government partners

Each stakeholder group will be engaged through tailored communication and outreach tactics, ranging from:

- Project email and website
- Online survey
- Comment map
- Pop up events and community workshops
- Door-knocking
- One-on-one discussions and meetings
- Presentations
- Promotions like postcard mailings, one-pager pamphlets, sidewalk stickers, promotional posters, business cards, and social media posts

This multifaceted approach to stakeholder engagement ensures that the Northside Greenway project incorporates the perspectives, values, and priorities of the entire community it aims to serve. Attachment 2 includes a stakeholder analysis and a list of communication and engagement tactics. Attachment 3 includes a listing of neighborhood organizations, community groups, schools, youth programs, community facilities, businesses, religious institutions, and apartment complexes near the project area.

ENGAGEMENT TEAM

In coordination and collaboration with the city of Minneapolis public works and communications staff, the following are specific roles for engagement on the project team. Table 5 shows the contract information for the engagement team.

- **Zan Associates** will manage the project, lead the equity analysis, and serve as the overall community outreach and engagement lead for the project.
- **NEOO Partners** will serve as the community liaison throughout the project, leading coordination with community-based organizations. NEOO will also support other community engagement initiatives.
- **Stantec** will provide technical assistance in support of community outreach and engagement activities.



Table 5: Engagement team and contact information

Name/Organization	Contact	Role
Peter Bennett (TPP) City of Minneapolis	peter.bennett@minneapolismn.gov	City of Minneapolis Project Manager
Allison Bell (TED) City of Minneapolis	allison.bell@minneapolismn.gov	City of Minneapolis Project Manager
Dan Edgerton Zan Associates	dedgerton@zanassoc.com	Consultant Project Manager
Brigitte Bjorklund Zan Associates	bbjorklund@zanassoc.com	Consultant Engagement and Equity Analysis
Jaylen Lyles Zan Associates	jlyles@zanassoc.com	Consultant Communications and Community Engagement
Kelese Patton Zan Associates	kpatton@zanassoc.com	Consultant Community Engagement
Kylie Haslhuhn NEOO	kylie@neoopartners.com	Consultant Neighborhood and Community Engagement
Sam King NEOO	sam@neoopartners.com	Consultant Neighborhood and Community Engagement

QUALITY ASSURANCE AND QUALITY CONTROL

Zan Associates, in collaboration with the city of Minneapolis, NEOO Partners and Stantec, will draft, review, and prepare communication and engagement materials for the project using the city branding and style guide and plain language. City project staff and communications staff will review the materials and provide comments/recommendations within seven days. Zan will coordinate with city communications staff to post public materials on the project website and the city’s social media platforms.

Accessibility

Zan and NEOO Partners will work with the city of Minneapolis to determine which materials to translate and will translate the recommended materials into the appropriate language. Zan and NEOO Partners will also coordinate with the city of Minneapolis to determine which community activities will require either multi-lingual staff and/or interpreters to support engagement activities in the languages of the participants to reduce barriers to participation.

All posted electronic materials and communication materials on the city’s website and social media will have passed an ADA check and alt text will be provided for screen readers. Zan will work with the city to determine and meet any other accessibility needs if they arise including ASL interpretation.



LIST OF ATTACHMENTS

- Project schedule
- Stakeholder analysis and engagement tactics.
- List of community organizations

ATTACHMENT1: PROJECT SCHEDULE

[To be added]



ATTACHMENT 2: STAKEHOLDER ANALYSIS AND ENGAGEMENT TACTICS

Table 2-1: Stakeholder Analysis & Engagement Ideas

Project Stakeholder	Outreach: How will we reach out to each community stakeholder?
Residents Along the Route	<p>Involve/Collaborate</p> <p>Communication & Engagement Tactics</p> <ul style="list-style-type: none"> • Postcard (x2) <ul style="list-style-type: none"> ○ Initial high-level postcard survey included on values ○ More detailed-level postcard survey included in the design • Community-based meetings • Pop-up activities <ul style="list-style-type: none"> ○ Existing community events ○ Other impromptu events at parks or libraries along the route • Newsletter updates • One-on-one meetings with property owners and door-knocking
North Minneapolis Residents/Users of the Road	<p>Involve</p> <p>Communication & Engagement Tactics</p> <ul style="list-style-type: none"> • Neighborhood organization meetings • Community-based meetings • Pop-up activities <ul style="list-style-type: none"> ○ Existing community events ○ Other impromptu events at parks or libraries along the route • Newsletter updates
Neighborhood Organizations	<p>Involve</p> <p>Communication & Engagement Tactics</p> <ul style="list-style-type: none"> • Pre-engagement presentations • Planning & Engagement 1 presentation • Planning & Engagement 2 presentation – optional • Concept/Design selected presentation – optional
Community Organizations	<p>Involve</p> <p>Communication & Engagement Tactics</p> <ul style="list-style-type: none"> • Planning & Engagement 1 presentation <ul style="list-style-type: none"> ○ Amount of engagement will be decided based on presentation 1: • Planning & Engagement 2 presentation – preference but optional • Concept/Design selected presentation – optional <p>Potential organization boards to present with:</p> <ul style="list-style-type: none"> • Loppet Foundation • Pillsbury United Communities • Lao Assistance Center of Minnesota • Project Sweetie Pie • Hmong Minneapolis Leadership Council



Project Stakeholder	Outreach: How will we reach out to each community stakeholder?
	<ul style="list-style-type: none"> • Juxtaposition Arts • Northside Greenway NOW! • Break the Cycle • Phyllis Wheatley Community Center • W Broadway Business and Area Coalition • Harold Mezile North Community YMCA <p>Note: Potential partnerships can host community-based meetings or pop-up activities to be more involved</p>
Schools/Youth Programs	<p>Involve</p> <p>Communication & Engagement Tactics</p> <ul style="list-style-type: none"> • Outreach to school staff (principals) • Walk-bike-roll audits w/ students <p>Potential schools to partner with:</p> <ul style="list-style-type: none"> • North High School • Camden High School • Hmong International Academy • Bethune Community School <p>Play-vision exercise focused schools/organizations:</p> <ul style="list-style-type: none"> • Hmong International Academy • Bethune Community School • Sojourner Truth Academy • JJ Legacy • Jerry Gamble Boys & Girls Club
Businesses/Religious Institutions	<p>Consult</p> <p>Communication & Engagement Tactics</p> <ul style="list-style-type: none"> • Meeting with individual businesses and religious institution staff/management (either casually stopping by for input or set up a meeting). Potential options include: <ul style="list-style-type: none"> ○ North Market ○ The Get Down Coffee Company ○ Camden Pet Hospital ○ Camden Cycles ○ Taylor'd Cosmetology School ○ Free Grace United ○ Jerry Gamble Boys & Girls Club ○ Bill the Tire Guy ○ Dimension in Hair Salon and Barbershop ○ Apartment complexes along the route

Project Stakeholder	Outreach: How will we reach out to each community stakeholder?
City Council Members	<p>Consult</p> <p>Communication & Engagement Tactics</p> <ul style="list-style-type: none"> • Offer briefings at 0%, 15%, and 30% - provide an opportunity for input on project design and process • Inform about engagement events and design process through email updates
Government Partners	<p>Involve</p> <p>Communication & Engagement Tactics</p> <ul style="list-style-type: none"> • Set up check-ins with MPRB to walk-through engagement, planning, and design • Work with Hennepin County, MnDOT, Metro Council, and Metro Transit at key locations along Northside Greenway. Potential locations include: <ul style="list-style-type: none"> ○ Hennepin County: 44th St, Lowry Ave N, West Broadway ○ MnDOT: Olson Memorial Highway ○ Metro Council: Blue Line Extension ○ Metro Transit: C Line at Olson Memorial Highway

Table 2-2: Communication & Engagement Tactics

Communication & Engagement Tactics	Engagement: How will they participate?	Reflecting: How will stakeholder groups be reflected on the project's progress or outcomes?
Postcard	<p>Inform/Consult - Informational material with survey link/web map where people can provide input on project and ask questions</p>	<p>City/consultant will respond to question individually and provide a response on how they considered their input into the planning/design process</p>
Community-based meetings	<p>Involve/Collaborate - Participants will provide input on ideas/values, feedback on alternatives, and can discuss with community members on how to plan and design the Northside Greenway</p> <p>Provide planning toolkit for people to talk with one another about different ideas</p>	<p>Meeting will restate key takeaways</p> <p>Next round of community meetings will show how we received and processed input to the plan/design (a visual)</p> <p>Participatory budgeting activity where they will see what people's thoughts are on the project priorities</p>
Pop-up activities	<p>Consult - Learn about the project and provide initial reactions in conversation format; potential interactive activity included</p>	<p>Interactive activity w/ poster could include visual of how people are providing input with stickers</p> <p>Values/ideas from conversation documented in report</p>



Communication & Engagement Tactics	Engagement: How will they participate?	Reflecting: How will stakeholder groups be reflected on the project's progress or outcomes?
Presentations	Consult – Present information with updates; get feedback through pointed discussion questions	Document notes on feedback during the presentation and develop new material based on feedback
Newsletter updates	Inform/Consult - Informational material with survey link/web map where people can provide input on project and ask questions	City/consultant will respond to question/concern individually and provide a response on how they considered their input into the planning/design process
Neighborhood organization meetings	Consult/Involve - Learn about the project and provide initial reactions in conversation format and pointed discussion questions	Document notes on feedback during the presentation and develop new material based on feedback
One-on-one Meetings with Property Owners and Businesses	Involve – These meetings will either introduce the project, provide an update, or address specific issues or concerns.	The goal will be to specifically address unique issues and concerns.
Walk-Bike-Roll Audits	Involve – Students can provide knowledge through lived experienced and ideas to address issues through walk-bike-roll audit setting	Write-up issues and ideas and evaluate the potential inclusion of them in concept layout
Play Vision Exercises	Involve - Play-based visioning exercise that allows for people to come-up w/ high-level ideas and values on Northside Greenway	Write-up ideas and values and evaluate the potential inclusion of them in concept layout
City Council Member Briefings	Involve - Present information with updates; get feedback through pointed discussion questions	Document notes and reports on feedback during the presentation and develop new material based on feedback
Coordination with Government Partners	Involve – Check-in meetings with government partners to provide technical feedback that can be incorporated in planning process	Document notes and reports on feedback during meetings and develop new material based on feedback; adjust concept layout accordingly

