Active Living Hennepin County Quarterly Partnership Meeting
Monday, June 13, 2016
9:00 to 11:00 AM
Edina Public Works Building
7450 Metro Blvd., Edina, MN
Note: Breakfast will be served at 8:45am.

Community engagement for your comprehensive plan
Approaches, strategies, and tools

AGENDA

Welcome & Introductions 9:00
  • Commissioner Marion Greene

Panel discussion 9:15
  • Charleen Zimmer, Zan Associates
  • Haila Maze, City of Minneapolis Community Planning and Economic Development
  • Cindy Sherman, City of Brooklyn Park Planning Department
  • Joan Vanhala, Alliance for Metropolitan Stability

Questions and Answers 10:15

Metropolitan Area Comp Plan Workgroup 10:30
  Facilitated exercise

Announcements and closing 10:55
  • Mayor Kathi Hemken, City of New Hope

Adjourn 11:00
Community Engagement: Approaches, strategies, and tools

MEETING NOTES


1. Welcome & Introductions
   Mayor Kathi Hemken of New Hope, and Karen Nikolai, Hennepin County, welcomed everyone and introduced the speakers.

2. Panel Discussion
   A. Charleen Zimmer and Dan Edgerton, Zan Associates
      - Dan demonstrated an engagement tool available at www.Mentimeter.com that allows facilitators to gather input from people attending a meeting or event in real time. Through smart phones, attendees answered a questions about community engagement, comprehensive planning and health. Results are attached.
      - Community engagement efforts should be targeted and thoughtful. There is no one right way to do engagement.
      - Three key questions that cities should ask when developing their community engagement plan are:
        - What is the project for which you need people’s input?
        - Who do you need to engage?
        - What resources do you have?
      - Answers to these questions will point you to the tools and activities that are the best fit for your project. It is important to remember that you usually get better results if you go to people rather than expect them to come to you.
   B. Cindy Sherman, City of Brooklyn Park
      - Brooklyn Park has undergone significant demographic changes in recent years and currently has one of the largest income gaps in the metropolitan area.
• To improve livability, the city moved to an asset-based approach to community engagement.
• Brooklyn Park utilized community cafes rather than traditional meetings and developed a new vision statement that changed the way that the city did business.
• The community cafes also led to new neighborhoods for the city where the residents defined their neighborhood boundaries. These neighborhoods function as a community-based support system rather than a new layer of government.
• The comprehensive planning process gives the city another opportunity to build on the engagement that they have done with residents – while still being mindful of “meeting fatigue.” Brooklyn Park has identified events that occur on a regular basis where city staff can go to meet residents and hear about their concerns without asking people to attend more meetings.

C. Haila Maze, City of Minneapolis (www.minneapolis2040.com)

• Minneapolis has identified growth, equity, sustainability, livability, competitiveness, and good government as the values driving their comprehensive plan.
• Community Planning and Economic Development (CPED) is collaborating with the city’s Public Health department on internal discussions about how the comp plan impacts health, as well as having Public Health staff assigned to the teams that are leading each section of the comp plan.
• Public Health staff are also working with CPED on outreach and event planning to engage community members.
• The city’s civic engagement goals are:
  o Meaningful and relevant dialogue
  o Inclusive efforts
  o Ensuring that there are different ways people can be involved
  o Impact – People can see that they made a difference
  o Empowerment and building community capacity
  o Effective use of resources
• Focus resources on those who have been less involved and make sure that, regardless of the type of engagement event, information is being collected consistently

D. Joan Vanhala, Alliance for Metropolitan Sustainability

• Engagement efforts focused on the expertise of community-based organizations on the communities and populations where they work. While many have limited capacity, they also have a lot of strength when it comes to their networks.
• Encourage people to be involved in projects by educating them about what is happening and how they can be involved to make sure that it benefits their community.
• Successful engagement should be relational beyond the individual project. By building strong relationships with community leaders, we can tap into broader networks than we would be able to reach on our own.
• Immigrants and communities of color make significant economic contributions to our communities. Equity produces better outcomes.

3. Questions and Answers

For Brooklyn Park and Minneapolis, how did you engage youth and schools?

- In Brooklyn Park, they had focused conversations at the school and with youth groups in the community. Minneapolis worked with their youth congress to involve young people.

Question about timing?

- Now is a good time to have a one-pager on comprehensive planning and be focusing on high-level ideas. The timing, however, depends on what information you are seeking from the community and how you are planning to use it.

Question about connecting with human rights issues?

- Transportation projects are required to have an environmental justice chapter. The [Federal Transportation Administration’s website](http://www.fta.dot.gov) on environmental justice is a good resource. Charleen stated that people have a right to participate, but not an obligation. Planners need to make sure that there are opportunities for participation, and to know who we are trying to reach and to understand what the community’s vested interest is in the project. Our obligation is to provide the method and strategies to help the community be involved.

How should we evaluate the yield of our engagement efforts?

- Engagement isn’t just about numbers. If your numbers are low, but you reached the people who you needed to reach, your efforts were successful, particularly if you are working with underrepresented populations. Good questions for evaluating our efforts include asking what people liked about what they saw/heard, what they did not like, and what did we miss. Evaluation should be built in at the beginning of the plan, and should include stories and photos. Successful engagement efforts extend beyond the particular project and create ongoing relationships that result in buy-in and ownership of the plan or project.

**QUESTION:** Please share any successful experiences you have had at engaging vulnerable and/or underrepresented populations. Who did you engage successfully and how did you do that?

**NOTES**

*Table 1*

Who?

- Under-represented/vulnerable populations
- Seniors, asst. living – mobility issues
- New immigrants
- Technology accessibility
- Health issues
- People of color
- Non English as first language

How?

- Food – don’t skimp + snacks
- Language bridging
- Open time – networking
- Leadership engagement – Leader liaison from the community

*Table 2*

Examples of Successful Engagement of Vulnerable/Under Represented Populations:

- City of New Hope Farmer’s Market
  - Format for conversation
  - Consistent involvement
  - City activity of putting beans in a jar – talk about where to spend the money
  - Meet people where they are first
- Metro Transit
  - Community engagement approaches to bus stop amenities/improvements
- St. Paul “pop-up” meetings
- Minneapolis/Hennepin County, Penn Avenue Project Implementation Committee (PIC)
  - Timing of meetings (accommodate) with place/food/child care
  - Transparency about showing meeting results
- Hopkins Artery pop-up demonstration project
  - $15,000 – 100 hour PW staff time
  - Hopkins pop-up demo project : road reconstruction, cycle track, pedestrian mall
  - Piloted street treatments and art - wide and diverse attendance
o Broadly promoted: 2000 people+ attended
o Three stations: 1 staffed by Hopkins city staff, another by Hennepin co. staff; another by Metro Transit
o Large chalkboard
o Survey (167); top things from survey – cycle track, green infrastructure
o The demonstration project changed the conversation before the project – council support

**Table 3**

- Casual, non-programmatic interaction with community – on-going
- Culturally specific
- Leveraging networks
- Child care

**Table 4**

- City of St. Louis Park engagement project
  - Large apartment complex. Worked with non-profit on site to promote and host meeting at the location
  - Split meeting with youth/kids and adults (school district) had kids draw their neighborhood; and also did a drawing for gift card
  - Community exercise – identify activities you do within a neighborhood
  - Target (Metro SHAPE over sample) populations where there are food shelves, HRA, housing, family home visits
- New Hope – accessed networks for Liberian and Sierra Leone
- Patient advisory group @ community clinic – they decide what they want to talk about
- What do you do when you find out people have been discounted?

**Table 5**

- Meet people where they are at
- Communication: utilize community leaders
- Translation
In one word, describe the purpose or desired outcome of a comprehensive plan?
BP’s Changing Demographics

1990:
- White: 90%
- African American: 5%
- Asian: 3%
- American Indian: 1%
- Latino: 1%
- Multiracial: 0%

2010:
- White: 50%
- African American: 24%
- Asian: 15%
- Latino: 6%
- American Indian: 1%
- Multiracial: 4%
Community livability

- Red: Asset-based approach
- Blue: Problem-based approach

Quality of Life vs. Time
Brooklyn Park, a thriving community inspiring pride where opportunities exists for all
CORE PLANNING TEAM
(Meets annually for two days)

GO BP COALITION (2nd Tuesday of every month)

MEASUREMENT (Quarterly)
(Meets the 4th Thursday of every month)

RESOURCES

YOUTH

DIVERSITY
Brooklyn Park 2025

Aligns Planning Work

Within the Organization

Community Plan

Department Business Planning

Employee Work Plans

Within the Community

to
Brooklyn Park 2040 Comprehensive Plan
Thank you!
PUBLIC HEALTH INVOLVEMENT AND CIVIC ENGAGEMENT
POLICY TOPICS

- Land Use
- Heritage Preservation
- Complete, Livable & Resilient Communities
- Arts & Culture
- Housing
- Economic Development & Competitiveness
- Urban Design & Development
- Public Services & Facilities
- Transportation
- Human Capital, Engagement & Education
- Environmental Systems
- Technology & Innovation
- Public Health
- Governance, Intergovernmental Relations & Partnerships
- Parks & Open Space
PUBLIC HEALTH COLLABORATION

- Public health is one of 12 internal research teams
- Public health staff are assigned to 8 of the other research teams
- Overlapping policies will be developed jointly with other research teams (e.g. active living policies with Transportation Research Team)
- Public health team members involved in community outreach design and events
• **Meaningful and Relevant Dialogue:** The community feels that the dialogue has been meaningful and relevant to their interests and daily lives.

• **Inclusive Representation:** The perspectives and participation of a broad range of community members are equitably represented in the plan.

• **Access to Information and Opportunities:** The public has the information they need to participate in ways that are appropriate to their experiences and lifestyles.

• **Contributions Have Impact:** The public feels their input has been thoughtfully considered and sees their contributions reflected in the plan.

• **Empowering Experience:** Community leadership and capacity has been built through the process.

• **Effectively-Used Resources:** Government resources are used wisely and effectively.
SAMPLE ENGAGEMENT METHODS

• Large convening events – Community Connections Conference, Key Directions meeting
• In-person interaction – Community Dialogues, Meeting-in-a-Box, Street and Cultural Festivals
• Technology-based tools – Interactive website, Augmented Reality
• Creative tools – Artist-designed infographic, Third Place Pop-Up Gallery, Urban Planning Zine, Six-Word Stories

Credit: Juneteenth Minnesota
Maximizing Impact of Outreach

- **Evaluate** outreach tools based on potential yield for effort
- **Identify** stakeholders and **target** those not typically involved
- **Show up** at events that are already organized and have good stakeholder participation
- **Collect** information consistently (e.g. comment card or survey) to making compiling easy
- **Document** all engagement activities, including their impact
ASSET BASED COMMUNITY ENGAGEMENT for health equity
ESSENTIAL INGREDIENTS:

- Welcoming
- Respect
- Recognition
- Value
- Relational = Sustainable
- Focus on community leaders as a conduit to their constituents
ECONOMIC CONTRIBUTIONS

Dr. Bruce Corrie PhD, Concordia College


- Ethnic Consumers over $12 billion buying power sustaining rural and urban communities
- Ethnic Workers high and low skilled workers playing a critical role in the economy
- Ethnic Businesses are over 31,000 ethnic firms with $5.8 billion in sales employing almost 40,000 with an annual payroll over $1 billion in 2007
- Ethnic Global connects Minnesota to Global opportunities.
- Ethnic Political Capital communities are vibrant participants in civic and political organizations
METROPOLITAN COUNCIL PUBLIC ENGAGEMENT PLAN

Principles:
- Equity
- Respect
- Transparency
- Relevance
- Accountability
- Collaboration
- Inclusion
- Cultural competence

SUSTAINING RELATIONSHIPS

- Timely accurate information
- Leadership development
- Educate on decision making processes
- Clear bottom line
- Partnership > co-sponsor events and outreach
- Good public personal boundaries
- Stay connected collect contact information for future announcements
Joan Vanhala, Coalition Organizer
Alliance for Metropolitan Stability
612-332-4471
joan@metrostability.org