Metro Healthy Comprehensive Plans Work Group Meeting
Friday, November 4, 2016
9:00 a.m. – 11:00 a.m.
Southdale Library, 2nd floor “Full Meeting Room”
7001 York Ave. S. Edina, MN 55435

Agenda

1. Welcome and Introductions 9:00 AM

2. Presentation: 9:15 AM
   - Michelle Fure, Metropolitan Council, Public Involvement Manager, will talk about the Council’s Public Engagement Plan and its recent work around equity.

3. Facilitated World Café Breakout Discussions 9:35 AM
   - An interactive session with facilitated table discussions around the top three topics work group members identified in the August interest survey. Get a brief overview of the topic from table facilitators, participate in a discussion about your needs, successes and challenges in these areas, share resources, get advice, and network! We will give the opportunity to switch at approximately 20 minute increments.
     - Health data, indicators and other tools. Discuss which health indicators are available to help make the case, how to find the data, and how to utilize templates Dakota County has created.
     - Community engagement and equity. Share tools, resources and best practices. Ask questions, get suggestions on who/how to connect with community members and community-based organizations.
     - Communication/talking points to help planners build the case with their leadership (elected, appointed and organizational) for building health considerations into comp plans.

4. Wrap Up 10:45 AM
   - Next Steps
     - Discuss potential meeting dates: Thursday January 5, Friday January 6 and Thursday January 12.
   - Partner Updates (as time allows)
Metro Healthy Comprehensive Plans Workgroup

Meeting Notes
Friday, November 4, 2016, 9:00 a.m. – 11:00 a.m.
Southdale Library, 2nd floor “Full Meeting Room”
7001 York Ave. S. Edina, MN 55435

Attending: Nadja Berneche, Eric Weiss, Ellen Pillsbury, Denise Engen, Karen Nikolai, Nicole Mardell, Michael Stralka, Tim Benetti, Elizabeth Holmbeck, Sean Walther, Lindsay Aijala, Loren Gorden, Mary Montagne, Mandy Feeks, Stephanie Souter, Joe Hogenboom, Colin Kelly, Dan Patterson, Hally Turner, Jason Lindahl, Kurt Chatfield, Lil Leatham, Kassy Nystrom, Crystal Passi

Presentation: Michelle Fure, Metropolitan Council, Public Involvement Manager,
Topic: The Council’s Public Engagement Plan and its recent work around equity

Key points:

• With community engagement, be ok with people expressing that they are unhappy with government. We have to create a space for people to say they are unhappy and move forward with them. Allow people to steer conversations, feel valued, and participate authentically.
• It’s powerful to be able to accurately reflect back what people say so they can see themselves in the work. Use plain terms. Focus on values that you hear and relate them back to the result. If something didn’t fit, acknowledge it and explain why.
• When using consultants, beware of having the consultants manage the relationships. Staff of the government agency should be the consistent “face” of engagement to the public.
• Community members really do care about this work and have ideas, but it’s often hard for them to be present. Listen to what they say will work to participate with you. Get the community to help set the agenda, and do this early on. Provide access to decision-making (outside a city council meeting) whenever you can.
• Create opportunities to review and refine as you go.
• Converse on a values level and find tangible examples of how things might play out.
• Get elected officials involved in the process of power sharing with their constituents. They may appreciate this opportunity.
• Don’t try to be perfect. Get it “Right enough” so people can keep coming back together to improve and figure it out.

Facilitated Breakout Discussions – Notes and Suggested Tools

1) Table Discussion: Community Engagement and Equity

• Example of Success with Metro Mobility- People said that forums where they have to sign up to speak in front of a large room don’t work. They created smaller conversations facilitated by community members. They were unpaid, but stipends would be welcome.) Focused conversations produced higher quality feedback.
• Remove barriers to participation. Serve dinner in the evening. Provide child care, think of the time of day that works, the kind of meeting format that makes participants comfortable, a location that feels safe.
Consider using some of the budget to pay community organizations to help organize. After all, we all get paid. When we ask for their expertise and they really help our work, they should too. Community organizations with relationships with people that are harder to reach can help build important bridges. Think about faith organizations. Highlight the values connections you share with the organizations you are partnering with. Value the community as experts. Local businesses/ orgs may be willing to sponsor some of this work.

- Use plain language.
- Hopkins asked: What do you like? What are your big ideas?
- You can use Facebook or NextDoor as tools. Pay FB to get the demographic information of those who participate online so you can report that back. It’s worth it. Met Council uses “boosted posts“ on Facebook with more success than advertisements.
- Consider translation/ interpretation needs. Dakota County has translation services as part of human services, so there is no added cost. Know the demographics and languages and ask if it is worth translating. Hmong is an oral tradition, for instance, and it is often not worth translating, because so many people don’t actually read the language. Those that do speak English.
- For interpretation at meetings, use headsets, separate spaces with an interpreter, have an interpreter host a table.
- Met Council has worked with community education ESL classes to reach people.
- Focus on people, not systems. Be able to be vulnerable and hear what you may not want to

**Resources to create/ Capacities Needed:**

- Ways to share community engagement questions, events, and data across communities.
- Facilitation skills (Art of Hosting, for example)

### 2) Using Data to Make Your Case

- How can we track data to show results in the future?
- When counties are reviewing their cities’ plans, use a checklist to see if the health outcomes we have been talking about have actually made it in. If there is staff capacity, this could also be used to compare the 2008 comp plan to measure progress.

**Resources to link to:**

- Ped/ Bike Plans
- SW Corridor Housing Study

**Resources to create:**

- A data sheet matrix of issues and strategies as an introductory piece to Dakota County’s info (to make it easier to help find what data will help on which issue)

### 3) Communications/ Talking Points

- Are there talking points to respond to decision-makers when they feel like it isn’t their role? Show the history of health and planning (powerpoints that already exist). Talk about planner
ethics and the planning role in providing for the health, safety, and general welfare of community.

- Utilize a communications specialist to do communications planning alongside of the comp plan, including implementation. Communications can be a strategy to keep looking back at the plan over the next ten years and keep it alive.
- Thinking about timing, intentional messaging, what do you need to deliver a message and have it heard?
- Think about comp. plan branding as a communications tool and also a way to build partnerships beyond the planning dept. (EX: “Cultivate Hopkins”)
- Use data to tell stories and make data part of the communication plan.
- Translate intangible ideas into real, tangible things to help people see what is possible. Example: Looking at the 494 maps from 10-20 years ago and now. Looking at anything from the past plan and how it has come to fruition and the impact it has made.
- Internal communications is just as important as external communication. Make an internal communication plan or create an internal team that will help unify people who need to be on board with the plan. Communicating about process details and decision-making is important internally too. Build an internal coalition.
- Engage in creative communication (Example: Hopkins’ spoken word poet at a community festival was effective. Use the argument about what other communities are doing to get buy-in in your own for non-traditional communication methods.
- Utilize social media in your communication strategies. Look at NextDoor, e-democracy, and Facebook. Know what Facebook groups have been created by your community members and use those (but wisely).
- Talk from values perspectives. Find the common ground and focus on that in your communication. Do some research on what is resonating with people. Community engagement should inform communication strategies. Listen for what is resonating.
- Consider different communication strategies that are needed for different cultures and languages, people who mistrust gov’t, or typically don’t participate. Partner with community organizations to create allies and utilize their assistance for communication strategies, as well as engagement. They know what language resonates and what will fall flat.

Resources to share:

- Language on stress related to the built environment and health outcomes related to stress (buildinghealthycommunities.org)
- St. Louis Park has created language around three priority areas that have emerged in their community engagement process: Active connections, Healthy Eating, and Mental Health.
- Hennepin County poster template

Resources to create/ Capacities needed:

- Storytelling skills/ using stories as a communication tool and a bridge over technical language
Partner Updates:

Dakota County- Offering mini-grants to cities from SHIP funds. They are working on good survey questions to assess food access concerns. MN Dept. of Health may help with this.

Hopkins- Minnetonka and Hopkins are trying to develop joint zoning standards and a joint planning board for the Shady Oak Station Area. They are working on decision-making authority.

Columbia Heights- They have a MnDot grant for work on Central Ave. that is contributing to the transportation part of their planning.

Washington County- Also offering mini-grants to cities from SHIP funds that could be used for community engagement, health impact assessments, food access or active living planning.

St. Louis Park- They have done a bike lane demonstration project on 28th St. with Hennepin County funding. They hope the results help make the case for the lane and impact the ultimate design. They are a bronze for bicycle community. They are planning a Jan. launch of a comp plan steering committee.

Brooklyn Center- They have a demonstration project through SHIP and are working closely with engineering.

Scott County- They are part of the Health Equity Data Analysis project, which will inform their plans. They are using pop up meetings and the Next Door App to communicate. They have a cover page design contest with kids for their plan.

Ramsey County- They are doing an overlay of bike/ ped plans in cities and the county to coordinate implementation.

Hennepin County- They are convening IDEA forums with big thinkers, having focused small-group conversations, and working on a framework that will provide broader community engagement.

Metro
Healthy Comprehensive Plans
Work Group

November 04, 2016
Southdale Library, Edina MN
Agenda Summary

• Welcome
• Presentation: Michelle Fure, Metropolitan Council
• World Café Small Groups:
  – Health data, indicators and other tools
  – Community engagement and equity
  – Communication and talking points for health
• Wrap up
  – Potential meeting dates
  – Partner updates
Authentic Public Engagement
Changing Public Engagement
Ideals

**What** people in our region aspire to

The start of a shared discussion

- Stewardship
- Sustainability
- Livability
- Prosperity
- Equity
Thrive MSP Equity Outcome

- Engage a full cross-section of the community in decision-making
- Create a Council-Wide Public Engagement Plan
- Collaborate and consult with members of the community
- Focus on developing lasting relationships with region’s residents and stakeholders
- Making decisions with people, not for people.
We plan with people. We plan with our communities.
One in ten in 1990
One in nine in 2010
One in five people in 2040

Source: 1990-2010 data on population from Census Bureau; 2040 forecasts from the Metropolitan Council (March 2015 release)
9 percent people of color in 1990
24 percent people of color in 2010
41 percent people of color in 2040

More people of color!

Source: 1990-2010 data on population from Census Bureau; 2040 forecasts from the Metropolitan Council (March 2015 release)
New Public Engagement Plan

- Engage in planning
- Respond to needs
- Be transparent
- Listen – Learn - Adjust
- Convene
- Nothing about us without us
Principles

- Equity
- Respect
- Transparency
- Relevance
- Accountability
- Collaboration
- Inclusion
- Cultural Competence
Outreach vs. Engagement

ONE WAY
Cultural Incapacity
Business as Usual

SUPERFICIAL
Cultural Blindness
Business as Usual, with Diversity Statements

GENERAL ACCESSIBILITY
Cultural Blindness II
Provides General Access to the Same Services

RESPONSIVE ACCESSIBILITY
Cultural Blind/Pre-Comp
Provides Responsive & Relevant Access to the Same Services

ADDRESSES INEQUITY
Cultural Pre-Competence
Disenfranchised Communities Hold Real Power to Create SOME Different Access to Different Services

EQUITABLE RESULTS
Cultural Competence
Whole New System is Created that Eliminates Inequity and Really Shares Power and Benefits All

One-way Outreach

Two-way Engagement

Illustration from Equity Matters – www.equitymattersnw.com
Outreach vs. Engagement

One-way Outreach

Superficial Cultural Incapacity

Cultural Blindness

Business as Usual

Business as Usual, with Diversity Statements

General Accessibility

Cultural Blindness II

Provides General Access to the Same Services

Responsive Accessibility

Cultural Blind/Pre-Comp

Provides Responsive & Relevant Access to the Same Services

Addresses Inequity

Cultural Pre-Competence

Disenfranchised Communities Hold Real Power to Create SOME Different Access to Different Services

Equitable Results

Cultural Competence

Whole New System is Created that Eliminates Inequity and Really Shares Power and Benefits All

Two-way Engagement

Illustration from Equity Matters – www.equitymattersnw.com
# IAP2’s Public Participation Spectrum

<table>
<thead>
<tr>
<th>Inform</th>
<th>Consult</th>
<th>Involve</th>
<th>Collaborate</th>
<th>Empower</th>
</tr>
</thead>
<tbody>
<tr>
<td>To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.</td>
<td>To obtain public feedback on analysis, alternatives and/or decisions.</td>
<td>To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.</td>
<td>To partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.</td>
<td>To place final decision-making in the hands of the public.</td>
</tr>
</tbody>
</table>

**Promise to the public**

- We will keep you informed.
- We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.
- We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.
- We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.
- We will implement what you decide.

**Example techniques**

- Fact sheets
- Web sites
- Open houses
- Public comment
- Focus groups
- Surveys
- Public meetings
- Workshops
- Deliberative polling
- Citizen advisory committees
- Consensus-building
- Participatory decision-making
- Citizen juries
- Ballots
- Delegated decision

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Increasing Level of Engagement

- **Inform**
  - To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, or solutions
  - Examples: Email newsletters, send press releases announcing progress milestones

- **Consult**
  - To gather feedback from targeted stakeholders on the project's goals, processes, shared metrics, or strategies for change
  - Examples: Ask for input on initiative strategies, invite to small group or individual presentations about initiative

- **Involve**
  - To work directly with stakeholders continuously to ensure that concerns are consistently understood and considered
  - Examples: Invite to join Working Groups or an advisory body for the initiative, partner in policy advocacy

- **Collaborate**
  - To partner with stakeholders in each aspect of the decision including the development of alternatives and priorities
  - Examples: Appoint to a leadership role on a Working Group to help shape strategies

- **Co-Lead**
  - To place final decision-making in the hands of stakeholders so that they drive decisions and implementation of the work
  - Examples: Invite to join the Steering Committee and/or similar body with decision making power in the initiative

Source: Collective Impact Forum, adapted from Tamarack Institute and IAP2
World Café Small Groups

Community Engagement and Equity
(Facilitators: Denise Engen and Michelle Fure)

Communications and Talking Points
(Facilitators: Nadja Berneche and Eric Weiss)

Data to Make Your Case
(Facilitators: Mary Montagne and Lil Latham)
We all have something to teach and something to learn
Step up/ Step back (Each person gets a chance to contribute.)
Respectful Confidentiality
Link and connect ideas

ground rules
We will switch twice so everyone can attend each group. You can choose to stay in a group as well.

Each group will have a brief topic overview with facilitated discussion.
USE:

FLIPCHART PAPER or POST-IT NOTES to note insights and questions from the conversation. Keep track, so others can see where the conversation has been.

Especially think about resources (plans, handouts, data sheets, checklist etc.) that you can share, or that you found helpful.
For Discussion…

Are there resources/experiences among participants that have been helpful?

What questions do you still have/what would be helpful to move your work forward in this area?

What is one challenge you are facing (related to the group topic) that you would like to troubleshoot with this group right now?
Follow up…

• Meeting organizers will gather any resources and tools and share them electronically with the whole group.

• Flipchart notes and conversation notes from each group will be shared after the meeting.
Wrap Up

Next Steps

• Discuss potential meeting dates:
  – Thursday January 5,
  – Friday January 6 or
  – Thursday January 12.

• Partner Updates (as time allows)
Contacts

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Project Engagement Planning Worksheet

This worksheet should be used by planning and program staff to assist in assessing your process, purpose, audiences, potential barriers, impacts and strategies to inform the overall approach to creating an engagement plan for your project. Fill out the worksheet as completely as you can. You’ll note several places, identified with an asterisk (*) where it will be appropriate to consult with outreach staff prior to finalizing any engagement plans. Once you have completed this worksheet, you should contact the outreach staff to finalize your outreach plan and identify specific way to achieve your engagement outcomes and reach the appropriate audiences. Outreach staff will also be able to help you identify existing community partnerships that may benefit your effort.

1. **Project Name and Objective(s)**

   Briefly describe your project and what the project will accomplish. Include a timeline and any other process-related information that may affect engagement decisions. In your timeline, indicate opportunities to conduct mid-project evaluations of engagement efforts.

2. **What is the purpose of engagement on your project? What engagement goals does your project hope to achieve?**
3. Who will specifically be affected by your project (both potential positive and negative impacts)? Specify how they will be affected.

Examples include: cities, counties, neighborhoods, specific populations. Use data when available to identify populations affected.

4. Will your project directly or indirectly address any of the following groups or regional issues?

- [ ] Communities of color
- [ ] People with disabilities
- [ ] People who speak a language other than English
- [ ] Other racial/ethnic groups
- [ ] Institutional racism or other racial disparity
- [ ] LGBTQ Communities

Describe specifically how:

5. What do you know about public and stakeholder perspectives on the issues involving this project? What information will they need? How can we otherwise address any concerns?*
6. What specific outcomes are anticipated with this project? What decisions will result from this project?

7. How can stakeholders be involved in the decision-making process? Consider both public officials (elected and staff) and community members.

8. Are there specific opportunities with this project to promote inclusion, reduce disparities, or otherwise address equity considerations?*

9. Are there specific opportunities with this project to build leadership capacity in the community?*
10. What resources will you need for engagement?*

- Internal project management:
- Lead outreach/engagement staffer:
- Other staff:
- Community resources:
- Funding:

11. Will you be using contracted services for this project? Are there opportunities to support local or community-based professionals or organizations to do any work on this project?

12. As part of the planning process, staff will likely meet with external stakeholders to discuss goals for engagement. Do you have recommended community stakeholders we should interview or meet with?
Equitable Development Principles & Scorecard

A tool for communities and planners

2.0 version November 2015

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Feel free to tear off the scorecard and copy for community use.

We invite you to provide feedback on the process and to send us your questions at http://bit.ly/EquityScorecard. Or simply scan the QR code below:
How to use this scorecard

This scorecard was created by Twin Cities, MN community leaders to ensure that the principles and practices of equitable development, environmental justice, and affordability are applied in all communities as they plan for economic development and wealth creation that benefits everyone.

Urban neighborhoods, suburban communities, rural communities, and cultural groups could use this scorecard for:

- Community based visioning/planning process with a focus on equity such as small area plan, development plan, or master plan.
- Scoring a proposed project.
- Scoring a development project currently in progress.
- Policy change recommendations.

**Step #1:** Review Scorecard.

**Step #2:** Delete and/or add components specific to your community. Not all scoring bullet points may apply to your community and the projects you score. Each community should tailor the scorecard to be relevant to their specific purpose(s) and area.

**Step #3:** Add up what would be the total highest possible score for your tailored scorecard.

**Step #4:** Decide your acceptable range for high, medium, and low overall score.

**Equitable Development Scorecard Principles:** Public subsidies provided to developers and corporations should result in concrete and measurable community benefits for local residents as defined by their community.

1. **Equitable Community engagement practices** require evidence that local community members most affected (low-wealth people, people of color, neighborhood groups, community organizations, people living with disabilities, and new immigrants) are involved in the development project.

2. **Equitable Land Use practices** require evidence that the overall vision, plan, and implementation includes local community's assets, aspirations, potential and preferences with the intention of retaining current residents and creating public spaces that promote people’s health, happiness, and well-being.

3. **Equitable Economic Development practices** that policies and programs work to prioritize community based financial intelligence, sustainable wealth creation, and high quality job opportunities that prevent unwanted displacement of residents and small businesses from low-income communities and communities of color.

4. **Equitable Housing practices** require evidence that families at all income levels have access to housing that costs no more than 30% of their household income.

5. **Equitable Transportation** practices require evidence that transit is integrated into walkable, livable, and affordable land use practices to enhance healthy living within low-income communities and communities of color.

We welcome questions or feedback [http://bit.ly/EquityScorecard](http://bit.ly/EquityScorecard)
**Government Agencies’ Principles and Definitions:**

**Equitable Development - Metropolitan Council, Twin Cities MN.**

**Definition of Equitable Development:**
Equitable development creates healthy vibrant communities of opportunity where low-income people, people of color, new immigrants and people with disabilities participate in and benefit from systems, decisions, and activities that shape their neighborhoods.

**Principle of Equitable Development:**
The principle is to ensure that everyone regardless of race, economic status, ability or the neighborhood in which they live has access to essential ingredients for environmental, economic, social, and cultural well-being including: living wage jobs, entrepreneurial opportunities, viable housing choices, public transportation, good schools, strong social networks, safe and walkable streets, services parks, and access to healthy food.

**Environmental Justice - US Environmental Protection Agency:** Environmental justice is the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies.

**Sustainable Communities Livability Principles – HUD-DOT-EPA**
- Provide more transportation choices.
  - Develop safe, reliable, and economical transportation choices to decrease household transportation costs, reduce our nation’s dependence on foreign oil, improve air quality, reduce greenhouse gas emissions, and promote public health.
- Promote equitable, affordable housing.
  - Expand location- and energy-efficient housing choices for people of all ages, incomes, races, and ethnicities to increase mobility, and lower the combined cost of housing and transportation.
- Enhance economic competitiveness.
  - Improve economic competitiveness through reliable and timely access to employment centers, educational opportunities, services, and other basic needs by workers, as well as expanded business access to markets.
- Support existing communities.
  - Target federal funding toward existing communities—through strategies like transit-oriented, mixed-use development and land recycling—to increase community revitalization and the efficiency of public works investments and safeguard rural landscapes.
- Coordinate and leverage federal policies and investment.
  - Align federal policies and funding to remove barriers to collaboration, leverage funding, and increase the accountability and effectiveness of all levels of government to plan for future growth, including making smart energy choices such as locally generated renewable energy.
- Value communities and neighborhoods.
  - Enhance the unique characteristics of all communities by investing in healthy, safe, and walkable neighborhoods—rural, urban, or suburban.

We welcome questions or feedback [http://bit.ly/EquityScorecard](http://bit.ly/EquityScorecard)
GLOSSARY

Affordable Housing: In general, housing for which the occupant(s) is/are paying no more than 30 percent of his or her income for gross housing costs, including utilities. (U. S. Dept. of Housing and Urban Development, 2015)

AMI – Area Median Income: The amount that divides the area's income distribution into two equal groups, half having income above that amount, and half having income below that amount. Income categories include: Extremely-low income = 30% area median income; Very-low income = 50% area median income; Low income = 60% area median income; and Moderate income = 80% area median-income. *More detailed information on page 6.

Complete Streets: Transportation policy and design approach that requires streets to be planned, designed, operated, and maintained to enable safe, convenient, and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation. (CONNECT, 2015)

Community: When federal, state or county governments use the word community they most often are referring to cities and municipalities. In this document when we use the term community we are referring to groups of families and individuals who are in relationship to each other either by culture or geography.

Community Benefits Agreement: is a project-specific agreement between a developer and a broad community coalition that details the project's contributions to the community and ensures community support for the project. Addressing a range of community issues, properly structured CBAs are legally binding and directly enforceable by the signatories. (Partnership for Working Families, 2015)

Community Land Trust: Nonprofit corporations that develop and steward affordable housing, community gardens, civic buildings, commercial spaces, and other community assets on behalf of a community. (Project for Public Spaces, 2015)

Comprehensive Plan is a geographic specific plan that includes all aspects necessary to guide future growth such as: land use, transportation, natural resources, parks and green space, housing, and economic development. Comprehensive plans are created for metropolitan regions, counties, and cities. A comprehensive plan may also include smaller neighborhood and site specific plans such as: small area plan, master plan, and/or development plan.

Environmental Justice: The fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income with respect to the development, implementation, and enforcement of environmental laws, regulations, policies and federal investments. (Environmental Protection Agency, 2015)

Environmental standard: State and federal laws that regulate pollution. See EPA http://www2.epa.gov/laws-regulations For Minnesota see http://www.pca.state.mn.us/

Equity: Just and fair inclusion where all can participate and prosper. (PolicyLink, 2015)

Equitable development: A process for creating healthy, vibrant communities of opportunity. Equitable outcomes result when strategies are put in place to ensure that low-income communities and communities of color participate in and benefit from investments that shape their neighborhoods and regions. (PolicyLink, 2015)

Livability is the sum of the factors that add up to a community’s quality of life—including the built and natural environments, economic prosperity, social stability, equity, and capital, educational opportunity, and cultural, entertainment and recreation possibilities. (Partners for Livable Communities, 2015)
Living wage affords the earner and her or his family the most basic costs of living without need for government support or poverty programs. A living wage is a complete consideration of the cost of living. Wages vary according to location, as costs of living vary. (Living Wage Action Coalition, 2015)

Mixed use development: In general, mixed use development is a development that combines two or more different types of land uses, such as residential, commercial, employment, and entertainment uses, in close proximity. In some communities, mixed use may be defined as different uses contained within the same physical structure. (San Joaquin Valley Councils of Government, 2015)

Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Placemaking builds on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being. (Project for Public Spaces, 2015)

Section 3 – Housing and Urban Development requires that recipients of certain HUD financial assistance, to the greatest extent possible, provide job training, employment, and contract opportunities for low- or very-low income residents in connection with projects and activities in their neighborhoods. (U.S. Department of Housing and Urban Development, 2015)

Social impact assessment - is a process of evaluating the likely impacts, both beneficial and adverse, the consequences to human populations of any public or private actions that alter the ways in which people live, work, play, relate to one another, organize to meet their needs and generally cope as members of society. The term also includes cultural impacts involving changes to the norms, values, and beliefs that guide and rationalize their cognition of themselves and their society. (Interorganizational Committee on Principles and Guidelines for Social Impact Assessment, 2003)

Smart growth helps communities grow in ways that expand economic opportunity while protecting human health and the environment. (Environmental Protection Agency, 2015)

Streetscaping: Public works programs to improve streetscape conditions that can include changes to the road cross section, traffic management, pedestrian conditions, landscaping, street furniture (utility poles, benches, garbage cans, etc.), building fronts, and materials specifications. (North Central Texas Council of Governments, 2015)

Sustainable Communities: Urban, suburban, and rural places that successfully integrate housing, land use, economic and workforce development, transportation, and infrastructure investments in a manner that empowers jurisdictions to consider the interdependent challenges of: 1) economic competitiveness and revitalization; 2) social equity, inclusion, and access to opportunity; 3) energy use and climate change; and 4) public health and environmental impact. (U.S. Dept. of Housing and Urban Development, 2015)

Tax abatement: Reduction of, or exemption from taxes granted by a government for a specified period, usually to encourage certain activities such as investment in capital improvements and development projects. A tax incentive is a form of tax abatement. (City of Cocoa, Florida, 2015)

Tax Increment Financing: Tax increment financing (TIF) is a method of financing the public costs associated with a private development project. Essentially, the property tax increases resulting from development are targeted to repay the public infrastructure investment required by a project. (State of Nebraska, 2015). TIF funds can be dedicated for the development of affordable housing.
**Transit Oriented Development (TOD):** Development of commercial space, housing services, and job opportunities close to public transportation, thereby reducing dependence on automobiles. TODs are typically designed to include a mix of land uses within a quarter-mile walking distance of transit stops or core commercial areas. (U. S. Dept. of Housing and Urban Development, 2015)

**Transit:** Public transportation in the form of buses, bus rapid transit, streetcars, light rail trains, and commuter rail.

**Universal Design** is the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design. (Mace, 2015)

**Walkability:** A walkable community is one where it is easy and safe to walk to goods and services (i.e., grocery stores, post offices, health clinics, etc.). Walkable communities encourage pedestrian activity, expand transportation options, and have safe and inviting streets that serve people with different ranges of mobility. (Laura Sandt, 2015)

**Zoning:** The classification of land by types of uses permitted and prohibited in a given district, and by densities and intensities permitted and prohibited, including regulations regarding building location on lots. (Partnership for Working Families, 2015)

**Glossary References:**

We welcome questions or feedback http://bit.ly/EquityScorecard
**Affordable Housing: What is Area Median Income?**

Area Median Income (AMI) is used by HUD (Housing and Urban Development) on the federal level to assess income of families and what cost of housing is affordable to them. Area Median Income means that 50 percent of families in the area are above this income level and 50 percent are below.

“Families who pay more than 30 percent of their income for housing are considered cost burdened and may have difficulty affording necessities such as food, clothing, transportation, and medical care. An estimated 12 million renter and homeowner households now pay more than 50 percent of their annual incomes for housing. A family with one full-time worker earning the minimum wage cannot afford the local fair-market rent for a two-bedroom apartment anywhere in the United States.” (U.S. Dept. of Housing and Urban Development, 2015)

HUD categorizes how housing is affordable by these income levels:
- Extremely low income - 30% area median income
- Very low income - 50% area median income
- Low income - 60% area median income
- Moderate income - 80% area median income

<table>
<thead>
<tr>
<th>Area (family) Median Income (AMI)</th>
<th>Twin Cities 13 county region</th>
<th>Minneapolis</th>
<th>St. Paul</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjusted to the nearest hundreds</td>
<td>$86,000</td>
<td>$64,700</td>
<td>$65,600</td>
</tr>
<tr>
<td>Extremely Low income (30% AMI)</td>
<td>$26,000</td>
<td>$19,400</td>
<td>$19,700</td>
</tr>
<tr>
<td>Very Low income (50% AMI)</td>
<td>$43,000</td>
<td>$32,400</td>
<td>$32,800</td>
</tr>
<tr>
<td>Low income (60% AMI)</td>
<td>$51,600</td>
<td>$38,800</td>
<td>$39,400</td>
</tr>
<tr>
<td>Moderate income (80% AMI)</td>
<td>$65,800* (cannot exceed US median)</td>
<td>$51,800</td>
<td>$52,500</td>
</tr>
</tbody>
</table>


**How does this impact what is called “affordable”?**

Using the Twin Cities 13 county Area Median Income to determine what is affordable is a problem in the Twin Cities because of the great disparity between incomes in the suburbs versus incomes in the cities and other areas of low wealth people in the region. It is clear that using our region's AMI as it has been used does not result in affordable housing for residents of Minneapolis and St. Paul or other low wealth areas.

Government agencies typically use HUD standards for affordability when securing federal funds to build and preserve affordable housing. This has not served our low wealth communities well. There is no reason why cities and counties cannot use their own formula for affordability instead of using the 13 county regional AMI. It is our position that local cities and counties should use a method for assessing affordability that takes income disparities in our region into account.

Affordability is also not just about the cost of housing (rental or owner occupied). It includes access to jobs, goods, entertainment, and recreation. It also includes access to medical and government services. To be affordable, these services either need to be within walking/biking distance or easily accessible by public transportation. Housing plus transportation costs should be 50% or less of the household monthly income.
We welcome questions or feedback http://bit.ly/EquityScorecard

EQUITABLE DEVELOPMENT SCORECARD
A cover page

Project/Plan name:

Is the project part of a bigger land use plan? If yes please attach plan

Location:

Public Investment(s):

☐ Public subsidy funding amount and source

☐ Tax abatement amount and source

☐ Public land sale and amount

☐ Zoning changes/variances

☐ Infrastructure improvements (sewer/water, street, sidewalk, etc)

☐ Other:

Developer:

Developer contact info:

Public agency

Public agency contact info:

Other Stakeholders:

Description:

Community Profile (demographics – please attach additional information to the Scorecard):

Equitable Development Total Score: __________

Equitable Community Engagement Score: ________

Equitable Land Use Score: ________

Equitable Economic Development Score: ________

Equitable Housing Score: ________

Equitable Transportation Score: ________

Important note:
Not all of the following scoring bullet points may apply to your work - feel free to tailor the Scorecard to be relevant your effort.
1. **Equitable Community engagement practices** require evidence that local community members most affected (low-wealth people, people of color, neighborhood groups, community organizations, people living with disabilities, and new immigrants) are involved in the development project.

<table>
<thead>
<tr>
<th>SCORE</th>
<th>MEASURE:</th>
<th>Score each bullet point on a scale of 1 – 5 1 being low and 5 being high</th>
<th>Responsible sector: Developer/community/government</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a) Community engagement by local community members within the first 6 months of the planning process.</td>
<td></td>
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<tr>
<td></td>
<td>b) Project was community initiated.</td>
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<tr>
<td></td>
<td>c) Planning requires community engagement to establish priorities and criteria for land use and economic development to guide future development and growth.</td>
<td></td>
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<td></td>
<td>d) Community has authority in the decision making process such as community representation on project advisory team/task force/committee.</td>
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<tr>
<td></td>
<td>e) The plan and project includes the community’s goals, priorities, and criteria for growth and reinvestment.</td>
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<td></td>
<td>f) Significant changes to the scope of the plan and/or project triggers more community engagement.</td>
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</tbody>
</table>

__________ TOTAL EQUITABLE COMMUNITY ENGAGEMENT SCORE

We welcome questions or feedback [http://bit.ly/EquityScorecard](http://bit.ly/EquityScorecard)
2. **Equitable Land Use practices** require evidence that the overall vision, plan, and implementation includes local community's assets, aspirations, potential and preferences with the intention of retaining current residents and creating public spaces that promote people's health, happiness, and well-being. Preferences

| SCORE | MEASURE: | Score each bullet point on a scale of 1 – 5  
1 being low and 5 being high | Responsible sector: |
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Developer/community/government</td>
</tr>
<tr>
<td>a)</td>
<td>Environmental health, economic prosperity, and social vitality impacts and benefits of land use along with economic development are assessed.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b)</td>
<td>The development site meets environmental standards on clean air, water, and soil without increasing soil toxicity, air and water pollution.</td>
<td></td>
<td></td>
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<tr>
<td>c)</td>
<td>Land use increases community ownership such as a community land trust or ownership by local community-based organizations.</td>
<td></td>
<td></td>
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<tr>
<td>d)</td>
<td>People focused land use minimizes car-oriented design with complete streets elements.</td>
<td></td>
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<tr>
<td>e)</td>
<td>Development within existing communities maintains or increases density in developed areas to promote better access to emerging amenities such as education, housing, jobs, business, and green space.</td>
<td></td>
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<tr>
<td>f)</td>
<td>Mixed use zoning supports economic opportunity which includes long-term or permanent affordable housing, small businesses, and commercial development with reliable access to transit.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>g)</td>
<td>Land use within site or within adjacent neighborhood improves the livability of local neighborhoods with streetscaping, public space, and green space.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>h)</td>
<td>Environmental justice pollution clean-up efforts are designed to progress into a community-driven vision for development.</td>
<td></td>
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</tbody>
</table>

__________TOTAL EQUITABLE LAND USE SCORE

We welcome questions or feedback [http://bit.ly/EquityScorecard](http://bit.ly/EquityScorecard)
3. **Equitable Economic Development practices require evidence** that policies and programs work to prioritize community based financial intelligence, sustainable wealth creation, and high quality job opportunities that prevent unwanted displacement of residents and small businesses from low-income communities and communities of color.

<table>
<thead>
<tr>
<th>SCORE</th>
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<th>Responsible sector: Developer/community/government</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a) New capital and investment opportunities are created to promote local small business development, arts/cultural-based businesses, and entrepreneurial opportunities.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>b) High quality, diversified, and employee-intensive businesses owned by people of color are created to sustain a strong economic base and provide job opportunities for the full employment of a diverse set of skills.</td>
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<tr>
<td></td>
<td>c) Lease agreements prioritize neighborhood business opportunities.</td>
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<td></td>
<td>d) Project uses local workforce/education programs to connect residents to project construction jobs and long term employment within the project.</td>
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<tr>
<td></td>
<td>e) Local community is given preference when hiring consultants, contractors, and developers as a strategy to address disparities such as HUD Section 3 program requirement.</td>
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<td></td>
<td>f) Public funding criteria rewards applicants who ensure that their workers have living wages jobs with benefits and the right to organize for labor agreements without fear of retaliation.</td>
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<tr>
<td></td>
<td>g) Design reflects distinct identities of local cultural heritage through the presence, preservation, or addition of architectural assets within a Universal Design.</td>
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<tr>
<td></td>
<td>i) Design includes environmentally responsible and resource efficient materials and processes throughout the project’s life cycle.</td>
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</tbody>
</table>

__________TOTAL EQUITABLE ECONOMIC DEVELOPMENT SCORE

We welcome questions or feedback [http://bit.ly/EquityScorecard](http://bit.ly/EquityScorecard)
3. **Equitable Housing practices** require evidence that families at all income levels have access to housing that costs no more than 30% of the household income.

<table>
<thead>
<tr>
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<th>1 being low and 5 being high</th>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a) Housing projects ensure at least 1/3 of units are available for extremely-low (30% AMI), very-low (50% AMI), low (60% AMI), and moderate (80% AMI) income families in mixed-income neighborhoods that are long term or permanently affordable. *See page 6.</td>
<td></td>
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<tr>
<td></td>
<td>b) All new housing is built with energy efficiency to reduce utility bills for the residents and is free from environmental hazards.</td>
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<tr>
<td></td>
<td>c) Affordable housing is located near amenities (health and social services, transportation, education, and quality job opportunities) that promote walkability, livability, and community.</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>e) An affordability formula includes “housing + transportation” costs that demonstrates residents paying less than 50% of household income for housing and transportation and less than 60 minutes spent in transit.</td>
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<td></td>
<td>f) Zoning codes promote the integration of affordable housing within mixed income neighborhoods.</td>
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<td></td>
<td>g) Project includes a designated affordable housing Tax Increment Financing district.</td>
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<td></td>
<td>h) Displacement prevention strategies such as: Residents’ right of first refusal on new housing and increased property values benefits to current residents.</td>
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<tr>
<td></td>
<td>i) ____% of housing accommodates large families by providing 3 to 4 bedroom units.</td>
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<tr>
<td></td>
<td>j) Housing accommodates physical/developmental disabilities by incorporating Universal Design.</td>
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</tbody>
</table>

_______TOTAL EQUITABLE HOUSING SCORE

We welcome questions or feedback [http://bit.ly/EquityScorecard](http://bit.ly/EquityScorecard)
5. **Equitable Transportation practices** require evidence that transit is integrated into walkable, livable, and affordable land use practices to enhance healthy living within low-income communities and communities of color.

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td></td>
<td>a) Development infrastructure provides safe, attractive, and convenient access to pedestrian, bicycle, and transit systems.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>b) 30 - 45 minute trip time for pedestrian, bicycle, and transit connections to jobs, education, cultural resources, goods, and services.</td>
<td></td>
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<td></td>
<td>c) Parking facilities accommodate bicycle daily use and storage and do not limit access by pedestrians.</td>
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<tr>
<td></td>
<td>d) Attractive, comfortable, accessible transit facilities are available or provided.</td>
<td></td>
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<tr>
<td></td>
<td>e) Presence of wayfinding and systems information for pedestrians, bicyclists, and transit users.</td>
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<td></td>
<td>f) Development promotes traffic calming and pedestrian safety with the presence of enhanced crosswalks.</td>
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<tr>
<td></td>
<td>g) Accessible to all abilities by the incorporation of Universal Design</td>
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</tbody>
</table>

__________TOTAL EQUITABLE TRANSPORTATION SCORE
Healthy Community Design

Making the healthy choice the easy choice

Some healthy community design features are listed below. Osseo's future plans could address these features.

Which are most important to you?

- Safe and comfortable places for **walking and biking**
- **Mixed-land uses**: homes, shops, schools, and work are close together
- Easy **connections** to the public transit system
- Socially **equitable and accessible** community
- **Housing** for different incomes and different stages of life
- **Jobs and education** are accessible within and from the community
- Safe public places for **social interaction**
- **Parks and green spaces** that are easy to get to
- Places to buy, eat and grow **healthy food**
- Clean, sustainable **environment**
Healthy Community, Healthy You!

Health is the state of complete physical, mental and social well-being and not merely the absence of disease or infirmity

World Health Organization

Which are most important to you?
Place a ✓ under your top three priorities!

✓ Safe and comfortable places for walking and biking

✓ Mixed-land uses: homes, shops, schools, and work are close together

✓ Easy connections to the public transit system

✓ Socially equitable and accessible community

✓ Housing for different incomes and different stages of life

✓ Jobs and education are accessible within and from the community

✓ Safe public places for social interaction

✓ Parks and green spaces that are easy to get to

✓ Places to buy, eat and grow healthy food

✓ Clean, sustainable environment

Source: based on information from Centers for Disease Control and Prevention: http://www.cdc.gov/healthyplaces/toolkit
Healthy Community Design

Health starts where you live, learn, work, and play

Your address can play an important role in how long you live and how healthy you are. The physical design of your community affects your health every time you step out your front door. Sometimes making healthy choices is not easy—being physically active is hard if you do not have access to sidewalks or parks, and eating right is hard if healthy foods are not available.

You can help make the healthy choice the easy choice. Attend community meetings where decisions are made about how land will be used, talk with elected officials, and work for policy change. Your actions can help:

- Reverse adult and childhood obesity
- Reduce your risk of heart disease, high blood pressure, and diabetes
- Lower air pollution
- Reduce traffic injuries
- Make the community stronger and more enjoyable for everyone
- Increase safety and reduce crime

A simple checklist is on the back of this sheet. The checklist can help you make decisions about land use in your community that will make everyone happier and healthier. For more information on healthy community design, go to the following Web sites:

Centers for Disease Control and Prevention:

- Healthy Places: www.cdc.gov/healthyplaces
- Physical Activity and Health: http://www.cdc.gov/physicalactivity/everyone/health/index.html

U.S. Environmental Protection Agency Smart Growth: www.epa.gov/smartgrowth/

University of Minnesota Design for Health: www.designforhealth.net

Healthy Community Design

Health starts where you live, learn, work, and play

☐ I want more options to help me be physically active.
  ○ Sidewalks
  ○ Bike Lanes
  ○ Parks/trails/open spaces
  ○ Daily activities within walking and biking distance
  ○ Other: ____________________________________________

☐ I want to have healthier and more affordable food choices.
  ○ Community gardens
  ○ Farmers market
  ○ Healthier food choices in grocery stores
  ○ Fewer liquor/fast food/convenience stores
  ○ Other: ____________________________________________

☐ I want to be able to go where I need to go in my community more easily without a car.
  ○ Better access to public transportation
  ○ Easier to bike and walk to my daily activities
  ○ Other: ____________________________________________

☐ I want to feel safer in my community.
  ○ More street lighting
  ○ Well-marked crosswalks and bike lanes
  ○ Reduce vehicle speeding on residential streets
  ○ Create opportunities to get more “eyes on the street” day and night
  ○ Other: ____________________________________________

☐ I want to have more chances to get to know my neighbors.
  ○ Pleasant public spaces to gather
  ○ Other: ____________________________________________

☐ I want my community to be a good place for all people to live regardless of age, abilities, or income.
  ○ Housing available for all income levels and types of households
  ○ Easy for people to get around regardless of abilities
  ○ Other: ____________________________________________

☐ I want to live in a clean environment.
  ○ Reduce air and noise pollution from sources like freeways
  ○ Clean water supply and proper sewage facilities
  ○ Soil that is free of toxins from past uses
  ○ Other: ____________________________________________
  ○
WHAT IS THE MINNESOTA FOOD CHARTER FOOD ACCESS PLANNING GUIDE?
The Food Access Planning Guide provides tools, resources, proven policy strategies, and recommended planning and zoning language for comprehensive plans, so planners and community food advocates can collaborate to design communities that promote access to healthy, safe, affordable food.

The Guide bridges the knowledge gap between planners who work for local and regional government agencies and community food advocates by:

- Providing an overview of local food systems and planning
- Offering tools and language to facilitate policy, systems, and environmental change
- Empowering planners and community food advocates alike

WHY SHOULD COMPREHENSIVE PLANS INCLUDE HEALTHY FOOD-RELATED STRATEGIES?
Planning is intended to improve peoples’ lives. Comprehensive plans embody the values and priorities of local governments and establish the policy foundations for pursuing those priorities. Incorporating food access policies into local comprehensive plans provides an important tool for improving the health and well-being of all Minnesota communities. Increasingly, local governments across the country are adding policies that focus on health, food, and equity, recognizing their important policy role in leaving a legacy of good health for future generations.

WHAT KINDS OF POSITIVE CHANGES CAN LOCAL GOVERNMENTS MAKE TO IMPROVE HEALTH?
Comprehensive plans can ensure that all residents can have easy access to affordable, healthy food, on foot or bike, by car or bus. They can proactively preserve farmland and provide access to land for farmers and for people wanting to grow their own food. They can foster healthy food infrastructure, like making room for community gardens and farmers markets, focusing economic development plans on healthy food- and farm-related enterprises, and designing pollinator-friendly municipally-managed landscapes.

WHO ARE THE TARGET AUDIENCES OF THE FOOD ACCESS PLANNING GUIDE?
For community food advocates, the Guide provides the information and guidance they need to influence comprehensive planning in their community and to improve reliable access to safe, affordable, healthy food for everyone.

For planners, Guide offers resources and language needed to develop comprehensive plans that support access to healthy food.

WHAT RESOURCES ARE AVAILABLE TO HELP ME AND MY PARTNERS INCLUDE HEALTHY FOOD ACCESS POLICY STRATEGIES IN MY COMMUNITY’S COMPREHENSIVE PLAN?
The Guide itself is a great resource, containing lots of links, case studies, sample language for comprehensive plans, and background information for planners and healthy food advocates. The Minnesota Food Charter also offers a Food Access Planning Guide toolkit, which you can sign up for here mnfoodcharter.com/planningguide; you’ll receive it in your email inbox. The toolkit provides several resources to help you convene an event that brings together planners, other city officials, and healthy food advocates in the community to explore the Food Access Planning Guide and identify potential policy strategies of mutual interest that could be included in your comprehensive plan.

WHAT IS THE MINNESOTA FOOD CHARTER?
Together, Minnesota’s leaders in health, agriculture, hunger, and nutrition, as well as thousands of residents created a roadmap—the Minnesota Food Charter—that, if followed, will ensure all Minnesotans have access to healthy, safe, and affordable food. The Food Charter contains 99 proven policy and systems change
strategies that – if implemented – will create healthier food skills, food environments, and food infrastructure in communities across Minnesota.

HOW CAN I STAY IN THE LOOP?
“Like” the Minnesota Food Charter Facebook page. Follow the Minnesota Food Charter on Twitter. Sign up at mnfoodcharter.com for the quarterly email newsletter. We’ll keep you updated on webinars, events, conference presentations, and success stories of planners and healthy food advocates working to include healthy food access in their comprehensive plans.