

Phase 1 Launch Engagement Events

Engagement Methods



Technology



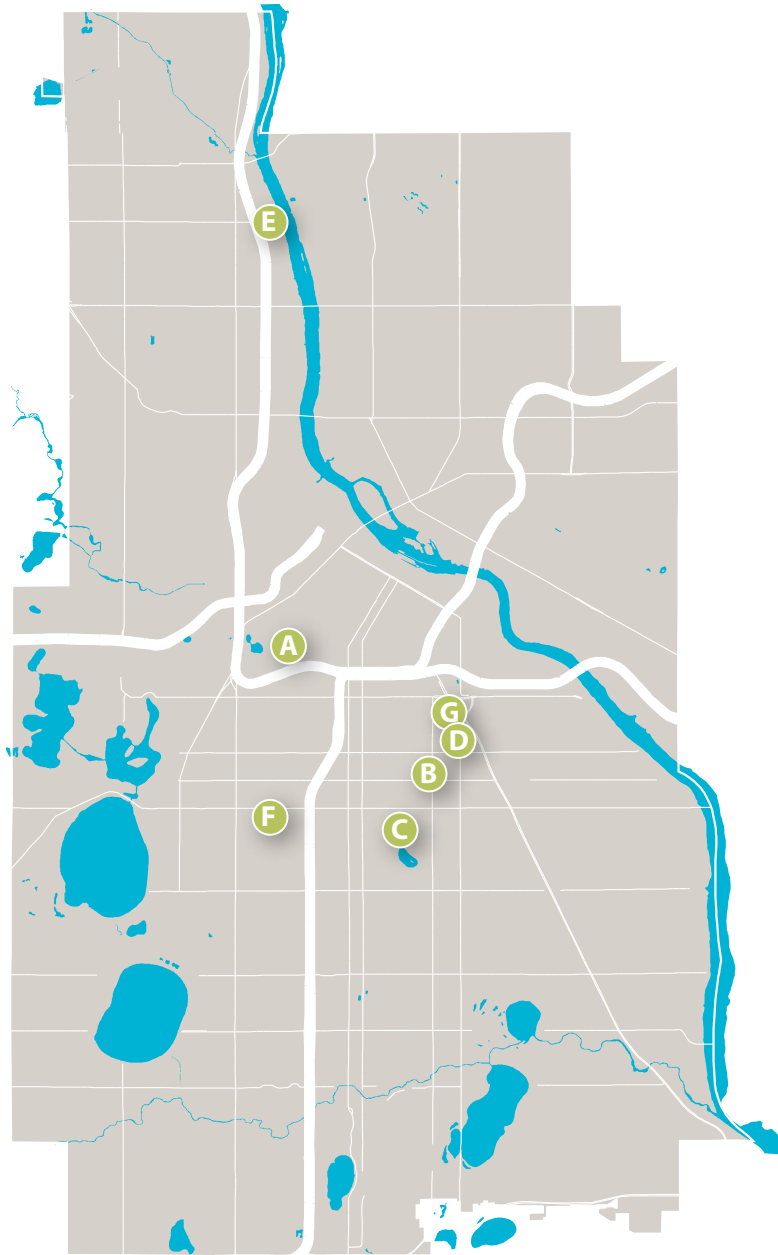
In-Person



Large Convening Event



Creative Tools



- A. Big Ideas: Your Minneapolis - Community Connections Conference**
 Saturday, April 2, 2016
 Minneapolis Convention Center
- B. South Minneapolis Housing Fair**
 Saturday, May 1, 2016
 YWCA Minneapolis Sports Center
- C. MayDay Parade and Festival**
 Sunday, May 1, 2016
 Powderhorn Park
- D. May 4th Attendance Fair**
 Wednesday, May 4, 2016
 East Phillips Community Center
- E. Southeast Asian Community Dialogue**
 Friday, March 11, 2016
 HAMAA
- F. East African Community Dialogue**
 Friday, March 11, 2016
 Isuroon
- G. Metropolitan Urban Indian Directors (MUID)**
 Tuesday, March 29, 2016
 Minneapolis American Indian Center

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Civic Engagement Plan Phase I: Launch Summary

City of Minneapolis
Department of Community Planning and Economic Development
June 2016



minneapolis 2040

Phase 1 Launch Overview

As the kick-off to the Minneapolis 2040 process, the Launch phase primarily included preparing for the engagement process by designing an interactive website, setting up a decision-making structure with internal staff Research Teams and a Steering Committee, and finalizing the Civic Engagement Plan. The City Council formally kicked-off the process on April 1st with the first public engagement event – the Community Connections Conference – occurring the next day.

Key Audiences Reached

- General Public
- Youth and Families
- Residents
- Tourists and Visitors
- Cultural Organizations
- Media

Engagement Questions

- What are your big ideas for the future of Minneapolis?
- How would you like to be engaged in the upcoming comprehensive planning process?
- What issues is your community currently working on?
- How do you engage your own community?

Engagement Methods Activated

Technology



- Interactive website
- Online survey
- Email sign-up
- Twitter @mpls2040 and #bigideas
- Engagement Question: What are your big ideas for growth?

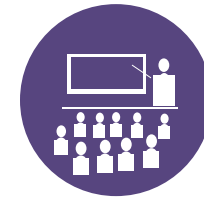
In-Person



- Community Dialogues
- Street Festivals
- Meeting-in-a-Box

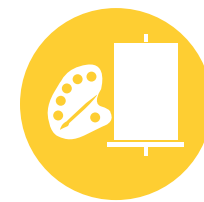


Large Convening Event

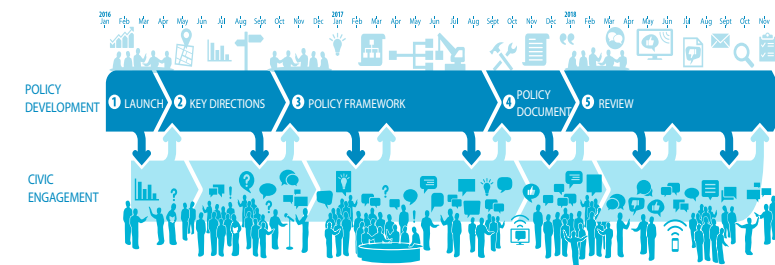


- Community Connections Conference
- Conducted culturally-specific outreach
- Hired artists to create graphics to explain Comprehensive Plan Process

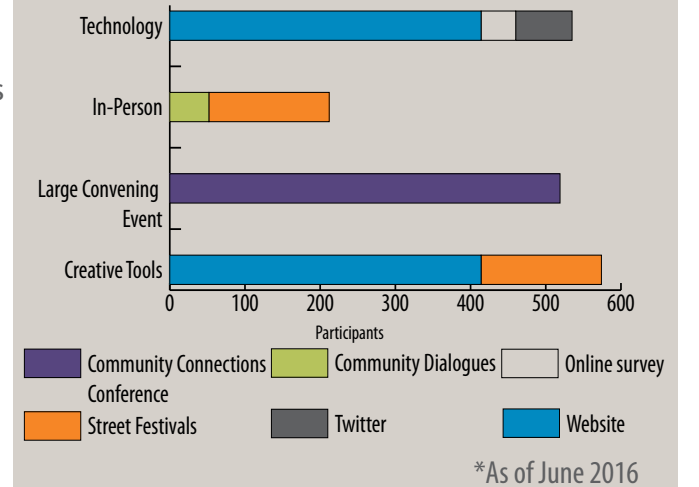
Creative Tools



- Process Infographic and Comprehensive Plan Values Infographic designed by artist Arlene Birt



Phase 1 Launch: Participation Across Methods



Lessons Learned

- Promote traffic to the website early and often.
- Use Street Festivals to creatively raise awareness but rely on other engagement methods (e.g. Community Dialogues) for a deep discussion.
- Boost email sign-ups at Street Festivals.
- Involve Research Teams and other departments directly in engagement activities for higher impact.
- Focus staff time on building relationships within Key Audiences.
- Raise awareness of Meeting-in-a-Box

Next Steps

- Assign staff to act as liaisons within various Key Audiences.
- Work with Research Teams to design engagement questions for Key Directions.
- Hire artists to assist in engagement through the Key Directions phase.
- Hire an engagement consultant to help promote October Key Directions events with diverse audiences and design the events to be accessible, fun, interactive, and family-friendly.

Feedback

What are your big ideas for the future of Minneapolis?



What did we hear?

- "The city becomes more sensitive to environmental justice issues, particularly in NE Minneapolis, and acts accordingly."
- "I'm hoping we have self-driving cars by 2040 and I'm hoping that this city continues to be #1 for biking, #1 for parks, and #1 for residents who go outside in all weather conditions."
- "Have a variety of TRULY affordable (and livable!) housing options, for singles and families."