

## Engagement Roadmap

*Minneapolis 2040* is the city's twenty-year Comprehensive Plan visioning process that will direct the logical and coordinated physical and economic development of the city into the future. The City of Minneapolis is required by the Metropolitan Council to update the Comprehensive Plan every ten years to meet State law and regional planning requirements. This update will be adopted in 2018 by the City Council.

### WHY CIVIC ENGAGEMENT

Civic engagement is a means for all people to bring their thoughts and voices and share their own ideas, backgrounds, experiences, and expertise to collectively achieve a shared outcome. The *Minneapolis 2040* visioning process is an opportunity to promote quality of life in the Minneapolis community for residents, workers, and visitors in a manner that everyone can benefit from. The civic engagement process is the vehicle for policies that will help guide the creation of places and spaces for civic responsibility and determination to be enhanced. The Minneapolis community will assist in the creation of *Minneapolis 2040* and the final plan will reflect that participation.

### ENGAGEMENT GOALS

Civic engagement in the Comprehensive Plan update will feature opportunities to participate in activities to gather information, interact in the process, and provide meaningful feedback. The City aims to achieve these outcomes:

**Meaningful and Relevant Dialogue:** The community feels that the dialogue is meaningful and relevant to their daily lives and the critical issues facing the City.

**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.

The Process is:

MEANINGFUL

RELEVANT

ACCESSIBLE

INCLUSIVE

EQUITABLE

The  
Community is:

REPRESENTED

INFORMED

HEARD

EMPOWERED

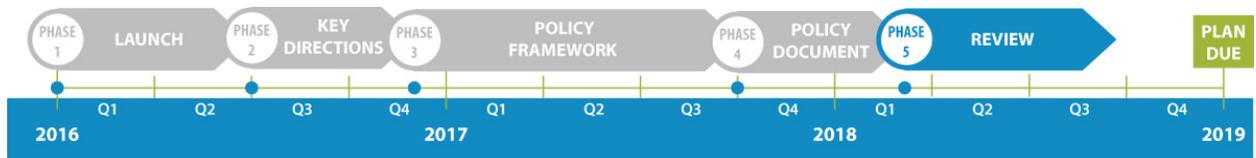
### PLANNING PHASES AND CIVIC ENGAGEMENT

The planning process will have five phases:

- 1. Launch:** Explore emerging ideas, trends, current conditions, and existing policies. Engagement will focus on asking the public how they would like to be engaged in the planning process and their big ideas for the future.
  - Primary engagement methods: Community Dialogues with cultural leaders, Community Connections Conference, Interactive website
- 2. Key Directions:** Develop key directions for overall plan. Engagement will focus on what major themes the city should highlight in the plan and what the public wants the city to look like in 2040. Input on these topics will inform key directions that will be outlined at a large event.
  - Primary engagement methods: Meeting-in-a-Box, Street and Cultural Festivals, Creative Tools, Community Dialogues with cultural leaders, Key Directions meeting, Digital Workshop
- 3. Proposed Policy Framework:** Create draft policies from the key directions. Engagement will focus on

whether the public agrees with the plan’s proposed major themes and if participants see themselves in the direction the plan is heading in. This input will provide detail to the major themes.

- Primary engagement methods: Community Dialogues, Community Liaisons, Augmented Reality, Creative Tools, Community Connections Conference, Tweet with a Planner, Third Place Pop-Up Galleries
4. **Draft Policy Document:** Further develop and prioritize the policy elements. Engagement will focus on how the plan’s direction can improve the lives of residents, workers, and visitors. This input will assist planners and policymakers in creating an implementation strategy for *Minneapolis 2040*.
- Primary engagement methods: Community Dialogues, Community Liaisons, Community and Digital Workshop, Street and Cultural Festivals, Creative Tools, Interactive Preferred Scenario/Trade-Off Explorer
5. **Formal Review:** Inform the final plan through a thoughtful review process. Engagement will focus on getting the word out about the plan and collecting broad input on the details of the draft plan.
- Primary engagement methods: Community and Digital Workshop, Interactive Plan, Creative Tools, Community Liaisons



#### HOW DO YOU GET INVOLVED?

- ❖ Visit the *Minneapolis 2040* Events Calendar at the project website at [www.minneapolis2040.com](http://www.minneapolis2040.com)
- ❖ Sign up for email updates at *(add link when available)*.
- ❖ Call the Minneapolis 3-1-1 Assistance Line.
- ❖ Host your own conversation through Meeting-in-a-Box *(add link when available)*.

#### HOW WILL YOUR VOICE HEARD AND YOUR FEEDBACK USED?

Every engagement activity will start with a summary of previous feedback and how this feedback has influenced the direction of the plan. The input received during each activity will be documented, analyzed, uploaded to the website, and shared broadly with the public. A report summarizing overall engagement activities and feedback will be available on the website at the end of each planning phase.