

Trans Equity Summit

Transgender Equity Council Listening Session

September 26, 2019

11:30 a.m.

Public Awareness Community Engagement (PACE) subcommittee breakout, led by Tim Beaver from the Trans Equity Council

PACE Committee came out of Minneapolis 2040 plan

- People want more awareness of the trans community
- Did research on other cities and their public awareness campaigns
- How do we engage with community more? How does community engage with us?
- What other forms of engagement or public engagement should take place

Input from participants:

- What are barriers that keep people from coming to the meeting? Childcare, getting there
- Bringing community engagement to where community is already gathering to speak to people and bring ideas
- We don't always have to have meetings at City Hall, and can be adaptable
- In 2017, the Trans Equity Council had meetings in various locations and can do that
- Go to events (not just hold meetings) with policies, ideas
- More listening sessions at other locations
- Minneapolis VA Medical center is trying to engage trans community more to receive the services they need and deserve; how can they coincide with the city, invite the Trans Equity Council to engage
- Have trans focus groups for veterans, LGBT specific benefits to veterans
- Other cities – concerns about their visibility campaigns; making trans people too much like everyone else rather than celebrating individuality
- We want to be seen as individuals, but not as “other”
- The city is designing a new website, and representation in photos there is important
- Is there data on the effectiveness of public awareness campaigns? Mixed bag – most effective ones include some action
- New York style has more definitive narrative - “Trans people do have rights”
- Sick of talking about bathrooms
- Other topics include employment, housing, anti-discrimination rights; letting people know they can't discriminate

- Ads can bring up conversations, good and bad; some conversations are hurtful to hear; can bring up unsafe spaces; this is a hazard of awareness campaigns
- Mutual respect can normalize trans identity, help do it right
- Policies, positions at the city should go through a trans-equity lens, so we are consistent in any decision we make, crystalize feedback
- Access to public Officials
- Community can engage to bring events forward where the Trans Equity Council can have a presence
- Trans Equity Council could table and do outreach at Open Streets
- Trans community itself is quite divided
- Where can we come together? What are the resources? Where can the Trans Equity Council play a role?
- I'm not from Minneapolis; there are no organizations in St Paul, suburbs; How can you handle the metro region since nobody else is doing this?
- Have inter-city outreach; challenge other cities, have a broad alliance of other cities trailblazing
- Have a census taken of businesses that have trans policies; gender / trans inclusion resource published for greater public to find and note?
- Please add more feedback; trans resources are on the city webpage
- Represent the most marginalized people; POC, gender-nonconforming, and center them, the people with least access to resources
- Tim Beaver is sending a survey to non-profits for employment and training including the question- what services do you offer for trans individuals? What other questions should be asked?
- Can we add answers to the trans city website?
- Social workers can help direct trans people to resources
- Twin Cities metro trans and gender non-conforming resource website should be put together, can be added to, be a place to post current events, a resource list, keep current
- A website means resources
- Queer Exchange on Facebook is very active, not perfect
- Word of mouth is helpful due to trust issues
- It needs to be trans led
- Minneapolis VA is trying to be a safe space; it's challenging to put that out there
- Could Trans Equity Council build a website? Outfront MN might have a start to that
- Instead of bus shelters for a public engagement campaign, we've been advised to use social media instead; looking at how to self-fund different option; can go through City Council to get validation but then there are more restrictions
- Would like to see more trans people on the Trans Equity Council
- More representation from youth, POC, indigenous on Council would be great
- Would like a permanent staffer (or two); Track is GREAT; may be helpful to have people speak at the public hearing for the City budget about this (in November and December); talk to your Council Member

- Please apply to be on the Trans Equity Council
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