

communityconnectionsconference
BIG IDEAS
Your Minneapolis

2016 CONFERENCE EVALUATION



This year's conference was planned in partnership between the Neighborhood and Community Relations (NCR) department, the City's Community Planning and Economic Development (CPED) department and by the Community Connections Conference Workgroup made up of representatives from neighborhood organizations, the Neighborhood and Community Engagement Commission (NCEC) and City staff.

Members of the Workgroup included: Braulio Carrasco, NCEC; Nick Cichowicz, NCEC; Nasser Mussa, NCEC; Cathy Spann, JACC; Amanda Vallone, CIDNA; Beth Elliott, CPED; Haila Maze, CPED; Cheyenne Brodeen, NCR; Michelle Chavez, NCR; Christina Kendrick, NCR; David Rubedor, NCR; Jennifer Schmid, Contractor

BIG IDEAS communityconnectionsconference Your Minneapolis



The Neighborhood and Community Relations (NCR) department has gathered residents and non residents alike on an annual basis since 2012 to discuss broader neighborhood and city goals. This annual conference is designed to provide a forum to support discussion and alignment between neighborhoods, the City and other communities. This year’s conference offered a unique opportunity to partner with the Community Planning and Economic Development (CPED) department staff as they launch the city’s comprehensive plan outreach efforts.

The conference theme - **Big Ideas: Your Minneapolis** – was designed to invite participants

to join neighbors, community members, non-profit organizations, business leaders, members of Minneapolis’ design community, developers and City and elected officials to think BIG about the future of Minneapolis.

“I learned so much and felt so much more connected to my city after this.”

Conference Participant

The conference featured three tracks:
Your City: The Community Connections Conference was the kick-off for Minneapolis 2040, a three-year planning process for the City’s Comprehensive

Plan. Minneapolis 2040 will be the City’s twenty-year vision to direct the logical and coordinated physical development of the city into the future. Learn about the Comprehensive Plan process and participate in discussions on the big ideas for the direction of the city on such topics as growth, equity, resiliency, economic competitiveness, and civic technology.

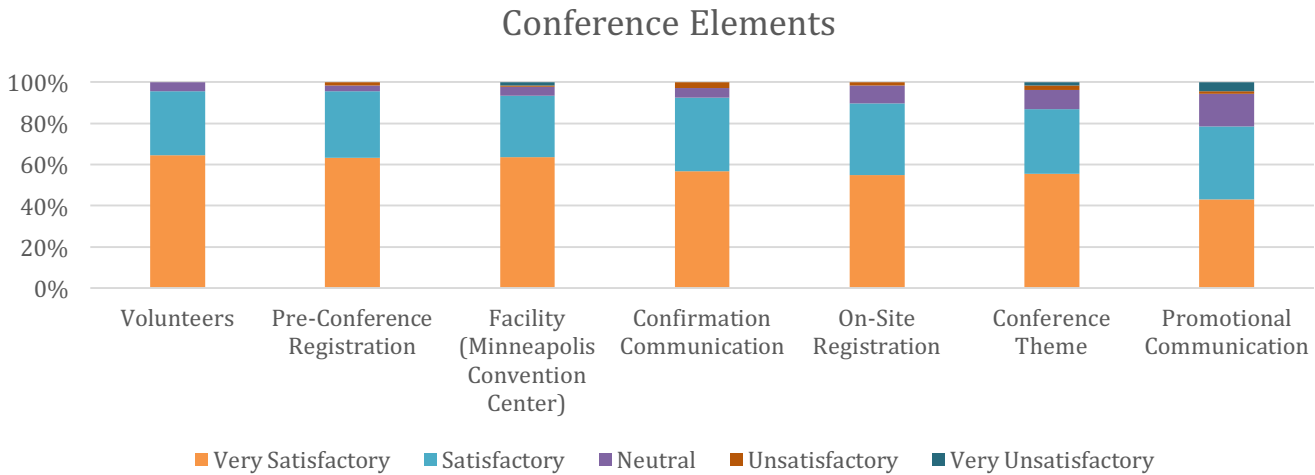
Your Neighborhood: The current neighborhood structure of the Community Participation Program is set to end in the year 2020. This is an opportunity for neighborhood organization staff, board members and residents to help plan a vision for the future of neighborhoods and their role in community beyond the year 2020.

Your Voice: Community engagement plays a crucial role in shaping City policy. This track will focus on how residents can connect with City leaders, learn how to serve on City boards and commissions and engage our cultural communities.



Evaluation

Each year, we ask participants to provide feedback on their experience at the conference. This year, we received a 31% response rate from conference participants. Of the conference elements, most received more than 90% Very Satisfactory or Satisfactory rating responses.

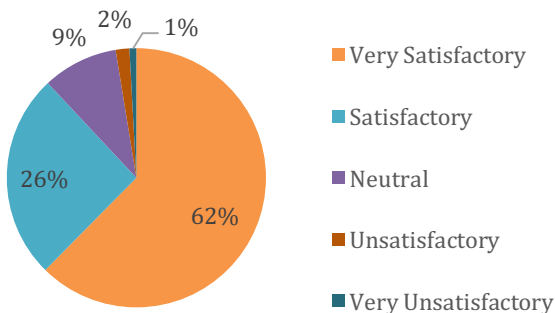


Lunch and Keynote

The 2016 Community Connections Conference - Big Ideas: Your Minneapolis - was a partnership between the Neighborhood and Community Relations Department and the Community Planning and Economic Department, so it was important to find a keynote speaker who bridged the work of the two departments. Shawntera Hardy proved to be a great choice. Hardy is the co-founder and director of strategic growth for Civic Eagle, a technology company that bridges civic engagement and social networking. Her goal is to build strong partnerships while increasing the company’s user base. Additionally, she is the founder of PolicyGrounds Consulting, LLC, a policy and planning strategy firm.



Lunch and Keynote Speaker



At the time of the conference, Hardy served as Deputy Chief of Staff to Governor Mark Dayton and Lt. Governor Tina Smith. As a former member of the Governor’s senior leadership team, Hardy solves policy and operational issues, working with cabinet members and partners to respond to crisis situations.

Born and raised in Youngstown, Ohio, Hardy holds a B.S. in Consumer Affairs from The Ohio State University and a Master of Urban and Regional Planning from the State University of New York at Buffalo School of Architecture and Planning, where she was a U.S. Department of Housing and Urban Development fellow. Ms. Hardy is currently the commissioner of the Minnesota Department of Employment and Economic Development.

Funding for the keynote address and lunch was partially provided by CenterPoint Energy. In keeping with the collaborative, community based focus of the event, lunch was sourced from local, independently owned vendors which reflect the diversity of residents of Minneapolis. The lunch and keynote speaker received 88% Very Satisfactory or Satisfactory responses from survey participants. Overall the lunch and keynote went very well but some survey respondents indicated that they would like more time to network and less of a program during lunch.



CATERING



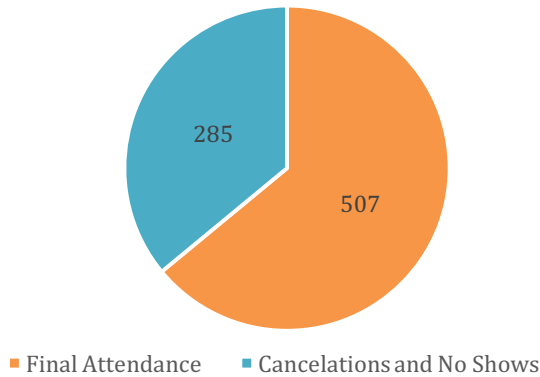
RAINBOW CHINESE
RESTAURANT & BAR
Since 1987

Lessons Learned:

- Shorten the lunch program by incorporating fewer elected officials
- Reconsider the morning address so that it's easier for people to hear
- Consider food trucks for vendors

Attendance Highlights

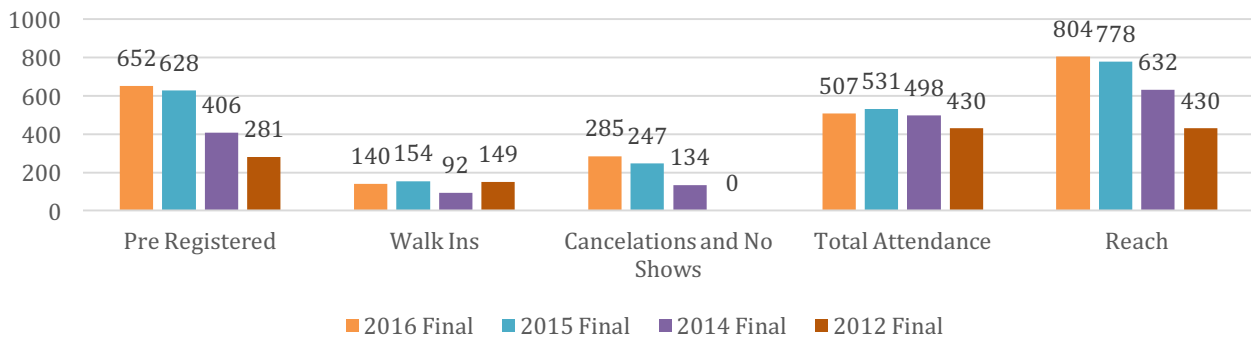
2016 Final Attendance



The planning team instituted a broad ranging communications plan which included outreach through radio, social media and email announcements to attract attendees to the conference. A large number of survey respondents (33%) indicated that they heard about the conference from an email. It should also be noted that registration saw

surges after each email was sent out. Other ways people heard about the conference were through colleagues, community organizations, City employees and social media.

Historic Attendance

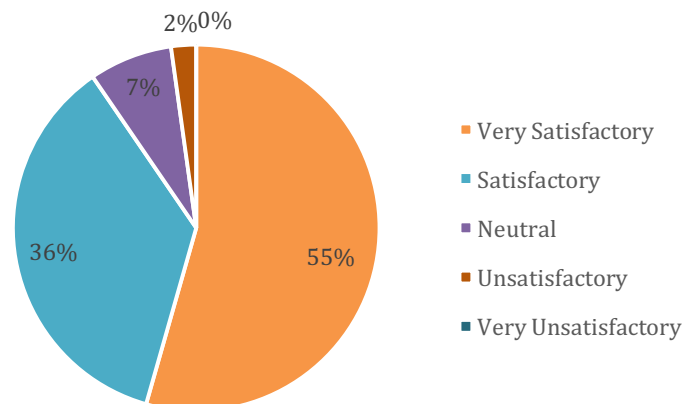


Note: In 2013, NUSA served as that year's Community Connections Conference. Given that the focus was national in scale those figures were not included in the above graph.

2016 Attendance

- Pre registration was higher than usual (652), though final attendance was essentially flat over 2015.
- Total conference reach: 804, up from 778 in 2015
- People from 69 different Minneapolis neighborhoods attended

Conference Overall



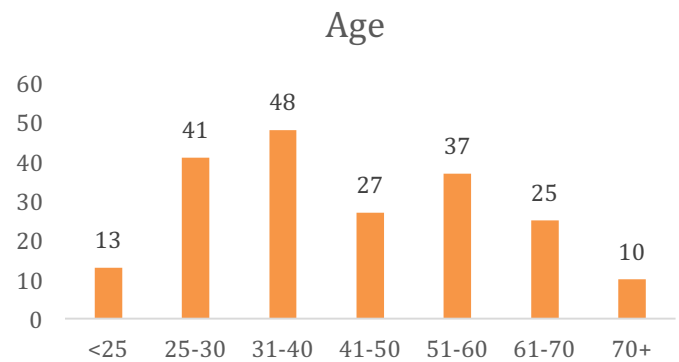
- 15 City departments participated
- 91% of survey participants found the conference overall to be Very Satisfactory or Satisfactory.

Survey responses and additional information indicate that some reasons for the higher than expected cancelation and no show ratings could be related to:

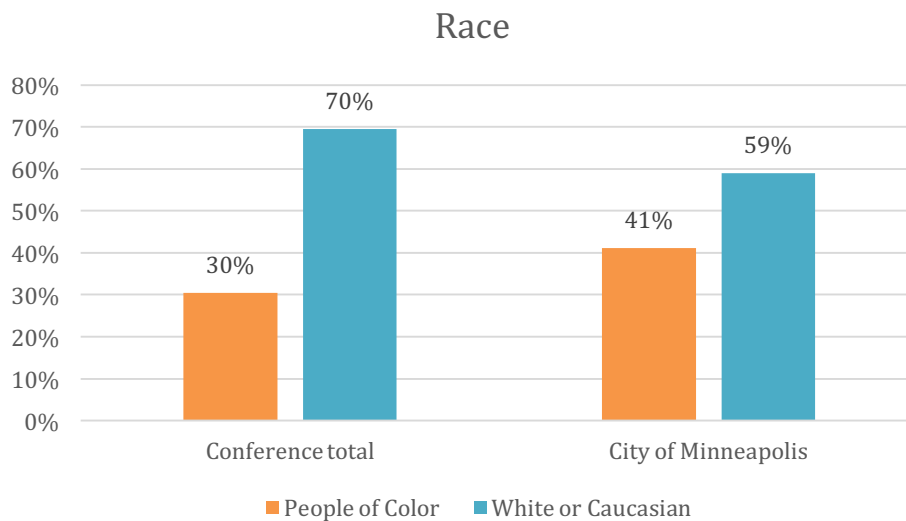
- DFL Caucuses occurred at the same time, drawing essentially the same target audience. Particularly, district 60B had a contested caucus.
- Location of the event (the Convention Center) and its level of activity on that day resulted in a parking crunch.

The diversity of the participants was a highlight of the conference again in 2016.

- 30% of participants who responded to this attendance question were people of color, very closely matching the demographics of the city.
- The age distribution was also diverse and included a large number of youth and seniors.



Note: This was an optional question. 40% of conference attendees who pre-registered responded to this question.



Note: This was an optional question. 55% of conference attendees who pre-registered responded to this question.

Lessons Learned

- Avoid holding the event on a busy weekend
- Investigate new locations. The Convention Center was too busy, attendance was lost due to difficult parking
- 500-600 participants is about the right number for the event to retain its interactive focus; too many people takes away from the community involvement

- Learning Lab locations were a long walk away and felt too separated from the rest of the conference; new space should have a more compact feel
- Set up free parking, have a bus shuttle or bus passes for free transit
- Better directional signage (feet on the ground, arrows)

Village Square Highlights

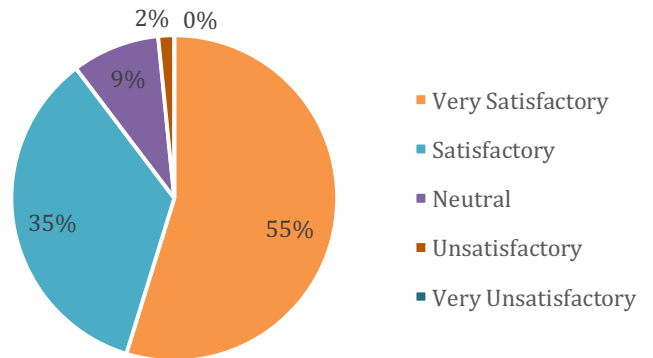
- 54 Exhibitors
- 13 City departments
- Interactive Exhibits
- 90% Very Satisfactory or Satisfactory rating from survey respondents



Lessons Learned

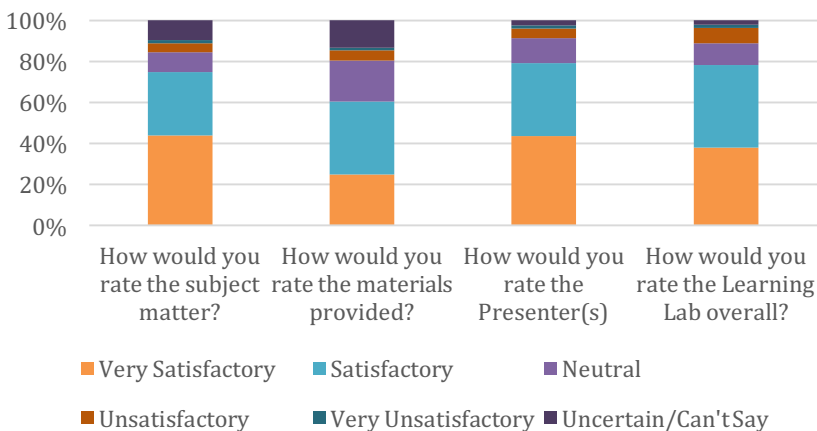
- Expect that some exhibitors will show up without registering
- Increase the number of exhibitors but have it in a larger area

Village Square Exhibit Hall



Learning Lab Highlights

All Learning Labs



The format of the learning labs was intended to replace the typical workshop and were meant to be fun and interactive for conference participants. There were 16 learning labs at this year's conference. The track "Your City" featured six (6) labs dedicated to the different focus points of the upcoming Comprehensive Plan, Minneapolis 2040. The track "Your Neighborhood" included two (2) sessions that highlighted ways

neighborhood organization staff, board members and residents can prepare and plan a vision for the future of neighborhoods. The final track, “Your Voice,” had eight (8) labs which focused on the crucial role community engagement plays in the shaping of City policy and how residents can best connect with City leaders and learn how to serve on City Boards and Commissions as well as engage our cultural communities. For a breakdown of the survey responses to individual Learning Labs please refer to the appendix.

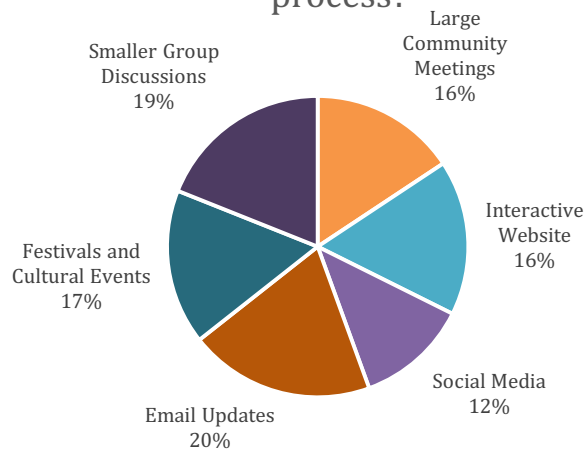
Each learning lab was well attended, though at a much lower rate than pre-registration indicated. This could have been associated with the higher than expected no show rate but likely also was related to the quality of the Village Square exhibitors. Learning labs were well received by survey respondents, with Very Satisfactory or Satisfactory responses surpassing 75%. “Materials provided” received lower ratings, likely because there were a number of labs which did not provide handouts or other materials.

Lessons Learned

- Consider a 50% drop off in attendance from registrations
- Right number of learning labs this year (volume)
- Repeat high interest Learning Labs throughout the day
- Have some exhibits serve as mini learning labs
- Make materials available online prior to the event or immediately following

“Your City” and the Comprehensive Plan

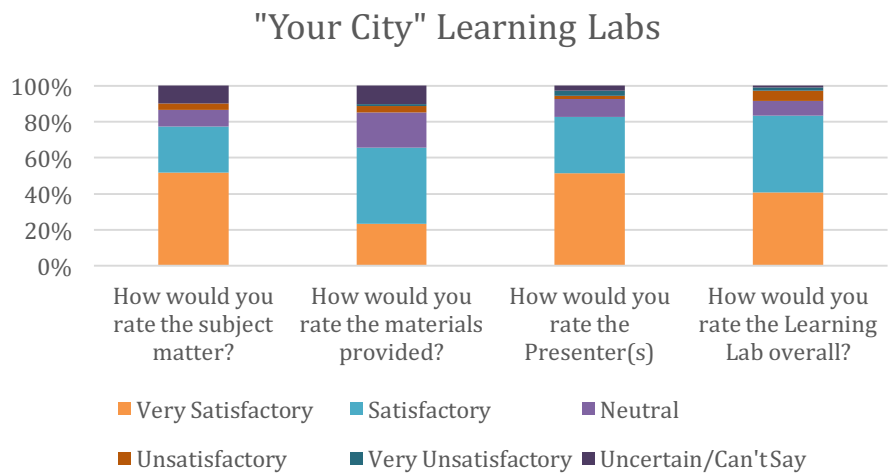
How would you like to engage in the upcoming comprehensive plan process?



As the Community Planning and Economic Development (CPED) department kicks off the three-year planning process for the City’s Comprehensive Plan, they were excited to use the Community Connections Conference to begin gathering ideas which will help to mold the future of the City. Minneapolis 2040 will be the City’s twenty-year vision to

direct the logical and coordinated physical development of the city into the future. Stay connected on the Comprehensive Plan process at <http://www.minneapolis2040.com/>.

Survey respondents indicated that they would like to engage in the upcoming Comprehensive Plan process in as many ways as possible, with none standing out as a preferred method. Respondents were able to choose as many options as applied to them and the question received a large number of responses.



CPED organized and facilitated six (6) “Your City” learning labs as part of their efforts to partner on this event. These Learning Labs were well attended, and had 80% Very Satisfactory or Satisfactory ratings among the elements for each.

Conference Participants were asked to tweet their “big ideas” to @mpls2040 #MplsBigIdeas. There were many great suggestions - including:

- “Opt-in form based zoning, up zoning and transit oriented development.” – Zachary Wefel
- “Put a canal on Greenway and offer canoe nice rides for easy water transit. And skating in winter.” – Cedar Phillips
- “Don’t ignore 100,000 households living in Mpls when talking about the city. Not all residents have yards, city recycling, etc.” - happify
- “I’ve always wanted to create a Mpls cultural center similar to the Chicago cultural center.” – Annie Hall
- “Minneapolis is growing but doesn’t need to = gentrification. We need to reinvest in our communities that need it most.” – Mustafa Jumale
- “A bank of Minneapolis to reduce the costs of infrastructure investments and lower property taxes.” – Zachary Wefel
- “The comp plan is about building our City from the ground up. Equity



- and sustainability are central to the plan.” – Joy Marsh Stephens
- “Let’s have equity through \$15 per hr metro wide.” – Alliance for Sustain

For the full list of tweets, go to <https://twitter.com/hashtag/mpls2040> or search for #mpls2040 in your web browser

The 2016 Community Connections Conference Big Ideas: Your Minneapolis was a success. The partnering city departments produced an event that allowed a community gathering place to exchange ideas and network in an environment that was welcoming and rich with diversity. We expect that the 2017 conference will be equally engaging and look forward to announcing the theme and date of that event.

Survey Question: What is the most important "take away" from this conference that you will bring back to your neighborhood or community?

“A better understanding of the comp plan process + an even stronger feeling that the City wants to engage residents.”

Conference Participant