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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
- Residents
- Cultural Organizations
- Youth and Families
- Tourists and Visitors
- 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?

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."

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.

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

Phase 1 Launch: Participation Across Methods

- Technology
- In-Person
- Large Convening Event
- Creative Tools

Key Areas

- Community Connections Conference
- Community Dialogues
- Online Survey
- Twitter
- Website

*As of June 2016