



Title: Authorization to Execute a Contract with Stantec for Outreach Support

Resolution number: 21-036

Prepared by: Name: James Wisker
Phone: 952.641.4509
Jwisker@minnehahacreek.org

Recommended action: Authorize the District Administrator to execute a contract with Stantec to provide outreach services to support the transition of MCWD's Outreach Program.

Budget considerations: Fund name and code: Outreach 4-4002
Fund budget: \$519,344 (\$138,000 for contract services)
Expenditures to date: \$64,144 (\$10,877 in contracted services)
Requested amount of funding: \$48,703

Summary:

To support ongoing outreach needs of the organization, during the personnel transition within the District's Outreach Program, the Board of Managers is requested to authorize the execution of a contract with Stantec to provide communications services, in an amount not to exceed \$ to the following key MCWD initiatives:

1. Rule Revisions and Responsive Model (\$16,696):
 - Work with Permitting and Policy Planning staff to refine messaging, develop graphics and fact sheets, and an engagement process to support the involvement of agency staff and policy makers in MCWD's rule revisions and the finalizing of MCWD's responsive model.
2. Long Lake Creek Roadmap (\$16,377):
 - Work with Policy Planning and Research & Monitoring staff to transition the technical analysis and planning in the Long Lake Subwatershed into a final plan document (roadmap) outlining work to date diagnosing water resource issues, drivers, management strategies & projects, interagency roles, and funding sources.
3. Climate Action Framework (\$5,168):
 - Work with Policy Planning and Research and Monitoring staff to focus the existing draft Climate Action Framework into an executive summary fact sheet, for internal and external communication.
4. 2022 Budget Workplan (\$3,356):
 - Work with the Leadership Team and Administrator to develop the 2022 Budget workplan document.
5. As-Needed Services (\$7,106):
 - Provides budget for services as needed to manage and maintain the website, produce written material, develop graphics and fact sheets on an as-needed basis to support the transition of MCWD's Outreach Program:

Supporting documents (list attachments):

- Stantec proposal



RESOLUTION

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WHEREAS, pursuant to resolution 20-018 the Board of Managers established a strategic direction for MCWD’s Outreach Program, which emphasizes focused outreach on select audiences whose support is needed to advance the organization’s key initiatives; and

WHEREAS, as the District’s Outreach Program is currently undergoing a transition in outreach personnel;

WHEREAS, District staff have identified and scoped key initiatives requiring outreach support during this transition, including:

- Rule Revisions and Responsive Model
- Long Lake Creek Roadmap
- Climate Action Framework
- 2022 Budget Workplan

WHEREAS, the District Governance Policies directs the Administrator that any professional service in excess of \$25,000 be selected after obtaining written quotes or bids or utilizing a qualification based selection process;

WHEREAS, the District obtained a single proposal from Stantec, and recommends retaining Stantec without seeking competitive proposals, on the basis that Stantec is uniquely qualified to complete the work based on it currently serving in a technically support capacity for a subset of these initiatives, with Stantec being very familiar with MCWD’s needs as the District’s engineer of record, and given the time sensitivity of this work.

WHEREAS, contracting with Stantec will also assist MCWD in the transition of its Outreach Program, providing the time and experience needed to assess the longer-term optimal staff/consulting structure;

NOW, THEREFORE, BE IT RESOLVED that the Minnehaha Creek Watershed District Board of Managers hereby authorizes the District Administrator, on the advice of counsel, to execute a contract with Stantec to provide outreach services in an amount not to exceed \$48,703.

Resolution Number 21- 036 was moved by Manager _____, seconded by Manager _____. Motion to adopt the resolution ___ ayes, ___ nays, ___ abstentions. Date: 5/13/2021

 Secretary Date: _____



Stantec Consulting Services Inc.
733 Marquette Avenue Suite 1000, Minneapolis MN 55402-2309

May 7, 2021

Attention: James Wisker
Minnehaha Creek Watershed District
15320 Minnetonka Blvd, Minnetonka, MN 55345

Dear Mr. Wisker,

Reference: Outreach Services

Thank you for the opportunity to assist you and your staff with community engagement as you go through a period of transition. Our team is ready and able to step in to ensure the projects in your pipeline proceed smoothly.

Understanding

We understand from our meetings with staff that, you need assistance with a wide variety of outreach and engagement tasks related to projects underway in 2021. Specific needs include:

- collaboration on messaging strategy;
- drafting and review of content;
- graphic design;
- creation of written summaries of technical reports and engagement efforts;
- fact sheets; and
- layout and design of reports and promotional materials.
- creation of engagement plans;
- online engagement activities;
- supporting engagement events and online platforms;

Staff has outlined three projects needing immediate attention, as well as services on an as-needed basis, with timeframes from May 2021-Early 2022. Within this proposal package we will provide scopes and budgets for each of those individual projects.

1. Long Lake Creek Roadmap
2. Permitting Alignment & Responsive Model, and associated Stakeholder Engagement
3. Climate Action Framework
4. 2022 Budget Workplan
5. As-needed services (e.g. website management, fact sheet development, graphic design,)

Reference: [Outreach Services](#)

Our Team

Stantec's Midwest Planning Group consists of eight planners and graphics specialists with a wide variety of skill sets in planning, urban design, and public engagement projects. To support the MCWD's work we have gathered staff with experience in engagement, graphics, communications, writing, and online platforms to make sure that the projects you have underway proceed without any interruptions. We have also included some senior-level staff that can provide additional assistance with messaging and strategy. Our local staff is supported by a national network of subject matter experts on water resources, resilience and climate change that can provide expert consultation when necessary.

Our proposed organizational chart and resumes are attached to this proposal. In addition, we are attaching a portfolio of examples of our engagement and communications work for your review.

Projects

We have included a description and cost estimate for each of the projects for which you have requested services. Note that a more specific scope and cost will be created for each project executed as an individual task order before work commences.

Long Lake Creek Implementation Roadmap

MCWD Project Manager: Becky Christopher and Brian Beck

Stantec Project Lead: Erin Perdu

Understanding: This project is coming out of MCWD's Responsive Model as its first big case study. The implementation roadmap includes capital improvements to the Long Lake Creek subwatershed. MCWD has taken a lead role in conducting diagnostic work within the subwatershed and developing a capital improvement roadmap. Working with the cities of Long Lake, Medina, and Orono, MCWD and Stantec have identified a suite of potential capital improvements to the system and associated funding options.

MCWD is currently preparing to formalize the plan and begin rolling it out to the subwatershed communities, and the citizen group LLWA. MCWD will prepare an outline and develop content for specific sections of the plan.

Scope:

- Draft portions of the plan not already completed
- Synthesize the final draft including copy editing, infographics, GIS, graphic design and assembly into a final plan product
- Create an executive summary (2-pager)
- Assist with key messaging strategy for plan rollout

Timeline: April 29, 2021-July 2021

Design with community in mind

Reference: [Outreach Services](#)

Stakeholder Engagement for MCWD's Permitting Alignment and Responsive Model

MCWD Project Manager: Tom Dietrich and Becky Christopher

Stantec Project Lead: Erin Perdu

Understanding: MCWD is formulating key policy that will require stakeholder engagement in 2021-2022: Revisions to its water resource regulations, and the development of its Responsive Model. Both of these policy initiatives will require the engagement of external stakeholders (MCWD communities and agency partners) and the MCWD Board. Board approval to initiative stakeholder engagement is anticipated in August 2021, with engagement of external stakeholders beginning in Q3/Q4 2021.

Permitting Alignment:

MCWD is streamlining its water resource regulations to make them easier to understand, consistent with other agencies, engage MCWD earlier in the land use planning process, and more efficient to administer. Interest is anticipated from key stakeholder groups such as local policymakers, developers, and community members.

Scope: Work with MCWD to develop key messaging and strategy in preparation for discussion with the Board (May 27)

- Convert technical work to-date into a graphically-driven package to support internal clarity, and communication to external partners (May 27, with subsequent refinement in June)
- Create fact sheets and infographics

Timeline: April 29, 2021-June 2021

Responsive Model:

Understanding: MCWD has developed a model of focusing its capital project planning and implementation within key geographies over 5-10 year periods of time. This was central to the District's 2017 Comprehensive Watershed Plan, and widely supported by member communities. To complement this approach, the MCWD has also developed a model of remaining responsive to opportunities that arise through land use change and partner initiatives outside of these focal geographies.

Because it has been repeatedly discussed by the Board, the policy is relatively well formed and supported with key messaging and existing infographics. The final policy direction will be reviewed by the Board Committee in July/August 2021. Stantec will provide support to the communication of this policy initiative on an as needed basis.

As it has been discussed supported by the Board and CAC in the past, this model has some existing key messaging and infographics.

Scope: Support communication of this policy initiative on an as-needed bases prior to review by the Board in July 2021.

- Refine key messaging

Reference: [Outreach Services](#)

- Work with staff to refine the externally facing responsive model guidance document for public and private partners/audiences
- Provide two style options for each of two factsheets and three infographics, including revisions

Timeline: May – August 2021

Stakeholder Engagement

Understanding: To formally adopt policies associated with the Rule Revisions and the Responsive Model, MCWD will need to engage its member communities and partner agencies. The District will need help planning this stakeholder engagement, and targeted support in implementing it, policy/agency/key publics

Scope:

- Collaborate with MCWD staff to create a public engagement plan (PEP) targeted to appropriately involve policy makers, agency staff through a technical advisory committee, and other key publics (e.g. developers).
- Support implementation of the PEP, including meetings with MCWD staff

Timeline: May 19, 2021-Q2 2022

Climate Action Framework

MCWD Project Manager: Becky Christopher and Kate Moran

Stantec lead: Erin Perdu

Understanding: MCWD is in the process of defining its role in helping the watershed, and its member communities, adapt to changing hydrology due to climate change. As the result of research, benchmarking the actions being taken by partner agencies, and a SWOT analysis, the district has created a Draft Climate Framework. Some discussion has taken place on this initial framework with the Citizen Advisory Committee and the Board. Additional discussion and refinement is needed in the near term to generate internal clarity between Board and staff at the current junction point – before a deeper strategic discussion takes place in Q4 2021 into 2022. For this project we will have Caroline Cunningham, a Senior Hazard Mitigation Planner, available for technical assistance, in addition to the outreach support.

Scope:

- Translate the existing Draft Climate Framework into high level executive summary fact sheet to support internal clarity, and to provide a consistent framework for external communication while longer range strategic discussions occur within the organization.
- Collaborate with MCWD staff to broaden the scope of the current framework to include framing around mitigation. This includes technical assistance between June and September 2021.
- Finalize the expanded climate action framework by creating a layout, design, graphics and expanded content surrounding mitigation.
- Provide website updates and materials suitable for hosting on the web

Reference: [Outreach Services](#)

2022 Budget Workplan Document Drafting

MCWD Project Manager: James Wisker and Becky Christopher

Stantec Project Lead: Erin Perdu

Understanding: MCWD develops an annual workplan to communicate its upcoming budget. For the 2022 budget, Stantec will support content creation and production of the workplan document.

Scope:

- Layout and design of the workplan, relying on content from District staff and implemented within the template and style guide used by MCWD.

Timeline: Due August 5, 2021

As Needed Services

Stantec is prepared to provide support as needed as MCWD transitions its Outreach Program. Services might range from producing assisting in message development and communications strategy, written content, graphic design, document production (plans, fact sheets, etc.). Stantec is also positioned to provide as needed support for the management of MCWD's website. This work might range from updating content, producing storymaps or other project specific interactive communications tools, and working with District staff to consolidate and focus the website during the interim until the website redesign is implemented.

Thank you again for the opportunity to assist you during your staff transition. If there is any additional information that would be helpful, please let me know.

Reference: [Outreach Services](#)

Regards,

Stantec Consulting Services Inc.



Erin Perdu AICP
Planning Group Leader - Midwest
Phone: 612 712-2006
Erin.Perdu@stantec.com



Chris Meehan P.E. (MN), CFM
[Senior Principal](#)
Phone: 612-210-2111
Christopher.Meehan@stantec.com

By signing this proposal, Minnehaha Creek Watershed District authorizes Stantec to proceed with the services herein described and the Client acknowledges that it has read and agrees to be bound by the attached Professional Services Terms and Conditions.

This proposal is accepted and agreed on the 14 day of May, 2021.

Per: Minnehaha Creek Watershed District

James Wisker, District Administrator

Print Name & Title

Signature

Attachment: [Team and Organizational Chart](#)
[Portfolio](#)

Minnehaha Creek Watershed District - Long Lake Creek Implementation Roadmap

	Staff >	Elliott	Perdu	Meehan	Polacek	Dunleavy	Walburg	Young	Moen	Task Total
Subtask 1: Develop roadmap content										
1	Kick off meeting	1	2						1	\$ 671
2	Draft necessary portions of roadmap based on outline from MCWD staff		8						30	\$ 5,370
3	Develop draft infographics, GIS, and graphic design layout of roadmap document	2	8						30	\$ 5,730
4	Meetings (2) with MCWD to review content		3						3	\$ 933
5	Develop executive summary	4							4	\$ 1,244
6	Assist in developing key messaging strategy for rollout	4		1	2					\$ 1,190
7	Meeting with MCWD	1		1	1					\$ 519
8	Project management and administration		4							\$ 720
	TASK TOTAL	12	25	2	3	0	0	0	68	\$ 16,377
	TOTAL	12	25	2	3	0	0	0	68	\$16,377

Minnehaha Creek Watershed District - Permitting Alignment and MCWD's Responsive Model

Staff >		Elliott	Perdu	Meehan	Palacek	Dunleavy	Walburg	Young	Moen	Task Total
Subtask 1: Permitting Alignment										
1	Meetings with MCWD staff (2)	2	2		2					\$ 982
2	Refine messaging strategy for permitting alignment	3	3							\$ 1,080
3	Draft infographics - (including two rounds of revisions)	1	1					6		\$ 1,242
4	Draft factsheets (including two rounds of revisions)	1	2	2	10					\$ 2,266
5	Project management and administration		6							\$ 1,080
	TASK TOTAL	7	14	2	12	0	0	6	0	\$ 6,650
Subtask 2: Responsive Model										
1	Meetings with MCWD Staff (3)	4	4		4					\$ 1,964
2	Refine key messaging	2	1							\$ 540
3	External guidance document with 2 factsheets incorporated (including two rounds of revisions)	2	3		10					\$ 2,210
4	Provide two style options for three infographics (including two rounds of revisions)		2					10		\$ 1,830
5	Project management and administration		6							\$ 1,080
	TASK TOTAL	8	16	0	14	0	0	10	0	\$ 7,624
Subtask 3: Stakeholder Engagement										
1	Public engagement plan	2	2							\$ 720
2	Meetings with MCWD staff	2			2					\$ 622
3	Project management and administration		6							\$ 1,080
	TASK TOTAL	4	8	0	2	0	0	0	0	\$ 2,422
	TOTAL	19	38	2	28	0	0	16	0	\$16,696

Minnehaha Creek Watershed District - Climate Action Framework Communications Support

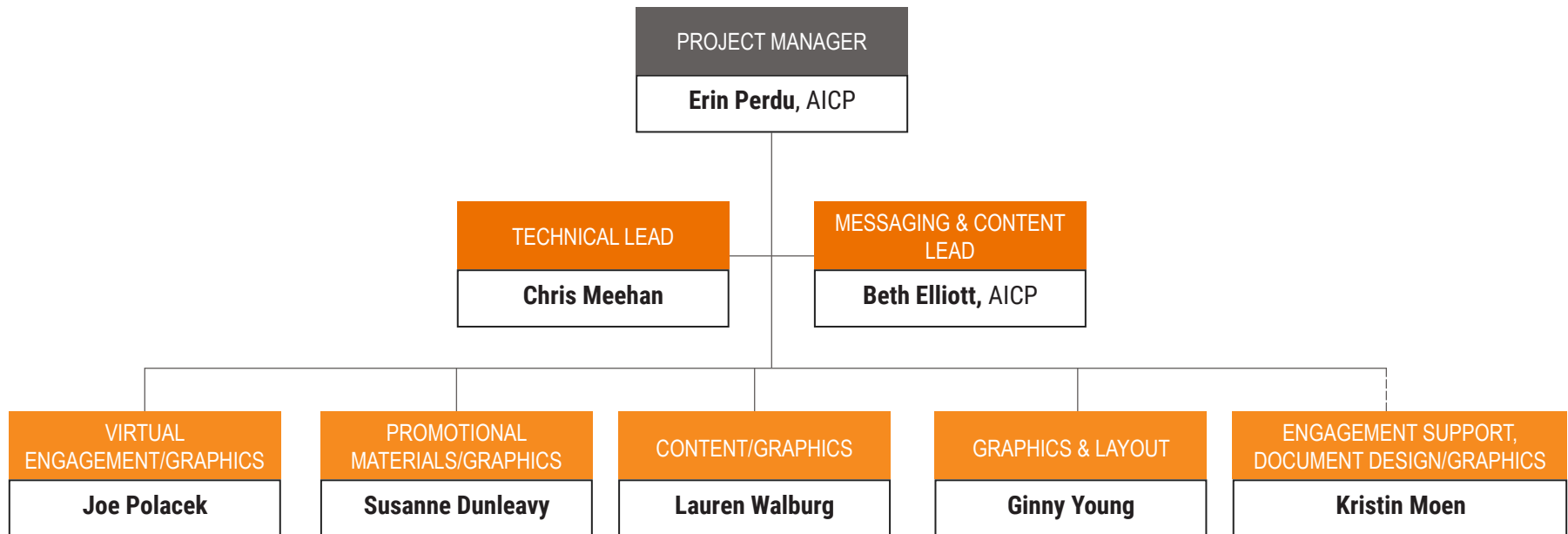
		Staff >	Elliott	Perdu	Meehan	Polacek	Dunleavy	Walburg	Young	Moen	Task Total
Subtask 1: Review most recent document											
1	Meetings with MCWD staff		2	2	1			1			\$ 1,059
2	Identify talking points, messages, and graphics to highlight		4					1			\$ 851
3	Project management and administration			1		0					\$ 180
Task Total			6	3	1	0	0	2	0	0	\$ 2,090
Subtask 2: Develop layout and design of fact sheet											
1	Develop any new infographics			2		6					\$ 1,146
2	Develop fact sheet							8			\$ 1,048
3	Revise based on MCWD feedback					2		2			\$ 524
4	Project management and administration			2							\$ 360
Task Total			0	4	0	8	0	10	0	0	\$ 3,078
TOTAL			6	7	1	8	0	12	0	0	\$5,168

Minnehaha Creek Watershed District - 2022 Budget Workplan

	Staff >	Elliott	Perdu	Meehan	Palacek	Dunleavy	Walburg	Young	Moen	Task Total
Subtask 1: Develop workplan content										
1	Kick off meeting		1						1	\$ 311
2	Meeting to discuss budget themes and storyline									
3	Storyboard and layout 2022 budget workplan		1						2	\$ 442
4	Create draft budget workplan		1						7	\$ 1,097
5	Two rounds of revisions based on input from staff		2						6	\$ 1,146
6	Project management and administration		2							\$ 360
TASK TOTAL		0	7	0	0	0	0	0	16	\$ 3,356
TOTAL		0	7	0	0	0	0	0	16	\$ 3,356

Minnehaha Creek Watershed District - Outreach As-Needed Services

	Staff >	Elliott	Perdu	Meehan	Palacek	Dunleavy	Walburg	Young	Moen	Task Total
Subtask 1: Content strategy, production of materials and website management										
1	Meetings with MCWD staff		7						7	\$ 2,177
2	Messaging and communications strategy	2	2							\$ 720
3	Written content development		2						14	\$ 2,194
4	Graphic Design								14	\$ 1,834
5	Document production (fact sheets, plans, executive summaries, etc.)		2						14	\$ 2,194
6	Project management and administration		4							\$ 720
7	Updates to website content		4						36	\$ 5,436
8	Production of StoryMaps		2		10					\$ 1,670
	TASK TOTAL	0	6	0	10	0	0	0	36	\$ 7,106
	TOTAL	2	23	0	10	0	0	0	85	\$7,106



Erin Perdu AICP
Project Manager

Erin is a Senior Urban Planner with 22 years of professional planning experience in both the public and private sectors. She brings a passion for creative, innovative engagement processes to every project, from small area plans and ordinances to large corridors and comprehensive plans. Erin served as the project manager and lead planner on comprehensive plans, zoning ordinances and small area studies. She works under the philosophy of “planner as partner,” helping residents and community leaders articulate what they want, and then providing the tools to help them get there.

ELECTED POSITIONS

AICP Commissioner, Region IV
Executive Committee, APA Minnesota Chapter

MEMBERSHIPS

AICP Exam Committee (Chair)
AICP Ethics Committee

CERTIFICATIONS

American Institute of Certified Planners (AICP)
Form-Based Code Institute (FBCI)
National Charrette Institute (NCI)

EDUCATION

Bachelor of Science, Earth Systems, Stanford University,
California, United States, 1995

Master of Science, Natural Resources, University of
Michigan, Michigan, United States, 1997

Master of Urban and Regional Planning, University of
Michigan, Michigan, United States, 1998

PROJECT EXPERIENCE

Community Engagement

Roseville 2040 Comprehensive Plan* | City of Roseville |
Roseville, Minnesota | 2017-2020

Erin was the Project Manager for the 2040 Comprehensive Plan for the City of Roseville. Public engagement included open houses, pop-up events, meetings in a box, online tools, and one-on-one interviews. The resulting plan, covering land use, housing, economic development, transportation, parks, sustainability and infrastructure, also includes a decision-making rubric to ensure that local officials are consistently working toward the City's goals. Land use districts were rewritten to include a mix of uses and to re-focus on scale, intensity, and design of development in each district.

Downtown Master Plan* | City of North St. Paul | North St.
Paul, Minnesota | 2016-2018 | Lead Planner

Erin served as the Lead Planner for the Downtown Master Plan process for the City of North St. Paul. The Plan was commissioned by the City to create a coordinated concept for the public realm in the city's historic downtown area which would serve as a catalyst for economic development as well. Stakeholders were engaged in a process that involved brainstorming sessions, walking tours, and surveys. The result is a Master Plan that provides the City with a template for updating the infrastructure and revitalizing the downtown.

** denotes projects completed with other firms*

Erin Perdu AICP
Project Manager

Blake Road Reconstruction* | City of Hopkins | Hopkins, Minnesota | 2015-2018 | Lead Planner

Erin was the lead planner in charge of engagement and project communications for the design and construction of this key thoroughfare. During the design phase, Erin facilitated in person workshops, pop-up engagement at local stores and apartment complexes, and meetings with neighborhood organizations. At all points during the process, input was relayed back to participants so that they could understand how their ideas were being used. Once the project was designed and construction commenced, Erin designed and implemented a communication plan for residents and business owners along the corridor. This included a project hotline, project website, regular electronic communications, a newsletter, and a schedule of social media updates.

Shape Ypsilanti* | City of Ypsilanti | Ypsilanti, Michigan | 2013-2014

Erin led the City Ypsilanti through an innovative planning process resulting in the Shape Ypsilanti Master Plan, winner of the Daniel Burnham Award for Comprehensive Planning in 2014 from the Michigan Chapter of the APA. Erin and her team were tasked with helping the City face the challenge of having the underlying structure of an early twentieth century town, the regulations of a post-World War II suburb and the desire to be a twenty-first century city. Erin and her partner created the final plan, which included a concise decision-making rubric meant to be used by city officials, staff, and community organizations to move the City forward according to the Guiding Values established.

A2D2 Zoning Evaluation* | Downtown Ann Arbor | Ann Arbor, Michigan | 2012-2013 | Project Manager

Erin was the lead planner in charge of engagement and project communications for the design and construction of this key thoroughfare. During the design phase, Erin facilitated in person workshops, pop-up engagement at local stores and apartment complexes, and meetings with neighborhood organizations. Through those methods, she gathered input on priorities for the corridor, key destinations, challenges users faced. At all points during the process, input was relayed back to participants so that they could understand how their ideas were being used. Once the project was designed and construction commenced, Erin designed and implemented a communication plan for residents and business owners along the corridor. This included a project hotline, project website, regular electronic communications, a newsletter, and a schedule of social media updates.

Beth Elliott AICP

Messaging and Content Lead

Beth is an urban planner with proven experience managing complex short- and long-term projects of regional significance related to downtown planning, comprehensive planning, community revitalization, zoning and other regulatory frameworks, funding and implementation, and transit-oriented development. She also has specialized expertise in developing and facilitating inclusive and creative community engagement strategies for diverse stakeholder groups. In her 12 years as Minneapolis' downtown planner, Beth gained a reputation for her collaboration and communication skills among elected officials, community members, developers, and businesses to advance projects into implementation.

EDUCATION

Bachelor of Arts, University of Iowa, Iowa City, Iowa, 2000

Masters in Urban and Regional Planning, University of Minnesota, Minneapolis, Minnesota, 2002

REGISTRATIONS

Certified Planner, American Institute of Certified Planners

MEMBERSHIPS

Member, Lambda Alpha International

Member, American Planning Association

PROJECT EXPERIENCE

Drinking Water Protection Project, Twin Cities Metro, Minnesota (Engagement Lead)

The Metropolitan Council asked Stantec to support an initiative to create a tool to help property owners understand how their actions impact drinking water for the broader public. Beth was brought in to design a process to engage partner organizations in the development of this tool. Through workshops and focus groups, Beth facilitated a process to understand priority audiences for an online tool and what information was needed to educate them on source water protection.

Downtown Master Plan, Memphis, TN (Assistant Project Manager, Engagement Lead)

Client: Downtown Memphis Commission

The focus of this plan was on creating a compact critical mass to revitalize the downtown core and surrounding neighborhoods. As Assistant Project Manager and Engagement Lead, Beth designed input opportunities that were fun, inviting, and inclusive. She also led the funding and implementation strategy to realize the community's vision for a strong, vital, livable center.

Downtown Moorhead Master Plan, Moorhead, Minnesota (Project Manager)

Client: Downtown Moorhead Inc.

As Project Manager and Lead Planner, Beth worked collaboratively with the business community, residents, and City staff to create an actionable vision for revitalization of this aging downtown district. She designed and facilitated a creative engagement process that included family-friendly community workshops, winter design walkshops, and virtual engagement tools. Beth coordinated all efforts to realize a downtown for walking and biking, business growth, and a compact critical mass of residents to support vitality. Her strategies for catalytic redevelopment opportunities included a phased approach to redeveloping a regional mall site.

* denotes projects completed with other firms

Beth Elliott AICP

Senior Planner · 19 Years of Experience · Minneapolis, Minnesota

2040 Oakdale Comprehensive Plan, Oakdale, Minnesota

Beth supported the Comprehensive Plan engagement process through designing interactive and informative exercises for the Community Advisory Committee and broader community for such topics as equitable access to parks and open space and barriers to walking and biking to community destinations.

Cedar Riverside Small Area Plan*, Minneapolis, Minnesota

The Cedar Riverside neighborhood of Minneapolis had a long history of physical and economic distress. In 2007, Beth worked with a variety of community partners to manage a planning process that focused on economic development, transportation planning at new light-rail stations, community engagement, and urban design. A unique aspect of this process was her outreach efforts to immigrant communities, small business owners, renters, and institutions, including the University of Minnesota.

Lyndale Avenue Suburban Retrofit Strategy, Bloomington, Minnesota (Local Lead)

Client: City of Bloomington

As the original Bloomington main street, Lyndale Avenue's auto-centric land uses and design hid its authentic character and beloved local businesses. The suburban retrofit strategy identified assets to maintain while proposing improved alternative mobility, compact critical mass and public spaces at nodes, and design and zoning criteria to evolve the suburban commercial corridor into a walkable corridor. Beth's role was to co-lead the project as well as design a creative and inclusive engagement process, including pop-up events at local businesses and institutions, virtual engagement tools, and an artist-designed charrette with a gardening theme.

Comprehensive Plan Update*, Minneapolis, Minnesota

Beth's role in Minneapolis 2040 was twofold – to write a plan for creative and inclusive civic engagement and to co-manage the full update process. She led an engagement process that was transparent, empowering, and prioritized stakeholders that tend to be silent in a bureaucratic process. Managing the complete update process required managing the process and deliverables of internal technical groups from across the City enterprise, co-chairing the public health working group, staffing a high-level steering committee, writing City Council resolutions, and making persuasive presentations to the City Council.

Warehouse District Heritage Street Plan*, Minneapolis, Minnesota

Through successful grant applications, Beth oversaw street concept plans and reconstruction projects in a historic warehouse district. The result was a street-by-street analysis of the existing infrastructure conditions and conceptual cross sections that prioritized maintaining historic materials and infrastructure. Her goal was to create a consensus between preservationists, City planners and engineers, and the community on how to improve the road infrastructure while maintaining historic character that establishes the unique character of the Warehouse District. All the historic streets are now in the process of reconstruction consistent with Beth's plan.

** denotes projects completed with other firms*

Joe Polacek

Virtual and In-Person Engagement

Joe is experienced in virtual and in-person public engagement, creating events and tools that produce meaningful results in ways that are interactive, fun and build trust in the community. He specializes in communicating complex issues and soliciting feedback in ways that are understandable and approachable so that more people can get involved. In addition to virtual engagement, Joe works on a variety of projects including site-, master-, and comprehensive plans, implementation strategies, and zoning code updates.

EDUCATION

Metropolitan Design Certificate, University of Minnesota, Minneapolis, Minnesota, 2018

Bachelor of Design in Architecture, University of Minnesota, Minneapolis, Minnesota, 2012

Master of Urban and Regional Planning, University of Minnesota, Minneapolis, Minnesota, 2018

MEMBERSHIPS

Member, American Planning Association

PROJECT EXPERIENCE

Virtual Townhall, Moorhead, Minnesota

Joe built a series of tools to replace what normally would be an in-person open house for a comprehensive planning process. He created an interactive website used both as a presentation tool during the open house itself and as a stand-alone engagement tool that was accessible by the public in the weeks that followed. Joe created a survey with an embedded interactive map so participants could zoom in to their neighborhood or area of interest and provide input on what mattered to them most. He also created a virtual 'white board' that was used to facilitate successful small group discussions as part of the larger live event. Joe strategized and briefed colleagues on hosting an interactive and secure event – with large group and small group discussion – in what added up to a successful engagement series done completely online.

Virtual Stakeholder Event, Mankato, Minnesota

Joe built an interactive website that led participants through project research and findings before soliciting participants for feedback through live small-group discussion and through a survey accessible afterwards. He designed and presented urban design concepts to help the group understand and discuss various redevelopment scenarios. Joe also organized and hosted the virtual call itself so that it could provide a platform for a presentation, small group, and larger group discussions while secure and accessible from the safety of participant's homes.

Shift to Virtual Event, Winona, Minnesota

Using physical and digital strategies, Joe connected with drivers, bikers, walkers, residents, employers, and employees to understand varied needs along a MnDOT corridor. Joe built social media following, led pop-up events, and guided walking- and bike-audits that brought officials and community members together to analyze conditions on site. When in-person events became unsafe, Joe swiftly shifted efforts toward a virtual open house that presented project information using interactive and intuitive web design. The virtual open house exceeded participation expectations for what would otherwise have been an in-person event. This virtual open house (held early in the pandemic) became a model for virtual engagement in the months and year that followed.

* denotes projects completed with other firms

Joe Polacek

Urban Planner

Design Charette, Bloomington, Minnesota

Joe retrofitted a vacant storefront for a design charette, filling it with games, activities, previous work, and massive maps to critique and guide work moving forward in a fun and interactive way. Working with a public artist, Joe created games for staff to bring engagement to schools and places of work on their own. In the end, he compiled hundreds of responses from meetings and activities that synthesized sentiments and served as a foundation for the remainder of the project.

Master Planning, Moorhead, Minnesota

Joe built a tabletop model of a proposed underpass to enable community member to better envision possibilities in design and provide ideas for a better outcome. Joe created a set of on-the-go packets to bring interactive engagement to project sites. He also created narrative and graphics for social media, built a website, and designed surveys to understand what people love about Moorhead and how they want to shape their downtown in the future. One survey got over 700 responses – Joe synthesized those and hundreds more responses into digestible presentations so the planning process could continue with shared understandings.

Susanne Dunleavy

Promotional Materials and Graphics

Susanne is a graphic designer with more than 36 years of experience in urban design and planning. As part of Stantec's Community Development team, Susanne has experience in many different types of land development and urban design projects. With her knowledge in many different computer applications she also assists several other departments and offices throughout greater Stantec. Her projects range from land development, interpretive signage, construction plans, utility mapping, as well as report layouts, and many other project types. She also assists the marketing group with proposal graphics and promotional pieces.

EDUCATION

Associate of Arts - Architecture, Santa Fe College,
Gainesville, Florida, US, 1984

PROJECT EXPERIENCE

3M Foundation Planned Community | Oakdale,
Minnesota | Graphic Designer

Stantec is preparing a small area study for the City of Oakdale's largest vacant parcel consisting of 208 acres. Stantec had the opportunity to masterplan this large property to create an attractive, cohesive neighborhood, efficiently served by public infrastructure and enhanced by an interconnected, multi-purpose open space system. The project consists of 3 concept design studies to create the impression of "Homes within a Park". Susanne assisted in preparing conceptual site plans and development graphics which include circulation, parks and open space, and land use analysis plans.

Downtown Stormwater Reclamation Project - Phase 1 |
City of Centerville | Centerville, Minnesota | 2013 |
Graphic Designer

Susanne provided graphics to show how storm water from the new downtown redevelopment area is being directed to a regional pond. The water is then used for irrigation at nearby ball fields. The project won an ACEC Engineering Excellence Honor Award and a MSPE Seven Wonders of Engineering Merit Award.

New Hope Rainwater Harvesting Signage | New Hope,
Minnesota | Graphic Designer

Susanne designed an educational sign for the city of New Hope's Rainwater Harvesting project. The sign is used to educate the public on how the city implemented stormwater re-use, structural treatment devices, and a series of biofiltration basins (rain gardens). The recycled rainwater is pumped to irrigate existing ballfields and soccer fields.

This project won the 2017 Sustainable City Award from the League of Minnesota Cities.

Rum River Regional Trail Interpretive Signs | City of
Anoka | Anoka, Minnesota | 2013 | Graphic Designer

Susanne designed 16 interpretive signs that line the Rum River Regional Trail corridor. The City of Anoka and the Anoka Historical Society provided historical photos and descriptions of key locations along the trail. In addition to key historical highlights, wayfinding signs were also provided along the trail corridor. The signs were designed in three different styles, which consisted of pedestal and two large panel-type signs that included wayfinding maps.

Granite Falls Water Treatment Plant Process Signs | City
of Granite Falls | Granite Falls, Minnesota | 2013 | Graphic
Designer

For the grand opening of the new plant, Susanne prepared large scale renderings showing the water treatment process. These renderings are displayed in the water treatment plant to show how the plant operates and how it performs different functions. In addition to the signage, Susanne designed a brochure for the open house to help inform city residents about the new plant.

2nd Street Corridor Design Framework Plan | City of
Rochester, Rochester Area Foundation | Rochester,
Minnesota | 2009 | Graphic Designer

Susanne developed the design and layout of the framework plan. This plan is used to create strategy for future growth within the corridor that will foster an attractive destination for businesses and residents.

Minnesota Statewide Bicycle System Plan

The Minnesota Statewide Bicycle System Plan presents MnDOT's vision and goals for making bicycle transportation a safe, comfortable and convenient transportation option throughout the state. Susanne assisted in creating an ADA compliant document to be used to convey MnDOT's vision and goals for bicycle transportation, implementation strategies, and performance measures to evaluate progress toward achieving their vision.

Lauren Walburg

Urban Planner · 2 Years of Experience · Minneapolis, Minnesota

Lauren is experienced in zoning and municipal planning, environmental planning, community engagement, research and analysis, and report writing. She has experience researching and writing land use reports and presenting to planning commission and city council. As an outreach coordinator at a solar development nonprofit, she engaged with a variety of audiences to help bring solar to communities in need. At Stantec, she is involved in a wide variety of planning projects including land use reports, comprehensive plans, redevelopment projects, and parking studies.

EDUCATION

Masters of Urban and Regional Planning,
University of Minnesota, Minnesota, United States,
2019

Bachelor of Arts, Environmental Studies and
Spanish, College of St. Benedict, St. Joseph,
Minnesota, United States, 2013

MEMBERSHIPS

Member, American Planning Association
(Minnesota)

PROJECT EXPERIENCE

Climate Action Plan Community Engagement*, St.
Paul, Minnesota, United States (Team Leader)

The City of St. Paul challenged itself to go beyond routine public engagement practices that have been employed in the past in the process of developing a climate action plan for the city. Lauren worked with three other students to research innovative and recognized best practices in public engagement for climate action planning and assisted in the convening of public engagement activities. Lauren was responsible for communicating with the client and managing project tasks, ultimately leading to the creation of an engagement toolkit with innovative methods to engage the public on climate action.

Community Outreach and Public Participation*
(Outreach Coordinator)

Client: GRID Alternatives

Lauren spent three years as an Outreach Coordinator for a non-profit organization specializing in solar development for low-income clients. She managed client acquisition and engagement for large-scale community solar projects including creating individualized outreach plans and materials, prospecting and maintaining partnerships with community organizations and convening workshops and presentations. Lauren was responsible for all aspects of client management including ensuring program income qualification, setting client expectations and regular communication. She implemented several process updates focused on improving client acquisition and management, reducing staff time per client and improving client satisfaction.

Southwest Light Rail Transit Land Use Planning
Master Contract, Hennepin County, Minnesota
(Planner)

Client: Metro Transit

Lauren's expertise in research, land use, and zoning created a factual and sound basis for each land use analysis conducted. She coordinated with City staff on a site's policy and zoning framework, conducted peer research, prepared exhibits, and clearly articulated the facts of each site through report writing.

* denotes projects completed with other firms

Ginny Young is a landscape designer and urban designer in Stantec's Chicago office. Ginny has a Bachelor of Landscape Architecture from NC State University, as well as a Master of Urban Design from the University of North Carolina - Charlotte. With six years of experience in urban design, landscape architecture and planning, Ginny has worked on numerous projects throughout the Southeast and the Midwest. Whether these projects were transit system plans, small urban spaces, community parks or 500-acre master plans, it is her belief that no matter the scale, the importance of space creation and the human experience remains the same.

EDUCATION

Master of Urban Design, University of North Carolina - Charlotte, Charlotte, North Carolina, 2017

Bachelor of Landscape Architecture, North Carolina State University, Raleigh, North Carolina, 2015

PROJECT EXPERIENCE

LYNX System Update*, Charlotte, North Carolina (2016-2018)

As a part of a major transportation planning effort by the City of Charlotte and CATS, the project management team developed light rail and bus alignment alternatives and station location possibilities along the West and North transit corridors. Ginny created graphics to depict rail cross section and streetscape interface and helped lead Uptown public meetings. Throughout the process, the alignment options were refined through a series of charrettes with stakeholders, the design team, and City leadership.

BuildDowntown Downtown Memphis Master Plan

Ginny attended a week-long charrette in Memphis, which was an opportunity for the team to engage the public in various ways. The studio was open to the public during the majority of the charrette, so the public could stop by and give feedback at any time. Additionally, there were more formal public meetings three of the nights, at various locations and with different activities. By offering plenty of

opportunities for the public to attend, the team was able to gather pertinent information to inform the plan. Ginny worked to create graphics and insert narrative to pull together the final document.

Clarks Creek Community Park*

Working with Mecklenburg County Park and Recreation, Ginny created a master plan for park design with the lead designer of her office. She also helped lead public meetings, which informed the program for the park, and then developed construction documents for permitting. Once plans were approved, Ginny helped coordinate the bidding process, and she managed the construction administration of the park.

Birmingham City Center Plan

After attending a week-long design workshop in Birmingham, Ginny assisted the team in refining the designs and clarifying the initiatives that came out of the workshop. The team then created a master plan document that could guide the city of Birmingham's growth over the coming years. Ginny assisted with the creation of graphics, narrative and the document itself as a part of the Urban Places team.

* denotes projects completed with other firms

Engagement Plans

Public Engagement Plan



Outcomes

Goal	Outcomes
Meaningful and relevant dialogue	<ul style="list-style-type: none">• Engagement activities have been designed with 2, 5, and 10-minute interactions in mind.• Conversations with the Project Team were focused on how the plan results can positively impact the daily lives of participants.
Inclusive representation	<ul style="list-style-type: none">• Non-traditional promotion for engagement activities has been used.• Exit surveys showed new people joined process.
Access to information and opportunities	<ul style="list-style-type: none">• Participants had access to decision-makers throughout the process.• Other Downtown initiatives and events were advertised through the master plan process when feasible.
Contributions with impact	<ul style="list-style-type: none">• The final plan reflects community feedback.• The final plan includes feedback quotes and photo documentation of process.
Empowering experiences	<ul style="list-style-type: none">• Participants learned about how planning, design, and development decisions are made.• Participants attended more than one event.

Public Engagement Plan



KEY AUDIENCES

Key audiences to consider when designing public engagement activities are listed below. This list is not all encompassing and will change throughout the process as deemed necessary by DMI or the City of Moorhead.

General Public

The general public encompasses any residents, workers, and visitors of the city that do not identify with a specific group or organization. Outreach to this broad group may be accomplished where everyday life happens – at parks, gas stations, or transit stops, in the grocery store, in a shopping mall’s parking lot, or walking down the street.

Residents

Residents, including homeowners and renters, have widely different perspectives on cost of living, housing conditions, and neighborhood amenities. Some residents can choose where they live while others have limited options due to limited means. Homeowners are more connected to their neighborhood groups and more likely to attend traditional community meetings than renters since renters have the flexibility to move more often, and therefore the public engagement process will need to reach out to renters through non-traditional methods.

Property Owners

People who own homes or other properties in Downtown Moorhead encompass a wide breadth of interests depending on the type of use – residential, office, retail, industrial, mixed-use – and size of their sites. Large property owners like on the Kassenborg Block and Moorhead Center Mall likely have staff or representation through property management companies and therefore have potentially more flexibility to participate in engagement events. Residential property owners include owners of smaller units and duplexes up to large rental complexes and may be connected to the City government already through rental license programs. Industrial property owners are usually the owners of the on-site business and may not have direct lines of connection to the City government.

Small Business Owners

Small business owners include people running bricks-and-mortar businesses or entrepreneurs working from home or a co-working location. Those who own a physical business may be connected to a local business association that represents their interests. Those who work independently, without a physical storefront, likely have different goals and opinions on the city’s future and may choose to get involved during off-hours through an interactive website.

College Students

College students either attend school full-time or part-time around work and family obligations. There are three colleges with a physical presence in and around Downtown Moorhead - including Minnesota State University (MSUM), Minnesota State Community and Technical College (M State), and Concordia – and many of these higher-education facilities also house students on campus or near campus. College students’ class schedules can occur at all times of the day and evening and sometimes on the weekend which should be a consideration in outreach efforts. They are also more likely to rent and ride transit.

Public Engagement Plan



Consultant Trip #1 – Schedule

TIME	TASK	Location:
Day 1: Thursday September 12, 2019		
11:00 AM – 1:00 PM	Tour of study area with Derrick LaPoint and key City staff	Meet outside of Center Ave Mall
1:00 PM – 1:30 PM	Break and Travel to Hjemkomst	Travel to Hjemkomst
1:30 PM – 2:30 PM	Listening Session #1 – City Staff (Lunch to be provided by City)	Hjemkomst Center
2:30 PM – 3:30 PM	Listening Session#2 – Active Transportation Group	Hjemkomst Center
3:30 PM – 4:30 PM	Community Workshop Setup	Hjemkomst Center
4:30 PM – 6:30 PM	Moorhead Downtown Master Plan Community Workshop. Educate the public on the project and existing conditions. Identify aspirations, gaps, and character features Vision for downtown	Hjemkomst Center
Day 2: Friday, September 13, 2019		
8:00 AM – 9:00 AM	Listening Session #3 – Mall Representatives	City Hall – 1 st Floor Boardroom – left conference room
8:00 AM – 9:00 AM	Listening Session #4 - Architects/Public Artists/Designers	City Hall – 1 st Floor Boardroom – right conference room
9:15 AM – 10:15 AM	Listening Session #5 – Business Representatives & Property Owners	City Hall – 1 st Floor Boardroom – left conference room
10:30 AM – 11:30 AM	Listening Session #6 – Real Estate Professionals/Bank Lenders	City Hall – 1 st Floor Boardroom – left conference room
11:45 AM – 12:45 PM	Listening Session #7 – Developers & Builders	City Hall – 1 st Floor Boardroom – left conference room
11:45 AM – 12:45 PM	Listening Session #8 – Schools & Education	City Hall – 1 st Floor Boardroom – right conference room
1:00 PM – 2:30 PM	Consultant team/Derrick LaPoint debrief lunch	Lunch
	Consultant team leaves after 2:30pm	

Public Engagement Plan



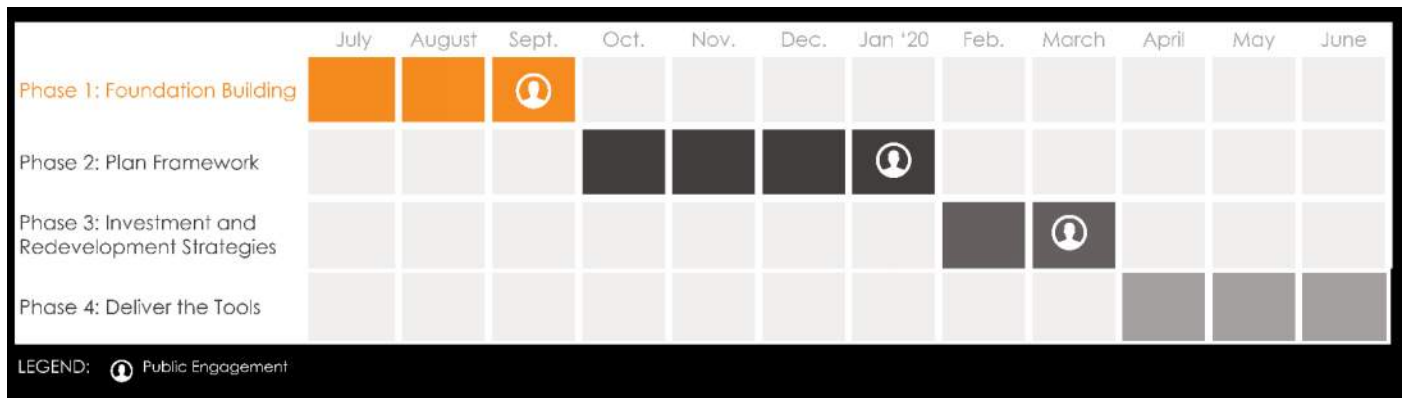
OUTREACH SCHEDULE

Our outreach schedule identifies the months in which the work will be completed for the project and the timeline for our major public outreach/engagement efforts.

Phase 1 Public outreach push is tentatively scheduled for the week of September 9, 2019. This will be an ideal time based on colleges being back in session and after the Labor Day Holiday weekend. This week of public outreach will include both the Community Workshop and Listening Sessions within the same week.

Phase 2 Public outreach push is tentatively scheduled in mid-January 2020. This will be an ideal time based on our project schedule and after the busy holiday season. We have found that prior to the holiday season, public meetings conflict with busy activities such as holiday concerts and finals for college students. People often experience a lull after the holiday season and attendance is higher when public outreach pushes occur after the busy holidays. This week of public outreach will include both the Community Workshop and Design Sessions within the same week.

Phase 3 Public outreach is slated to occur in March of 2020. The week in which the major outreach efforts are to occur should ensure that it does not conflict with local spring break schedules.



EVALUATION OF OUTREACH EFFORTS

Documentation of each step of the engagement process will be critical in defining the direction and priorities for the Downtown Master Plan as well as better understanding which stakeholder groups are being reached.

Transparency through Documentation

For each event or activity, the City will document:

- What methods were used?
- Who participated?
- What information was provided?
- What questions or issues were identified?
- What feedback was received?
- How was the feedback collected and analyzed?
- What decisions did this input influence?

This documentation will shape the content process for each successive phase of engagement. At the end of each phase, an Engagement Summary will be written to answer the questions outlined above.

Documentation Methods

The techniques outlined below are several methods used through the engagement process to document the process. Informal engagement methods such as Pop-Up Events will require unique documentation techniques based upon key audiences and the types of events that are held.

Methods to document the engagement process and subsequent community feedback may include:

- Comment cards
- Sign-in sheets
- Meeting summaries
- Debriefing with the Project Management Team
- Surveys
- Visual preference surveys
- Social media documentation
- Mapping
- Photos
- Flip chart

Lyndale Avenue Suburban Retrofit Strategy

Phase 1 Engagement Exercises

Six-Word Story

Ernest Hemingway was famous for his six-word story contest, an exercise in brevity while conveying meaning and substance. Contest winner: "For sale: baby shoes, never worn."

As an activity in the planning process, the Six-Word Story encourages participants to be creative while providing telling information about the core sentiment of their experience of a place. The Six-Word Story attempts to distill a person's experience or narrative into a short-evocative story.

Venue: Pop-Ups, Online Survey, Community Workshop

Directions:

- Ask "What is your Six-Word Story for the future of Lyndale Avenue?"
- Use the string and clothespins to hang the Six-Word Stories wherever you can on or near the table.
- ASK PARTICIPANTS ABOUT THEIR STORY
- Point participants to other people's stories hanging around the table.
- Take photos of participants using their own phones for social media.
- Take photos with your own phone – try to focus on broad view of table, not specific faces (easy to do by focusing on your colleagues and the backs of participants).



Bucket Exercise

Question: Pretend you are a Bloomington decision-maker with limited resources to implement the Lyndale Avenue Suburban Retrofit Strategy. How would you prioritize implementation?

Directions: Each person gets three tickets. They decide how they want to spend them. They can customize a ticket if they don't see all their priorities represented.

Venue: Community Workshop



Spread them out or place them all in one bucket!

The buckets below include these assets:

Is there an asset missing?
ADD YOUR OWN!



EXAMPLES

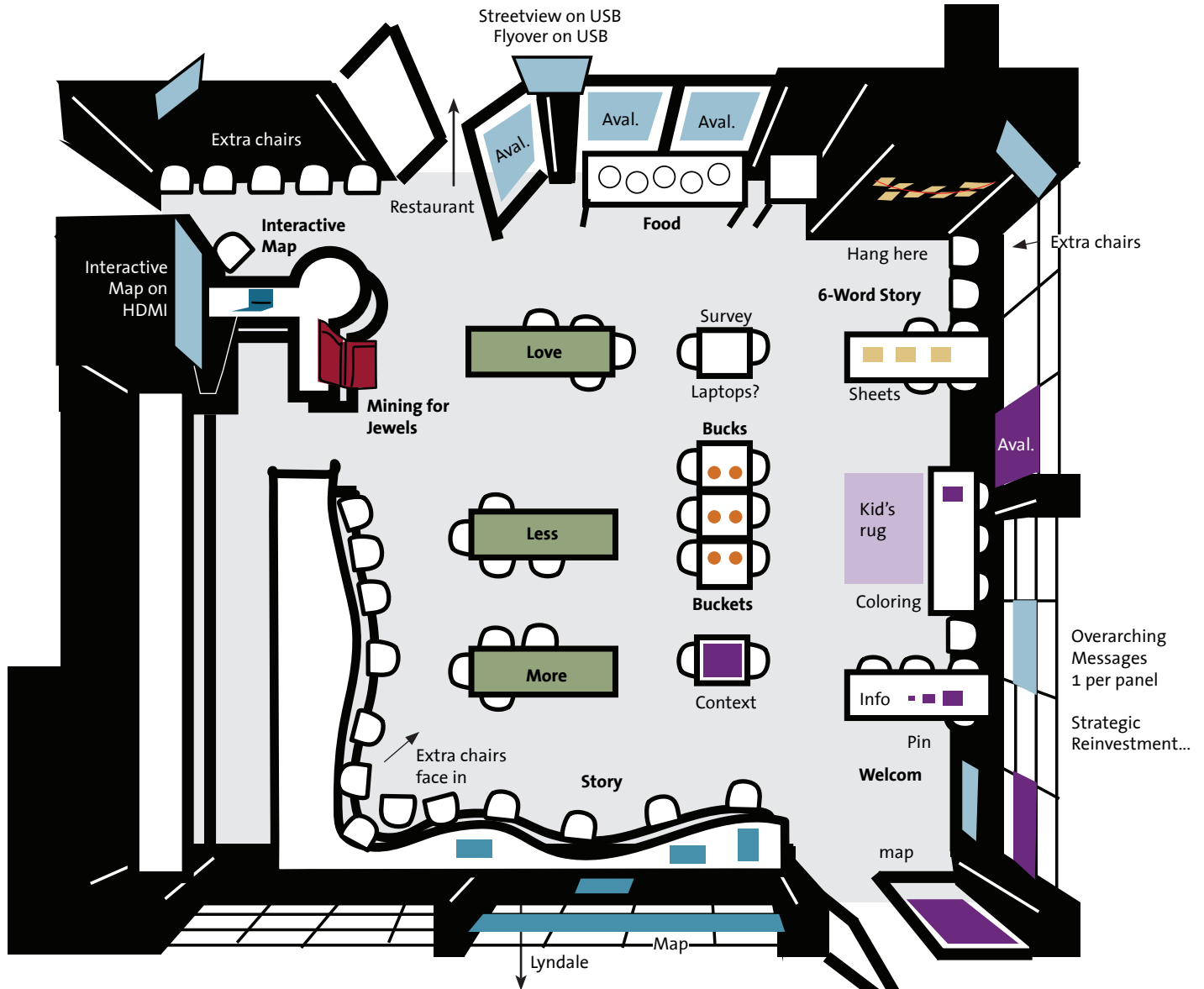










LYNDALE AVENUE

RETROFIT

Event Plan



- | | | | | | |
|----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
|  Welcome and Gather |  Existing Story |  Love/ More/Less |  B Bucks Buckets |  6-Word Story |  Mining for Jewels |
| <ul style="list-style-type: none"> • General info • Pin map • Sign-in • Link to survey | <ul style="list-style-type: none"> • Perfect map • Reaction forms • Interactive map on tv | <ul style="list-style-type: none"> • Tablecloths and sharpes • Acrylic sign holders | <ul style="list-style-type: none"> • Buckets for each fund • Circular labels | <ul style="list-style-type: none"> • Stringing around door hinges | <ul style="list-style-type: none"> • Magician's box on tripod |

Promotional Materials

Join us for a Lyndale Avenue Design Workshop



The goal of the Lyndale Avenue Retrofit is to transform Lyndale Avenue into a thriving, walkable, neighborhood center.

Continue exploring community members' concepts and plant your own ideas for how to make Lyndale Avenue more vibrant and attractive for the next generation.

Main event:

Tuesday March 3rd

Open House: 5:00-8:00pm

Presentations: 5:00, 7:00

Drop in anytime for "Open Studio"
Monday March 2nd Noon-6pm,
Tuesday March 3rd 9am-Noon
& 1pm-4pm

Clover Center

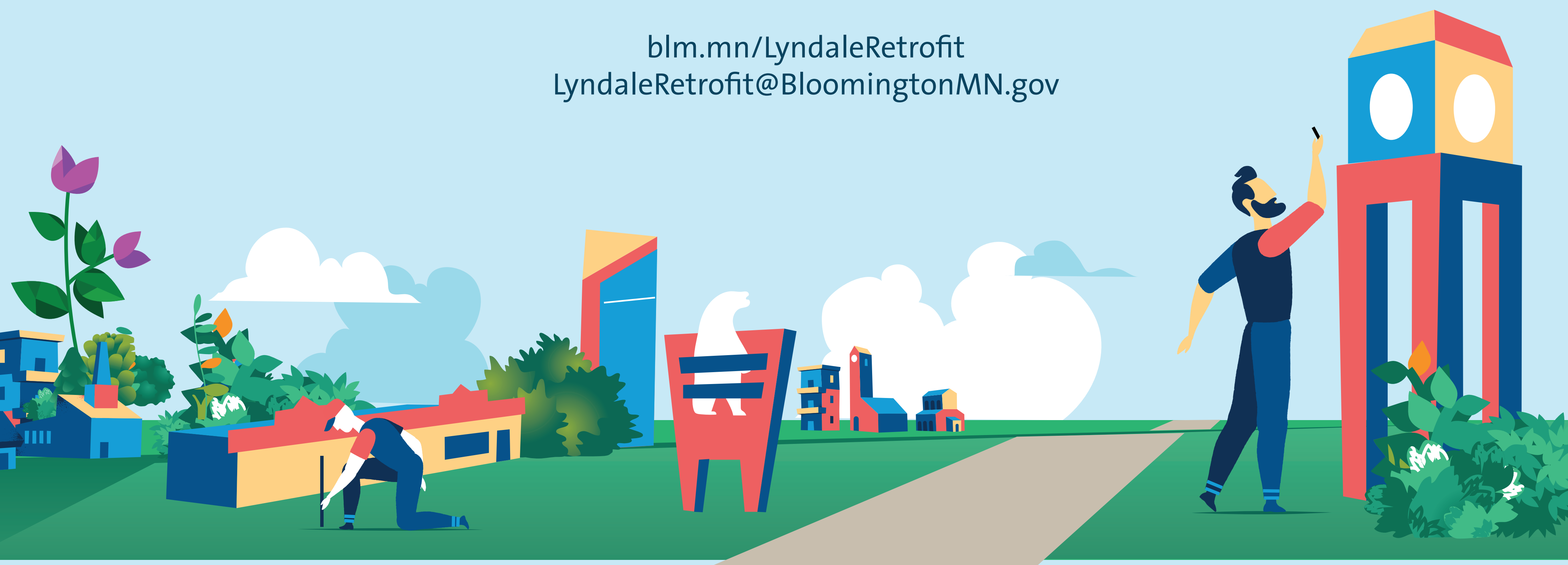
800 W. 98th Street,
Bloomington, MN 55420

At this garden themed interactive workshop you can:

- "Plant" ideas to make Lyndale Avenue more attractive and vibrant.
- Teens and children can participate in activities designed just for them.
- Observe, ask questions, and engage with members of the Stantec design team as they work.
- Have fun and help grow Lyndale Avenue!



blm.mn/LyndaleRetrofit
LyndaleRetrofit@BloomingtonMN.gov



POP-UP Event at Dairy Queen

Thursday August 29 | 11:30am - 1:30pm

24 8th Street N, Moorhead



Come for an opportunity to provide input
on the future of downtown Moorhead

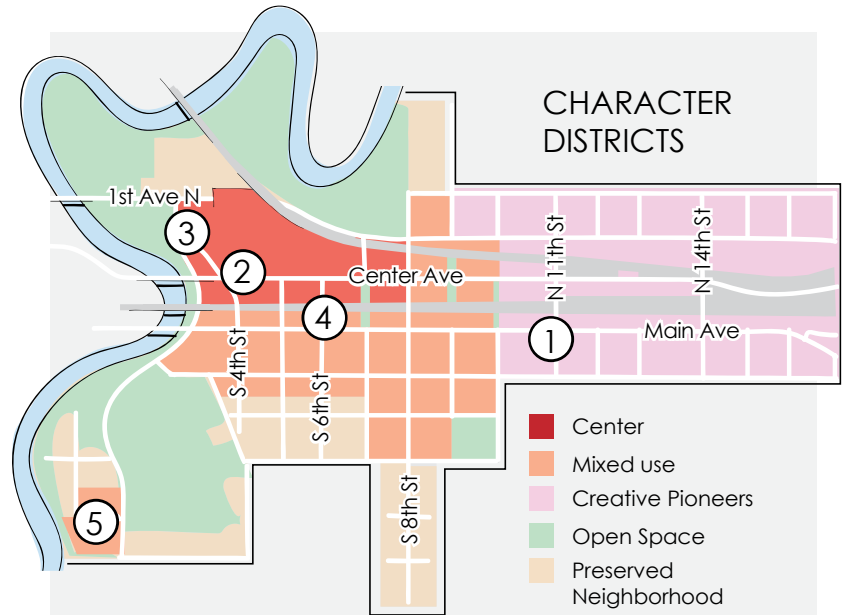
Engagement Activities

DEFINE DOWNTOWN CHARACTER

In 2019, we developed a broad vision for downtown Moorhead with the help of more than 800 members of the community. Now we need your help to decide how that Vision should apply to specific areas.

VISION FOR DOWNTOWN:

Downtown Moorhead pairs a small town feel with vibrant city life. Surrounded by natural amenities and strong institutions, Downtown draws residents, visitors, and students to major destinations and everyday experiences. It captures the best of Moorhead's vital culture to create a contemporary and livable hub that constitutes the heart of Moorhead as a community and a center of activity, business, and innovation for the entire region. It is a place where everyone can live, work, learn, play, and shop—all within a five-minute walk.



We need your help testing the Vision at 5 example sites:

- 1. Creative Pioneers District
- 2. Moorhead Center Mall
- 3. Red River near Center Avenue
- 4. The Rourke Block
- 5. Woodlawn Point

If you'd like to keep this booklet, please provide your name and email so that we can return an electronic version to you.

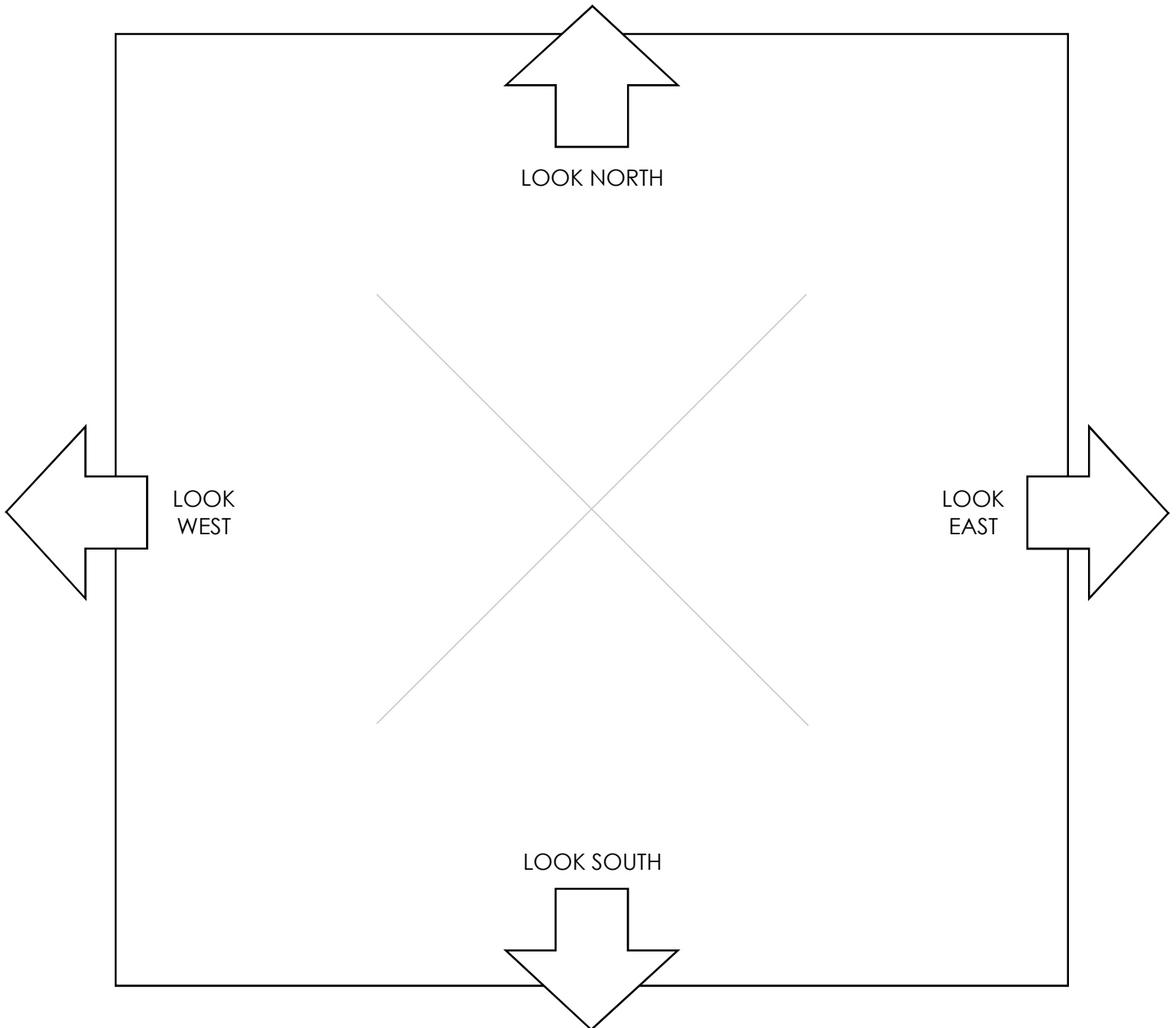
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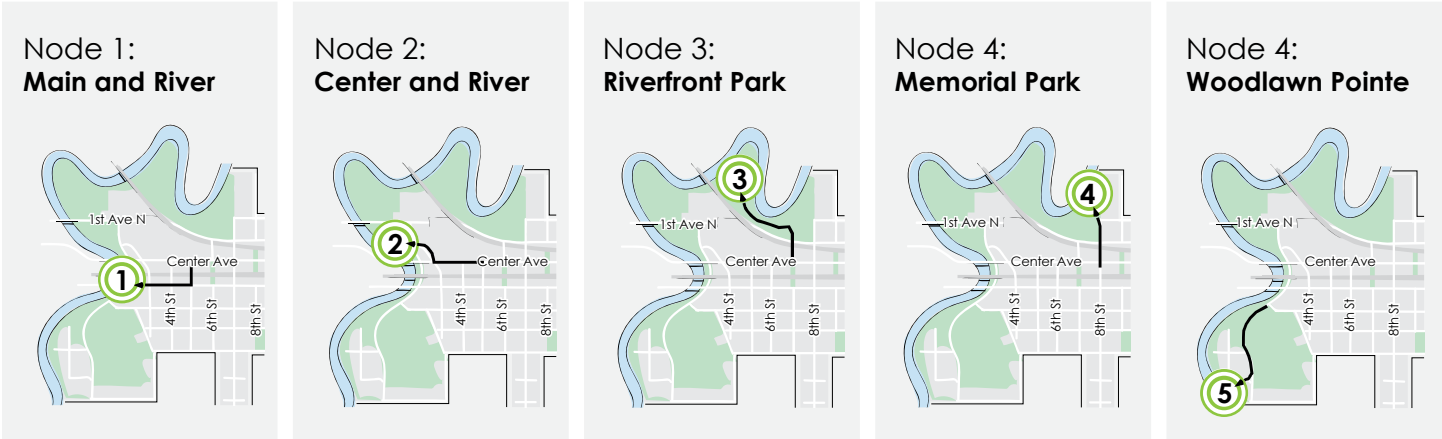
EXISTING CONDITIONS

First, look around and analyze your environment. Consider the width of the road, height of buildings, and nature. What do you see? How would you feel driving / biking / walking / sitting here?

Write some notes below.



AREA 3: WATERFRONT NODES & RIVER CONNECTIONS



What are opportunities for connections to each node?

--	--	--	--	--

What are opportunities for experiences at each node?

--	--	--	--	--

See following page for inspiration



What would be your perfect day in downtown?
Write a 6-word story about it:

4

Public Engagement Events

120+

Stakeholders Engaged

1,118

Online Survey Participants

Majority of Public Event Participants Live, Work, & Play:

- 1. Live: Outside of the City Center
- 2. Work: City Center Core
- 3. Play: Parkside (Railroad Park & Regions Field)

Top 5 Investment Priorities for Online and Public Event Participants

- 1. Rehabilitate Buildings
- 2. Address Safety and Crime
- 3. Enhance Infrastructure
- 4. Address Homelessness
- 5. Quality Redevelopment

Top 3 Equity Priorities for Public Event Participants

- 1. Address Homelessness
- 2. Quality Redevelopment
- 3. Expand Housing Options

Top 3 Things Public Event Participants Love about the City Center

- 1. Railroad Park
- 2. History
- 3. Food

Top 3 Things Public Event Participants Want More of in the City Center

- 1. Affordability
- 2. Transit
- 3. Retail

Top 3 Things Public Event Participants Want Less of in the City Center

- 1. Cars
- 2. Blight
- 3. Parking



Challenges: Safety & security (Online Survey)



Existing Attractions: Food, breweries, & bars (Online Survey)



Strengths: Revitalization of vacant & underutilized buildings (Online Survey)



New Attractions: Retail & shopping (Online Survey)

What We Value



How We Get There

- 1. Move at the speed of the pedestrian.** Wide, attractive sidewalks; slow moving traffic; and lots of things to see and do.
- 2. Welcome the tourist and the resident alike.** Safety; wayfinding and signage, increased retail and restaurant offerings.
- 3. Celebrate our history and our community.** World-class historic and cultural institutions; frequent events for everyone; public art that tells our story.
- 4. Mobility and parking are comprehensive and well-managed.** Regional transit choices; parking as a shared resource; slow speed mobility choices.
- 5. A framework of green.** Beautiful, well-maintained, and programmed public spaces; a connected regional trail system; wayfinding and trees.
- 6. Fill in the gaps.** Fill vacant storefronts and buildings; attract new investment; landscape and beautify.
- 7. Housing for everyone.** From students to families, workforce to market-rate to luxury, low-scale to high-rise.
- 8. Create opportunities for everyone.** High-tech innovation and creativity; workforce training and education; higher education.
- 9. Focus our investment.** Key corridors; catalyst sites and reas for investment/reinvestment; partnership investments with the neighborhoods.
- 10. Encourage what we want, discourage everything else.** Character-based code; financial incentives; leadership and partnerships.



44
DAILY TRANSIT
ROUTES



#1
CITY FOR BLACK
ENTREPRENEURS



9,145
ACRES OF
PARKLAND

100
MILES OF
GREENWAY



1,000+

TOTAL POP-UP
ENGAGEMENT
PARTICIPANTS



300

TOTAL ONLINE
SURVEY
PARTICIPANTS

200+

TOTAL DESIGN
STUDIO
PARTICIPANTS



#1

PRIORITY FOR
CITY SPENDING
IS ATTRACTING A
GROCERY STORE

PROJECT SCHEDULE



THE OUTCOMES

With hundreds of responses, participants most love the culture of downtown – music, diversity, the river, restaurants. We heard a consistent refrain of the need for more grocery stores, more stores, more safety mechanisms. What people want to see less of is homelessness, empty storefronts and buildings, crime, trash, and negativity. When asked how they would prioritize topics for implementation, most people want to spend money on small businesses and entrepreneurship, safety and crime, addressing homelessness, enhancing public spaces, and increasing commercial activity.

When asked about specific changes, edits, or suggestions for downtown, participants ultimately thought about the places they love or want to love – invigorating Mud Island, more programming at Tom Lee Park, emphasizing infrastructure improvements for bikes and pedestrians, more parking, connecting the core better to South City, more art, and high-quality design. These comments underscored the need for Build Downtown to include both visionary ideas and tactical strategies for change.



LOVE

ENTERTAINMENT/
MUSIC, DIVERSITY,
FOOD/RESTAURANTS,
WALKABILITY,
CULTURE



LESS

CRIME,
TRASH, EMPTY
STOREFRONTS/
VACANT BUILDINGS

MORE

GROCERY STORE,
SAFETY, PARKING,
SHOPPING



“EVERYTHING IS
POSSIBLE WITH OUR
ASSETS!

DOWNTOWN
MEMPHIS: DIVERSE,
VIBRANT, &
INCLUSIVE”

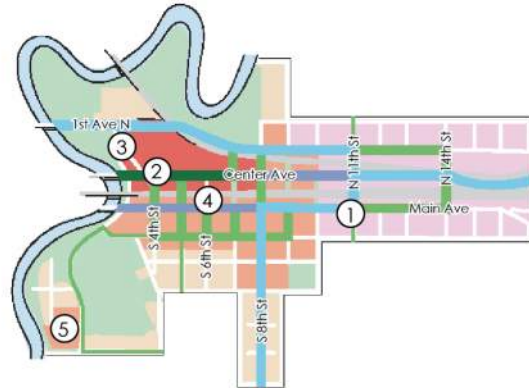
Engagement Summaries

PHASE 2 ENGAGEMENT SUMMARY

February 2020

In early 2020, a series of events were held to engage with stakeholders and the public to help project staff develop the vision statement and apply it toward defined character districts and street types. On February 5th and 6th, a series of outdoor and indoor workshops were held – with the largest open-house style event on the evening of February 6th at the Moorhead Center Mall Atrium. Approximately 45 people attended the outdoor walkshops and at least 80 people attended the open house. Online engagement asking similar questions to those in the workshops was active between February 5th and March 3rd with 63 survey responses. Online and in-person engagement focused on applying the Vision to 5 key areas:

- The 11th Street Underpass
- Center Avenue and Moorhead Center Mall
- Riverfront Nodes (from Center and the River)
- Placemaking on the Rourke Block
- Programming Woodlawn Pointe



VISION

At each indoor and outdoor event, people were asked to react to the draft vision and supporting values. People’s feedback on the vision statement was generally supportive of what was presented with comments often suggesting further addition of ‘inclusion’, ‘diversity’ or place of ‘belonging’ for ‘all people’ included in the statement. For some people, an added emphasis on the ‘artsy’, ‘unique’ characteristics of downtown Moorhead was important.

There was similar sentiment in the feedback received on the supporting values: people wanted to see more reference to inclusion and diversity. For the supporting values, people also suggested greater emphasis on walkability and connection to the nearby campuses.

11TH STREET UNDERPASS



For the first walkshop, attendees walked along 11th Street between Main Avenue to 1st Avenue North, which is the length of the proposed underpass. Emerging themes included the desire to have a well-lit, feeling of safety while using the underpass as a pedestrian or bicyclist. There was also discussion around the use of public art to activate the space. Further discussion led to envisioning the underpass as an active part of downtown by developing and/or preserving all or some of the adjacent parcels by excavating rather than lining the underpass with retaining walls. This could provide a place for the City to encourage entrepreneurship and startups by subsidizing space. Physical protection from fast-moving vehicles for bicyclists and pedestrians were considered a baseline for success.

CENTER AVENUE AND MALL

While walking along Center Avenue, and later in the Mall Atrium, people expressed a desire for a place to linger and hang out at the center of town. Some talked about creating a community center with a common sentiment of comfort hanging out without the pressures of spending money or moving quickly through.

CREATIVE PIONEERS DISTRICT & THE UNDERPASS

Creative Pioneers District & The Underpass comments were received during:

- An outdoor Walkshop
- The indoor Workshop
- Through the online Story Map

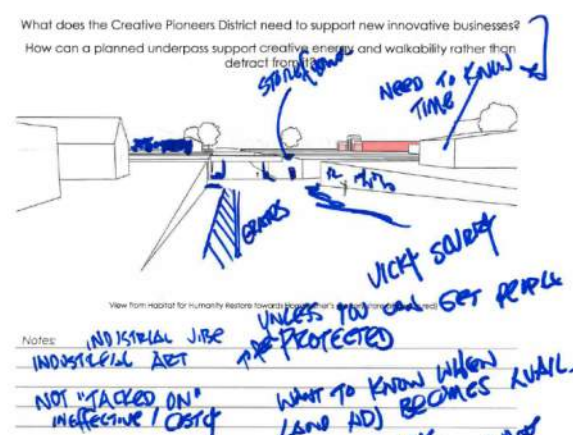
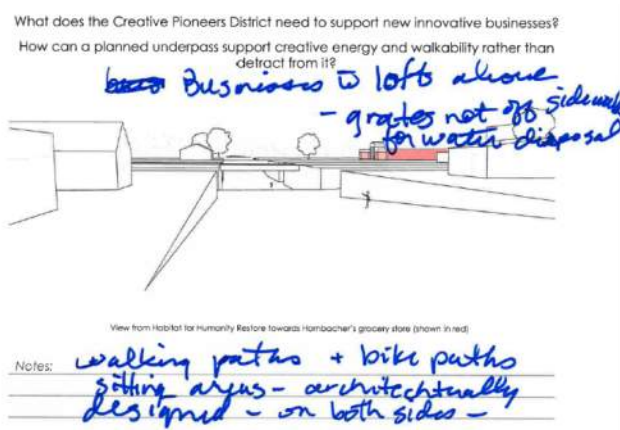
WALKSHOP (UNDERPASS/CREATIVE PIONEERS)

Comments on Existing Condition

- When does adjacent land of the underpass become available?
- Evening safety, lighting

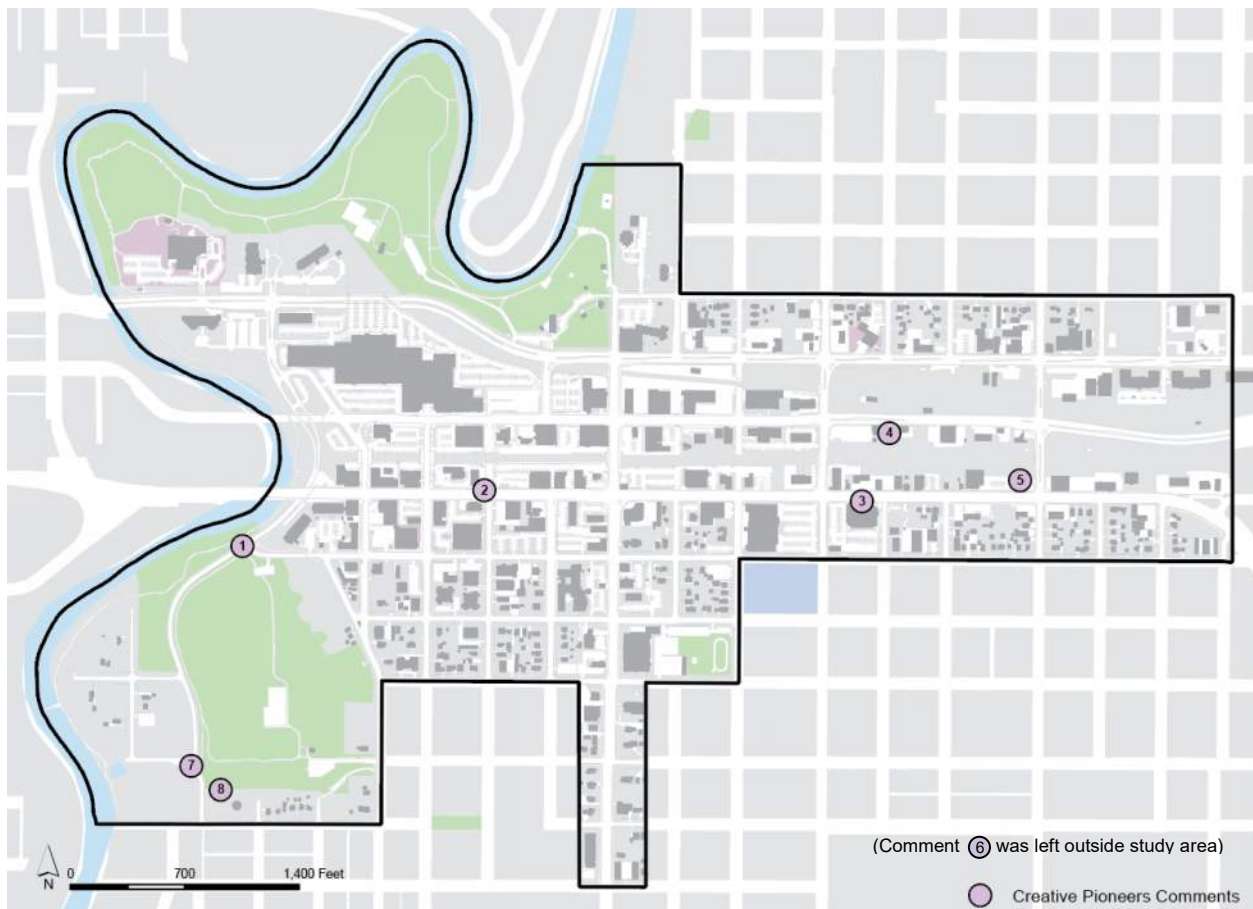
Activity notes

What does the Creative Pioneers District need to support new innovative businesses? How can a planned underpass support creative energy and walkability rather than detract from it?



- Fate of underpass & developable land around it
- Zoning Form
- Building up vertical incentives or zoning – create a barrier of some sort b/w peds and cars
- Improve walkability
- Urban artists for underpass
- Large scale infrastructure artist
- Interactive art
- Opportunities for dev. around underpass
- Artwork on the bridge – imprinting of concrete, lighting interacting to pedestrians nearby, anything that can project optical illusion
- Space for activities at the start of the grade, good space for park, rest. I see room for yoga in the grass
- Businesses with lofts allowed
- Grates not off sidewalk for water disposal
- Walking and bike paths
- Sitting areas – architecturally designed – on both sides
- Create a pedestrian platform, or at a minimum engineer the underpass so that a pedestrian platform can be easily added after, and don't forget bikes! If you've got the room to separate the biked from the pedestrians, that would probably be best, but if you don't have the room, do a shared-use path.
- This is more of a barrier than a park, land above underpass will be unused as green space

ONLINE STORY MAP (UNDERPASS/CREATIVE PIONEERS)



Map ID	What can be done to encourage businesses here	Design ideas to make underpass more interesting, walkable, and safe
1		roundabout
2		the double left turn lanes from the one-way to main ave east is a mess, reduce to a single turn lane.
3		avoid minimal setbacks as was done here. sidewalk is too narrow next to main.
4	Install plaza similar to that of Santé Fe, NM	
5	Install market with small stalls for innovative businesses	
6	Get rid of the run-down trailer parks. Nothing is more inviting than entering downtown through piles of trash and poorly maintained homes	
7		roundabout, then reconfigure the road to make the river drive continuous.
8	Remove this poor excuse for art	Green grass without the trash

SUMMARY AND ANALYSIS

The Broadway Street Pedestrian Safety Improvements project was developed as a result of high crash rates, including a pedestrian fatality and three other vehicle-pedestrian crashes. Project information can be found at link (subject to closure):

<https://storymaps.arcgis.com/stories/3ac7fa335bcc41e4bfd445cd3cb09c58>

An innovative, virtual approach for engaging the public was deemed necessary to effectively and safely engage the public during the COVID-19 pandemic. A virtual open-house and survey was conducted in order to share project information and solicit feedback. The comment period was open April 29th through May 12, 2020. The link was shared by City staff and stakeholders via email and social media and was highlighted by the Winona Post.

The interactive project website (“[virtual open house](#)”) was visited nearly 400 times during the open house period. Robust feedback was received with over 490 surveys completed and 15 comments left on an interactive mapping application. It should be noted the surveys outnumbering the site visits could be due to sharing direct links to the survey from the Winona City website or other sources. Comments were also received via email, written letters, and voicemails.

After recording and synthesizing the hundreds of responses to the survey and source of comments listed above, four predominant themes were noted:

- Pedestrian safety was consistently ranked as the top priority
- Respondents were evenly split between wanting a 3-lane conversion and leaving the road “as-is”
- Reduced speeds, shorter pedestrian crossing distances, and the addition of left turn lanes were considered key benefits
- Government spending, and the potential for roadway congestion were identified as key disadvantages (note: inconsistencies with research completed, described hereafter)

The split in support vs. opposition for the project is fairly consistent with similar roadway reconstruction projects across the State. Supporters generally see roadway redesign as a way to improve safety conditions with the potential to encourage more people to walk in town. Many opposing the project see problems with the users, not the roadway facility and fear the conversion to three-lanes will create congestion and be a waste of taxpayer funds.

Considering all responses, one thing is clear: Broadway’s current design fosters hostile relationships between drivers and other users. Drivers noted their inability to see pedestrians at crosswalks, giving them insufficient time to react and yield. Pedestrians consistently commented on feeling ‘unseen’ at crosswalks, noting if one driver yields there’s no guarantee that another driver won’t attempt to pass in the second lane.

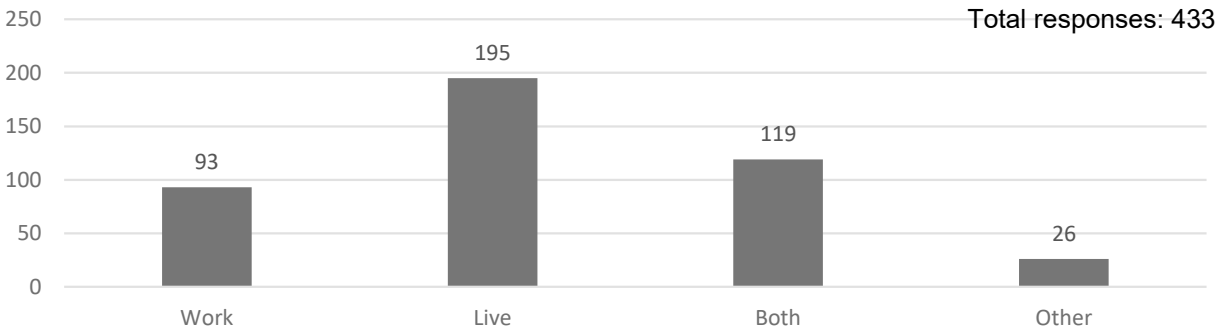


Project Information and survey on "Virtual Open House"

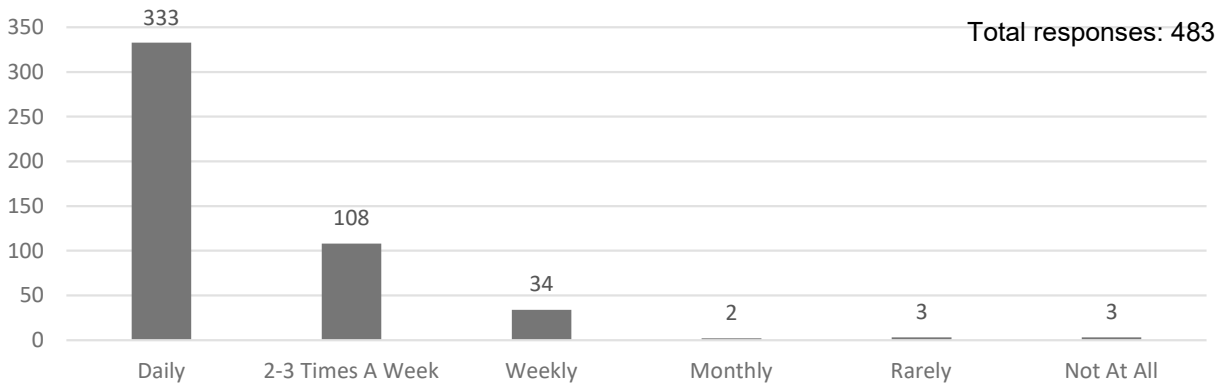
SUMMARY OF RESPONSES FOR EACH SURVEY QUESTION

Note: The following illustrates response to a survey and not a voting body. A full list of responses left when respondents chose “Other” can be found in the Appendix: *Full Survey Documentation*.

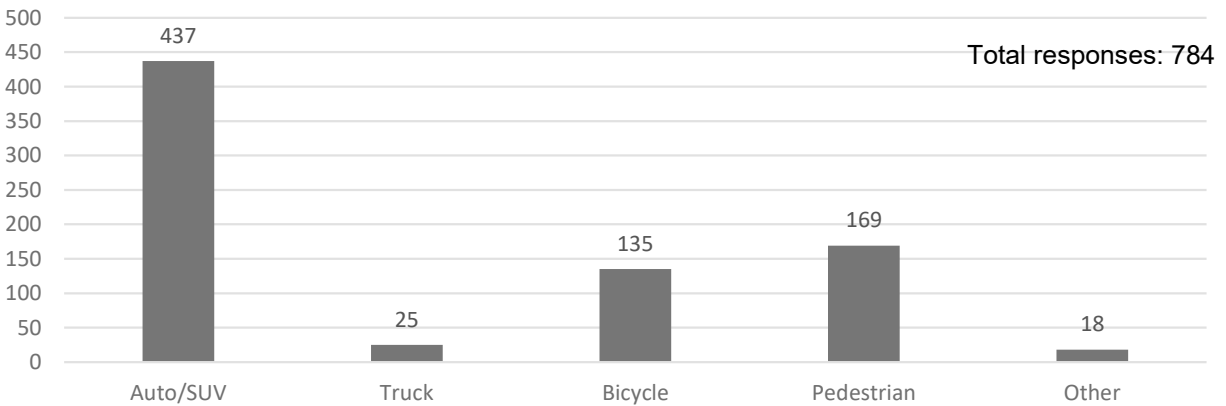
Question 1: Do you live or work near Broadway?



Question 2: How often do you use Broadway?



Question 3: How do you typically use Broadway?



Summary and Program Graphics



THE CHALLENGE:

Drinking Water Source Protection

Source water refers to drinking water from streams, rivers, lakes or underground aquifers that provides water for public water supplies and private wells. Source water protection is a community effort to prevent water pollution before it can reach our drinking water become a public health problem.

Metro Area Drinking Water Sources

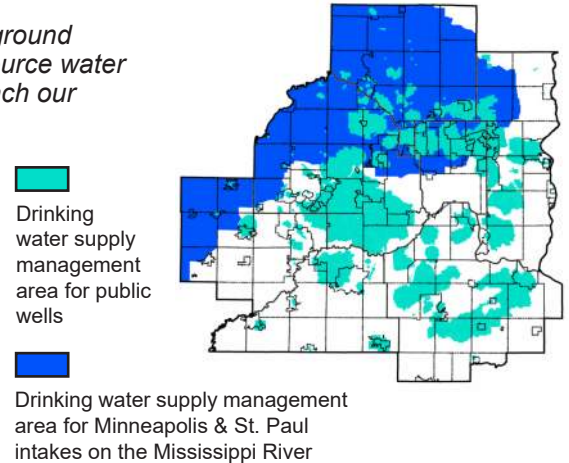
Drinking water source protection has been identified as a management goal for about 50% of the metro area. Of the region's 186 communities, 149 contain a source water protection area. Water flowing through these areas is the source for over 90% of the region's population (almost 3 million people).

Metro Area Land Use

Since land use is so tied to drinking water quality, the State has found it important 1) to assess the likelihood that aquifers are subject to impacts from overlying land and water uses, and 2) to help entities manage these areas through wellhead protection plans.

Met Council's Role

Met Council plans and makes strategic, efficient public investments to support our region's high quality of life and economic competitiveness. We work to achieve goals that are too big for one community but possible to accomplish as a region.



Our goals include having sustainable and plentiful high-quality water resources for future economic growth, high-quality of life, and recreational activities.

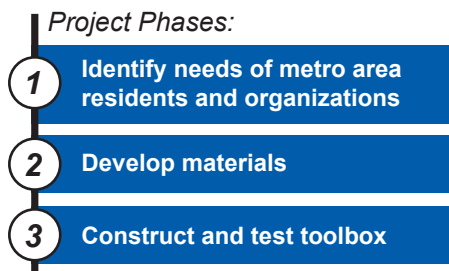
THE APPROACH:

Clear & Targeted Drinking Water Protection Guidance

This project centers on stakeholder engagement and water supply data management to create guidance that bridges the gap between agencies and local stakeholders.

What Does Success Look Like?

This work aims to support a toolbox of engagement tools, information, and resources to better protect drinking water in the metro area.

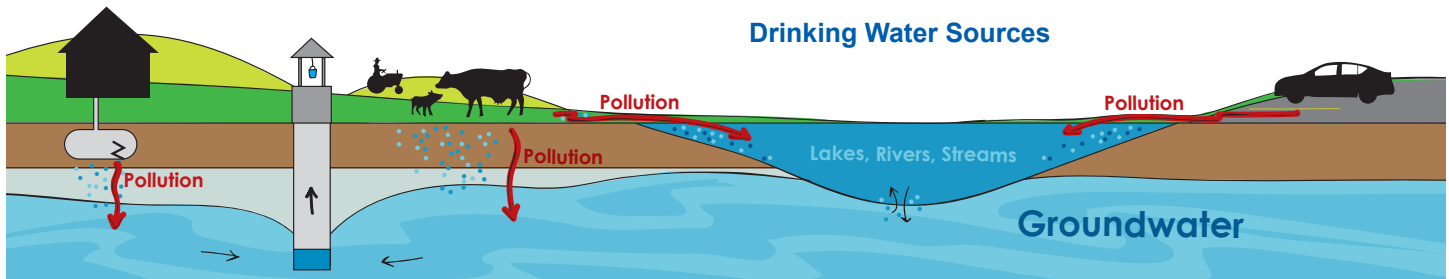


To Be Successful:

- Content will reflect the shared values and priorities of metro area stakeholders.
- Sound technical information will provide the foundation.
- Information will be customized for different stakeholder groups with different land uses and geographies.
- Drinking water protection tactics will be more directly connected to land use planning, water quality management programs, property management, and other activities.

The proposed toolbox will support better drinking water protection and integrated water management at a local level – connecting land use, surface water management, and drinking water management in a targeted way for the Twin Cities metropolitan area.

The toolbox will reflect the needs of end users.



FOR MORE
INFORMATION

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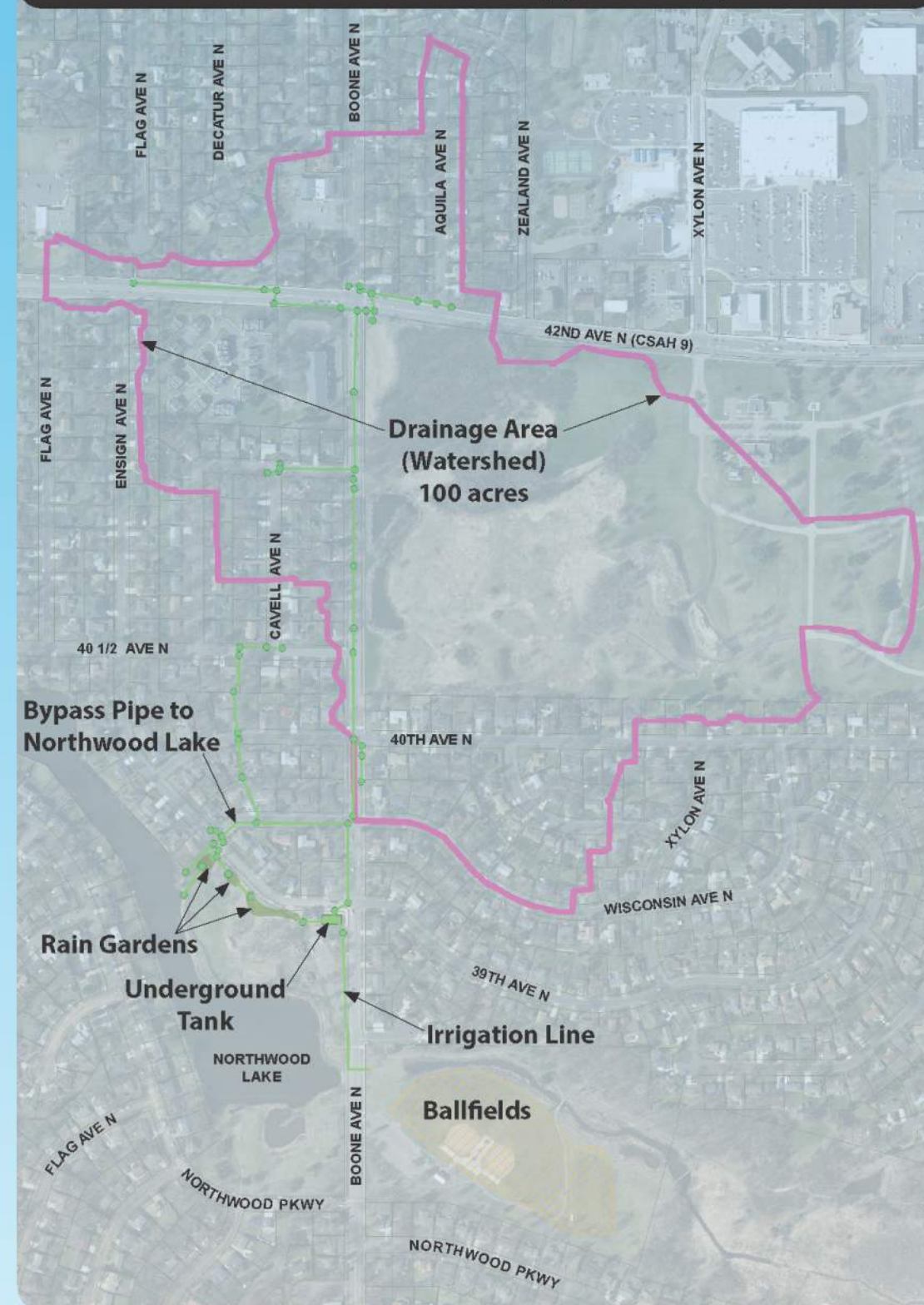
City of New Hope Rainwater Harvesting (Stormwater Re-use) Water Quality System

Project Description

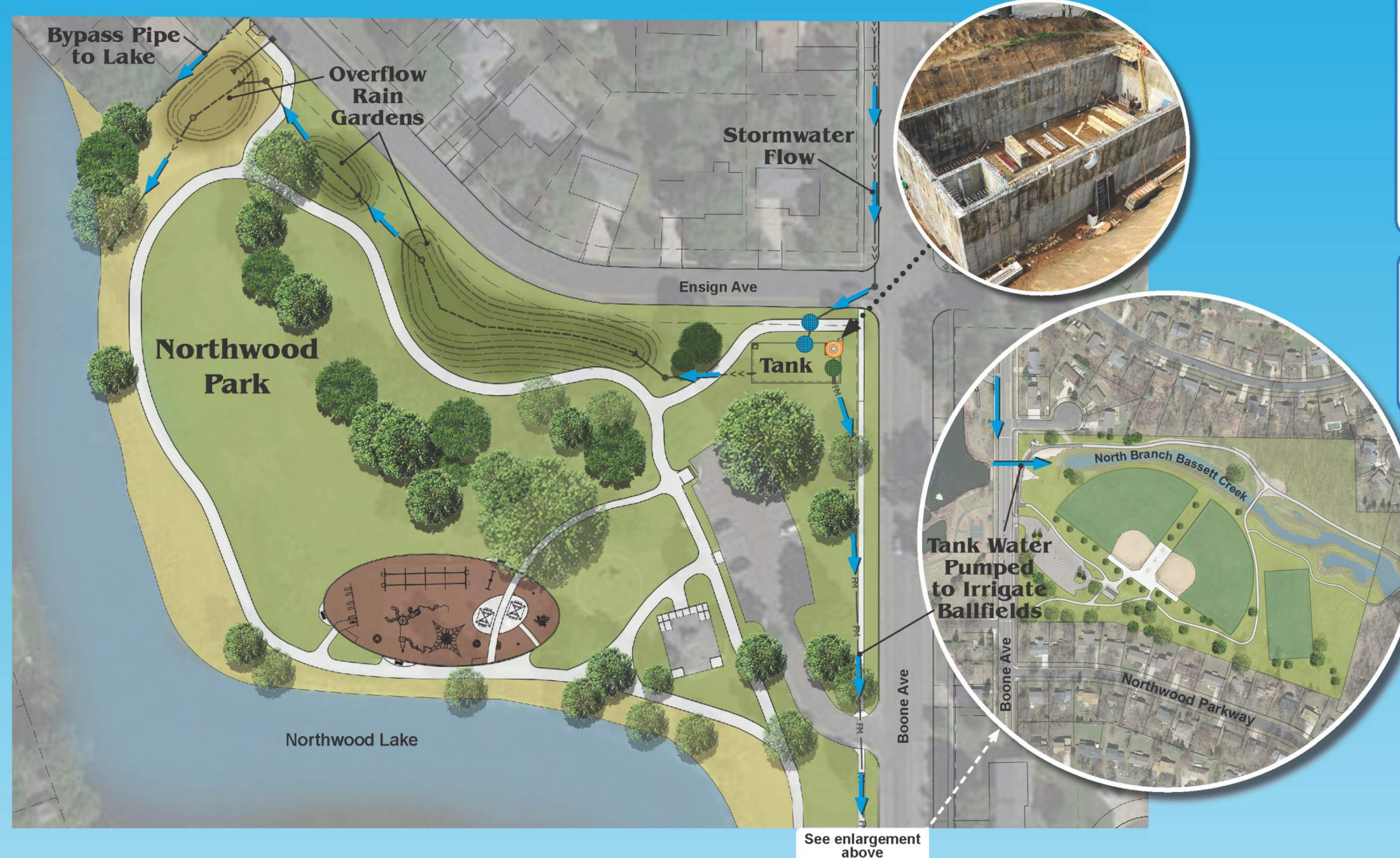
In 2016, the City of New Hope implemented several Best Management Practices (BMP's) to improve the water quality of Northwood Lake and downstream waters. Currently the lake does not meet State standards for water quality due to excessive nutrients. So, it was a priority for the city and the watershed organization to install improvements to help clean the water.

This project was constructed in coordination with the Bassett Creek Watershed Management Commission (BCWMC) to capture, treat, and reuse stormwater with the underground tank and a series of biofiltration basins (rain gardens). Now instead of rainwater polluted with fertilizers, grass clippings and pet waste flowing directly into the lake, it's captured, cleaned and reused or infiltrated into the ground.

Area Drainage Map



Northwood Park Stormwater Harvesting Map



We All Have Waterfront Property! Here's How You Can Help Keep Our Lakes and Streams Clean:

- Sweep up debris like fertilizer, grass clippings and winter salt from your driveway and sidewalks so it doesn't flow downstream.
- Pick up your pet's waste in your yard and dispose of it in the trash.
- Direct downspouts away from pavement. Install a raingarden! Make a "bathtub" for rain in your yard.
- Cleanout stormdrains in front of your home to prevent potential flooding and pollutants from entering the storm sewer system.

Water Conservation Benefits

- Uses recycled runoff to irrigate the 6.4 acres Northwood Park ball fields and soccer field.
- Reduce the City's annual water usage by up to 2.5 million gallons.

Runoff Control Benefits

- Redirect runoff from approximately 100 acres, including 22 acres of impervious surfaces to the rainwater harvesting tank.
- Recycle up to 335,000 cubic feet of stormwater runoff volume annually.
- Stores runoff from a 1-inch rainfall in the 160,000 gallon rainwater harvesting tank.

Water Quality Benefits

- Helps prevent pollutants from entering Northwood Lake.
- Prevents approximately 16 lbs. of phosphorous per year from entering Northwood Lake, ultimately reducing the amount of algae in the lake.
- Prevents approximately 4,600 lbs. of suspended solids (trash, debris, erosion, etc.) per year from entering Northwood Lake, ultimately improving the clarity of the water.

Rainwater Harvesting System Diagram



Irrigation System:

Recycled rainwater is pumped from the rainwater harvesting system to irrigate the Northwood Park ballfields and soccer fields.



- Rainwater Filter:** The rainwater filter/swirl underground structures remove leaves, debris, and sediment prior to entering the underground tank.
- Tank:** A 160,000 gallon tank provides rainwater storage for up to 2 weeks of irrigation for the Northwood Park ballfields and soccer field.
- Pump:** Draws rainwater out of tank and feeds the irrigation system.
- Fine Filter:** Provides fine filtration of smaller particles.
- Rain Gardens:** Three rain gardens provide treatment of the stormwater overflows from the tank prior to entering Northwood Lake.