

Agenda

Comp Plan Steering Committee Agenda
Thursday August 23, 2018
City Hall 333
4:00pm - 5:00pm

1. Welcome and introductions
2. Process recommendation

CPC COW work sessions and markup: 8/16 to 10/18

CPC Public Hearing and action: 10/29

City Council Public Hearing at special Committee of The Whole: Week of 11/12

City Council COW action: 12/5

City Council adoption: 12/7

3. Review of communications plan for final draft

The attached document is intended to:

- Reframe the narrative and restate the goals around the work (the frame we never had)
- Forecast and frame the final draft rollout (themes, revisions, executive summary, etc...)
- Define roles and responsibilities of the Steering Committee, City Council and Planning Commission
- Clearly communicate the process for final adoption

4. Term Sheet (handout at meeting)

City of Minneapolis
2040 Comprehensive Plan
Communications strategy for release of draft 2
DRAFT: August 15, 2018

Goals

- Reframe the narrative surrounding the comprehensive plan and the context of current and future growth in Minneapolis
- Demonstrate that city staff have seriously considered public comments
- Highlight key policy changes that have been made as a result of public comments
- Outline the upcoming process to adopt the 2040 Comprehensive Plan

Tactics

- Meet with Council Members to discuss their own feedback to the plan as well as feedback they have received from constituents
- Create marketing materials for Council Members
 - Messaging and FAQ
 - Social media content calendar with suggested posts
 - Content for Council Member electronic newsletters
- Identify third-party validators who can publicly support key elements of the plan (e.g., land use, density, affordable housing) and develop shared messaging
 - Consider media pitches, op-eds, letters to the editor, newsletter stories, social media
- Have embargoed conversations with reporters in advance of the release of draft 2
 - Provide background on decisions made in the first draft, address misconceptions/misinformation shared during the public comment period, share high-level feedback received (point reporters to the full comments online), highlight changes being proposed in draft 2
 - Ideally hold these briefings within a week of releasing draft 2
- Brief Council Members on the changes in draft 2
 - Ideally hold these briefings as close together as possible and as close to the release date as possible
- Release draft 2 (messaging will focus on high-level changes to the plan made as a result of public feedback and the process going forward to adopt the plan)
 - Press release, social media, website updates
 - News conference with supportive Council Members and third-party validators
- Continued communications regarding draft 2
 - Public meetings/open houses to explain the plan
 - Communications from third-party validators
 - Limit electronic communications

Timeline

- Identify third-party validators (August-September)
- Embargoed conversations with reporters (days or a week before Council Member briefings)
- Council Member briefings (as close to the release date as possible)
- Release draft 2 (end of September)
- Continued communications regarding draft 2 (October-December)

Messages (as of August 15, 2018)

- City staff have reviewed more than 10,000 comments received during the comment period.
- They have read each comment, taken them all seriously, and will be considering ways to incorporate changes into the plan to reflect this robust public feedback.
- Feedback and comments included:
 - A wide spectrum of ideas on land use, density, affordable housing, and community growth
 - The need to create synergies between educational/professional training programs and the City's goals (e.g., green building, preservation)
 - The need to provide more support to small businesses, especially in vulnerable areas, to avoid displacement
 - The need for multi-generational housing that allows residents with strong ties to a neighborhood to stay in that neighborhood throughout their life
 - The importance of supporting residents who want to improve the public realm in their neighborhoods
 - The importance of strengthening inter-jurisdictional relationships, such as those between City and the County, school district, Metro Transit and nonprofit sectors, to do the work outlined in the comprehensive plan
- A new version of the draft plan will be released in late September, at which point it will go to the Planning Commission for their consideration and then to the City Council. The public will continue to be engaged throughout the process.