



PROCEDURE

Community Engagement for Development Projects

PURPOSE

Below are guidelines for the different levels of engagement that can be used for various development projects depending on the level of city involvement or regulatory changes requested. The 3 main reasons for this document are to:

1. Create a consistent approach for staff to follow community outreach for similar projects while also allowing some flexibility based on project context (i.e., who this project impacts or what broader community goals it serves).
2. Establish a communication tool for policy makers, developers, and residents.
3. Align outreach efforts for multifamily housing development projects with all other types of new development.

BACKGROUND

In December 2012, the City Council approved a Multifamily Housing Outreach Policy detailing required outreach for new proposed multifamily housing projects. Since then, a wider variety of strategies have become available to get resident input on development projects. This procedure is intended to replace the Multifamily Housing Outreach Policy to include additional strategies such as a website page or online feedback form and to create a more consistent approach for all development projects while also allowing for some flexibility based on the specific project context.

DEFINITIONS

For the purpose of these guidelines, **development projects** are projects that result in new buildings.

RESPONSIBILITIES

This is a general breakdown of roles which may be adjusted according to the project.

- Developer: responsible for arranging and hosting meetings, designing, printing, and distributing materials, and coordinating with city staff on outreach.

- City staff:
 - Community Development: project management, general support.
 - Community Engagement: survey/feedback form design and outreach support, connecting developer with community groups/project stakeholders.
 - Communications: sending emails to city lists, website updates, social media posts, etc.

PROCEDURE

This engagement should be completed before the project goes to the Planning Commission. Responses from the Community Engagement process should be included in the information presented to the Commission and/or in initial presentations to the Brooklyn Park City Council.

1. Development projects that are permitted or conditional uses (inform).

This level of engagement is used to INFORM community members of a new development project that is a legally allowed use. It allows people to provide feedback on design and other conditions for a project that may be incorporated by the Planning Commission and City Council.

- Standard outreach:
 - 500 ft mailing (letter) and Published in Sun Post (if a Public Hearing is required)
 - Add to online development map (here)
 - Email to 3-4 closest neighborhoods with link to additional information
 - Post a sign on the site
 - Public Hearing (if required by State Statute or City Ordinance)
 - Next-door
- Other optional strategies to consider, based on the complexity or impact of the project:
 - Neighborhood meeting

2a) Development projects needing Comprehensive Plan or Zoning amendments or City/EDA financial requests (consult).

This level of engagement is used to CONSULT with community when there is a City/EDA financial participation on private property or regulatory change needed. Approval and financial participation in these projects are discretionary. This may also be used when there is significant public interest, concern or perceived impacts, there is a history of community interest in a site, or the community requests to be informed.

- Follow the standard and optional strategies listed above in #1
- Additional standard outreach includes:
 - Webpage with information about the project
 - Online feedback form
 - Post on Social Media (directing to webpage)
 - Work with Community Engagement team to identify other stakeholders for the site (i.e., housing advocates on an anticipated housing site)

2b) Development Projects on City or EDA-owned land (early engagement)

For development projects on land owned by the City or EDA, a higher level of engagement with community is needed. The City/EDA is leading these projects as landowner and/or is selling the land for a specific type of development. The intent is to engage with community members in a proactive way, through a planning process, before development is proposed. Stakeholders are defined more broadly for this level of engagement and could include a stakeholder analysis prior to beginning work. Strategies to consider include:

- Community engagement and planning or the charette process. Examples:
 - CDI process from LISC (Park and Ride site 2021/2022, Tessman Ridge project on NHCC land in 2017, Regent site 2008)
 - Planning funded by the LCDA pre-development grant process (Regent site 2022)
 - A small area or corridor plan process
- Community and stakeholder review of draft Request for Qualifications/Proposals.
- Neighborhood meeting when there is a directly impacted neighborhood.

ATTACHMENTS

Additional guidance and resources, including outreach templates, are attached.

- A. Website template (with survey when needed)
- B. Mailing template
- C. Neighborhood meeting guidance

AUTHORIZATION

N/A.

ATTACHMENT A: WEBSITE TEMPLATE (WITH SURVEY WHEN NEEDED)

Content

- Purpose of the webpage or survey – for example, to make sure residents know about the project and see if they have any suggestions to improve it
- Brief background on the project – location, # of units, materials used, building features, price range and affordability, long-term ownership/management approach, etc
 - Include background on developer/development team
- Image(s)
- Next steps - How will the input be used? What are the next steps for the project?
 - Information about date it will go to the EDA, if known
- Feedback form (when needed)
- Contact information for someone from the project team

Examples

[Tessman Ridge Development](#)

- [Corridor Development Initiative \(CDI\) Park & Ride](#)

Online feedback form recommendations

Could be hosted by Microsoft Forms, SurveyMonkey, or another platform. Example questions include:

- Based on what you've learned about the proposed project, what do you like about the building or site design?
- What concerns do you have about the building or site design?
- What questions do you have?
- Share your contact info if you want to get future updates on this project (only if you plan to continue to share updates)

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ATTACHMENT B: MAILING TEMPLATE

Content

- Purpose of the invitation – to be informed on the project, to attend a neighborhood meeting, to give online feedback, etc.
- Location and type of development – e.g., housing, mixed-use, commercial, and a map of the location
- Image(s)
- Survey (if applicable)
- Dates and times of meetings, how to attend, dates online survey will be open, expected time period of development (e.g., summer 2022), etc.
- Follow up links/contact info
- QR code for scanning
- Bitly or other short url
- Contact information – name, phone number and email address of developer

Examples

- [Real Estate Equities](#)
- [Corridor Development Initiative \(CDI\) Park & Ride](#)

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ATTACHMENT C: NEIGHBORHOOD MEETING GUIDANCE

Purpose:

- For the developer to share the development concept with the community and to hear the neighbors' ideas and concerns about the proposed development so that plans can incorporate the feedback.

Host:

- Developer
- City staff can provide support and should be in attendance

Suggested location:

- In the immediate neighborhood (school, church, park, etc.)
- City buildings such as the Community Activity Center or City Hall may also be available

Standard outreach:

- One citywide email (for projects at the CONSULT level of engagement)
- Mailing 500 ft
- 2-3 emails to neighborhood where development is located
- Post on city events calendar
- Ask Josie Shardlow, Community Engagement Manager, for a list of local contacts to 763-493-8388.
- Consider: who else needs to know about the development? City staff can help create a list of other stakeholders to inform them about meetings when necessary (i.e., housing advocates when the project includes affordable housing).

Online/hybrid meeting best practices:

- Ensure location has WiFi that will support video
- Virtual option preferred with video. Invitation may or may not include an option to call in via phone
- Share screen with presentation on the online platform, not just an image of the in-person presentation
- Ask if online participants have questions/concerns