



2022

SPRING
CONFERENCE



IAP2 USA
Midwest Chapter

| Title | Description | Presenter(s) |
|--|--|---|
| <p>Unlearning: Setting Aside Old Ideas to Embrace New Challenges</p> | <p>In recent years, public consciousness has become ever more aware of the vast inequalities embedded in our systems and our society. As P2 practitioners, inclusion and accessibility are an integral part of our work, but our profession and practices are not immune to systemic inequities. Current practices have evolved from a context that has historically amplified some voices while excluding others. To develop truly inclusive practices, we need to unlearn some of the deeply ingrained ideas and habits that got us here in the first place. In this session, we will explore the concept of adaptation through unlearning, unpacking the theory and considering what kinds of opportunities and goals it presents in relation to a more equitable and inclusive public engagement practice.</p> | <p>Dana Garner Emerge Solutions</p> |
| <p>Designing Intentional Connection for Engagement (DICE)</p> | <p>When designing for public participation, most facilitators spend the majority of time focusing on the content of their presentation and very little time on the ice-breakers, or what I like to call "Let's Connect" activities. By being intentional and building time for connect activities, you can create a safer and more inclusive space for people to engage. Are you ready to throw the dice and learn some new tools? Warning: This session is interactive and you might be pushed out of your comfort zone.</p> | <p>Amanda Crombie Emily Larson City of Bloomington</p> |
| <p>Transportation Engagement: The Case for DEI Process in Phillips</p> | <p>Our traffic safety project targets 24th street, 26th street, 28th street as well as Chicago Avenue in the Phillips neighborhood located in Minneapolis, MN. Phillips is an intergenerational neighborhood with foreign-born residents who speak another language than English. Low-income families with a mix of races and ethnicities shop at diverse</p> | <p>Sylvie Guezeon Mike Samuelson Minneapolis Public Works</p> |

| | | |
|--|--|---|
| | <p>businesses and attend a diversity of worship places. Historically, the City of Minneapolis has under-engaged the viewpoints of the unhoused, renters, youth, and BIPOC residents. Thus, DEI matters in this project because we must constantly remind ourselves which type of engagement we have to use and how we build trust and lasting relationships with those communities who have to participate in this engagement process.</p> <p>However, while this project seeks to reduce barriers to participation for BIPOC communities as a new approach from the City of Minneapolis, we had a small budget. Therefore, the lack of swag and supplies and ways to make our engagement more enticing negatively impacts our outreach for some communities.</p> <p>I gained experience for engagement with residents and community-based organizations and the importance of patiently building relationships. Specifically, I learned to work with a variety of communities from backgrounds different from my own.</p> | |
| <p>Growing Local: Fostering emerging leadership in Southern Minnesota</p> | <p>Minnesota communities continue to diversify, and some are actively searching for ways to reflect that in local leadership. Considering the Center for Rural Policy Development’s recent report, “Immigrants, Refugees, and Local Government Outreach in Rural Minnesota,” creative approaches are necessary to succeed in diversifying local leadership. The City of Northfield in collaboration with the University of Minnesota Extension and local Northfield organizations designed and launched the Growing Local: Northfield Emerging Leaders Program in 2020. Its vision is to diversify city leadership to those community members underrepresented, especially on the city’s boards and commissions. Since then, the first cohort’s graduates have been increasing community involvement, the 2nd cohort has launched, and this partnership continues to explore ways to build readiness for effective inclusion of emerging and more diverse community members. Join us in conversation around lessons from the Growing Local program and newer projects to increase diverse community leadership where you live.</p> | <p>Lisa Hinz Jocelyn Hernandez-Swanson Jennyffer Barrientos Beth Kallestad</p> <p>University of Minnesota Extension Healthy Community Initiative City of Northfield</p> |
| <p>Voter Outreach 201: Next Steps for Civic Engagement</p> | <p>Voting and elections are one of the largest public participation processes a city engages in each year. Limited budgets, time and other constraints have pushed voter outreach to the bottom of a long list of priorities. Helping all voters access resources is both a mass communications and an individual one on one challenge. How do we ensure that voters experiencing homelessness or living in historically under-resourced areas have the same access to information as everyone else, and the extra information they might need to vote? In this session you will learn about the breadth and depth of voter outreach services offered by the City of St. Louis Park. Reviewing what has worked, what didn't and what the future holds for voter outreach and civic engagement.</p> | <p>Michael Sund City of St. Louis Park</p> |
| <p>Building capacity: How to evaluate purposefully and successfully for accountability</p> | <p>Most organizations and practitioners understand that evaluation is an important part of public engagement and routinely evaluate their P2 activities. Relatively few organizations, however, are leveraging evaluation to push forward on their goals and build trust by demonstrating genuine accountability. This session is intended to help practitioners move past simply evaluating activities into the project level and beyond: assessments that look at how multiple engagement</p> | <p>Maria deBrujin Emerge Solutions, Inc.</p> |

| | | |
|--|---|--|
| | <p>activities contribute to achieving larger project outcomes and provide a basis for ongoing project-to-project comparison. The session will make these larger-scale evaluations more accessible by breaking them down into their essential components, allowing practitioners to make strategic, purposeful choices. Participants will crystallize their understanding by applying this expanded evaluation practice to a real-world challenge: how to effectively measure progress on diversity and inclusion initiatives in P2 practice.</p> | |
| <p>Building Community Capacity to Address Flood Risk and Resiliency</p> | <p>Staff at the City of Edina recently received Council approval for a flood risk reduction project design that is estimated to cost around \$10 million dollars and would remove 6 acres of urban forest that doubles as a beloved unsanctioned dog park, all while receiving broad community support. How did we get to 'yes'?</p> | <p>Jessica Wilson City of Edina</p> |
| <p>Building and Maintaining Trust using Participatory Budgeting</p> | <p>In the wake of the murder of Michael Brown and the civil unrest that followed suit both in Ferguson and in Missouri as a whole, the St. Louis County Department of Public Health was awarded a \$4.7 million grant in 2016 from the Substance Abuse and Mental Health Services Administration (SAMHSA) for the ReCAST (Resiliency in Communities after Stress and Trauma) initiative. The initiative aimed to provide the community with power in decision making as well as self-efficacy. St. Louis ReCAST was implemented in the federally designated Promise Zone, which encompasses 28 North St. Louis County municipalities and 11 North St. Louis City wards and utilized a participatory budgeting process to develop, score, and monitor micro-grants in violence prevention, youth engagement, peer support, and mental health. St. Louis ReCAST was successful because it empowered the community. This session will demonstrate the PB process as well as address lessons learned along the way to ensure public trust did not waiver.</p> | <p>Paula M. Southerland St. Louis County</p> |
| <p>Tribal Engagement Beyond a Checkbox</p> | <p>Family history, education, and community are some of the factors that inform people's worldview. Expanding our viewpoint advances our understanding of the world around us, the people we work with, and the people who are affected by our work. It can also support transformative changes to project development, public participation, and outreach methodologies. We will look to Indigenous cultural examples for consensus-building and rethinking a linear project development process. We'll walk through engagement methods and strategies used on a range of projects and how that engagement is informing planning and design outcomes. At the end of the session, we will facilitate a discussion around examining the engagement process.</p> | <p>Regine Kennedy Maggie Lorenz John Reynolds</p> <p>106 Group, Lower Phalen Creek Project</p> |
| <p>Beyond the Digital Meeting: Engaging During a Pandemic and Beyond</p> | <p>With the death of George Floyd, the Twin Cities metro – already under near-lockdown conditions through COVID-19 – experienced shock waves from both the incident and the aftermath. For residents along Rice Street, a mixed-use corridor running through some of the most diverse and low-income neighborhoods in the Twin Cities, the impacts were both profound and personal. And for the already underway Rice Street multimodal project, big questions came up about how to move forward – not just with bicycle and pedestrian improvements, but for supporting and restoring community. While urgent traffic safety and public safety needs compelled action, standard approaches to working through solutions were no longer viable in that context. Hear from members of the project team about a transformational process to plan</p> | <p>Nicole Krause Bolton & Menk, Inc.</p> |

| | | |
|--|---|--|
| | for the future of the corridor and to build community resilience through local empowerment. | |
| Planning with Z.E.S.T! Walking the Equity Talk | Join us for an exciting interactive session that takes you through Zan Associates' ongoing journey to equity authenticity and accountability. Learn how Zan's efforts to build an inclusive environment evolved from hiring to ongoing learning experiences to creating an equity scorecard tool (the Z.E.S.T.) Experience a taste of the learning opportunities, hear from clients-real case studies- who worked with ZAN's tool, and try out the Z.E.S.T. with your own agency or business. Learn how planning with the scorecard helps to build critical background knowledge before a project and gains the trust of diverse (race, ethnicity, language ability, socioeconomic) populations around the state. See a relevant model in action, ask questions and learn how to develop your own ZESTy and authentic workplace. | Brigitte Bjorklund Zan Associates |
| PR Isn't Participation | Public engagement is often lumped in with communications, and many of us come from backgrounds in public relations, marketing, or other traditional communications roles. So, what's the difference between PR and P2? How do they work together? And which should you be doing now? We will look at differences, similarities, and tools, and consider what public engagement means, and why it matters to make the distinction. Included in this presentation and discussion will be building trust with audiences, hearing from those rarely represented, and low-budget ways to incorporate engagement strategies into your communications and outreach planning. | Heather Lasher Todd StratCommRx |
| Twin Cities dual approaches to building community trust through engagement | This session will evaluate the innovations, successes, and challenges in realizing P2 access amongst diverse communities in the Twin Cities. The presenters and audience members will participate in a panel discussion comparing, contrasting, and evaluating two recent efforts to build community trust through public engagement. The moderated discussion will focus on two case studies in the Twin Cities region, the Upper Harbor Terminal Public Realm Infrastructure project in Minneapolis and the Battle Creek Park Master Plan in Maplewood/St. Paul. Both projects included robust engagement efforts with a focus on connecting with diverse audiences and encouraging inclusive public participation. Presenters will share their experiences facilitating inclusive engagement with multiple audiences as well as engage audience members in a discussion aimed at evaluating project outcomes and future applications for building community trust. | Steve Falkers Jono Cowgill Dan McNeil SRF Consulting Group Inc. |
| Health on the Go | Health on the Go is a collaborative project between the cities of Brooklyn Center, Brooklyn Park, Brooklyn Bridge Alliance, Hennepin County Public Health, Northwest Hennepin Family Service Collaborative, ACER, and community leaders. Health on the Go! (HOTG) is a tiny home mobile unit deployed throughout both cities to help promote good health and positive wellbeing. The HOTG program serves as a bridge between community, public and culturally responsive health resources. We began our design work in September 2020 and piloted our first events in December 2020. In this session participants will learn how to identify partners, Health on the Go successes and failures, creating shared values, communication, engagement, and program evaluation of Health on the Go. | Brenda Morales Dan-neya Yancey Janelle Crossfield City of Brooklyn Park, City of Brooklyn Center, Hennepin County |

| | | |
|--|--|---|
| Centering Frontline Communities in Resilience Planning in Rochester, MN | Come learn how Rochester MN, in partnership with Center for Energy and Environment, centered communities typically left out of decision-making processes; such as BIPOC, new immigrants, the disability community, students, and others; in creating a community-based sustainability and resilience plan. | Molly Janis, Center for Energy and Environment Lauren Jensen, City of Rochester |
| Lessons from evaluating organization-wide engagement practices: A Minneapolis Case Study | <p>This workshop explores lessons from an internal evaluation of the City of Minneapolis’ engagement practices. The evaluation focused on City leadership, departments, and staff, with the goal of learning how the City of Minneapolis could more effectively and equitably engage its residents.</p> <p>Join staff and the consultant who led the evaluation work to discuss the evaluation, its findings and recommendations, and how Minneapolis is moving the work forward. You will come away with an understanding of:</p> <ul style="list-style-type: none"> • Opportunities and challenges with organization-wide inquiry into engagement • Characteristics of inclusive and equitable engagement practices in the context of the City of Minneapolis • Examples of successes and barriers related to equitable engagement practices • Recommendations for addressing barriers to equitable engagement practices at an organizational level. | Cheyenne Brodeen Renae Youngs Kate Noble City of Minneapolis and Colibri Consulting |
| Into the Frying Pan: A Psychological Approach to Difficult Conversations | We presume ourselves to be rational creatures, often using logic-based problem-solving methods such as ORID. But the reality is, we are often swayed by powerful emotions underlying what we think and how we act. This session will help you put this knowledge into practice, applying a psychological approach to help groups process intense emotions and become more effective problem-solvers for their communities. We will explore how emotions impact us and introduce a small group technique called FOCUS aimed at diving into the root of problems and developing mutual understanding, making it possible for groups to shift from complaint-mode into problem-solving mode even on challenging issues like affordable housing, systemic racism, and climate change. | Maddie Hughes Shockey Consulting |
| Beyond Talking: Building Equity into Transportation Projects | Transportation organizations and their managers are being challenged to use their power to reverse the harmful impacts of past decisions on BIPOC and low-income communities. If yesterday’s challenge was to listen, today’s is to act. Yet much of the action – and talk – remains at the highest policy levels. When it comes to transportation planning and design, what does it mean to incorporate equity at the project level? How can project managers be proactive? What if community outreach points in a different direction than the technical analysis? What have we learned? Panelists will share how these and other questions have been tackled on recent projects in the Twin Cities, including work in the Hwy 77 corridor. The session will conclude with a small group exercise to generate ideas for extending agency resources to address the expanded mission and expectations that come with incorporating equity at the project level. | Tim Burkhardt, Alliant Engineering Ryan Wilson, MnDOT Metro Allison Bell, Bellwether Consulting Karyssa Jackson, Bellwether Consulting |
| Two Pandemics: Catalyst for Change | In the face of two pandemics – COVID-19 and the murder of George Floyd – Hennepin County’s newly created Engagement Services Division | Kelsey Dawson Walton Hennepin County |

had a defining opportunity to listen, respond and engage residents. While providing services and resources to community members impacted by COVID-19, Minneapolis also became the epi-center for the civil unrest following the murder of George Floyd, both impacting the entire world. Out of these crises was born an opportunity to forge and strengthen relationships with community members and organizations, key providers, employees and other stakeholders. We had the opportunity to deploy tactics directly from IAP2 to make this work successful.

This session will focus on the organizational impact of prioritizing community engagement. It will cover tactics and real examples of how Hennepin County expanded internal capacity by breaking down silos, centering employees lived experiences and partnering with other local government entities. This session will also uncover gaps discovered in how we serve residents and show up in community. By addressing these issues, new programs were developed, including a translation pilot and Trusted Messenger program, which resulted in the County making a greater investment in community engagement and gave residents a voice regarding issues that impact their daily lives.