

Community Engagement Plan (CEP)

City of Glencoe Comprehensive Plan

DRAFT 12/16/20

1. Summary

This Community Engagement Plan (CEP) presents an overview of the tools, approaches, issues and considerations for engaging the Glencoe community and receiving their comments and guidance for the City's Comprehensive Plan.

This CEP is intended to evolve through the life of the project, and to respond to guidance from City of Glencoe staff, Project Steering Committee (PSC) members, City Council, and other project partners.

2. Impacts from and Response to COVID-19

The State of Minnesota continues under a set of social distancing guidelines as work on this plan begins. Community engagement traditionally includes in-person and online activities. *In-person* activities are generally not compatible with the social distancing guidelines currently in effect. To respond, this CEP includes an enhanced set of *online* activities designed to engage the community and receive the guidance that is needed to develop a responsive and effective plan.

In-person activities are still described in this CEP, but it is assumed that due to current conditions the great majority of this project's engagement activities will be conducted virtually using agreed upon online / internet tools.

This CEP will be updated as needed to reflect changes in engagement strategies and activities.

3. Audiences / Stakeholders

Two general audiences / types of stakeholders are identified as part of this project:

- » *Internal stakeholders*: City staff, Steering Committee members, agency and organizational partners
- » *External stakeholders*: Community organizations and the general public

More detailed definition and potential engagement activities for each are defined in the following sections of this document.

4. Engagement with Internal stakeholders

Internal stakeholders include City staff, agency partners, and members of project-related bodies who are directly involved in the steering, management, or development of the project.

Project Steering Committee (PSC)

The Project Steering Committee is made up of members of the Glencoe Revitalization Committee (GRC), which in turn is made up of the membership of the Downtown Revitalization Committee (DRC) and all five standing members of the Planning and Industrial Commission, who are also voting members of the PSC. Additionally, all City Councilors are invited to participate as ex-officio, non-voting members of the PSC.

Roles and responsibilities of the PSC include:

- » Guides key decisions and the overall direction of the project
- » Facilitates communication with residents, and with other City and Agency stakeholders
- » Offers guidance for development of project recommendations and the draft plan
- » Provides initial review of key items prior to wider distribution
- » Provides support with gathering community information and data
- » Ensures that the plan is compatible with current City plans and policies

The PSC meets every month. Meetings are open to the public; participation of the press, local citizens and other interested parties is encouraged.

Meetings are coordinated by Glencoe Assistant City Administrator Lynn Neumann and facilitated by the consultant team.

Members of the PSC include (affiliation provided in parenthesis):

- » Rachel Schuette (Security Bank & Trust)
- » Kerry Ward (McLeod County Public Health)
- » Sharon Hoese (Citizen)
- » Chip Anderson (SLS - Schad, Lindstrand & Schuth, Ltd)
- » Jon VanDamme (Glencoe Wine & Spirits)
- » Charlie Guerrero (Home Solutions)
- » Larry Anderson (State Farm Insurance)
- » Jon Dahlke (Glencoe Fire Department)

- » Mike Drew (Citizen)
- » Gabby Fountain (Glencoe Public Library)
- » Michael Donnay (Rice Companies)
- » Elisa Dording (Glencoe Police Department)
- » Kyle Sparby (Glencoe Light and Power)
- » Becky Edwards (First Lutheran Church)
- » Ryan Voss (RDV Companies to 01/01/21, Mayor-Elect)
- » Lynn Exsted (Planning & Industrial Commission)
- » Bob Senst (Planning & Industrial Commission)
- » Wes Olson (Planning & Industrial Commission)
- » David Stark (Planning & Industrial Commission)
- » Kevin Dietz (Planning & Industrial Commission)
- » Jim Eiden (Park Board)
- » Randy Wilson (Mayor to 01/01/21)
- » Milan Alexander (Councilor Precinct 1 to 01/01/21)
- » Sue Olson (Councilor-Elect Precinct 1)
- » John Schrupp (Councilor Precinct 2)
- » Paul Lemke (Councilor Precinct 3)
- » Cory Neid (Councilor Precinct 4)
- » Allen Robeck (Councilor At-Large)

PSC meetings

The PSC will meet on a monthly basis to discuss plan progress, share project updates, and offer guidance needed at key points through the plan development process.

Meetings will begin in November 2020 and continue until the completion of the project in November 2021. Meetings are scheduled for the third Thursday of each month, from 11:30 am to 1 pm.

The majority of meetings will be held remotely, via Zoom or similar web conference platform. A select number of meetings, including the PSC Kickoff Meeting (scheduled for Thursday November 19 at 11:30 am) will be held in person, with remaining meetings held remotely.

City Council and Mayor

The Glencoe Mayor and City Council are ex-officio members of the Project Steering Committee, and will receive all of the communications and updates shared with the PSC. In addition, they will be informed of project progress and consulted as needed throughout the project. Glencoe Assistant City Administrator Lynn Neumann will be the main point of contact with the Mayor and City Council, and will coordinate meetings and presentations as needed.

Other City Boards and Commissions

The City of Glencoe includes several councils, boards and commissions. As needed, board members may be invited to participate in project update meetings and to provide comments on project direction at major milestones.

City boards and commissions that will receive project updates from the project team include:

- » Planning and Industrial Commission (members of this Commission serve as voting members of the PSC)
- » Park Board

Glencoe Assistant City Administrator Lynn Neumann will be the main point of contact with City boards and commissions, and will coordinate meetings and presentations as needed.

5. Engagement with Community and External Stakeholders

External stakeholders include residents, business owners, other governing bodies, educational entities, and visitors.

Residents

Glencoe residents will be consulted at the project visioning stage and at several points throughout the project. The goal of engaging residents is to receive their priorities and vision for the future of their City and their goals for the Plan.

Potential organizations for connecting with residents include:

- » Neighborhood or Resident Organizations
 - Facebook: Life of Glencoe MN (<https://www.facebook.com/groups/537749179642878>)
 - Facebook: Real Life in Glencoe (<https://www.facebook.com/groups/331942450335846>)
- » Glencoe - Silver Lake Public Schools (<https://www.gsl.k12.mn.us>)
- » Service Organizations (Rotary, Kiwanis, others)
- » Farmer's Market and Community Events
- » Arts Centers and Organizations

Business Community

Members of the Glencoe business community will be consulted to receive their comments, priorities and guidance for the Plan.

Potential organizations for connecting with the business community include:

- » Glencoe Area Chamber of Commerce and Tourism (<https://glencoechamber.com>)

Schools and Education Partners

Schools and other education partners will be consulted to receive their comments, priorities and guidance for the Plan.

Potential organizations for connecting with the Glencoe education community include:

- » Glencoe - Silver Lake Public Schools (<https://www.gsl.k12.mn.us>)
- » Private K-12 schools
 - First Lutheran School Glencoe (<http://www.firstglencoe.org>)

Under-Represented Populations

According to US Census ACS 2018 data, approximately 16% of the City's population lives below the poverty line, and about 20% of residents are members of minority populations. Under-represented communities, including members of low income and minority populations, will be consulted to learn about their current experiences regarding conditions in the City, and to receive their goals and visions for its future.

Potential organizations and partners for connecting with under-represented populations in Glencoe include:

- » Non-English language groups
- » Immigrant businesses
- » Churches and community organizations
- » Food shelves

Visitors

Visitors to the City's many destinations and events will be included in the engagement process. Potential opportunities for connecting to visitors to the city include:

- » Outreach tables and posterboards at Glencoe area events
 - Campground at Oak Leaf Park could be a place for information to reach visitors
- » Connecting with
 - Hotel owners
 - Glencoe Area Chamber of Commerce and Tourism (<https://glencoechamber.com>)
 - Explore Minnesota (<https://www.exploreminnesota.com/profile/glencoe-area-chamber/1967>)
 - Glencoe Arts Centers and Organizations

Adjoining Jurisdictions and Other Government Partners

Adjoining jurisdictions and other government partners will be consulted to learn about existing and upcoming projects, and about opportunities to coordinate improvements across jurisdictional boundaries.

Potential government partners for coordination include:

- » Mid-Minnesota Development Commission (<http://www.mmrdc.org>)
- » McLeod County (<https://www.co.mcleod.mn.us>)

- » Nearby communities
- » State (DNR, MnDOT, etc.)

6. Engagement Methods for Community and External Stakeholders

Overview

Members of the public and other external stakeholders will be engaged through a variety of tools and approaches. The comments and data gathered through engagement will be processed and summarized in the project's Engagement Summary.

The Engagement Summary will be shared with the PSC and included as an Appendix in the plan. Progress reports will be shared with the PSC as engagement activities continue.

Impacts from COVID-19

In-person activities are currently on-hold as Minnesota continues under a set of social distancing guidelines. An enhanced set of online engagement tools will be used to engage the community and receive the guidance that is needed to develop a responsive and effective plan. This CEP will be updated as needed to reflect changes in engagement strategies and activities.

Engagement Methods

The following engagement tools were included in the Comprehensive Plan's proposed Scope of Work and are recommended as part of this project:

- » ONLINE Community Workshop / Open House (2, *implemented virtually*)
- » ONLINE Focused Small Group Outreach and Engagement (2, *implemented virtually*)
- » ONLINE Site Design / Site Planning Workshop (Issues, Opportunities, Site Design) (1, *implemented virtually*)
- » Spanish-language Listening Session (2, *implemented virtually or in-person*)
- » Project Website
- » Online Interactive Map (Wikimap)
- » Online Community Survey
- » Social Media
- » News Releases and Media Alerts
- » Mailing List

A brief description of each tool is provided below.

ONLINE Open Houses / Community Workshops (implemented virtually / online)

Open Houses / Community Workshop meetings provide an opportunity for members of the public to receive project information, express preferences, and ask questions of the project team. Early and proactive outreach using social media, press releases, and communications with community partners, will be an important contributor to higher levels of participation by members of the public.

Two ONLINE / Virtual Open House / Community Workshop events will be implemented as part of this project. The final content and format of these events will be finalized in consultation with the PSC.

Generally, virtual Open Houses will share these characteristics:

- » Supporting materials (maps or documents) will be available online ahead of the event
- » A brief presentation orienting participants to the project and the project materials will be provided via Zoom conference (or Facebook Live event)
 - This presentation will be recorded and made available on the project website after the event
- » A survey or other comment-gathering tool will be made available immediately after the presentation, and kept open for at least another week to receive the public's comments

VIRTUAL Open House / Community Workshop #1

Open House / Community Workshop #1 would be hosted in December 2020. The purpose of this Open House would be to gather citizen ideas and aspirations for the future of the community, as well locations that presents assets, issues and opportunities. This Open House will directly inform the plan's vision and gather ideas, input, and comments to inform plan elements.

Details for VIRTUAL Open House / Community Workshop #1

- » Date: To be decided in consultation with PSC
- » Location: virtual / online via Zoom
- » Presentation (live event): 5:30 pm to 6:00 pm
- » Community participation activities: immediately following the presentation

VIRTUAL Open House / Community Workshop #2

Open House / Community Workshop #2 would be held as the plan nears completion (around August 2021). Following a presentation of the draft plan, participants would be asked to comment and provide ideas related to the draft plan. Following the Open House, the draft plan will be updated in response to comments and guidance received.

Details for VIRTUAL Open House / Community Workshop #2

- » Date: To be decided in consultation with PSC
- » Location: virtual / online via Zoom
- » Presentation (live event): 5:30 pm to 6:00 pm
- » Community participation activities: immediately following the presentation

ONLINE Site Design / Site Planning Workshop (implemented virtually / online)

This online session will be conducted over the course of approximately two to three hours (potentially a weekday afternoon or evening, or a Saturday morning) as an ONLINE interactive workshop where participants (Project Steering Committee, neighbors and consultants) click-in and are guided through a series of opportunities to directly mark up maps and photos (or instruct consultants to do so on their behalf) to sketch ideas and explore specific concepts for neighborhood enhancements, site redevelopment, and preservation. Digital drawing and engagement tools such as AWW or MIRO will be used to facilitate the interactive drawing activities during the workshop.

Specific sites that offer development or redevelopment opportunities will be selected in coordination with the PSC. Candidates include the Economart site and other City-owned parcels in the community.

ONLINE Focused Listening Sessions (implemented virtually / online)

Listening sessions are engagement events hosted by an organization as part of their regular meetings or around a specific topic. They allow people to discuss their ideas in a small and relaxed environment. Listening sessions can take a variety of different formats, and can be used to exchange information, discuss assets and opportunities, and discuss innovative ideas.

Two ONLINE Focused Listening Sessions (implemented virtually / online via Zoom) will be facilitated as part of this project.

Some potential partners for co-hosting listening sessions include:

- » Glencoe Area Chamber of Commerce and Tourism (<https://glencoechamber.com>)
- » Glencoe Arts Centers and Organizations

The partners and format of these events will be finalized decided in consultation with the PSC.

Spanish-language listening sessions (implemented virtually or in-person)

Approximately 17% of Glencoe’s population is of Hispanic origin. To gather this community’s comments and ideas for the plan, two listening sessions will be held. The sessions will be facilitated entirely in Spanish, and will include a selection of materials translated specifically for the intended audience.

Translation of selected materials and engagement tools

To facilitate access to the Comprehensive Plan for members of Glencoe’s Hispanic community, a selection of project materials will be translated into Spanish, and be made available through the project’s website and through community partners, including the City’s Hispanic business community.

Pop-Up Workshops (currently on-hold)

Pop-Up workshops are mobile workshops that bring the project to the places where people are already gathering. Pop-Up workshops are friendly and casual activities that include richly-illustrated materials, provide timely information about the project and design alternatives, and offer multiple tools for direct participation and comment by participants and passersby - from games and surveys to informal discussions. Pop-Up workshops offer the opportunity to gather the opinions of people who might not otherwise attend a public meeting. Pop-Up workshops can include several types of standalone activities, each of which can be completed quickly, in five minutes or less - for example, dot map activities, paper/tablet surveys, and sharing of brief educational materials.

While in-person engagement is currently on-hold, it may be possible to setup materials or host a booth while maintaining social distancing depending on how the booth is setup. The consultant team will work with the PSC to determine how / when to move forward with this type of engagement. Potential options include:

- » Grocery store (Coborn’s or other) or other high-traffic business
- » Host a booth at a community event (farmers market or other)

Project Website

The project website will be used to provide an overview of the project, share project progress, provide access to mapping tools and surveys, and offer a platform for commenting on the plan. The website will serve as a central online resource for the City of Glencoe Comprehensive Plan.

The consultant team will develop the website and regularly update its content. A link to the plan website will be provided by the City of Glencoe from the City's official website in one or several visible locations. Webcards advertising the project website can be distributed widely at local businesses and institutions, and at community events. A subscription form on the website will allow visitors to enter their email address to receive project updates.

Project website URL: www.glencoeplan.org

Interactive Online Mapping (Wikimap)

An interactive online map (Wikimap) will be used to receive location-specific comments about community assets, locations of concern, and opportunities for improvement.

Wikimap URL: <https://wikimapping.com/glencoeplan.html>

Online Community Survey

One online survey will be developed and used to gather specific information from Glencoe residents regarding their ideas, needs, and desires for the future of their City. Survey participants will be self-selected (not random sample).

The survey will be administered online and will be linked from the plan's website.

Social Media

Coordination with the City's current Facebook and Twitter channels can be used to provide timely project announcements and share information about the online participation tools and upcoming public workshops to help increase participation. Social media can also be used to invite visitors to the project website to view project updates and plan drafts. The consultant team will provide the City with social media template messages that can be easily reused by the City. Glencoe Assistant City Administrator Lynn Neumann will be the liaison with the City's communications department for publishing information and announcements.

News Releases and Media Alerts

News releases and media alerts covering upcoming community meetings, significant findings and recommendations, and important project milestones may be authored and submitted to local and regional news outlets, websites, and public media outlets. Potential outlets for distribution include:

- » McLeod County Chronicle (<http://www.glencoenews.com>)
- » Local radio stations: KGLB, KARP, KDUZ
- » Radio show: Glencoe Talk with Mark and Lynn on KGLB
- » Cable Access Channel

All drafts of news releases and media alerts will be shared with Glencoe Assistant City Administrator Lynn Neumann one week prior to deadlines and presentations to allow sufficient time for review. To ensure consistent messaging, Lynn Neumann will be the main point of contact for any media inquiries and press releases.

Mailing List

The City may already have a mailing list for interested residents. Sign-in information from participants at plan events (virtual and in-person) will be processed and shared with the City for future plan communications. The project website will include a subscription form to allow visitors to enter their email address for receiving project updates.

7. Project Schedule

Task	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
PSC Meeting		●	●	●	●	●	●	●	●	●	●	●	●
Open Houses (2)			●								●		
Design Session				●									
Listening Sessions (2)			●	●									
Spanish Engagement (2)			●		●								
Press Releases		●				●					●		
Online Survey		■											
Wikimap		■											
Project Website	■												

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