

**Community Environmental Workgroup
Meeting #3
Agenda**

Date: Thursday, June 30, 2011
9:00 am to 11:00 am

Location: Gandhi Mahal community room
3009 - 27th Ave. South, Minneapolis

Meeting objectives

- Understand where we are in the project / project status
- Move forward with communications pieces
- Refine community engagement strategy
- Identify groups for targeted outreach activities

Agenda

9:00 Welcome and Introductions

Project Time Line and Deliverables

Communications Plan and Materials

Summer Event and Activity Calendar

Stakeholder Engagement Matrix

Targeted Stakeholder Engagement

Updates / Next Steps

11:00 Adjourn

Minnehaha-Hiawatha Corridor Environmental Collaboration Community Environmental Workgroup Meeting #3

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I. Welcome and Introductions

Meeting Attendees

- Dan Swenson – Alexander’s Import Auto Repair
- Jon Hunter – American Lung Association of Minnesota
- John Evans – Hennepin County Environmental Services
- Candace Dow – Hennepin County Community Works
- Robb Luckow – Hennepin County Community Works
- Tatjana Tuzlukovic – Hennepin County Office of Multi-Cultural Services
- Cara Lee – Hennepin County Public Affairs
- Ruth Romano – Longfellow Business Association
- Spencer Agnew – Longfellow Community Council
- Melanie Majors – Longfellow Community Council
- Joanna Solotaroff – Longfellow Community Council
- Eliza Schell – Minneapolis Environmental Services
- Mallory Anderson – Minnehaha Creek Watershed District
- Dave Stewart – Minnesota Department of Health
- Kevin McDonald – Minnesota Pollution Control Agency
- Aaron Cavaleri – Preventing Harm Minnesota
- Larry Burt – St. James African Methodist Episcopal Church
- Shamari Chism – St. James African Methodist Episcopal Church
- Marchelle Hallman – St. James African Methodist Episcopal Church
- Briaonna Minor – St. James African Methodist Episcopal Church
- Aisha Gomez – Women’s Environmental Institute

II. Time Line and Deliverables

Attendees received a detailed timeline that will be submitted to EPA with the August progress report. The left column has the CARE Step for comparison with the timeline CEW members previously received. The left axis has tasks. The top axis has months. “M” shows official milestones proposed to the EPA. Our first milestone is in September 2011. We need to provide

the EPA with a summary of our findings from the community engagement work looking at assets, concerns, issues, and vulnerable populations. Work at this meeting will help meet the September milestone.

III. Communications Plan

Hennepin County Public Affairs presented a draft of the CARE Project communications plan. CEW members reviewed the plan, asked questions, and recommended revisions. Public Affairs will revise the plan accordingly and prepare communication materials for the CEW.

IV. Event Calendar

Attendees received a list of summer and fall community events and meetings that provide potential engagement opportunities for the project. These community events will reach a broad audience that includes and goes beyond the CARE project area. At community events, the project team will typically staff a table with project information and survey tablets. CEW partners are invited to help for all or part of an event.

V. Community Engagement Matrix

From previous meetings, CEW partners have identified 29 stakeholder groups with potential interest in this project who may not participate in conventional engagement activities. These groups are NOT mutually exclusive – a person can fit in more than one group (e.g., a college student who is a renter and also Latino...). For each group, the project team has begun to develop a “matrix” to identify:

- Who / what organization may have connections to that group
- What engagement methods might be most effective in communicating with and getting input from that group
- Where (events/places) we might go to collect that input.

Attendees broke into three groups, each with a wall-size sheet listing information for a third of the stakeholder groups. Building off attendee’s knowledge and experience, each group had about 25 minutes to review and fill in the cells to finish these matrixes for each stakeholder group. Attendees added information on a Post-it note and affixed it to the desired matrix cell. Attendees then moved to the next table and had about 15 minutes to reflect on the first group’s comments and add their own. Groups rotated a third time and had 15 minutes to reflect on the last input.

VI. Target Groups

Traditional events and meetings will not be an effective means to reach all stakeholder groups. CEW members brainstormed criteria that could be used to identify which of the 29 stakeholder groups to reach via targeted efforts such as surveys, focus groups, small conversation circles, or other means:

- Consider environmental justice.
- Look at groups or organizations that cover the most area (most people, greatest reach).
- Make it simple and easy.
- Look at groups traditionally underrepresented in formal process.
- Consider groups that have overlapping populations.
- Look for synergies.
- Identify a clear action for each audience - follow up.
- Consider the project budget: what methods reach the most people – most cost efficient.
- Consider time needed to engage each group.
- Focus on people who don't have access to computer.
- Look for populations that require intensive/personal outreach.
- Partner with groups that can pay for the materials/outreach done through their organization, e.g., medical clinics pay for materials for survey.
- Focus on groups with no organization dedicated toward them. CEW fill in gap. For example, do we target businesses since LBA already does? Use those groups.
- Consider whether a target group member identifies as a member of that group.
- Focus on groups most likely to want to engage, e.g., groups that may have other interests.

Given the above criteria, attendees reviewed the “summary of target groups” handout and identified five to eight groups as priority groups for targeted engagement.

VII. Updates / Next Steps

- EPA Region V would like to make a site visit in September 2011. Potential activities include touring the project area, reviewing specific environmental concerns, and attending a CEW or public meeting. Hennepin County staff will update the CEW as more information becomes available.
- Check the project website, www.minnehaha-hiawatha.com/internal, for CEW meeting and other CARE project information.
- Next steps
 1. Hennepin County will finalize and distribute communications materials to CEW.
 2. Hennepin County will finalize the summer engagement schedule.
 3. Hennepin County will identify and set up focus groups or other meetings with target stakeholders.

VIII. Adjourn