



VALLEY VIEW WOODDALE SMALL AREA PLAN

COMMUNITY ENGAGEMENT PLAN

Updated September 17, 2014

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A. PROJECT PHASES

The three phase process outlined below will ensure that progress is made, in transparent manner, through three phases resulting in the drafting, review and approval of successive documents:

PHASE I: DISCOVERY

This stage will include development of information (diagrams and text descriptions) regarding:

- physical conditions and context
- regulatory conditions and context
- history of area
- market profile
- community values
- identification of list of key planning issues



➤ **Discovery Report**

First Draft to SAPT
Final SAPT Reviews

September 26 (Fri)
October 17 (Wed)

Phase II: Vision

This stage will include development of:

- statements of shared values, guiding principles, vision and strategic goals
- alternative growth or redevelopment scenarios
- preferred growth or redevelopment scenarios
- policy and implementation concepts, practices and strategies



➤ **Vision Report**

First Draft to SAPT
Final Reviews

October 31 (Fri)
December 5 (Wed)

Phase III: Small Area Plan Document

This stage will include development of the Small Area Plan document.



➤ **Small Area Plan**

First Draft to SAPT
Final Draft Reviews

*Earliest...***December 19 (Fri)**
???

B. COMMUNITY WORKSHOPS AND PROGRESS UPDATES

The Community Engagement Plan will include both *Information Processing* and *Information Exchange* events, as called for on Page 16 of the Small Area Plan Guide. The SAPT with support of Consultants and Staff will host four events designed to engage the public at critical points in each of the three phases above.

SUMMARY OF EVENTS:

Discovery Workshop

~~October 4~~ October 11 (Sat 8am)

This is an *Information Exchange* and *Information Processing* event (see Guidebook page 16). The event will run for 3.0 hours and will include these activities held in two sessions, (listed in no particular order):

- See *EVENT PLAN: DISCOVERY WORKSHOP*

Dream Workshop

November 8 (Sat 8am)

This is an *Information Exchange* and *Information Processing* event (see Guidebook page 16). The event will run for 2.5 hours and will include these activities held in two sessions, (listed in no particular order):

- greeters at Sign-In Desk
- welcoming remarks by venue host and/or decision maker
- overview: Edina Small Area Planning and the Valley View Wooddale process
- small group activity:tbd!!!

Progress Update

December 3 (Wed 6pm)

This is an *Information Exchange* event (see Guidebook page 16). The event will run for 1.5 hours

- greeters at Sign-In Desk
- exhibits (maps/info)
- projection of 3D model
- brief overview: Edina Small Area Planning and the Valley View Wooddale process
- update on planning and review/Q&A of Vision Report elements

Progress Update: Small Area Plan

January ?? (Wed 6pm)

This is an *Information Exchange* event (see Guidebook page 16). The event will run for 1.5 hours

- greeters at Sign-In Desk
- exhibits (maps/info)
- projection of 3D model
- brief overview: Edina Small Area Planning and the Valley View Wooddale process
- update on planning and review/Q&A on first draft of Small Area Plan

Summary of Workshop Activities and Techniques

(Oversight by SAPT Workshop Planning Subcommittee: Sue, Rita Carrie w/ Bill and Pete)

Date/Timing/ Benchmark	Activity / Technique	Purpose	Implementation Lead
Discovery Workshop October 4, 2014	Heritage/History Presentation	Reveal identity and sense of legacy, build community, learn, inform policy and guide choices	SAPT member? w/ Consultant Support
	Small Team Walkabout & Issues Slideshow	understand details, find issues, engage	Consultant Team
	Shared Values Exercise	discover, reveal common values (simple small group discussions, dot voting)	Consultant Team
	Local Food	bridge between community members	SAPT members will contact local businesses to solicit contributions
	Tables and chairs	comfort	SAPT Workshop Subcommittee members will contact city to learn about options
	Set-up and take down	Comfort and convenience	SAPT members will gain access to the meeting site the night before to set-up chairs and tables. SAPT members will remain after the event to take down chairs and tables and clean the site.
	Registration on day of event	Keep attendance and distribute numbers for table designation	Four SAPT members will be in charge of registration

Dream Workshop (and ensuing Progress Update)	3D Computer Model Projection of Long Range Built Form Alternatives	Understanding of impacts of policy, alternative and preferred scenarios	Consultant Team
	Frontage / Built Form Preferences Slideshow	Gauge appropriateness and level of detail for design and development guidelines	Consultant Team
	tbd		
	Local Food and/or Musician	bridge between community members	SPAT member(s)
Progress Update: Small Area Plan	tbd		

C. Outreach

As outlined above, the Community Engagement Plan will include both *Information Processing* and *Information Exchange* events, as called for on Page 16 of the Small Area Plan Guide. To supplement and amplify these events, additional community engagement techniques will be employed to ensure the best possible community engagement process that is possible within project parameters. The timing of these will coincide with key benchmarks in the Community Engagement Plan and the Planning Process.

SUMMARY OF OUTREACH MECHANISMS			
Oversight by SAPT Outreach Subcommittee: Arlene, Connie w/ Karen, Pete			
Date/Timing/ Benchmark	Activity / Technique	Purpose	Implementation Lead
Fall 2014 (x1) Winter 2015 (x1)	Postcard (US Mail)	Save the date	City
Fall 2014 (x1)	Poster (PDF for email, storefronts, bulletin boards)	Save the date	City
Prepared for all Workshop and Update Sessions	Event Specific Handouts	Inform, engage, increase turnout	Consultant Team
	Info/FAQ Sheet	establish transparency, access, reduce misinformation	Consultant Team
Ongoing Online	City's Project Webpage	establish transparency, inform, post drafts of reports, SAPT minutes	City
	'City Extra' Email List	Event promo/updates, establish transparency, access, reduce misinformation	City
	City's Blog (blogs.edinamn.gov)	Event promo/updates, establish transparency, access, reduce misinformation	WV SAPT Outreach Subcommittee
	Speak Up, Edina! (speakupedina.org)	Web based chat forum soliciting ideas/discussion on specific issues	WV SAPT Outreach Subcommittee
Throughout Discovery and Vision Phases	Key Stakeholder Interviews	Gauge in depth opinions from multiple people with long range knowledge and/or expertise with key issues.	Consultant Team
Early Fall	Visit Neighborhood Organizations	Inform, promote events	Consultant Team w/ Outreach Subcommittee Member