



**CITY OF SAINT PAUL**  
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**Date:** April 5, 2016  
**To:** Comprehensive Planning Committee  
**From:** Kady Dadlez (266.6619) and Jake Reilly (266.6618)  
**Subject:** Community Engagement for the 2018 Comprehensive Plan

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Attached for your review is information about the community engagement plans for the upcoming kick-off meetings for the 2040 Comprehensive Plan.

- Kick-off meeting dates and details
- Draft agenda for kick-off meetings
- Ideas for presentation slides

We are in the process of creating the boards for the meetings and may provide these at the April 12, 2016 meeting.

Once the details for the kick-off events are complete we will be working on the community engagement ideas for the summer and fall, post-kick-off events.

## **2040 Comprehensive Plan Kick-off Meetings: Information and Communications**

### **Tuesday May 10, 2016**

5:00 pm to 6:30 pm

Arlington Hills Community Center, Community Room A  
1200 Payne Avenue North

### **Wednesday May 11, 2016**

8:30 am to 10:00 am

180 East Fifth Street  
Auditorium and atrium

### **Saturday May 14, 2016**

10:30 am – 12 noon

Historic Streetcar Station  
1224 North Lexington Parkway

### **Kick-off Meetings**

The kick-off meetings will likely start with a welcome and short PowerPoint followed by a brief talk by Nancy Homans about the history of comprehensive planning in Saint Paul. This will be followed by a set of boards throughout the room that provide some information and seek input from attendees about their ideas about Saint Paul.

### **Communications**

- We are planning an Op Ed piece from the Mayor in advance of the kick-off events to generate interest.
- The kick-off meetings occur during the week of the Great River Gathering. The Pioneer Press is already doing a story about the Great River Gathering. We may pitch a story to the Pioneer Press about the comprehensive plan, or at least suggest information about it and the kick-off events that can be included with the Great River Gathering story.
- Notice of meetings, with a printable flyer, will be sent to the Early Notification System list through GovDelivery during the week of April 11.
- Social media, likely a hashtag (#) on Twitter, and other ideas from communications staff
- City website for information
- Open Saint Paul to seek input

### **Summer and Fall Meetings – Traditional and Non-Traditional**

The kick-off meetings will be followed up in the summer and fall by engaging specific groups and organizations at their regularly scheduled meetings. We are considering producing a video that could be used at these meetings and posted on the website.

- Pop-up meetings
- School Outreach
- Other ideas?

**Saint Paul 2040 Comprehensive Plan  
Kick-off Meeting  
Agenda and Activities**

1. Welcome and Thank You for Coming  
Today's Meeting
  - Quick presentation - Lucy Thompson, PED
  - Brief Remarks about the History of Comprehensive Planning - Nancy Homans, Mayor's Office
  - Opportunity to learn about the plan and share ideas and vision on boards around the room
    - Summary of each chapter of the plan
    - What does the plan do? What does it not do?
    - Overarching themes for the plan beyond the chapter topics
    - What do you cherish and what would you change about your neighborhood?
    - What is your favorite place or thing about the City? Least favorite? Why?
    - What is your big idea and what opportunities and challenges does the City face?
  
2. Quick Presentation – Lucy Thompson  
We are here to talk about updating Saint Paul's comprehensive plan
  - What is the comprehensive plan (copies of existing plan are here for viewing on site)
  - Why are we updating the plan - State and Metropolitan Council requirement every ten years
  - Summer and fall meetings planned with community organizations – request one!
  - Timeline for researching and writing the plan
  - Process for public review and adoption by City Council in 2018
  - Sign in and provide email or address to stay informed
  - Visit the website for updates throughout the process
  
3. Opening Remarks – Nancy Homans, Mayor's Office
  
4. Opportunity to learn about the plan and share your ideas and vision

**Thank you for coming and taking part in this event!**

# Saint Paul Comprehensive Plan 2040

## PowerPoint Presentation for Kick-off Meeting

Use the Creating Vibrant Places and Spaces Template

1. Create a slide of a pretty picture with "Welcome! Saint Paul 2040 Comprehensive Plan"
2. Create a slide with the meeting agenda
3. Board: Summary of each chapter of the plan
4. Board: What does the plan do? What does it not do?
5. Board: Overarching themes for the plan beyond the chapter topics
6. Board: Trends
7. Board: What do you cherish and what would you change about your neighborhood?
8. Board: What is your favorite place or thing about the City? Least favorite? Why?
9. Board: What is your big idea and what opportunities and challenges does the City face?
10. Create a slide with the following information:
  - The plan is a vision or "blueprint" for guiding the City's development in 2040
  - It recognizes Saint Paul's history and talks about emerging trends
  - Foundation for responding to trends and to changes anticipated in the coming years
  - Transportation, parks & recreation, housing, historic preservation, land use, water resources
  - Focuses on built environment of land, streets, buildings, and infrastructure that supports them
  - Strategies and policies reflect a concern for the social and economic well-being of those who live and work in Saint Paul
11. Create a slide about why we are updating the comprehensive plan: state and Metropolitan Council requirement to update every ten years, plus We Want To Do IT
12. Create a slide about the timeline and process for creating the plan
  - Kick-off meetings to gather ideas and input to inform plan development
  - Meetings with community groups in summer and fall to gather ideas and input to inform plan
  - Request a planner attend your group's meeting
  - Researching and writing the plan in 2016 through 2017
  - Process for review and adoption by the City Council 2018
13. Create a slide reminding people to sign in with contact information to receive emails and provide the project website for updates
14. Create a slide of a pretty picture with "Remarks by Nancy Homans on History of Comprehensive Planning in Saint Paul"
15. Create a slide listing the boards on which we want people to visit and provide input
  - Summary of each chapter of the plan
  - What does the plan do? What does it not do?
  - Overarching themes for the plan beyond the chapter topics
  - Trends
  - What do you cherish and what would you change about your neighborhood?
  - What is your favorite place or thing about the City? Least favorite place or thing? Why?
  - What is your big idea and what opportunities and challenges does the City face?
  - What did we miss? What more would you like to add?

Thank you for coming and taking part in this event!