

Community Engagement: Phase 2

494
people engaged

555
opinions provided



	ACTIVITY	DATES (2020)	NUMBER OF PEOPLE ENGAGED	DEMOGRAPHICS
SOCIAL PINPOINT	Online interactive map	Aug. 4 - Sept. 8	308	Online: 44% were 55 years and older and 61% Caucasian/39% BIPOC Survey: 1 BIPOC, 38 Caucasian, and 24 Other/Prefer Not to Say
	Online ideas board	Aug. 4 - Sept. 8	98	
	Online survey	Aug. 4 - Sept. 8	63	
	Online Community Meeting <i>Video presentation</i>	Aug.18 - Fall	93	
	Conversation circle	Sept. 3	7	
	Emails/phone calls	Aug. - Sept. 8	1	
POP-UP EVENTS	Pop-up activities	August	85 (total)	
	<i>Hayden Heights Park</i>	<i>Aug. 27</i>	8	3 Caucasian/ 5 BIPOC
	<i>District 2 Phalen Food Truck</i>	<i>Aug. 28</i>	32	8 Caucasian/ 24 BIPOC
	<i>Furness/Clear</i>	<i>Aug. 29</i>	22	20 Caucasian/ 2 BIPOC
	<i>Maryland/Old McKnight</i>	<i>Aug. 31</i>	23	15 Caucasian/ 8 BIPOC



DEMOGRAPHICS

**BIPOC engaged in surveys, popups, and convo circle:
39 of 93 (42%)**



**BIPOC of surrounding census block groups:
42%**



PREFERRED CONCEPT



Popups:
Conservation 21
Sculpt 31
Reshape 14
Light Touch 18



Online Survey:
Light Touch 27.5
Conservation 9.5
Reshape 11
Sculpt 12.5

KEY FINDINGS AT POP UP'S



Racial equity was a big part of the pop up conversations, and how it affects getting public transit to the site, quality affordable housing for seniors and others, and understanding when NIMBY-type public feedback has negative racial equity implications.



Affordable housing, as well as diversifying housing types so people have choices and can age in place.



Live/work opportunities, which means quality jobs for local people. Small business opportunities and better jobs so that residents can live and work in their neighborhoods.

KEY FINDINGS FROM ONLINE ENGAGEMENT



Through the online activities, people were generally concerned about preservation of the existing neighborhood on the west and south of the Hillcrest redevelopment site. Several people commented that they prefer having lower-density housing and/or open spaces/wetlands to border between the existing neighborhood and the Hillcrest redevelopment site.



People commented that there is a need for more affordable housing, more mixed-use development, jobs, gathering places (coffee shops, brewery, distillery, event center, etc) and open spaces/wetlands.



People who commented on the online engagement activities were also concerned about the increase of foot and vehicular traffic as a result of developing higher density housing. Several people suggested building more single-family homes along the west edge of the Hillcrest site and keep existing residential streets and walking trails disconnected from the new trails.

WHAT PEOPLE WERE SAYING IN CONVO CIRCLE

Top issues we heard: Racial equity, quality jobs for local people, carbon zero site, and quality affordable housing.

There may also be racial equity aspects to jobs, and ownership and control of businesses.

Racial equity certainly means getting public transit to the site, quality affordable housing for seniors and others, and understanding when NIMBY-type public feedback has negative racial equity implications.

Racial equity should be an explicit project goal.

Ideas: Shoot for net carbon zero, and consider cooperative housing for equity benefits..



WHAT WE HEARD FROM ONLINE ENGAGEMENT



FROM THE MAP

- Need for more opportunities including housing, jobs, and public amenities (walking trails, gathering spaces, etc.)
- Concerns about how to blend existing neighborhood with new redevelopment site
 - › Suggest building lower-density housing along western/southern edge of redevelopment site
 - › Suggest keeping east/west residential street closed to prevent access into existing neighborhood and overflow of foot/vehicular traffic



FROM THE SURVEY

- Concern about blending existing neighborhood and new redevelopment site together



FROM IDEAS WALL

- Keep residential streets the way they are today
- Concerns about higher-density housing and the impact it will have on the existing neighborhood
- Population density increase will lead to increase in foot traffic in existing neighborhood
- Suggest keeping existing residential street and trail access disconnected from Hillcrest site



OTHER

- Decrease speed on McKnight Road
- Keep trees
- Add more gathering spaces (small coffee shops, distillery, brewery, event center, etc.)
- Add mixed use development and open spaces/wetlands



DIFFERENCES BY DEMOGRAPHICS

