

# COMMUNITY ENGAGEMENT

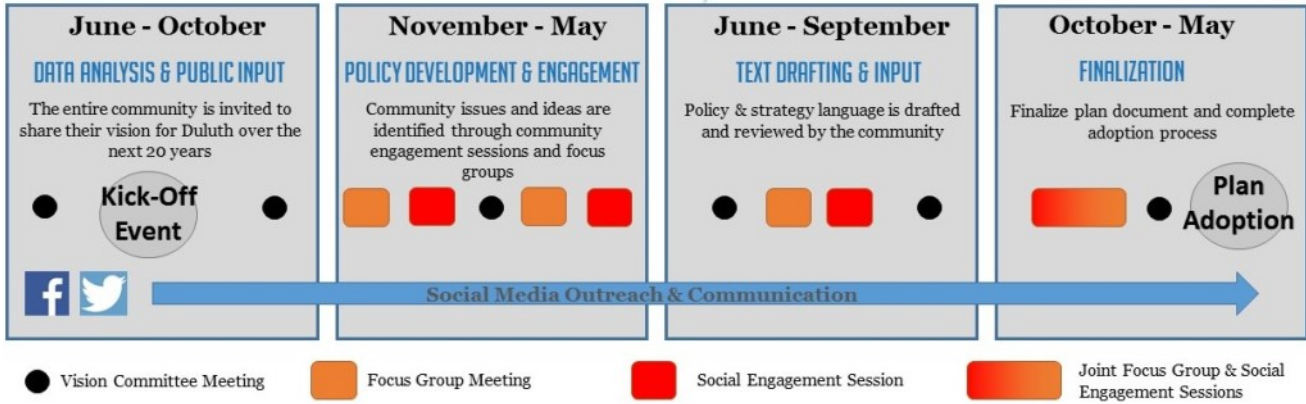


Community engagement spanned over two years, reaching thousands of Duluthians and visitors in a variety of formats and venues.





# TIMELINE



[www.imagineduluth.com](http://www.imagineduluth.com)



**EMAIL LIST:**  
**236 PEOPLE**

**33,000** PAGE VIEWS

A website was created at the start of the process in 2016 and listed all meetings, special events, research, data, and drafts. Visitors could sign up on the email list and submit comments via the website.

## Facebook

**1,000** page followers

Top post reach: **20,000**

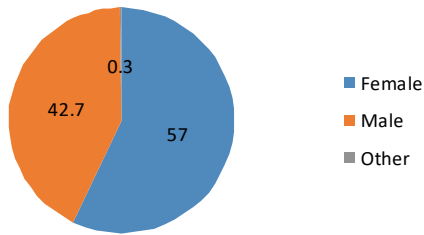
**54** Facebook live videos



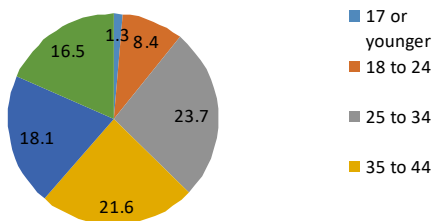
# Community Survey

In June 2016, the Community Planning Division launched a survey to collect public input related to community assets and areas for improvement. The survey was short and easily understandable, with images illustrating the survey choices. The survey was online from June 3 to October 10 and promoted via websites and social media. City

Survey Gender 3,545 Respondents

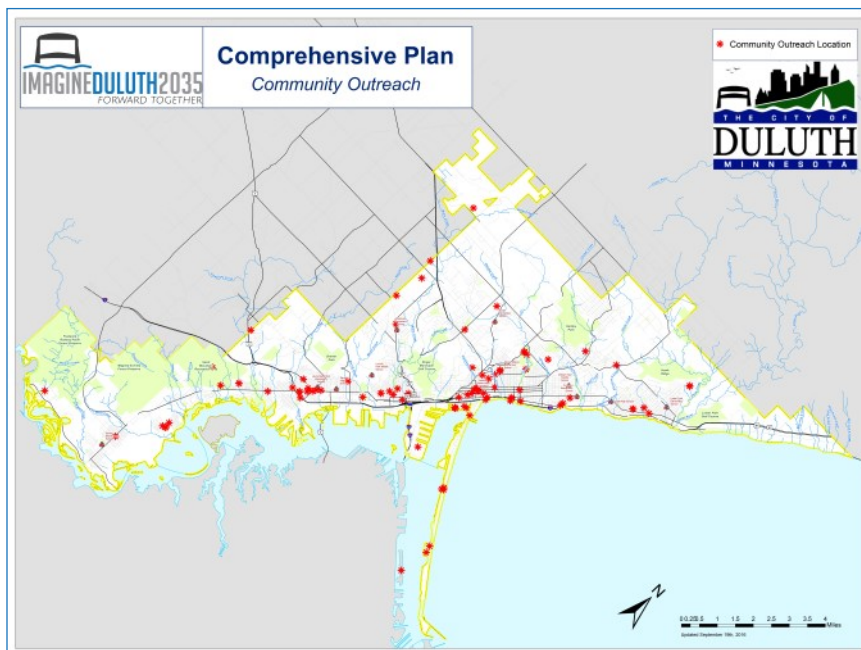


Age of Respondents (3,552)



staff attended over 50 public and community events during the summer of 2016 to discuss the comprehensive plan and distribute the survey. People filled out the survey either on paper or using an electronic tablet. Staff also met with stakeholders from the nonprofit, business, and education communities and emailed surveys to Duluth community clubs and over 70 local businesses and nonprofits.

When the City updated the comprehensive plan in 2006, a similar survey was done for which 600 responses received. Imagine Duluth received a total of 4,175 surveys.



## WHO WE TALKED TO

- AICHO
- Affordable Housing Coalition
- Beamer's Central
- Bent Paddle
- Canal Park Business Association
- Center for Economic Development
- CHUM
- Cirrus Design
- Colder by the Lake Comedy Theatre
- Community Action Duluth
- Duluth Area Realtors Association
- Duluth Bikes
- Duluth Chamber of Commerce
- Duluth Churches
- Duluth Community Clubs
- Duluth Hockey Association
- Duluth Landlord Association
- Duluth Maker Space
- Duluth Playhouse
- Duluth Superior Symphony
- Elks Lodge
- Generations Health Initiative
- Greater Downtown Council
- Hartley Nature Center
- Head of the Lakes United Way
- Healthy Duluth
- Iron Mining Association of Minnesota
- Junior League of Duluth
- League of Women Voters
- Learning Institute for Excellence
- Life House
- Lincoln Park Business Group
- Lyric Opera of the North
- Matinee Musicale
- Minnesota Bar Association
- Minnesota Ballet
- Rotary Club of Duluth
- St. Luke's Hospital
- St. Scholastica
- Temple Israel
- The Observation Fund
- UMD Athletics
- UMD Director of Alumni Affairs
- UMD Social Work
- UMD Student Association
- Visit Duluth
- Zeitgeist Center for Arts and Community

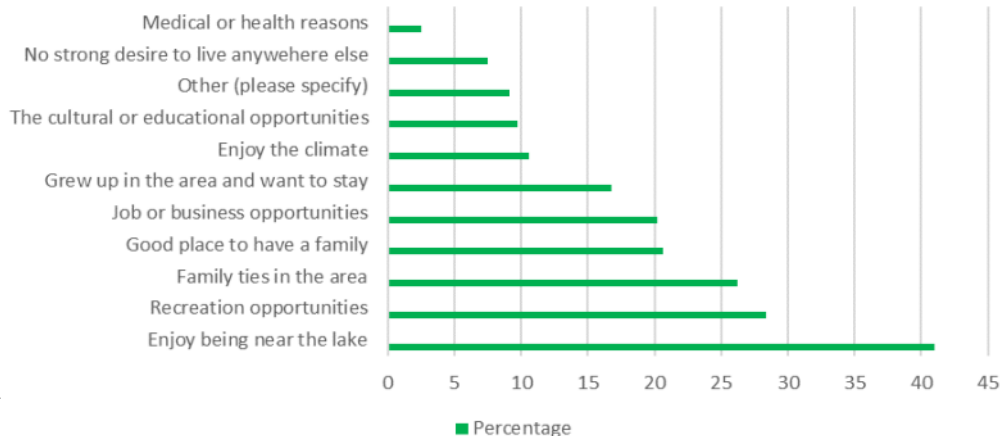
# What We Heard

## COMMUNITY ASSETS

Respondents were directed to identify the best community assets in Duluth, from a list of 15 possible choices.

The four most common responses related to Duluth's environment: 1) Proximity to Lake Superior, 2) Natural scenery or Great views, 3) Parks and open space, and 4) Trails.

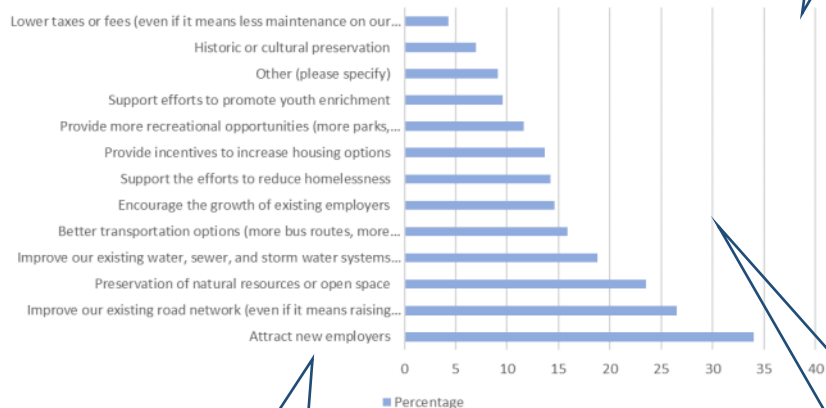
What keeps you living, working, and/or visting here?  
(4,155 Respondents)



The spirit of Duluthians is Minnesota nice!

Create a thriving downtown

What should the City of Duluth's highest prioities over the next 20 years?  
(3,589 Respondents)



Renewable energy resources

## COMMUNITY PRIORITIES

Survey respondents were directed to choose the high-est priorities for Duluth, from a list of 13 possible choices.

The three most common responses were to 1) Attract new employers, followed by 2) Improving the existing road network, and 3) Preservation of natural resources or open space.

Encourage local, small businesses

Entrepreneurial possibilities for young people

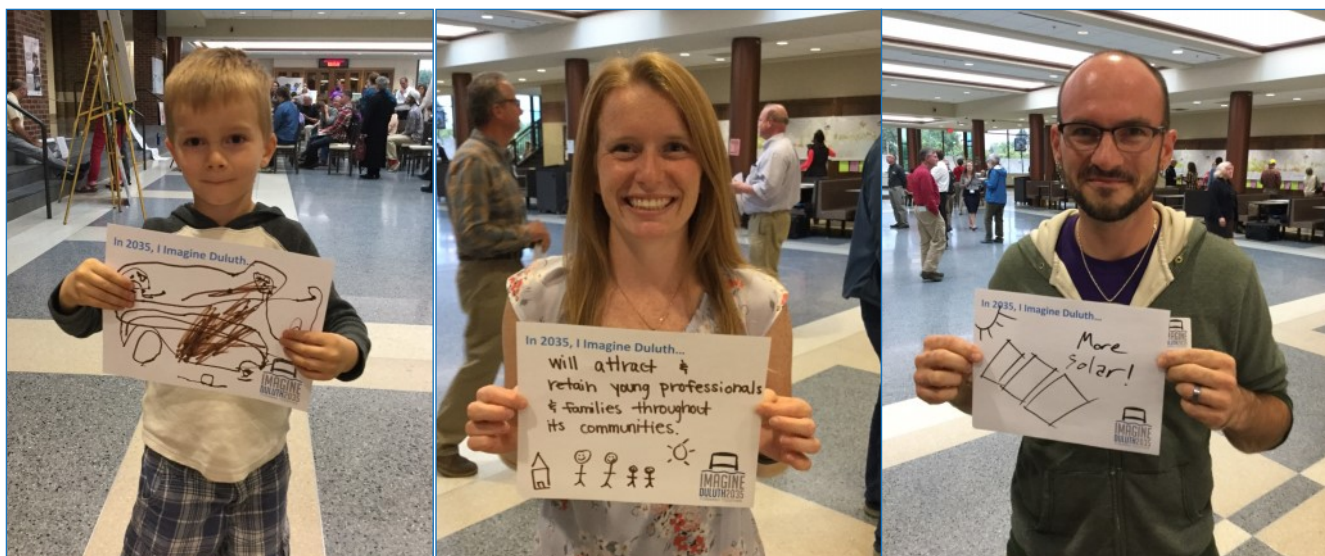




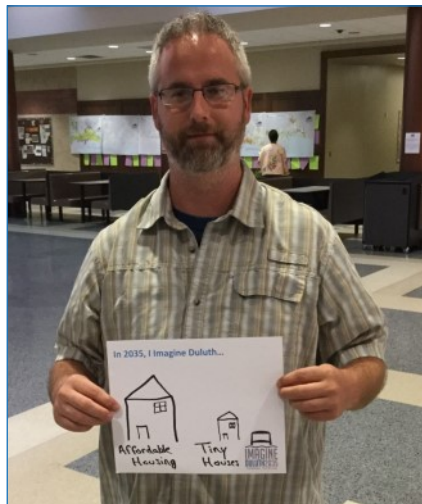
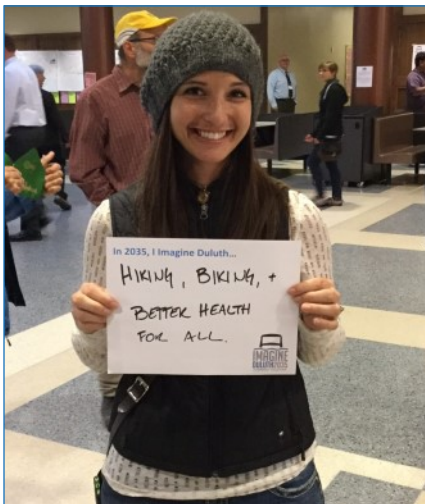


## Kick-off Event

After the initial community engagement, a kick-off event was held on September 21, 2016, at Denfeld High School. About 275 people attended to share ideas and talk with each other. The City provided dinner, child care and child activities, a chance to meet the police horses and see fire demonstrations — and dream big about the future of the city.







## SAMPLE "BIG IDEAS"

- Indoor Arboretum
- Food Hub
- Decentralized power sources
- Redesigned city flag
- Ore dock high line park development
- Water travel
- Rail connections with Twin Cities
- Open up trout streams
- Guthrie-esque venue
- Incline/gondola
- Technology innovation center
- Cruise ship destination
- Promote composting citywide
- Citywide road diet
- BIG ART
- Brand new DECC
- Year-round farmer's market
- Pedestrian mall
- Green schools
- Tiny house neighborhoods
- Transportation commission
- Bike sharing
- Reclaimed Indigenous history



## VISION COMMITTEE MEMBERS

Alicia Cyr  
Amy Burke  
Angie Miller  
Ashley Grimm  
Barb Russ  
Bill Gronseth  
Carl Crawford  
Charles Obije

Christina Woods  
Chuck Walt  
Cruz Mendoza  
Dan Hartman  
David Ross  
David Sarvela  
Drew Digby  
Ed Hall  
Elissa Hansen  
Erik Torch  
Gaelynn Lea Tressler

Garner Moffat  
Gary Eckenberg  
Henry Banks  
Janet Kennedy  
Jen Julsrud  
Jenny Peterson  
Jill Keppers  
John Doberstein  
John Schmidt  
John Scott  
Kayla Keigley

Kevin Skwira-Brown  
Kristi Stokes  
Laura Mullen  
Lee Stuart  
Luke Sydow  
Lynne Williams  
Pam Kramer  
Russ Salgy  
Sharon Witherspoon  
Stephan Witherspoon  
Sue Coen

Susana Pelayo  
Woodward  
Terry Guggenbuehl  
Tom Hansen  
Tony Cuneo  
Zack Filipovich

## Vision Committee

The Vision Committee acted as the advisory body steering the comprehensive plan update process. Committee members were ambassadors for the plan and advised staff on ways to conduct outreach to include all voices in the community. This committee met throughout the process, reviewing input and research and providing direction on governing principles, focus areas, and transformative opportunities.



430 FOCUS GROUP ATTENDEES

## Focus Groups

Following the kick-off event, focus groups were convened for the in-depth research areas of Imagine Duluth 2035:

- Economic Development
- Energy and Conservation
- Housing
- Open Space
- Transportation

Focus groups included a targeted list of key stakeholders in each area and invited the public through social media and the website. There were a total of fifteen focus groups with about 430 people in attendance. Over nine months, each focus group met three times, generally following a process designed to effectively synthesize research in the topic areas with public input:

**MEETING 1:** Review and refine research questions for each focus area.

**MEETING 2:** Discuss preliminary results from research and identify overall policy areas.

**MEETING 3:** Summarize findings, finalize policy wording, select strategies for each policy.



## Health in All Policies

Duluth's Health in All Policies Speak Up, Speak Out campaign collected 603 surveys in 2016, focusing on voices of people of color and low-income residents. Their work greatly benefitted the community process for the plan. Key findings communicated to the City of Duluth for inclusion into Imagine Duluth 2035 include:

- Poor housing rental conditions
- High rent costs
- Lack of affordable housing options
- Lack of reliable and affordable transportation options during nights and weekends for non-car owners
- Hiring discrimination felt by both people of color and people with criminal backgrounds
- Lack of living wage jobs
- Lack of green space in the Hillside
- Lack of perceived safety in many parks especially due to drug use

### HEALTH IN ALL POLICIES SURVEY

- 38% of respondents identified as People of Color
- 41% stated they made less than \$10,000 per year
- 44% identified as renters
- 48% used the DTA as their main form of transportation

## Youth Engagement

People 24 and under make up a third of Duluth's population and are an important part of Duluth's future. In March 2017, Imagine Duluth 2035 held nine focus groups at Neighborhood Youth Services and Life House with participants ranging in age from 13 to 24. Three to seven youth participated in each focus group. In April 2017, Marshall School students were surveyed, with 108 responses.

Canal Park  
Scenic Views  
Outdoor Recreation  
Community Size Shops & Restaurants  
Lake Superior  
Sense of Community  
Lift Bridge  
Arts & Music

### Key findings:

- Young people want improvements in transportation, including roads and active transportation. Teens and young adults need reliable transportation to access school and employment.
- Education and job opportunities are high priorities; Duluth needs to offer opportunities for education and jobs in a variety of fields.
- Lake Superior and access to nature in general are important. Outdoor recreation, especially water-based recreation and trails, could be increased.
- Young people appreciate the sense of community they feel in Duluth, and want to see an increase in opportunities for socialization and group recreation.
- Affordable, quality housing should be near community gathering places.

145

TOTAL EVENTS  
2016-2018

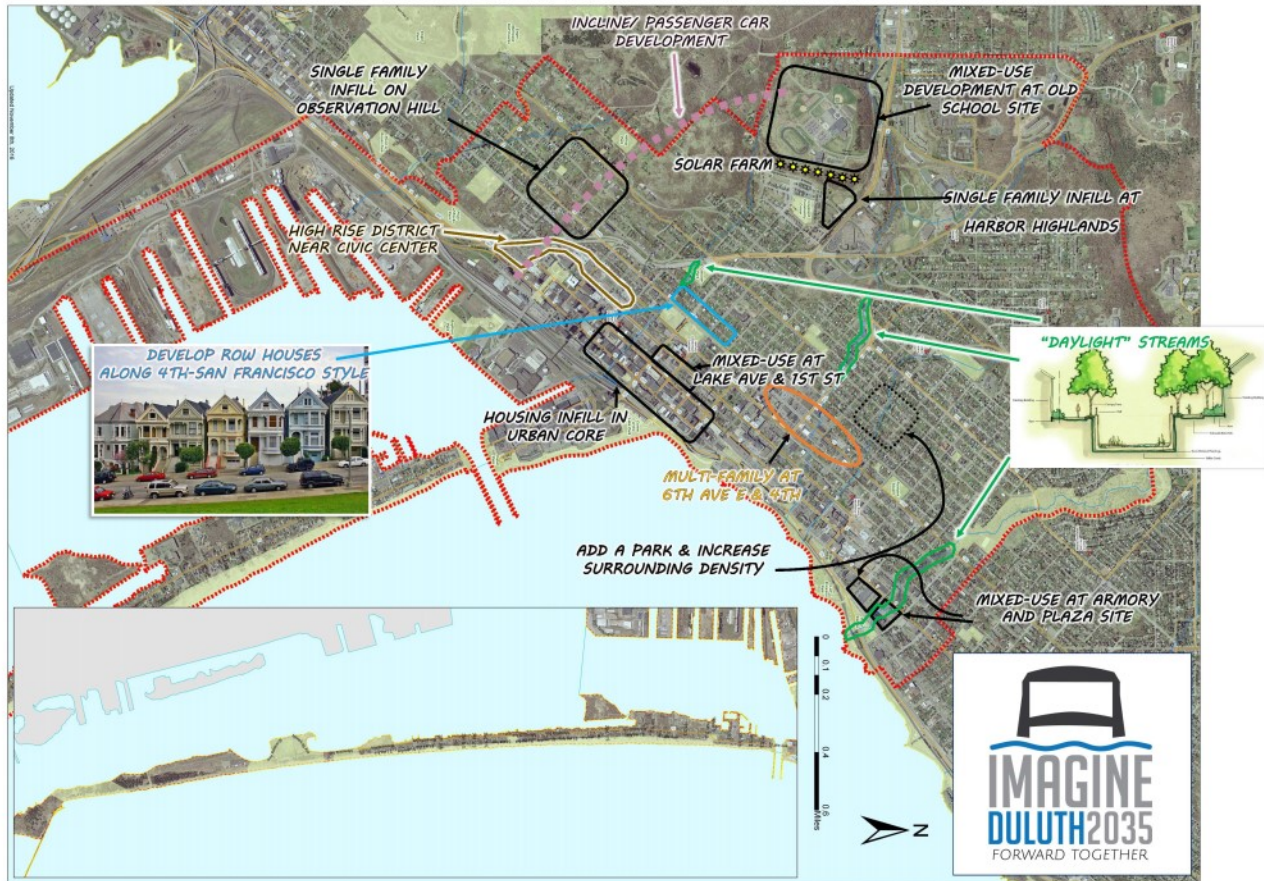


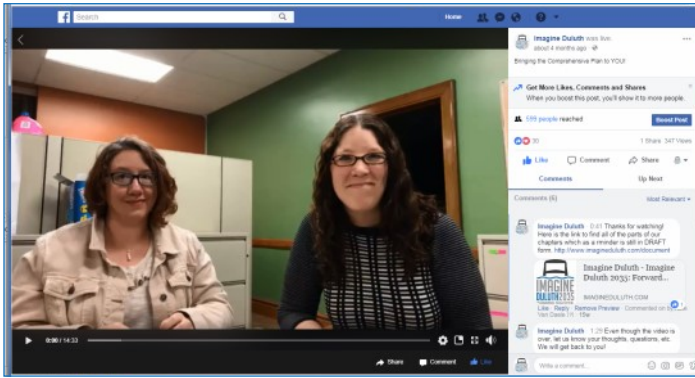
## Social Engagement Sessions

In November 2016, the Community Planning Division worked with city councilors to host public meetings in each district of the city. Participants looked at these geographic areas holistically, identifying areas for new housing and employment, which resulted in a map of opportunities for each district.

As focus groups wrapped up in late 2017-early 2018, additional social engagement sessions were held across the city. These sessions brought together all policies from the focus areas and started the conversation about implementation actions, with participants weighing in on their implementation priorities.

### NEIGHBORHOOD ENGAGEMENT SESSION BRAINSTORMING: DISTRICT #3





## Social Engagement ... Online!

Two of the social engagement sessions used an online format for people to join in from the comfort of home. People could watch the live video online, post comments and ask questions during the half-hour sessions.

## Imagine Canal Park

In 2017-18, Duluth engaged in a collaborative project to chart a future for Canal Park. Through stakeholder workshops, online comments, surveys, and pop-up events, two priority areas emerged: 1.) mobility and access, and 2.) public space and programming. Based on the results, a series of pilot projects are planned starting in summer 2018. Detailed findings and recommended strategies are included in the Imagine Canal Park document in the Appendices.

### Design & Programming

Top 3 design changes people would like to see

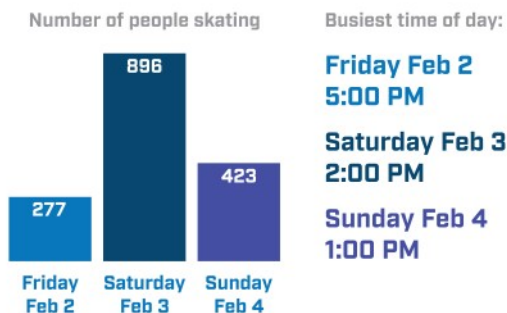


### The Vision

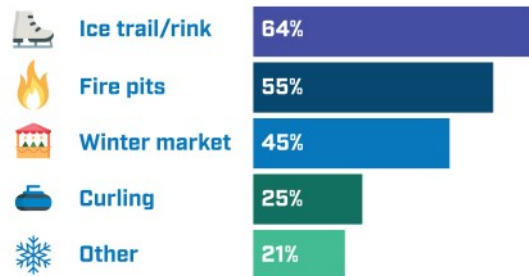
In 2035, Canal Park will be...



### Ice Trail Usage



### Which Cold Front activities would you like to see in Canal Park throughout winter?



\*The percentages add up to more than 100% because respondents were given the choice to select more than one option.



**Cold Front Celebration Engagement Results**  
[imagineduluth.com/canalpark2](http://imagineduluth.com/canalpark2)



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# Irving Fairmount Brownfields Revitalization Plan

This plan was developed simultaneously with Imagine Duluth 2035 and focused on the Fairmount and Irving neighborhoods in western Duluth through funding provided by the US EPA. The vision for revitalizing and redeveloping brownfields focuses on increasing economic activity and housing choices, improving health outcomes and multi-modal connections, and providing better access and public spaces. The full plan is available in the Appendices.



## Adoption

The City of Duluth Planning Commission and City Council were involved throughout Imagine Duluth 2035, both as attendees at public meetings and representatives to the Vision Committee and Focus Groups. Updates were given periodically at Planning Commission and City Council Committee of the Whole (COW) meetings.

The final plan was recommended for approval by Planning Commission on March 6, 2018, and approved by City Council on June 25, 2018.