

APPENDIX A: COMMUNITY ENGAGEMENT

The following section describes the community engagement process for Envision Shakopee in further detail.

PLAN GUIDING PRINCIPLES

From the outset, Envision Shakopee was in adherence to the following eleven guiding principles, ensuring the final plan is high-quality, useful to all intended audiences and authentic to community desires and aspirations. These principles were refined based on community feedback into the nine community priorities described in the plan.

VISIONARY



A plan that reflects our shared concerns and aspirations, guides decision making and anticipates future growth and redevelopment needs.

COMMUNITY-ORIENTED



A plan centered on the people that live, work, play and learn in Shakopee. A plan that addresses our responsibility to future generations—focused on a Shakopee that is healthy, safe, livable, prosperous and sustainable for all.

CONSENSUS-FOCUSED



A plan organized around a vision that originated from—and is embraced by—the community. A plan driven by a set of community values/guiding principles.

INCLUSIVE



The plan will incorporate disparate viewpoints and specific needs with the intent of hearing and acknowledging all voices, especially those that typically may be underrepresented in the planning process.

ACCESSIBLE



A plan consistent in tone, easy-to-read, easy-to-use, and customer service-oriented, with a strong emphasis on visual interest and the use of photographs, charts, tables and infographs.

ACTION-ORIENTED



A proactive and visionary plan focused on implementation with specific, measurable outcomes.

SYSTEMS-BASED



The plan acknowledges and addresses the interconnectedness of planning elements, the complexities of modern society and the need to address issues in an integrated and cohesive manner.

STRATEGIC



Thoughtful and pragmatic while challenging conventional wisdom when needed to achieve an outcome.

DATA-DRIVEN



An evidence-based strategic framework by which to systematically achieve long-range planning goals and to do so efficiently and effectively.

TRANSPARENT



The planning process and its related impacts are consistently communicated, ensuring all stakeholders have clear, accessible information that continues through plan adoption and beyond.

ACCOUNTABLE



The plan will be viewed as an agreement between the city, stakeholders and the larger community, in which the city will do its best to achieve the vision laid out in the plan.

FOCUS GROUPS INTERVIEWS

The city officially kicked off the first phase of Envision Shakopee in July 2017, inviting 15 focus groups including public agencies, business leaders, schools, volunteer groups, community organizations, real estate professionals and others to participate in the community understanding process. The planning team interviewed focus groups of up to eight people per meeting, with conversation geared toward understanding the issues and opportunities faced by the city today. This type of engagement, held early in the planning process, greatly enhances the planning team's knowledge of the area and benefits from the perspectives of diverse groups.

FOCUS GROUPS

- » Technical Advisory Committee
- » Shakopee Schools
- » Nonprofit, Faith Community, Arts
- » Chamber of Commerce
- » Planning Commission
- » Immigrant & Minority Communities
- » Historical Society
- » Mdewakanton Sioux Community
- » Downtown Businesses
- » Development Community
- » Scott County Planning and Transportation
- » Tourism & Hospitality
- » Real estate and development community
- » Bicycle Advisory Committee
- » Minnesota Valley Transit Authority



WHAT WE HEARD Focus Group interviews

WHAT SHOULD BE THE PRIORITIES FOR OUR COMMUNITY?

“Build Shakopee’s reputation.”

“Let’s attract the types of businesses we want to move to Shakopee.”

“Build community consensus for a shared plan vision.”

“Protect natural beauty and vistas of the Minnesota River Valley.”

COMMUNITY EVENTS

City staff attended nine community events from August-December to engage community members in casual conversation about Envision Shakopee and facilitate quick, interesting activities to help inform and shape the Plan. These activities included asking participants to place different colored dots on a map of Shakopee to identify: where they lived, areas of Shakopee which need some improvements, and other areas which need significant improvements. Additionally, city staff asked these same questions and provided a dry-erase board for community members to write or draw their answers. Across all community events, more than 423 Shakopee residents and visitors were engaged in the planning process.

COMMUNITY EVENTS

- » Rhythm on the Rails (July - August)
- » City Hall Open House (September 5)
- » Community Center Grand Re-Opening (September 10)
- » Project Community Connect (September 13)
- » Fire Department Open House (October 14)
- » Scott County Senior Expo (October 20)
- » Scott County Health Matters (October 24)
- » Shakopee Diversity Alliance Community Meeting (October 26 and February 15)
- » Holiday Festival (December 1)
- » International Festival (June 23)



WHAT WE HEARD Rhythm on the Rails

WHAT DO YOU LIKE/WHAT WOULD YOU LIKE FOR SHAKOPEE?

“I like transportation options available - I work downtown Minneapolis and am able to use the Marshall Road Transit Station.”

“I would like more outdoor seating at restaurants, especially downtown.”

“In the future, I would like Shakopee to have better parks with wooded areas and usable recreation space.”

ONLINE ENGAGEMENT

EnvisionShakopee.com

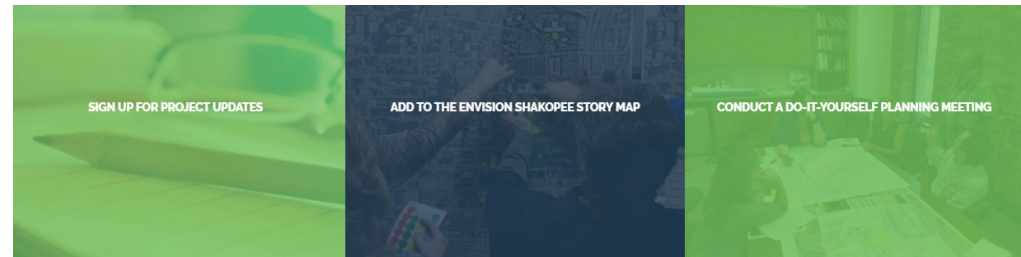
A dedicated project website, EnvisionShakopee.com, was created for the plan to provide a central source of information and reach a wider audience for community engagement by providing material presented at community meetings and online activities to stay engaged throughout the process. Interactive website features included online versions of both Community Workshops, a form to sign up for project updates, and a “Quick Q’s” post which asked community members “What do you love?” and “What could be better?” about living in, working in or visiting Shakopee. In the Envision Shakopee process, 1,530 people interacted with the website and participated in the activities available there.

Interactive Map

The plan website provided a link to the Envision Shakopee Story Map, an interactive platform which invited community members to add photos of the community and pinpoint places that they like, places that need minor or major improvement, or places where they think planning efforts should be focused in the plan.

Social Media

Envision Shakopee also had a social media presence on Facebook. Residents are promoting the plan and plan events which help to connect community members with plan information and advertise community meetings and events. Staff utilized Facebook to post content linked to EnvisionShakopee.com and to promote Envision Shakopee community engagement opportunities. The hashtag #envisionshakopee is used to help share posts about the plan on Facebook.



WHAT WE HEARD EnvisionShakopee.com

WHAT ARE 3 THINGS WHICH YOU LOVE ABOUT SHAKOPEE?

“The river, the downtown, and the parks.”

“The small-town feel, the unique character of homes and businesses in Old Shakopee, and the open space.”

“The community, my neighborhoods, and the location.”

WHAT ARE 3 THINGS WHICH COULD BE BETTER IN SHAKOPEE?

“Focus on whole city, not just downtown area, make the city more walkable and bikeable, and provide for more affordable housing.”

“Better restaurants, Route 169- it’s becoming a huge hassle getting to I-494, and Downtown/ Route 101 needs revitalizing.”

ENVISION SHAKOPEE EVENTS

Community Visioning Workshop – October 2017

In total, approximately 70 community members participated in the first workshop, the Community Visioning Workshop, through direct attendance and online following the event. The workshop included a presentation about the plan to provide context and inspire the audience to think broadly about Shakopee's future, and a questionnaire with four focused topics. Community members were also asked: (1) What should be the top priorities of the Comprehensive Plan? (2) What could improve Shakopee's character? and (3) What defines the character of Shakopee?

Community Workshop #2 – January 2018

Community Workshop #2 began with a brief presentation to ask questions in perspective of the community priorities that had emerged for the plan in the context of data gathered and analysis conducted by the planning team. The 40 participants then gathered in small groups to discuss strategies for how the plan could best address four community priorities: "Maintain a strong and diverse economy," "Expand housing options," "Enhance the transportation system," and "Connect people with parks, trails and amenities." A portion of the participants participated in these activities online in the weeks after the meeting.

Community Open House – June 2018

The final community event was an Open House to showcase the plan concepts and draft recommendations. More than 30 community members attended to review and provide feedback on the draft plan content.



WHAT WE HEARD Community Workshops

HOW CAN WE IMPROVE OUR PARKS AND TRAILS?

"Better walking/biking paths on 17th Ave."

"Handicap accessible parks that have more for older wheelchair bound kids."

"More recycling on trails/parks."

HOW CAN THE TRANSPORTATION NETWORK BE IMPROVED?

"Need more public transportation options in the peak hours that would reduce the heavy traffic jams in the morning and evenings."

"Gaps for pedestrian crossings. – need additional cross walk signage and lighting, trail connections to Hennepin County."

ADDITIONAL ENGAGEMENT

DIY Meeting

The DIY Meeting was a kit made to enable anyone in the community to facilitate a group discussion and contribute to the planning process. These community-led discussions kits were especially designed to help ensure a wide-reaching planning process—inviting individuals and groups from all over the city help shape a shared vision for the future of Shakopee. The DIY Meeting packets included all meeting materials and activities an individual needs to facilitate a group of up to 12 people, including participant packets and a host guide.

Plan Champions

The city recognized it could not reach the maximum number of residents, businesses, visitors and other stakeholders alone. To increase plan outreach, the city took an approach of engaging plan enthusiasts in the role of Plan Champion. The outreach for Plan Champions focused on asking individuals to become vocal advocates of the plan and make sure their networks and communities knew about the planning process and how to become involved. This method was designed to widen outreach to community members who are usually not engaged in any planning processes and hear from the broadest audience possible.

Individuals electing to act as Plan Champions were invited to facilitate a DIY Meeting and were engaged via email to make sure they were: 1) aware of project milestones, and, 2) had ample notice of community events so they could help promote the events. Twenty-three community members have volunteered to serve as Plan Champions.

DIY MEETING FACILITATOR DIRECTIONS

**THANK YOU FOR
FACILITATING A MEETING!**



WELCOME TO ENVISION SHAKOPEE

Envision Shakopee is a community-oriented, consensus-focused comprehensive planning process designed to inspire all who live, work, play, and learn in the City of Shakopee to take part in defining a clear vision for the future of our city.

Success will hinge on the participation of residents, businesses, visitors and other stakeholders. Success also hinges on the city doing a great job of listening! These community-led discussions are a key component of a wide-reaching planning process—ensuring individuals and groups from all over the city help shape a shared vision for the future of Shakopee.

The Envision Shakopee 2040 Comprehensive Plan will be a guidebook for the city's vision and blueprint for the next 20 years. It will reflect our shared concerns and aspirations, anticipate future growth and redevelopment needs, guide decision making and address our responsibility to future generations.

Stay tuned for more ways to get involved—including workshops, presentations, city presence at community events and festivals, public meetings, and online activities at envisionshakopee.com.

THE PLANNING PROCESS

Envision Shakopee will take place over an 18-month period, beginning in June 2017, and is divided into five phases: 1) Community Understanding, 2) Community Visioning & Strategic Framework, 3) Focus Areas & Implementation, 4) Plan Documentation, and 5) Plan Adoption.

HOW THE RESULTS OF THIS MEETING WILL BE USED

The DIY meeting results will be analyzed separately and combined with results from all the community feedback we gather throughout the planning process. The data will help the planning team identify emerging themes in community desires and concerns, identify priorities and shape the vision for the comprehensive plan. The results will directly influence the direction and recommendations of the plan.

FOUR WAYS TO STAY INVOLVED

Visit the project website for updates and interactive online activities.

Join us at the three Envision Shakopee Community Workshops. Workshops are tentatively set for October 2017, January 2018 and April 2018.

Visit the city's booth at community events to follow the plan's progress and contribute to activities and conversations there.

Invite city staff to present to your group or at your community event.

STAFF ENGAGEMENT SURVEY RESULTS

City of Shakopee Employee Surveys

Forty-seven staff Shakopee city staff members contributed to the plan through a series of surveys. This engagement ensured the plan could respond to the needs of each department and gather ideas from the individuals who would ultimately be responsible for implementing the plan. The surveys asked participants to describe the characteristics that make a community great and offer examples of places that fit their description. Staff members helped to identified Shakopee's strengths, challenges and opportunities across a broad number of topics.

2017 Scott County Community Engagement

To inform the Scott County 2040 Comprehensive Plan, the County engaged members of the community between August 2016 and January 2017. Six focus groups were held, 16 community events were attended and 1,271 responses to online surveys were recorded. Community members were engaged in topics similar to those discussed in Envision Shakopee and include: active living, career, early childhood, healthy eating, housing, parks and trails and transportation. The Scott County Community Engagement Report was reviewed for responses and ideas pertinent to Envision Shakopee.

2016 Shakopee Livability Survey

In 2016, the city hired National Citizens Survey to conduct a survey about the livability of Shakopee. The survey was designed to gauge the desirability of people to live in Shakopee. The survey was documented into a report and includes responses from 700 participants and was conducted via paper questionnaires and an online survey through the city's website. The survey found that 81% of those surveyed felt that the overall quality of life in Shakopee is excellent or good. This is a similar result to answers evaluating other suburbs in the Twin Cities metropolitan areas and nationally. Additionally, 70% of the community felt that the quality of city services is excellent or good. Other findings include; 50% of residents reporting a good sense of community in Shakopee, 90% reported feeling safe in their neighborhood, and recording high ranks for the city services of storm drainage, street cleaning, and snow removal.

GREAT PLACES

CHARACTERISTICS OF A SUCCESSFUL COMMUNITY

- 
1. Safety
 2. Fiscal responsibility
 3. Livability
 4. Opportunity
 5. Good governance
 6. Health & wellbeing
 7. Leadership
 8. Sustainability
 9. Prosperity
 10. Friendliness

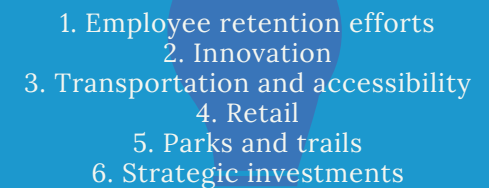
WHAT WILL MAKE SHAKOPEE AN EVEN BETTER PLACE?

- 
1. Expanded retail and restaurant options
 2. Continued economic growth
 3. Variety of housing options
 4. Stronger sense of community pride
 5. Improved transportation options

MODEL CITIES

- 
1. Eden Prairie
 2. Edina
 3. Maple Grove
 4. Minneapolis

WHAT MAKES THESE GREAT CITIES?

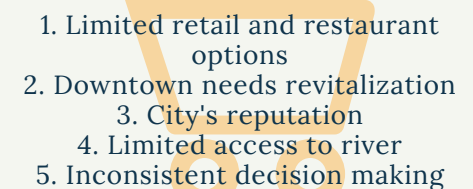
- 
1. Employee retention efforts
 2. Innovation
 3. Transportation and accessibility
 4. Retail
 5. Parks and trails
 6. Strategic investments

ALL ABOUT SHAKOPEE

STRENGTHS

- 
1. Entertainment destination
 2. Easy access to metro
 3. City finances
 4. Parks and open space
 5. Trails, bike paths and sidewalks

WEAKNESSES

- 
1. Limited retail and restaurant options
 2. Downtown needs revitalization
 3. City's reputation
 4. Limited access to river
 5. Inconsistent decision making