

# Minneapolis Clean Energy Partnership Community Engagement Planning Process

Approved March 4, 2016

## **Before you begin: PREPARE**

---

### **1. Review community engagement resources available among the Partners**

Ensure that your team is familiar with the resources available at the City of Minneapolis, Xcel Energy, and CenterPoint Energy so that community engagement efforts are supported and resourced across the city, rather than duplicated. Some examples of the internal resources and policies of the City related to community engagement include:

- a. The Blueprint for Equitable Engagement:  
<http://www.minneapolismn.gov/ncr/initiatives/EquitableEngagement>
- b. The Language Access Plan: <http://www.ci.minneapolis.mn.us/meetings/legislation/WCMS1P-151786>
- c. The Open Data Platform: <http://opendata.minneapolismn.gov>

### **2. Review existing research and data**

Access existing public research and data available at partner institutions (eg. universities, county and state government, etc.) that can help inform an understanding about existing community conditions.

### **3. Budget**

Determine the budget available to allocate towards the process of forming this plan and for implementing the proposed strategies.

### **4. Engage the Energy Vision Advisory Committee (EVAC)**

Tap the expertise and community connections available from members of the Clean Energy Partnership's Energy Vision Advisory Committee (EVAC), who can help provide suggestions and connections at the outset and as the process continues.

### **5. Identify how you will gather community perspectives on this process**

It is vital that community voices and perspectives directly feed the creation of this plan. Identify how you will engage community members in gathering information about the current conditions, needs, and interests of the community in Part A, and then get feedback from community members on the plan created in Part B.

## **A. LEARN: What defines the community?**

---

Conduct one-on-one meetings with community leaders, listening sessions, and/or other activities so that the answers to these questions are defined by the community. Describe what is:

### **1. The community's structure**

How is community organized? In what context does this community meet, gather, and socialize? Who are trusted leaders, and where are trusted spaces?

### **2. Segmentation within the community**

Describe important ways that the community is segmented, such as by religion, income, country/state of origin, immigration status, English language ability, or business sector.

### **3. The community's challenges**

Describe major challenges and threats the community is facing. What do community members define as their major needs? If not stated among major challenges, specifically draw out energy-related concerns (such as affordability, reliability, pollution, etc.).

### **4. The community's resources**

What resources and assets do community members have? Do they have an abundance of time, money, skills, community groups, networks, support systems, or other resources? How can these resources be utilized to advance the goals of the Clean Energy Partnership? If not stated among major resources, specifically draw out energy-related resources (such as cultural norms around frugality, ability to organize people, etc.).

### **5. The community's interests, motivations, and goals**

What are the common goals of community members? What social, economic, political, or personal goals do community members share, and in what ways has the community laid out a vision for its future? Are there any explicit energy-related goals that community members share?

### **6. How can the Clean Energy Partnership advance the goals of this community?**

Which of these community's goals can be met in the process of, or as a result of, the advancement of the Clean Energy Partnership's goals? In what ways can investments in reliable, affordable, local, and clean energy help members of this community meet their stated needs? Are there any community goals that the Partnership is in risk of working against, and how can that be avoided?

### **7. How can this community advance the goals of the Clean Energy Partnership?**

How does the community feel about the goals of the Clean Energy Partnership? Which of the Partnership's goals are most relatable, important, and achievable to the community? In what ways does this community have the ability to act in ways that will help them meet the Partnership's goals while advancing their own goals? How can the goals of the Partnership be clarified, revised, or adapted to better align with the community's needs and goals? In what role(s) should this community be engaged in for the purposes of advancing the Partnership?

## **B. PLAN THE PROJECT**

---

In cooperation with community leaders and based on the understanding of the community drawn out in Section A, answer the below questions.

### **1. Define goals and objectives**

- a. Goals: What goals should be achieved by this engagement?
  - What goals are shared by this community and the Clean Energy Partnership (as identified in question 7 of the previous section)?
  - What do we still need to learn from the community? (For example: What do they most want to know about energy? Why haven't they been engaging in existing programs? What about the existing programs work, or don't work, for them?)
- b. Resources: What resources exist to help meet the goals outlined above?
  - What programs, financial assistance, training, support, or other types of resources are currently provided by the Clean Energy Partnership?
  - What resources outside the Partnership are key for meeting these goals that Partnership programs should harness and collaborate with?
  - Are there any goals that cannot be met by the current available resources? If so, are there ways to adjust the existing resources or create new resources to meet these goals in the short or long term?
  - How can capacity be created in a way so the community sustains the resources over time – rather than outside services delivered to the community?
- c. Objectives and metrics: Set concrete, measurable objectives to define success in this project. (For example: learn the average heating bill of a household in this community, reach 40% participation in energy efficiency actions, etc.)
- d. Timeline:
  - How long will it take to achieve the goals identified?
  - How long can we work on this project with staffing, funding and other constraints?
  - If these are long-term goals, can we carve out a smaller piece to achieve in the scope of this particular engagement project?

### **2. Create engagement strategies**

Consider:

- Strategies should allow for two-way engagement and learning. Marketing and outreach is often necessary but rarely sufficient.
- Strategies should be designed in concert with members of the community through one-on-ones, listening sessions, and other means identified in Part A and should be designed to address the community's challenges, advance its goals, and overcome the specific barriers that get in the way of achieving the goals shared by the community and the Partnership.
- Do the members of the identified community have the ability to achieve the identified goals? If not, consider which other communities need to be engaged and begin with them on Step A.
- What is the appropriate scale for the strategies?
- Have the strategies been piloted?

- What funding is necessary, and where will it come from?
- What other resources (e.g. networks, time) are necessary, and where will they come from?
- Check back against Step A. Do the strategies we've drafted help advance the goals of the community as well as the Clean Energy Partnership?

Below is a suggested template for drawing the engagement strategies into a work plan.

**Engagement Project Work Plan – suggested template**

Strategy	Measureable Outcome	Deadline	Party responsible	Budget	Funding sources identified	Notes

## **C. IMPLEMENT**

---

### **1. Troubleshoot**

What issues are we running into? How will we address them?

### **2. Document**

Document observations and data as you go to inform evaluation and improvement.

- What is going well?
- What barriers have you overcome? What barriers remain?
- What more are you learning about the community that can inform the rest of this process and future processes?

## **D. EVALUATE**

---

### **1. Evaluate**

Involve community members in the evaluation process, and answer the following questions.

- a. For each strategy in the project plan, was the outcome achieved?
- b. Why or why not?
- c. Did accomplishing the outcomes help achieve long-term goals?
- d. Did accomplishing the outcomes help achieve the community's vision?
- e. What worked well? What didn't?
- f. What would we change next time?

### **2. Share results**

With all partners: community, city, utilities, Department of Commerce, Public Utilities Commission, etc.