



# Engaging Communities of Color for Complete-Street Strategies in Minneapolis, MN

**Feb. 2<sup>nd</sup>, 2018 \* New Partners for Smart  
Growth: Communities on the Right Track**



# **PRESENTATION AGENDA**

## **○ Setting the Stage**

Understanding how Complete Street Strategies at the local community level support physical activities

## **○ Alternative Community Engagement Methods**

Supporting people of color and Limited English Proficiency (LEP) members in biking, walking and exercising more

## **○ Case Study**

Bicultural Active Living Lifestyle (BALL) Education Campaign



# OUR COMMUNITY – NORTH MINNEAPOLIS, MN

## Demographics

While Minnesota's population is predominantly white, urban centers like Minneapolis are rich in diversity. North Minneapolis, where the program is based, is a “majority minority” community.



## Disparities

Equity remains an unfulfilled promise in Minnesota. Disparities persist across race and place. As shown below, residents of North Minneapolis experience numerous disparities in outcomes compared to residents county-wide.

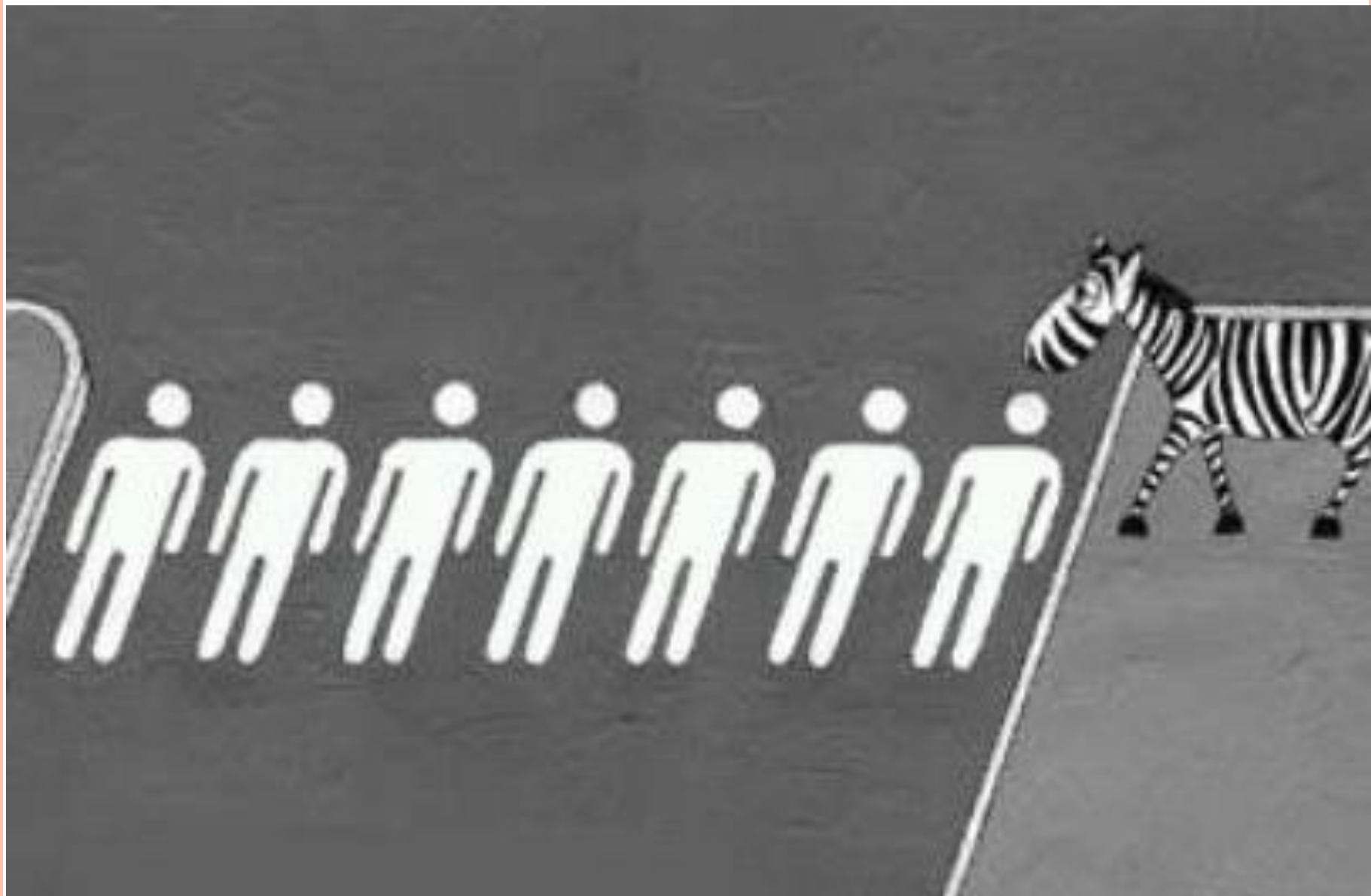


# INVOLVEMENT IN THE TRANSIT PLANNING

- **Equity Advisory Committee with the Metropolitan Council** – AMA rep Tie Oei was invited to ensure that residents and communities are full partners in making the decisions that affect them. The ultimate goal of this work is to create more equitable outcomes for the people who live and work in the region.
- **Blue Line Coalition** – Blue Line is the light-rail service connecting between Minneapolis and Mall of America
- The **Northside Greenway Project** and partners have been busy working with residents, community, and cultural groups to collect feedback and engage the Northside residents around the temporary Northside greenway placed along Irving Ave N from 30th Ave to 36th Ave N.



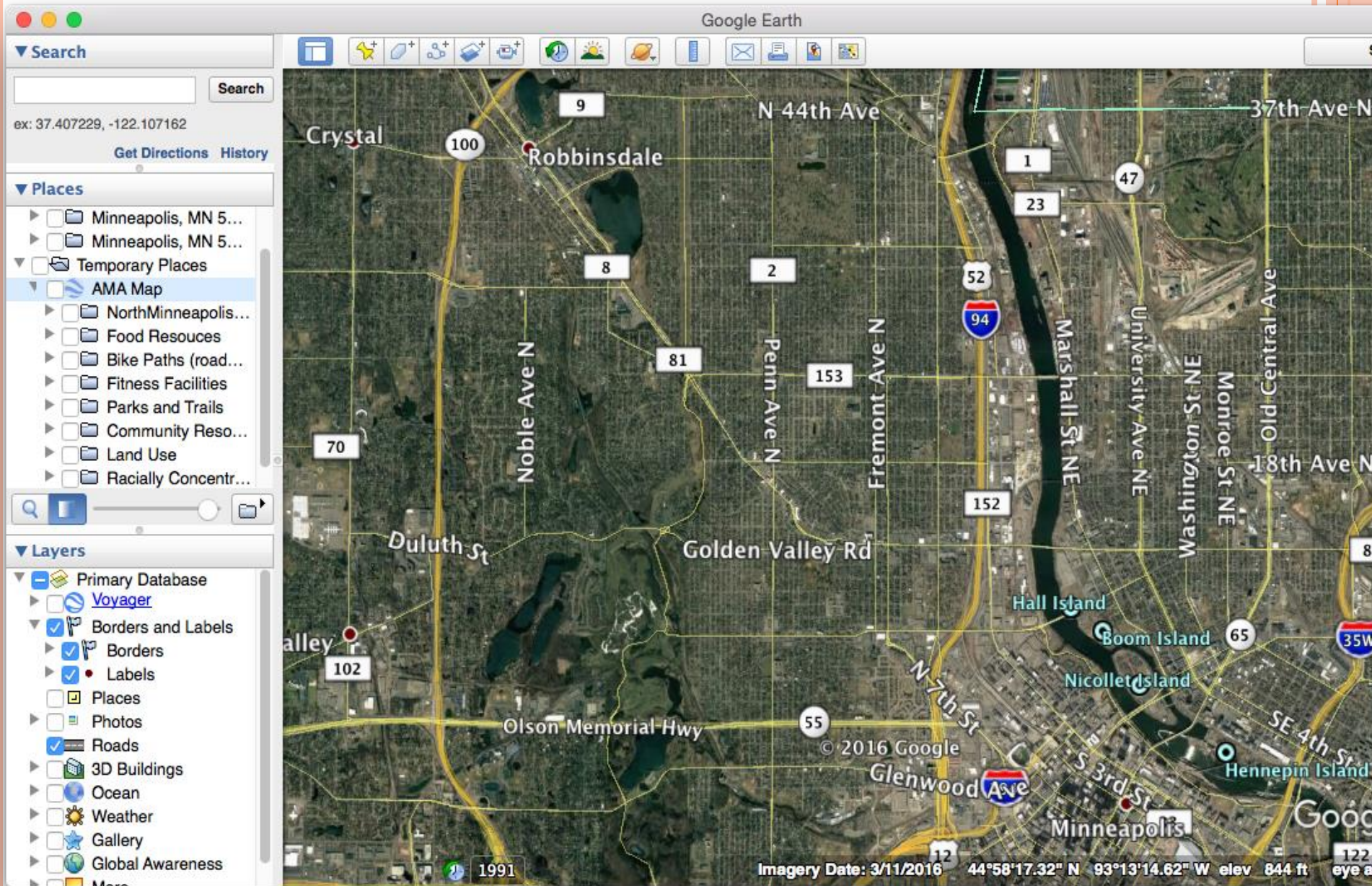




- Using the Bicultural Healthy Living Framework
- Focusing on Connectivity and Accessibility for Asian and African Americans in the Northside, with following Complete Street Strategies:
  1. **Interactive Mapping as a Tool for Community Discussion**
  2. **Open Street and Pop-up Events with Cultural Exercise Opportunities**
  3. **Diverse Community Engagement Methods** with Limited English Proficiency (LEP) members for transit planning and neighborhood safety

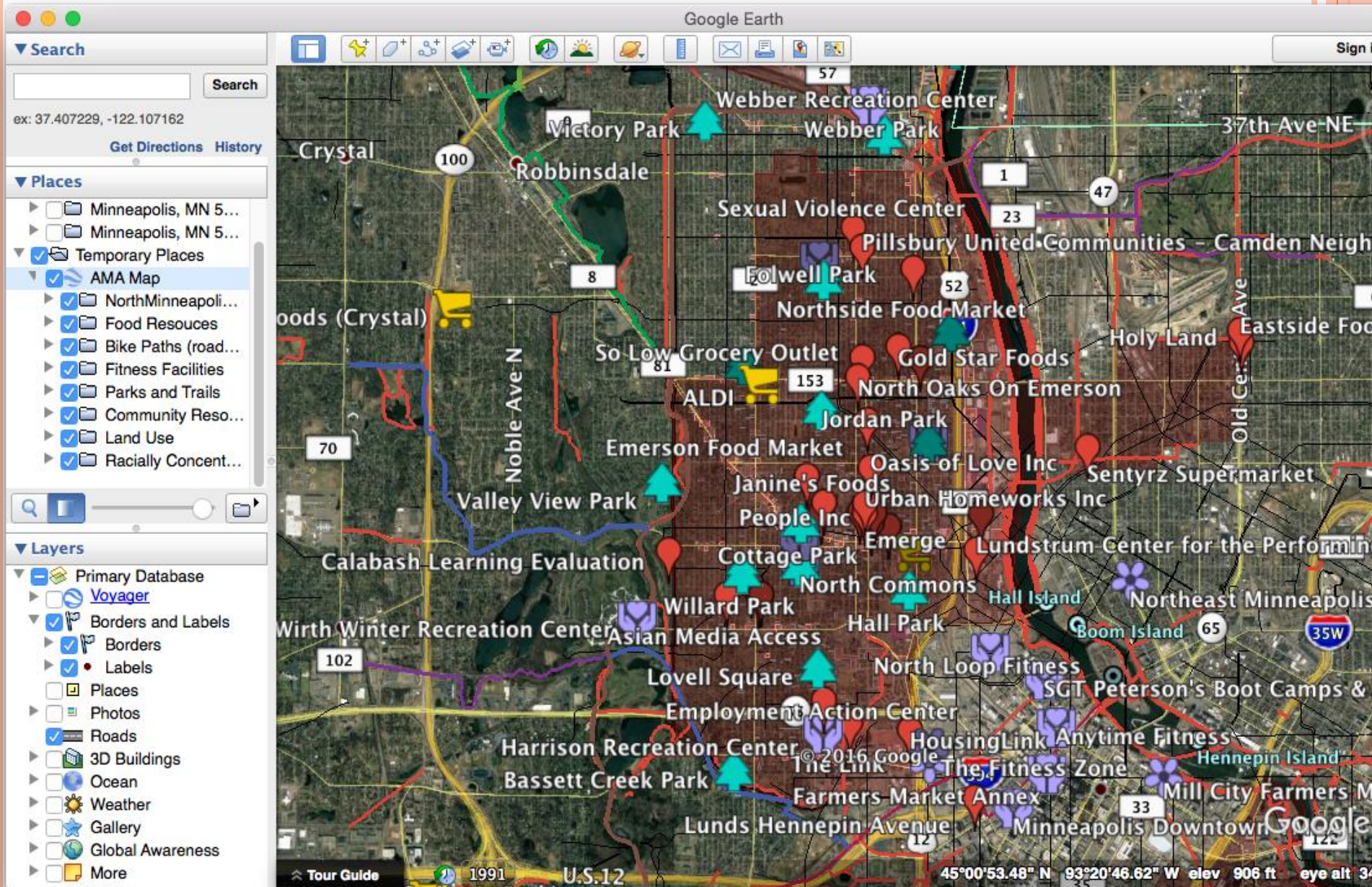


# INTERACTIVE MAP WITHOUT LAYERS





# INTERACTIVE MAP WITH LAYERS











Welcome to the  
Frank Rieg Amphitheater  
Journey to  
Asia  
Sunday  
Jul 31, 2016  
4 PM to 10 PM



# **ALTERNATIVE METHODS FOR COMMUNITY ENGAGEMENT, TARGETING THE LIMITED ENGLISH PROFICIENCY (LEP) MEMBERS:**

- I. **Diverse Art Forms** Drawing/Collage/Dancing
- II. **Video and Radio** Interviews/Narratives/Public Service Announcements (PSAs)
- III. **Journal Writing** One-Sentence Reflections and other written materials
- IV. **Photos, Graphic-Focused Materials** Infographics, Postcards, and Posters
- V. **Face-to-Face Interaction** Photo Booths, Pledges
- VI. **Guerrilla Marketing**





# I. DIVERSE ART FORMS - COLLAGE MESSAGES

EnvironMentology

**WM**  
WASTE MANAGEMENT

The waste we collect  
helps power over  
one million homes.

From: Asian Media Access & Patrick He

HEALTH  
Care  
CONVERSATIONS  
Making It Meaningful

Consultation\*  
We've Got You Covered.



Communication



Ping Vang

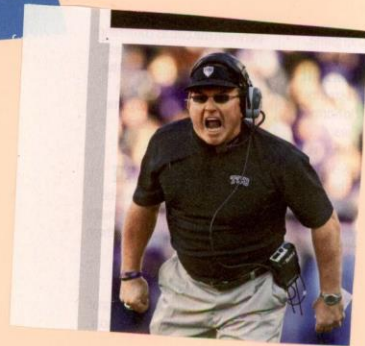




DOESN'T  
WORK HERE  
"DON'T SWEAT THE SMALL STUFF"

I want to

do more



NOT ENOUGH

changes

GROWING



Start knowing.

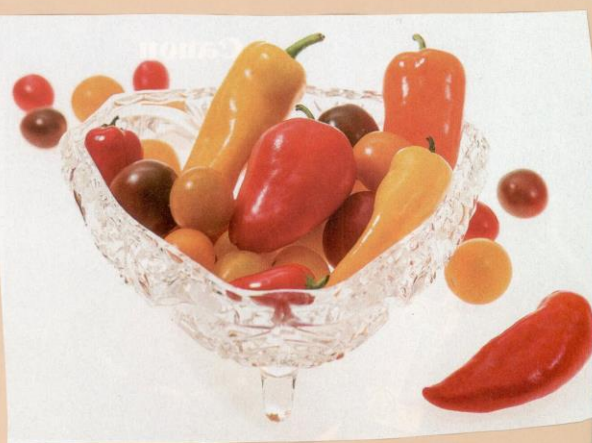
RIGHT AWAY,  
PLEASE



Rehab

SERVICE WORKED

True Chang



**grow**  
innovation and business value



chao vang







# I. DIVERSE ART FORMS: INVITATION TO DRAW

Inviting the community to draw on Walls, Streets, Canvas, papers to share their reflections







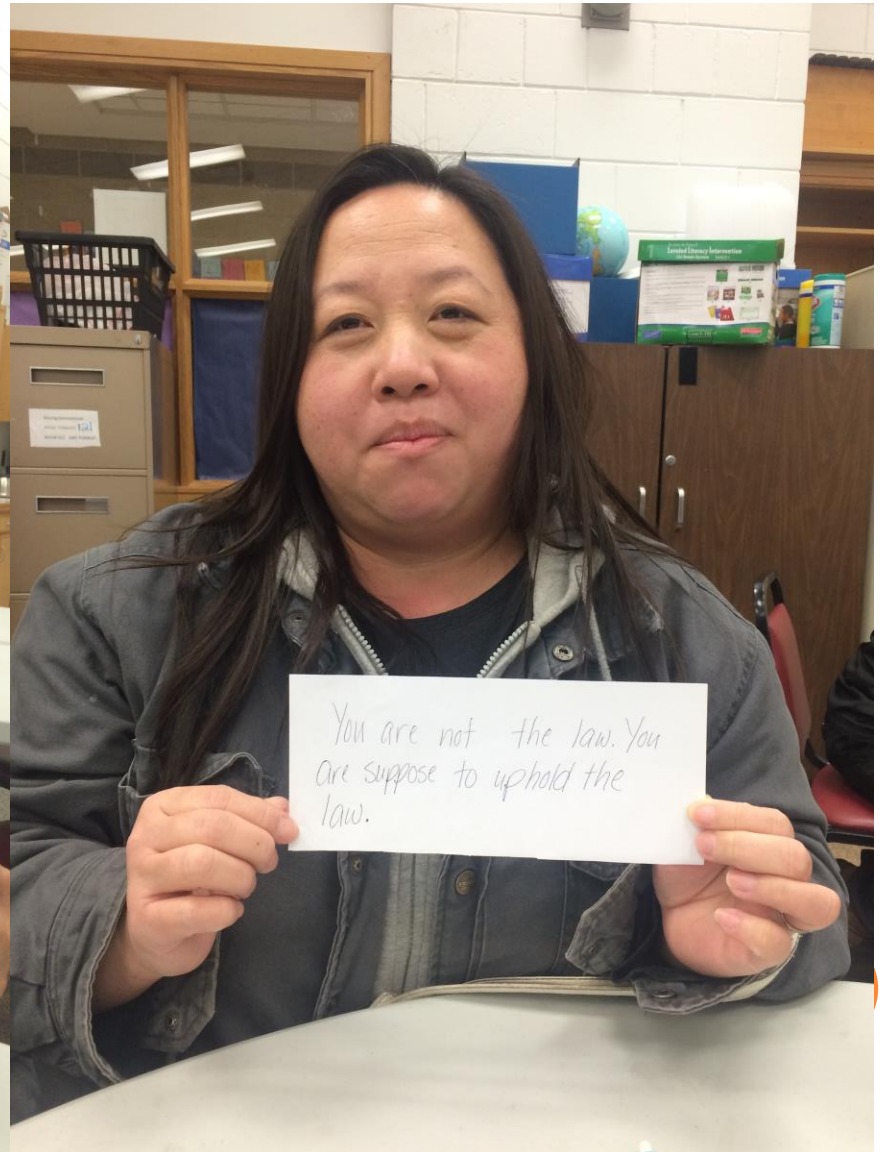
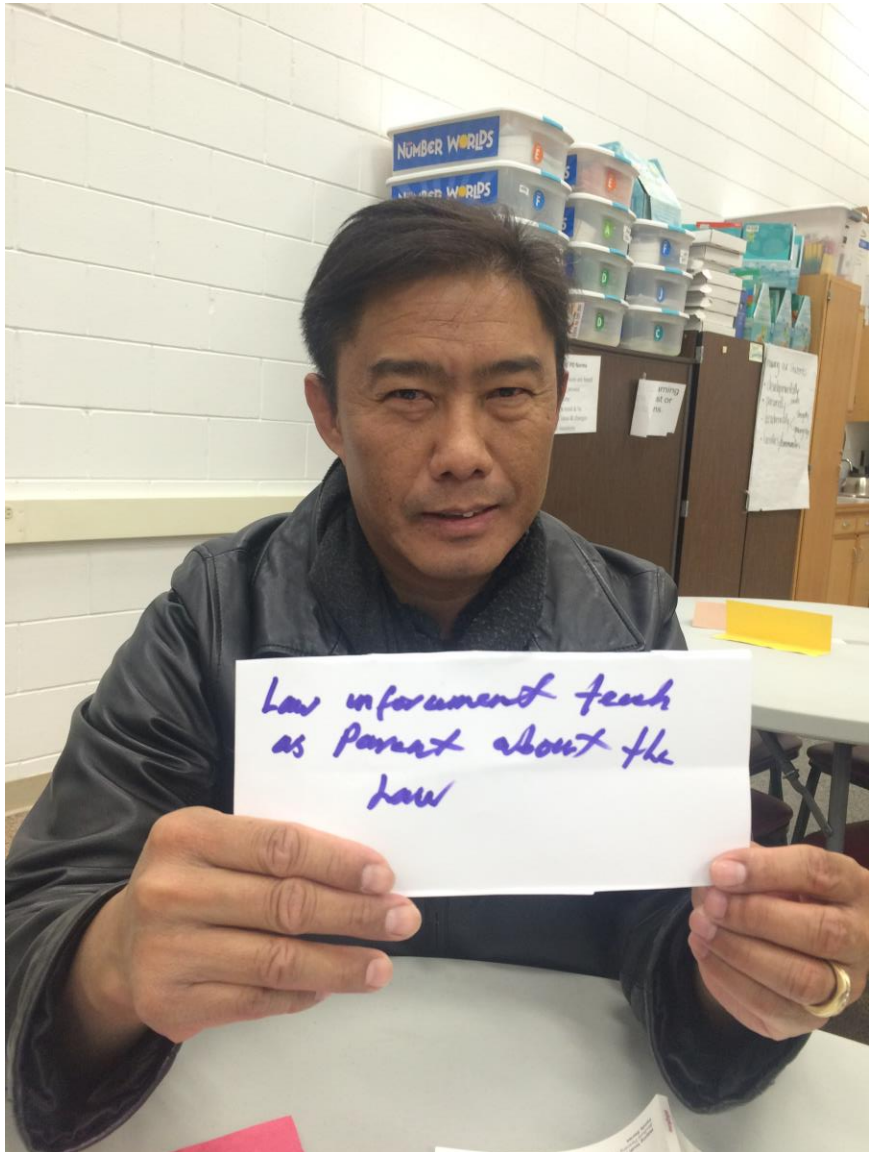
## II. VIDEO AND RADIO

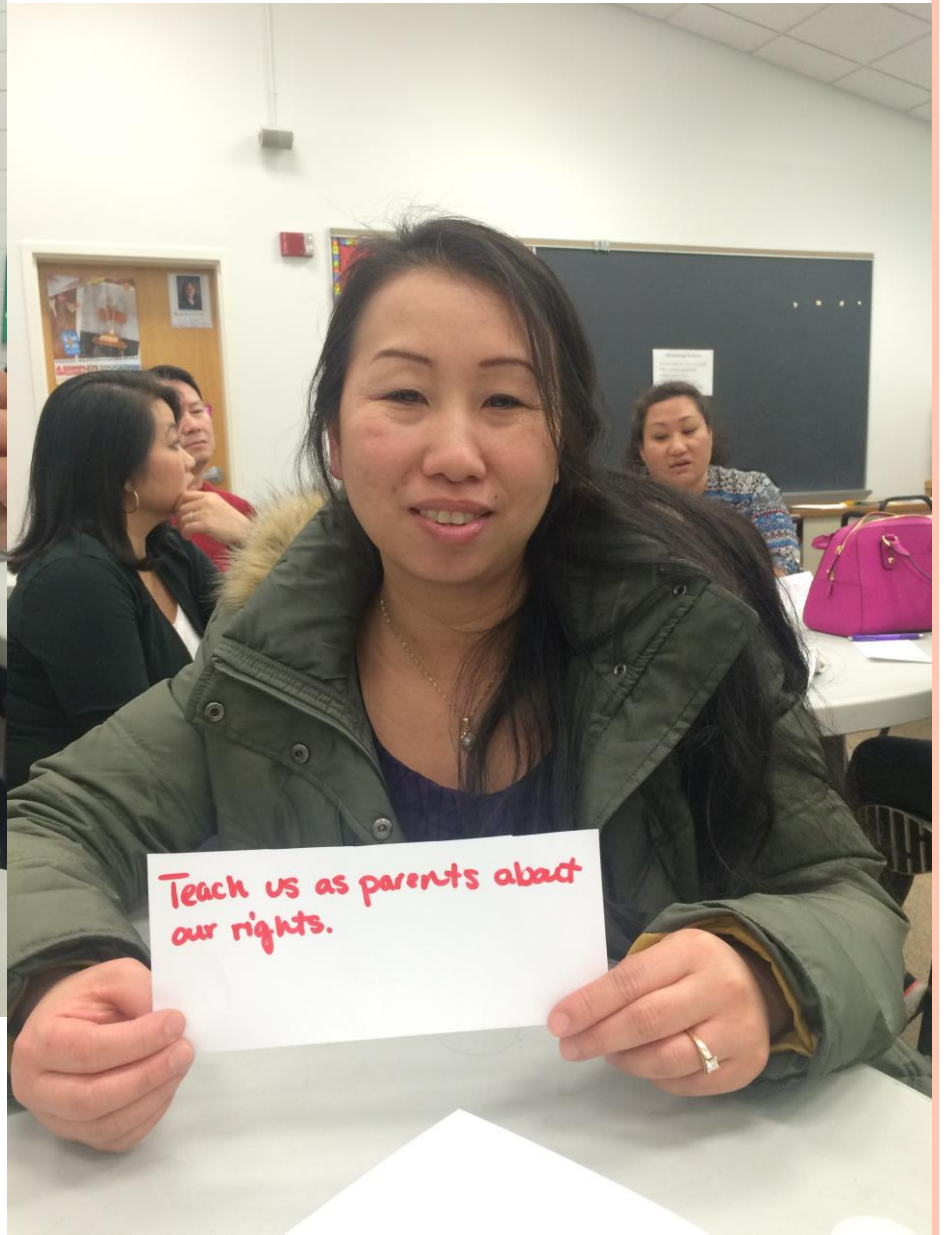
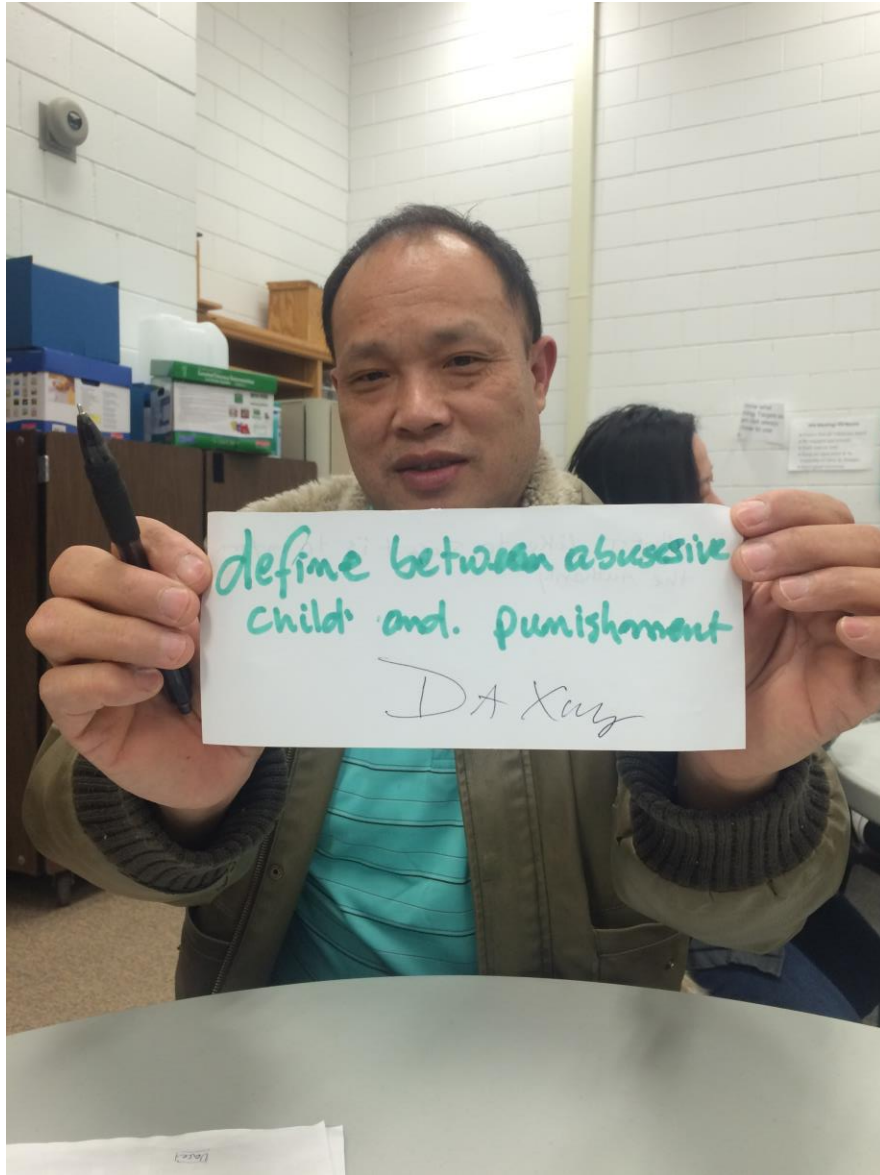
Hmong, Somali, and Dakota pictured





### III. JOURNAL WRITING: ONE SENTENCE REFLECTIONS



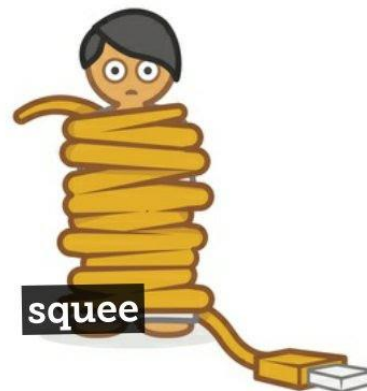




## **IV. PHOTOS, GRAPHICS FOCUSED: STORYBIRD APP**

- The Storybird website ([www.storybird.com](http://www.storybird.com)) is an online based web app that allows users to convey thoughts on illustrated stories through the use of images from artists around the world.
- LEP members can use the visual images and simple languages that they feel reflect their opinions about various topics







hopeful



remember



speed

heart

discover

trapped  
pack

unknown





loss

heartbreak

explain



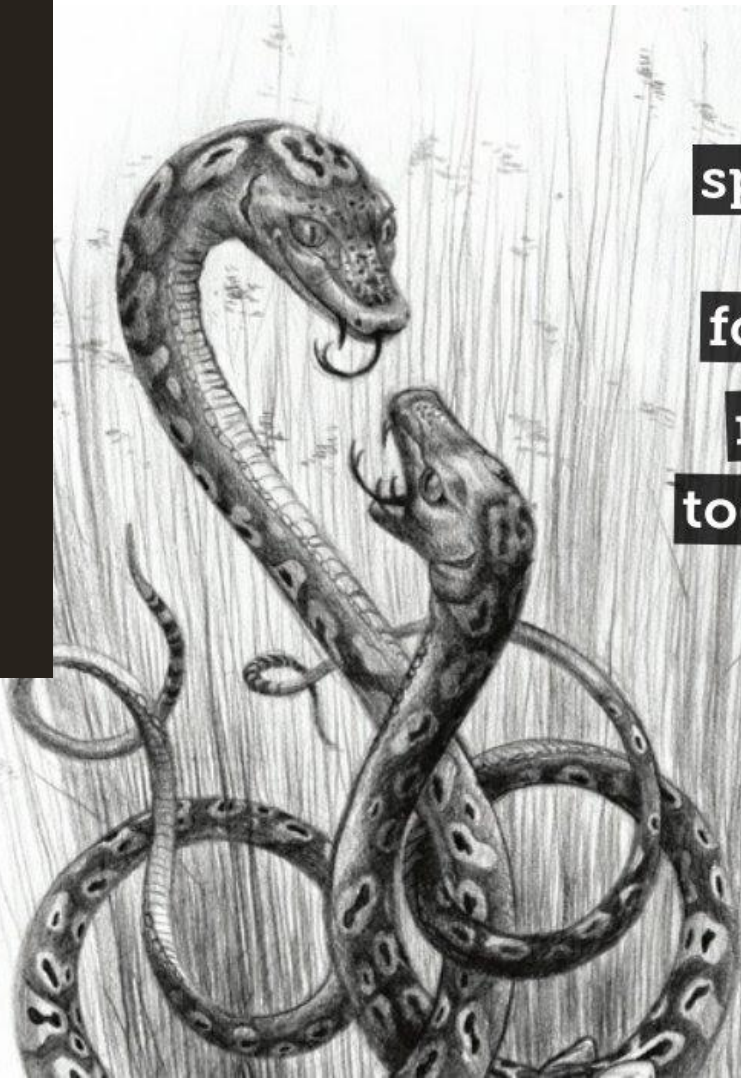
world

together





lost



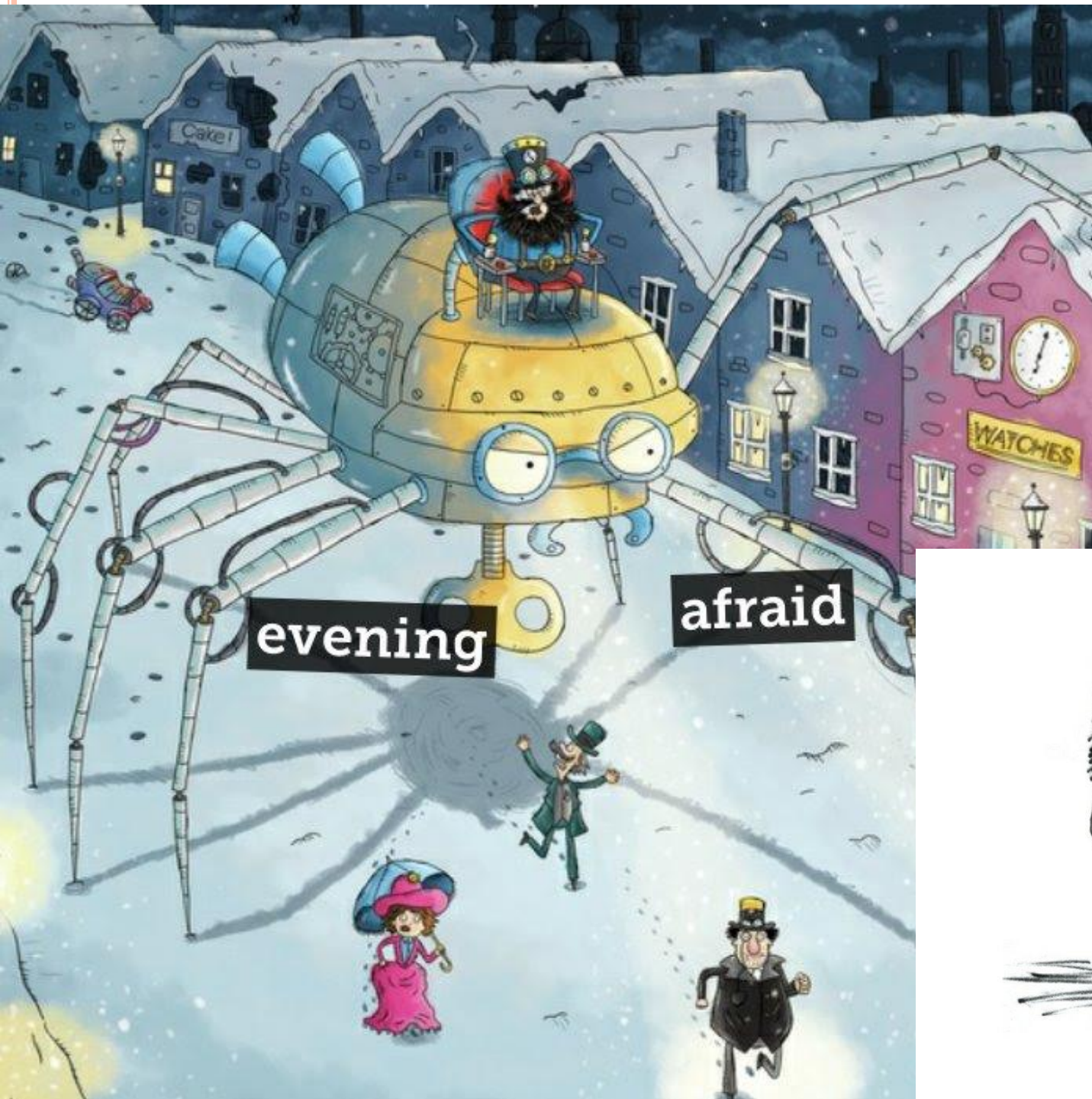
spring

forever

never

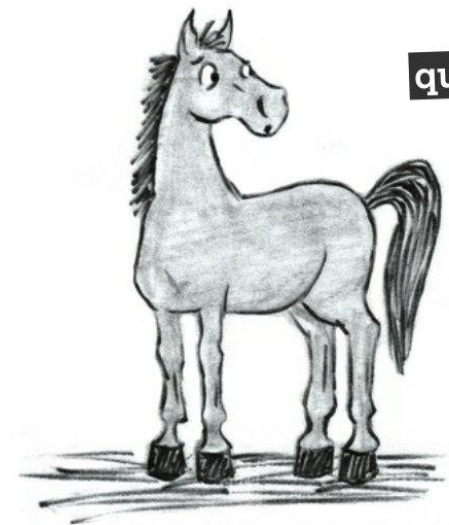
together





evening

afraid



quickly



worries



danger

## **V. FACE-TO-FACE INTERACTION: PHOTO BOOTH WITH AN ATTITUDE**

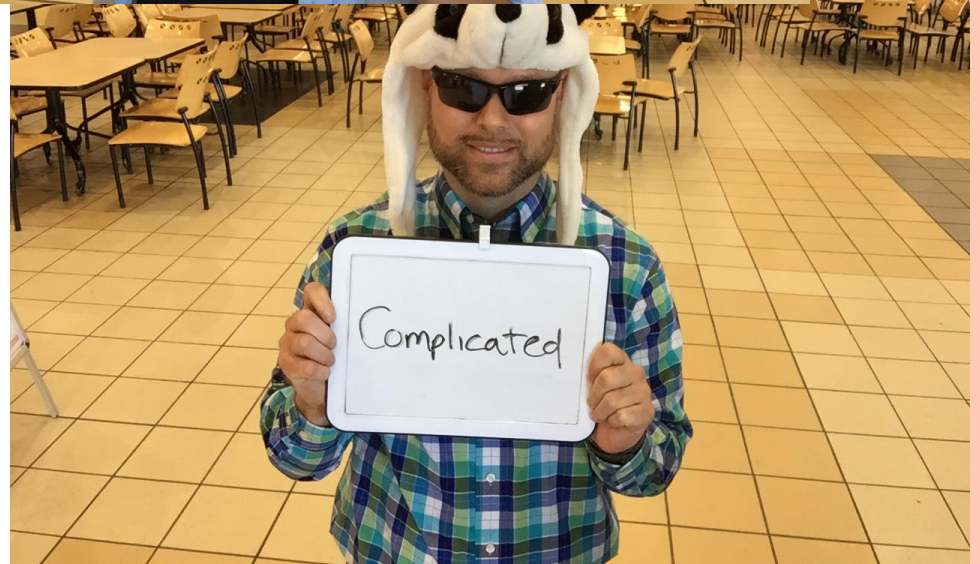
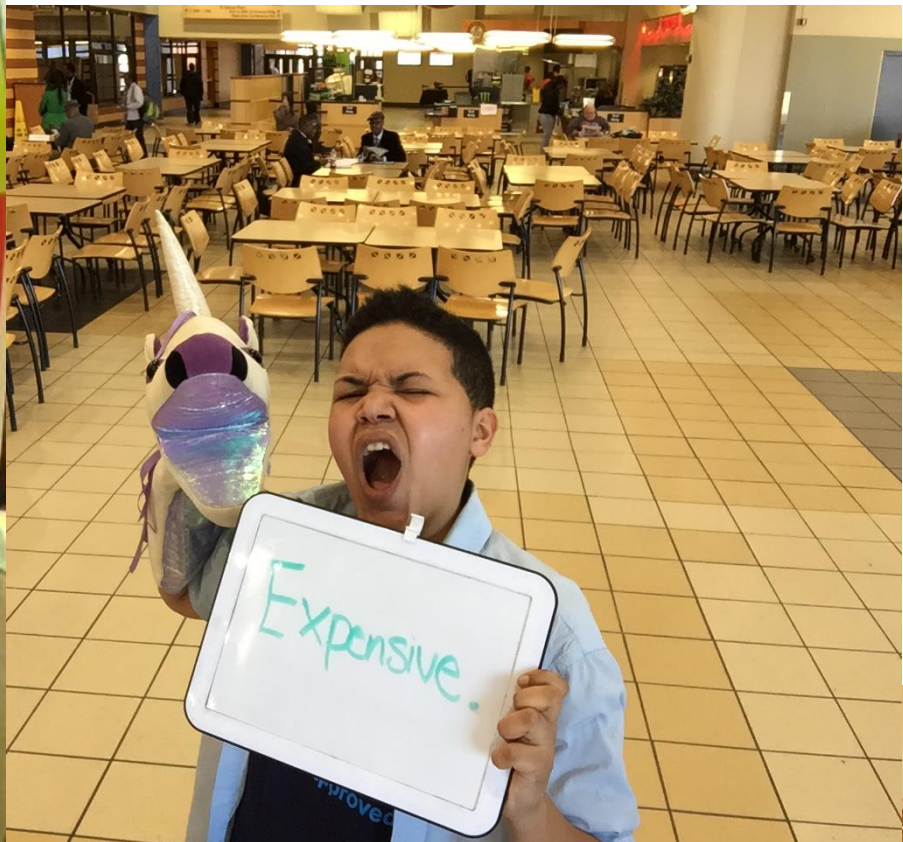
- AMA has been setting up photo booths at various fairs where people can take a photo while holding a sign on which they have written their concerns about the Transit system.
- We have been using this method to build connections with area residents along with AWARENESS about the Complete Street options in Minneapolis.















## V. FACE-TO-FACE: STICKY MOBILE NOTES









# V. FACE TO FACE: ETHNIC EVENTS



## VI. GUERRILLA MARKETING: STENCIL ARTS – “EXERCISE” IN DIVERSE LANGUAGES























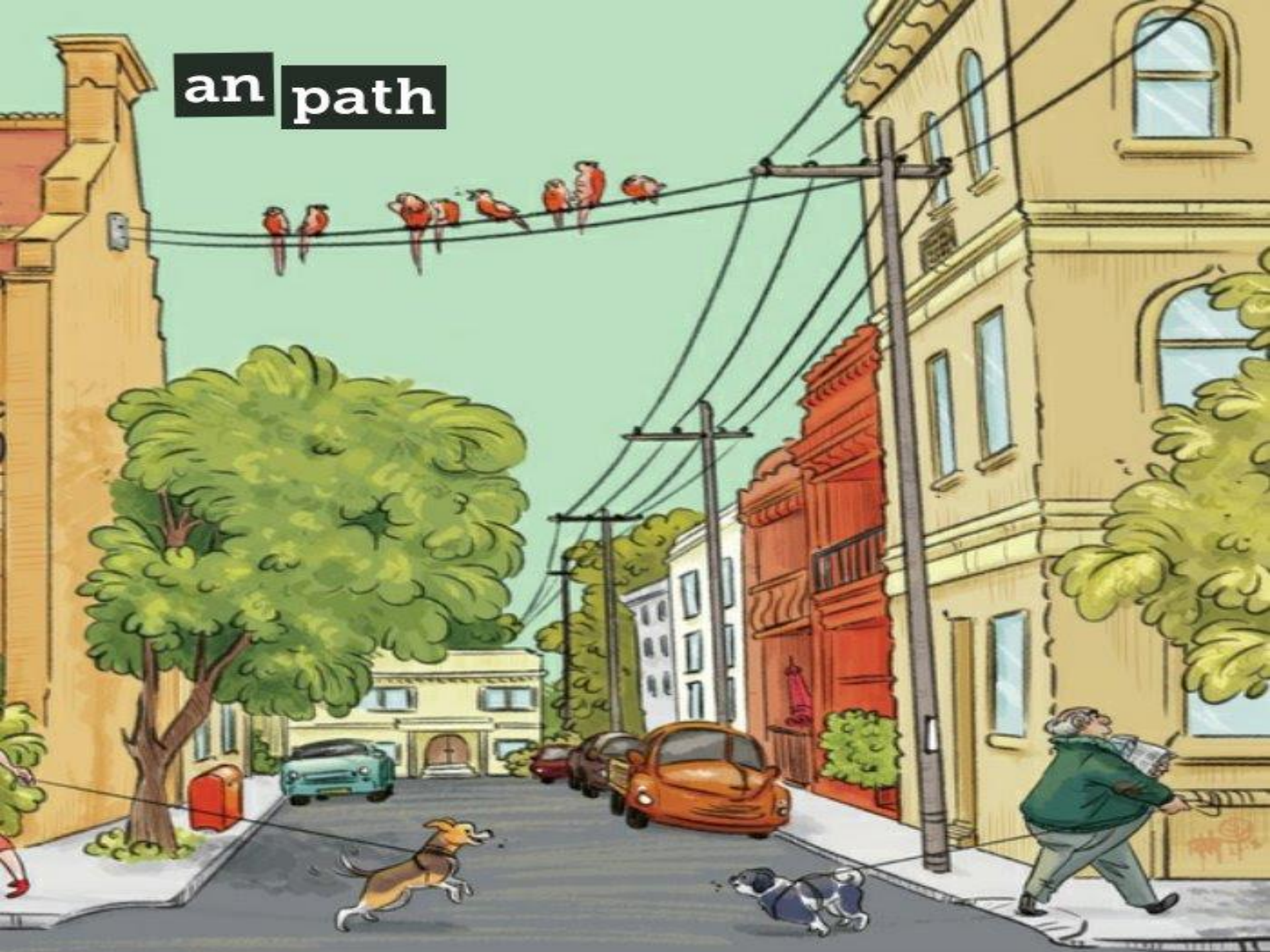
# BICULTURAL HEALTHY LIVING

[ballequity.apacommnet.org](http://ballequity.apacommnet.org)  
612-376-7715 | [ball@amamedia.org](mailto:ball@amamedia.org)

Asian Media Access • Pan Asian Arts Alliance • Pathway Learning Center • Radiant506 • Somali Community Resettlement Services • Wound



an path



## LESSONS LEARNED

- Simplify messages and use alternative storytelling strategies
- Intentionally incorporate cultural and linguistic strategies throughout the process for Transit Planning - supporting bilingual/bicultural approach
- Address systems and individual behavior changes with a holistic lens
- Allow time/space and even detour to build a better community engagement process





# Resource List

- 1) BALL website: <http://www.ballequity.amamedia.org/>
- 2) CDC's Tools for Cross-Cultural Communication and Language Access to help organizations address health literacy and improve communication effectiveness -  
<https://www.cdc.gov/healthliteracy/culture.html>
- 3) CDC's Plain Language Materials -  
<https://www.cdc.gov/healthliteracy/developmaterials/plainlanguage.html>

## Contact Info

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612-376-7715

