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

Feb. 2nd, 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.

- 3x less likely to have Graduated High School
- 2.4x more likely to live in Poverty
- 2x more likely to experience Mental Distress
- 2x more likely to be Obese
- 2.5x more likely to engage in No Physical Activity
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
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
I want to do more

NOT ENOUGH

changes

GROWING

PAINS

Start knowing.

RIGHT AWAY, PLEASE

SERVICE WORKED
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

Law enforcement teach us parents about the law.

You are not the law. You are suppose to uphold the law.
define between abusive child and punishment

Teach us as parents about our rights.
IV. Photos, Graphics Focused: Storybird App

- The Storybird website (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
fear

crime
closed

nice

okay

like

winding

squee
loss

heartbreak

explain

world together
evening, afraid, quickly
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.
Justice Justice Justice Justice

Expensive.

Complicated
V. Face-to-Face: Sticky Mobile Notes
V. Face to Face: Ethnic Events
VI. GUERRILLA MARKETING: STENCIL ARTS – “EXERCISE” IN DIVERSE LANGUAGES
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
AngeHwang@amamedia.org
612-376-7715