

PURPOSE

Identify strategies to engage property owners and developers actively in engagement to enhance their understanding of the COR development purpose and location, how it matches their current land use interests, and increase their knowledge of the planning process.

CHALLENGES



Lack of public awareness about what the COR is and where it is located.



Lack of public understanding of the current development plan.



Limited public understanding about the urban planning process.



Lack of resources for planning staff about peer communities that are small sized, have commuter rail, and are doing horizontal mixed use development.

OBJECTIVES

1. Inform the public about the intentional development process.
2. Use participation mapping tools to gather feedback from property owners, developers, and new residents to encourage their involvement in land use planning decisions.
3. Use case study research to inform best practices for engagement in small communities with commuter rail and horizontal mixed use developers.

RECOMMENDATIONS

1

Conduct in person map engagement

Purpose:
 (1) Help residents and developers become familiar with the COR.
 (2) Demonstrate the urban planning process through a fun activity that allows stakeholders to move from individual interests to collaborative decisions about land use.

2

Engage target audiences with editable online maps

Purpose:
 (1) Engage new, elderly, and non-local stakeholders who do not show up at meetings.
 (2) Gather ideas that people did not have a chance to express or came up after the in person engagement.

3

Use social media tools

Purpose:
 (1) Share information about the COR through platforms such as Snapchat geofilters
 (2) Engage stakeholders in a convenient and accessible platform for them.
 (3) Use platforms such as Facebook to gather information about building type preferences through number of "likes."
 (4) Hold Twitter town halls.

4

Multi-day charrettes

Purpose:
 (1) Encourages participants to come back to an activity repeatedly and bring others in the community with them.
 (2) Allows an exchange of information between planning staff and stakeholders.

Strategies from best practice literature

1. Use indicator matrices for stakeholder involvement and participation as part of the evaluation criteria. Examples of questions to answer should include:
 - Is there a permanent multi-stakeholder planning committee?
 - Are all relevant stakeholders included in the planning process?
2. Use language that is relatable to all stakeholders.
3. Planning staff should acknowledge the historical significance of development and its relationship to race and place

STAKEHOLDERS



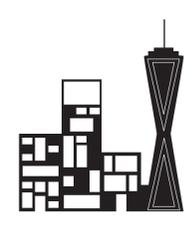
Property Owners



Mayor & City Council



Planning Commission



Developers



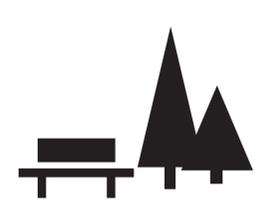
Economic Development Authority (EDA)



Downtown Businesses



Environmental Policy Board



Park and Recreation Board

PILOT PROGRAM

Purpose

To demonstrate a participatory planning activity that updates the public about the COR development and engages Ramsey residents and developers in land use decision making. The pilot should result in planning staff having a better understanding of how the town of Ramsey's current land use plan matches or fails to meet current community expectations and interests.

The pilot program provides two engagement methods: an in-person active map activity and an online map activity (not discussed in the poster but included in the final report). This latter online map engagement tool will allow participants to provide feedback in a new way, and demonstrate how online tools can be an effective follow up to in person engagement.

Activity Structure

Our in person map engagement activity involved inviting residents and developers to a public meeting, presenting for five minutes to introduce the COR development area, providing instructions for the mapping activity, and facilitating groups to engage in rethinking the COR's land use. The following steps details the process and one group's outcome.

Step 1: Produce COR Development land use categories, and identify the area.



Step 2: Have stakeholders place stickers or draw with markers on a laminated sheet placed over the blank COR map.



Step 3: Planning staff places laminated sheets over their planned land use map to see where interests differ and align.



Information Gathered

Themes:

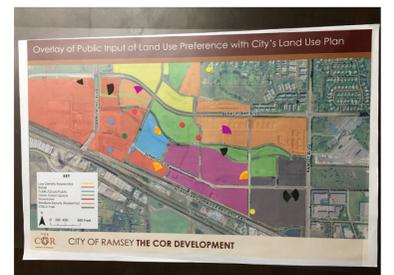
1 More mixed use land use patterns

Stakeholders want a mix of downtown, public, medium density residential and office space close in the North Rail commuter line.

2 Consensus on land use patterns

The map shows that there is some consensus between the already developed land use plan by Ramsey with what the stakeholders want. This can be important information the city can incorporate in future development plans.

Overlays of Public Input of Land Use Preferences:



Lessons Learned

What went well?

- (1) Use of facilitators showed planning staff engagement in the activity and spurred discussion.
- (2) Laminated sheets allowed for easy transfer and analysis of information gathered.
- (3) Produced lots of data, and more awareness of the COR.

What could be improved?

- (1) The flexibility to add comments to explain decisions or polygons on the map.
- (2) Land uses should be defined, including the downtown land use class.
- (3) There needs to be a follow up process so stakeholders know that their perspectives are being taken into account in the plan.

How it can be improved?

- (1) Use post-its and provide markers for data that can be transferred to polygons in GIS.
- (2) Similar to the pilot activity, each map should be designated to one land use type and people can color in areas to show their preference of land use in the COR development area.
- (3) Collect contact information at the meeting and send a follow up document to show data collected and a description of how it is being incorporated.