



## **PHASE 2 ENGAGEMENT SUMMARY - VISION AND GOAL SETTING**

Following the completion of Community Engagement activities outlined in Phase 1, Stantec initiated Phase 2 which focused on developing the citywide 10-year vision framework with topical goals and solidifying focus areas to be studied further in Phase 3. We conducted analysis of where Moorhead has been and where it is going, and then layered that with emerging trends that can be applied both citywide and in specific focus areas. The objective was to leave this phase with an established consensus among decision-makers and the public of the Comprehensive Plan's direction before evaluating specific areas of the city.

### **Phase 2 Activities:**

The following engagement activities offered an opportunity for the project team to show what we learned from analysis and community input in Phase 1 on the vision. We then layered that with more information on city building trends to create goals for each topical area of the plan.

#### **Technical Advisory Committee Meeting**

At the beginning of Phase 2, Stantec met with the TAC members to review the draft vision and goals, as well as the proposed focus areas. The TAC provided input on both the vision and goals, which were then modified based on the feedback for the focus groups and online engagement in the second half of Phase 2. The TAC also provided guidance as we look forward to initiating tasks for Phase 3. A meeting summary was developed, outlining key discussion points, considerations, and next steps as a deliverable for this scope item.

#### **Study Review Committee**

Stantec met with the SRC members to review the draft vision and goals. The SRC provided input on both the vision and goals, which were then modified based on the feedback for the focus groups and online engagement in the second half of Phase 2. They provided guidance as we look forward to initiating tasks for Phase 3. A meeting summary was developed, outlining key discussion points, considerations and next steps as a deliverable for this scope item.

#### **Vision and Goals Story Map and Interactive Online Engagement Tools**

Prior to Phase 2 engagement and meetings, Stantec developed a Story Map to highlight the draft vision, topical goals and proposed focus areas and introduce online interactive map apps and surveys to solicit public input on the draft project vision and goals.

The Story Map discussed the importance of a Comprehensive Plan and gave a recap of Phase 1 Engagement. The draft vision statement was introduced in the Story Map and participants were asked to provide their feedback through a variety of pointed questions. Trends within each section of the Comprehensive Plan were discussed, with an introduction of the draft goals for each topic. Again, participants were asked to prioritize and respond to the goals through a series of questions. Finally, the Story Map re-introduced the focus areas that will be studied in Phase three of the Comprehensive Plan and will be the focus of the next phase of engagement.

#### **Focus Group Meetings**



With direction from City staff, Stantec conducted a series of six focus groups from May 20-21 that focused on getting feedback on the draft vision and goals for the Comprehensive Plan. The stakeholder groups were generally the same focus areas invited for Phase 1 engagement, with additional participants added to enhance the discussions. The groups focused on businesses, developers, parks and open space, mobility, architects/landscape architects and artists and resilience.

**Joint Planning Commission/City Council/EDA/Exec. Committee Workshop**

Stantec presented at a joint workshop between the Planning Commission, City Council, EDA and Executive Committee. The discussion focused on the work to date, especially focusing on the draft vision and goals. The focus of this workshop was to affirm the direction of the plan and brainstorm opportunities and constraints in the Focus Areas.

**Schedule**

TIME	TASK	Location:
<b>Day 1: Friday, April 23rd</b>		
9:00AM – 10:30AM	SRC meeting	Zoom
11:00AM – 12:30PM	TAC meeting	Zoom
<b>Day 2: Thursday, May 20th</b>		
1:00PM – 2:00PM	Focus Group #1 - Resilience	Zoom
2:30PM – 3:30PM	Focus Group #2 – Parks, Open Space, Active Transportation	Zoom
4:00PM – 5:00PM	Focus Group #2 – Designers/Artists	Zoom
<b>Day 3: Friday, May 21<sup>st</sup></b>		
9:00AM – 10:00AM	Focus Group #4 - Businesses	Zoom
10:30AM – 11:30AM	Focus Group #5 - Developers	Zoom
12:00PM – 1:00PM	Focus Group 6 – Mobility	Zoom
<b>Day 4: Monday, May 24th</b>		
4:30PM – 5:30PM	Joint CC/PC/EDA/Exec Committee Mtg	Zoom



## Engagement Questions:

*Draft Vision Statement: Moorhead is a thriving metro city nurturing the economic and social well-being of the community. It embraces sustainability and supports people through exceptional active living, education, and arts experiences. Local businesses and institutions are community partners. Moorhead's neighborhoods provide a continuum of housing options and are welcoming. A diversity of people, voices, and perspectives lead Moorhead to a vibrant and robust future.*

1. How well does the Vision Statement reflect YOUR vision for Moorhead?  
The draft vision statement above was compiled based on input from the community on the vision for the city. On a scale of 1-5, how much does this vision statement reflect YOUR vision for the future of Moorhead?
2. What other feedback do you have about the vision statement?
3. What words from the vision stand out to you as especially important? Are there missing words?
4. Which Land Use and Housing goals are most important for the future of Moorhead? (multiple choice, pick several)
  - a. Create attainable housing opportunities and options for Moorhead residents with easy access to daily needs and services
  - b. Provide more affordable housing opportunities
  - c. Align land use strategies with economic development priorities
  - d. Encourage mixed-use and infill development
  - e. Preserve and enhance existing residential neighborhoods
  - f. Continue to evaluate and provide guidance for land use decisions
5. What other comments/feedback do you have about the proposed Land Use and Housing goals?
6. Which Mobility goals are most important for the future of Moorhead? (multiple choice, pick several)
  - a. Increased multimodal connectivity and access to destinations such as downtown, parks, trails, and the river
  - b. Adapt and prepare for new forms of transportation, technology, and infrastructure
  - c. Incorporate a "Complete Streets" design philosophy into all aspects of mobility planning and design
7. What other comments/feedback do you have about the proposed Mobility goals?
8. Which Economic Competitiveness goals are most important for the future of Moorhead? (multiple choice, pick several)
  - a. Build a supportive environment for local businesses and entrepreneurs to thrive
  - b. Bolster, expand, and diversify the base economy
  - c. Continue to build coalitions around, and invest in, the vibrancy of Downtown Moorhead
  - d. Attend to the housing, education, and training needs of Moorhead's workforce
  - e. Remain flexible in responding to the changing economic conditions post-COVID
9. What other comments/feedback do you have about the proposed Economic Competitiveness goals?
10. What Parks and Open Space goals are most important for the future of Moorhead? (multiple choice, pick several)
  - a. Conserve and connect parks and open space
  - b. Build innovative green infrastructure, stormwater management, and ecology into individual parks and the park system overall
  - c. Use parks as centers to promote physical and mental health and wellness of residents
  - d. Ensure that all Moorhead residents have fair and just access to high quality parks and green spaces, recreation facilities, youth sports and programs
  - e. Advocate for a holistic approach to parks, open space, and recreational programming through strong regional partnerships
11. What other comments/feedback do you have about the proposed Parks and Open Space goals?
12. Which Sustainability and Resilience goals are most important for the future of Moorhead? (multiple choice, pick several)
  - a. Evaluate all infrastructure improvements through and environmental resiliency lens
  - b. Promote the reduction of greenhouse gas emissions through alternative energy sources
  - c. Perpetuate the health of individual residents and communities in adapting to a changing climate



- d. Build a diverse local economy to sustain Moorhead through times of opportunity and times of economic distress
- e. Advocate for a holistic approach to sustainability and resilience through strong regional partnerships
- 13. What other comments/feedback do you have about the proposed Sustainability and Resilience goals?
- 14. Which Arts, Culture and Placemaking goals are most important for the future of Moorhead? (multiple choice, pick several)
  - a. Enhance Moorhead's visual appeal through public realm improvements, public art, and cultural activities
  - b. Collaborate with neighborhoods to develop a sense of place and pride
  - c. Develop an intentional approach to building cultural inclusion, responding to the needs of, and celebrating, diverse communities
  - d. Invest in placemaking and creating places where people want to gather, specifically in the downtown and riverfront area
  - e. Establish a dedicated funding source for public art
  - f. Work with local community groups to develop authentic community identity
- 15. What other comments/feedback do you have about the proposed Art, Culture and Placemaking goals?