



APPENDIX A2: COMMUNITY ENGAGEMENT

Cultivate Hopkins Comprehensive Plan

APPROVED 11/17/20



Overview

This appendix summarizes results from some of the major outreach initiatives conducted during the comprehensive plan update process.

To the extent possible, the City of Hopkins pursued an inclusive approach to engagement that focus on seeking input from groups that have been traditionally underrepresented in planning processes like these. This included proactive outreach, as well as reporting on results by race, gender, and ethnicity. While the results were not fully representative of all demographics in the community, progress was made towards that goal.

Additionally, where possible, results were divided by subgroup to see if there were patterns that differed by group. This was not always possible, as some sample sizes were too small to make meaningful distinctions, and demographic information was not collected for participants in all events.

The City of Hopkins is committed to ongoing process in this area.

Cultivate Hopkins Survey

Overview

The Cultivate Hopkins public engagement survey was administered in person and online throughout much of 2017. This report summarizes survey results.

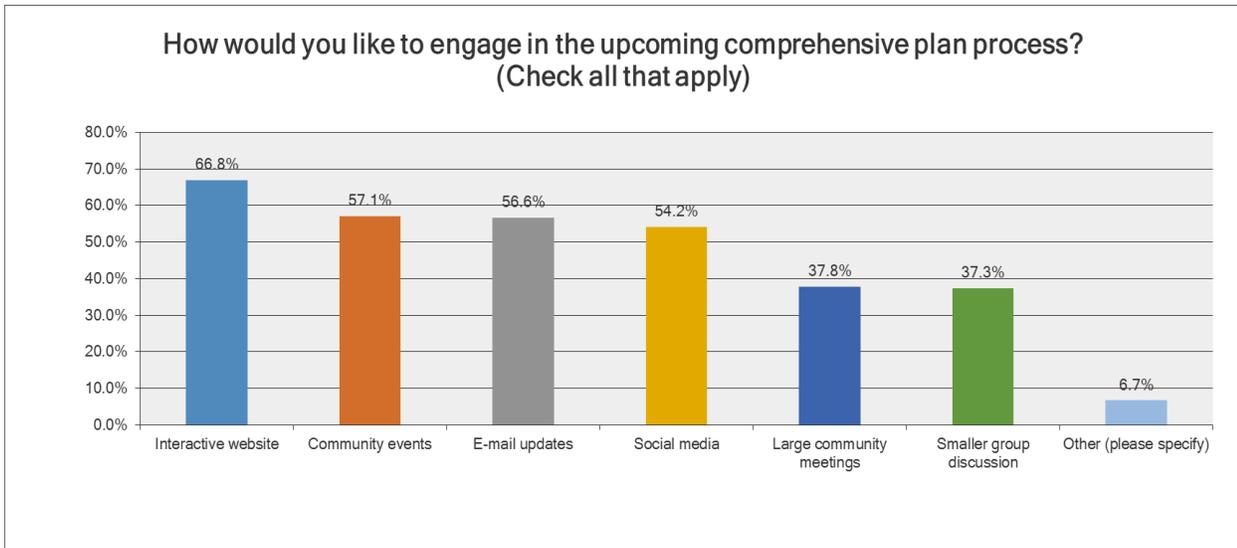
Who Responded?

- 413 responses (plus comments from questions of the week)
- 89% Hopkins residents/11% other
- 71% female/29% male
- 51% with kids/49% no children
- 90% white/10% people of color
- Median age category 35-49
- Precincts 2 and 3 somewhat less represented than others

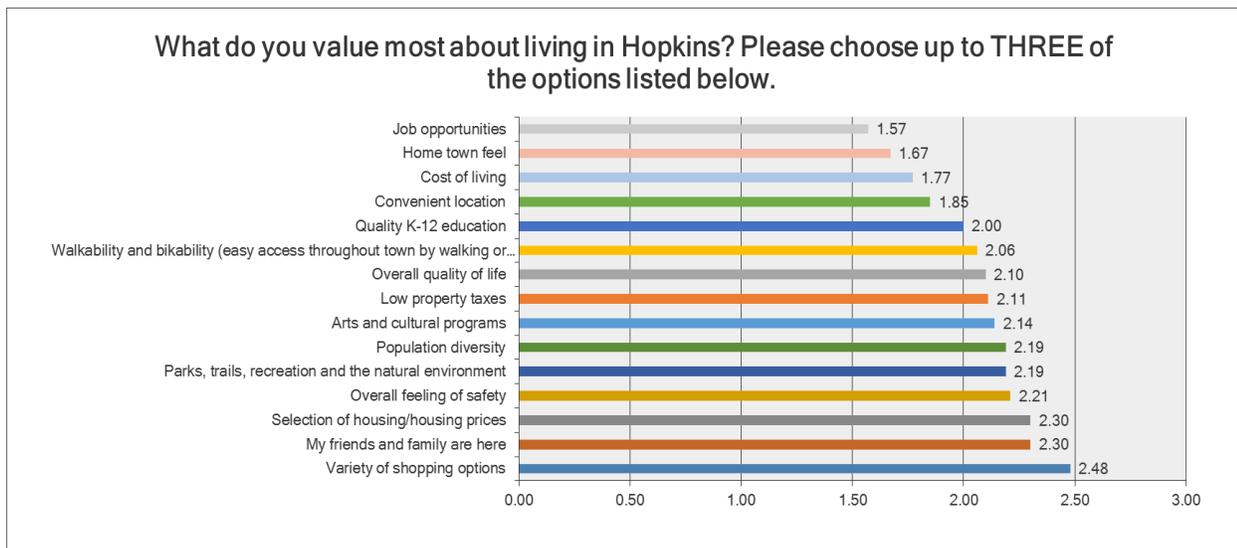
Main Takeaways

- Strengthen what's already here
- Leverage LRT project to benefit community
- Strategic investments in redevelopment and connectivity
- Diversify options to reflect diversifying city

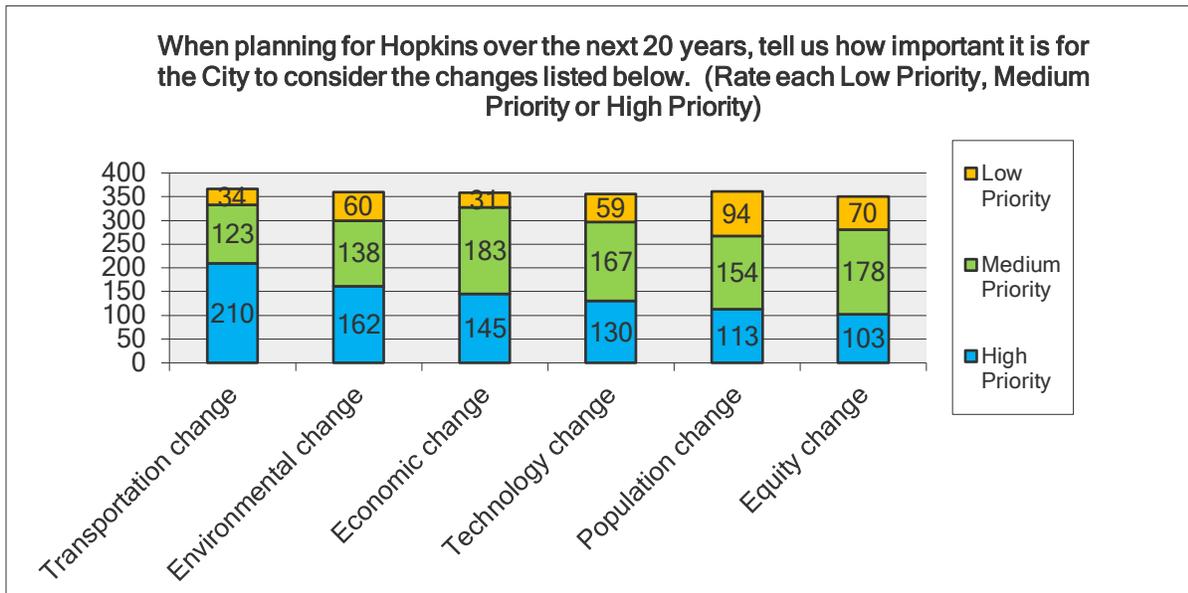
How Would You Like to Engage in the Process?



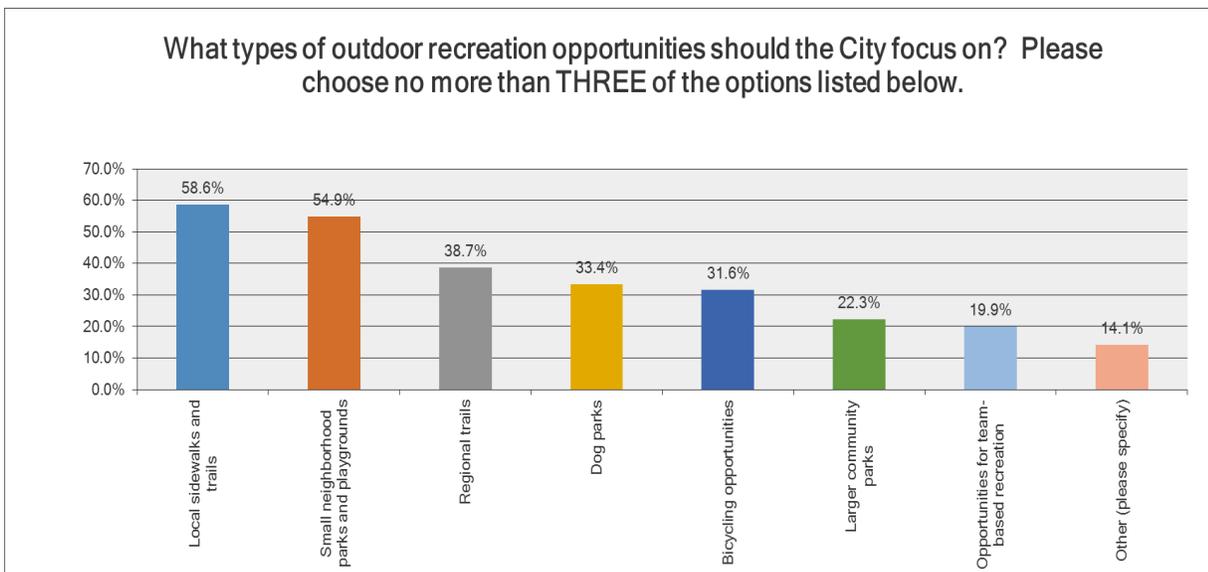
What Do You Value Most About Hopkins?



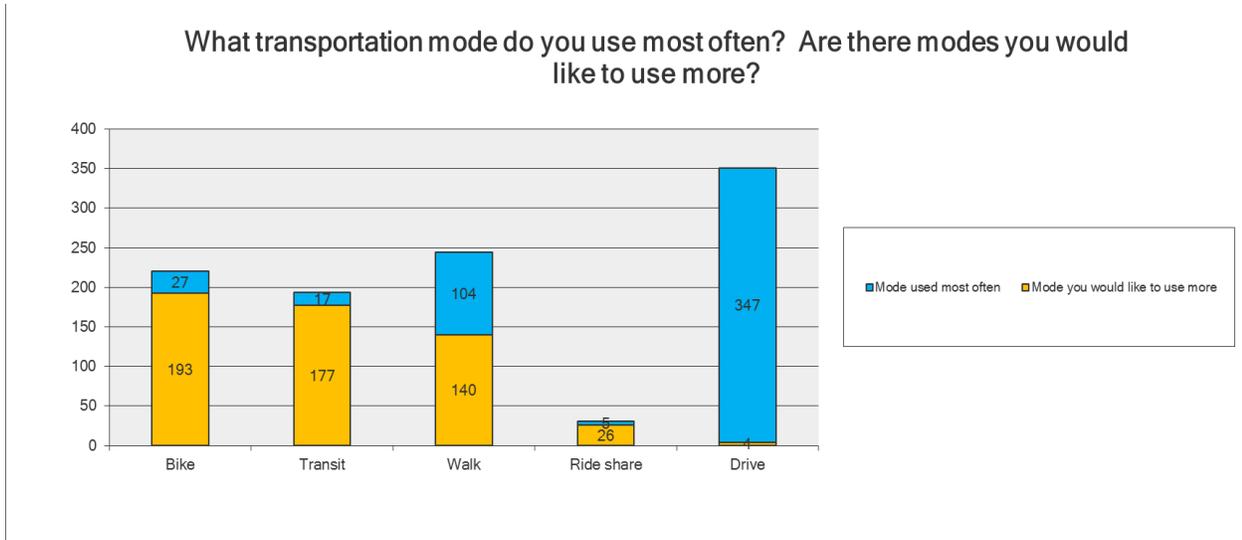
What Changes Are Most Important to Consider?



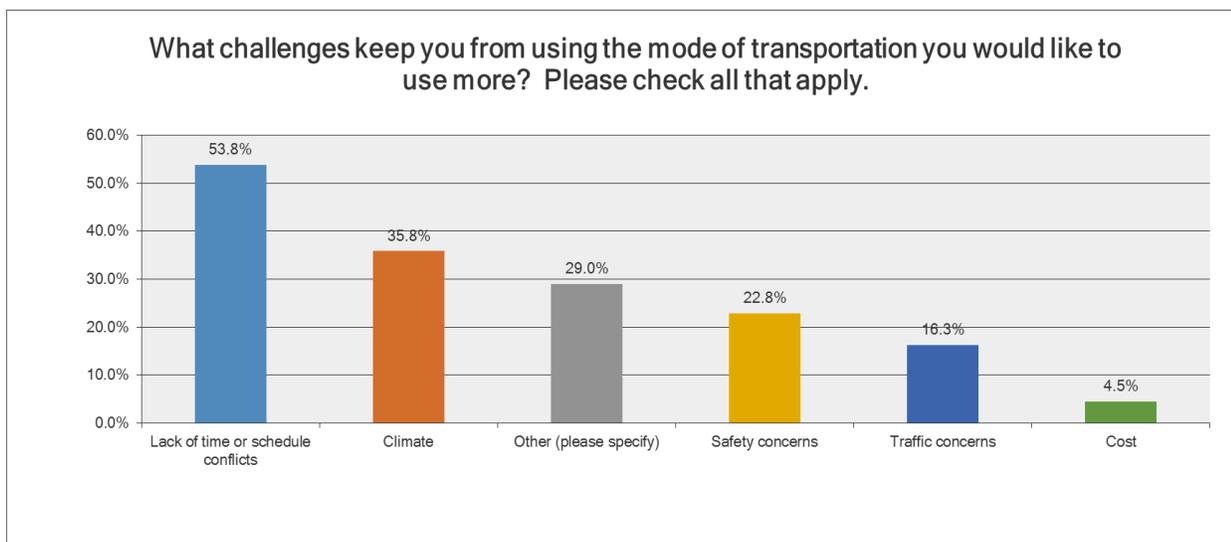
What Outdoor Recreation Opportunities Should the City Focus On?



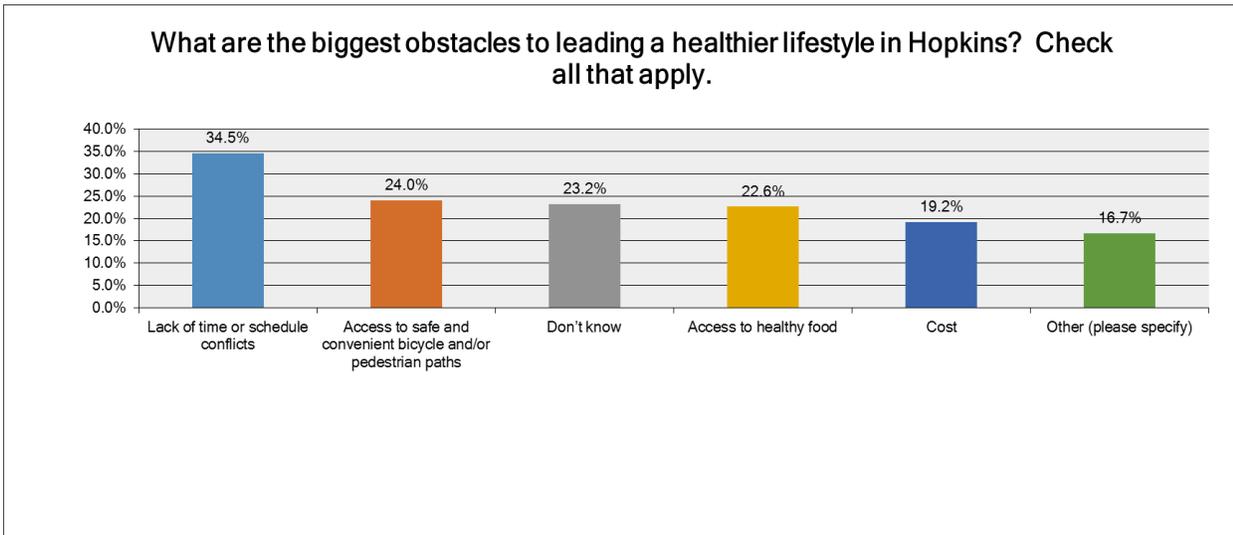
Mode Share Wish vs. Reality



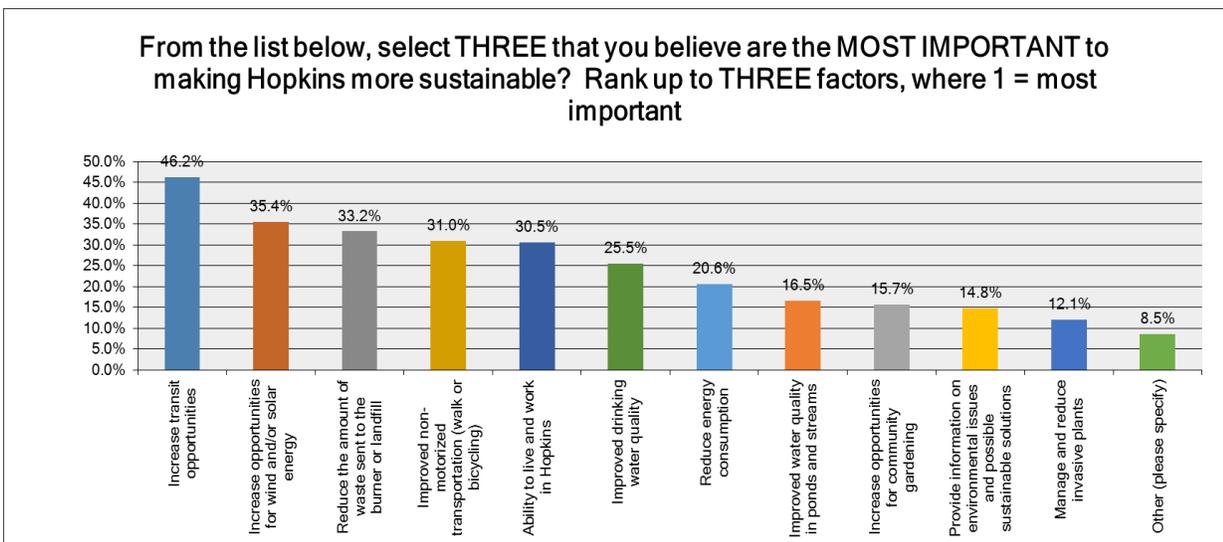
Transportation Mode Choice Challenges



Obstacles to Healthy Lifestyle



Most Important to Make Hopkins Sustainable

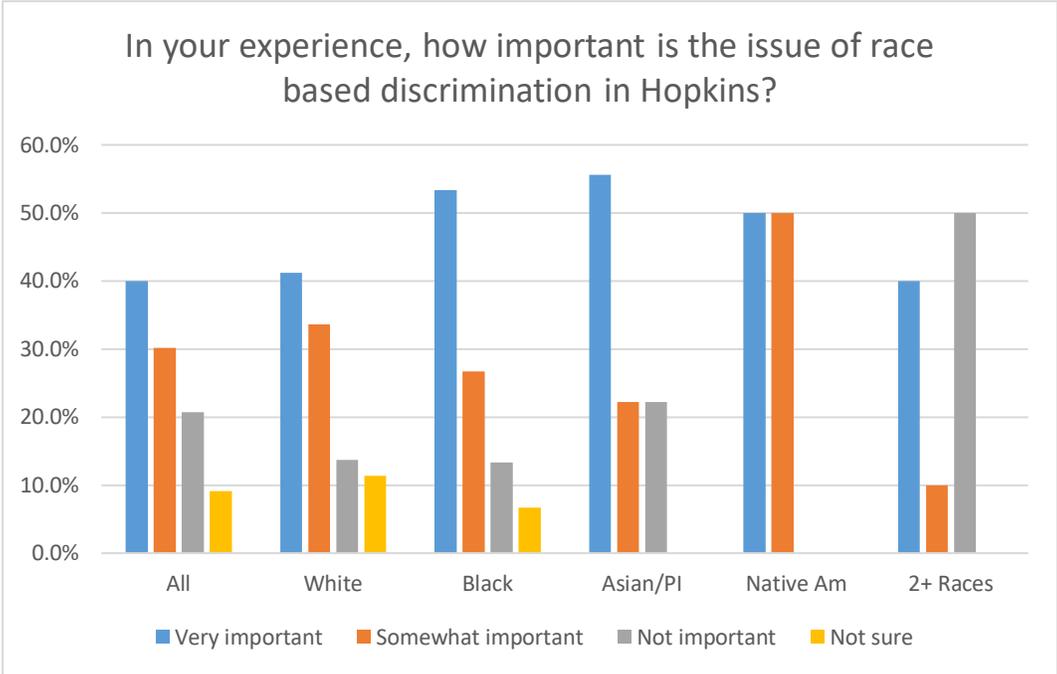


Race and Equity Survey Summary

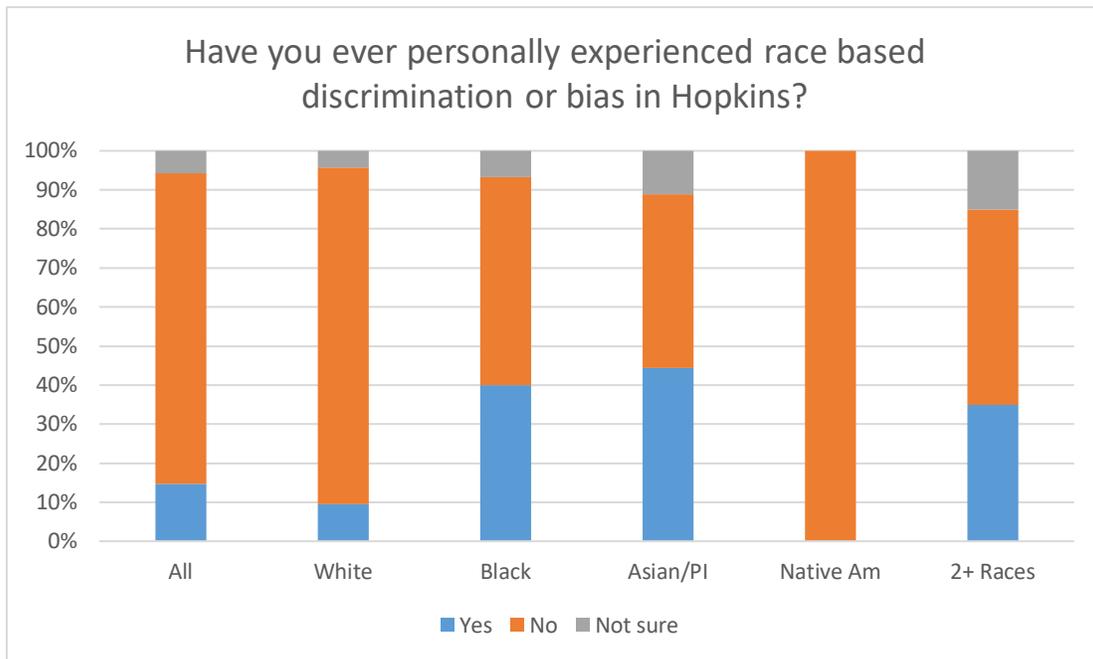
In January 2018, the City of Hopkins distributed an online survey with questions related to race and equity. A total of 296 responses were received. Respondents were 73% white, 79% Hopkins residents, and 36% male. Charts summarizing results are provided below.

Race Based Discrimination

Over 70% of residents indicated that race based discrimination is an issue in Hopkins. Black/African American, Asian/Pacific Islander, and Native American respondents were more likely to say it was a priority compared to others. People identifying with 2+ races were the exception to the pattern.

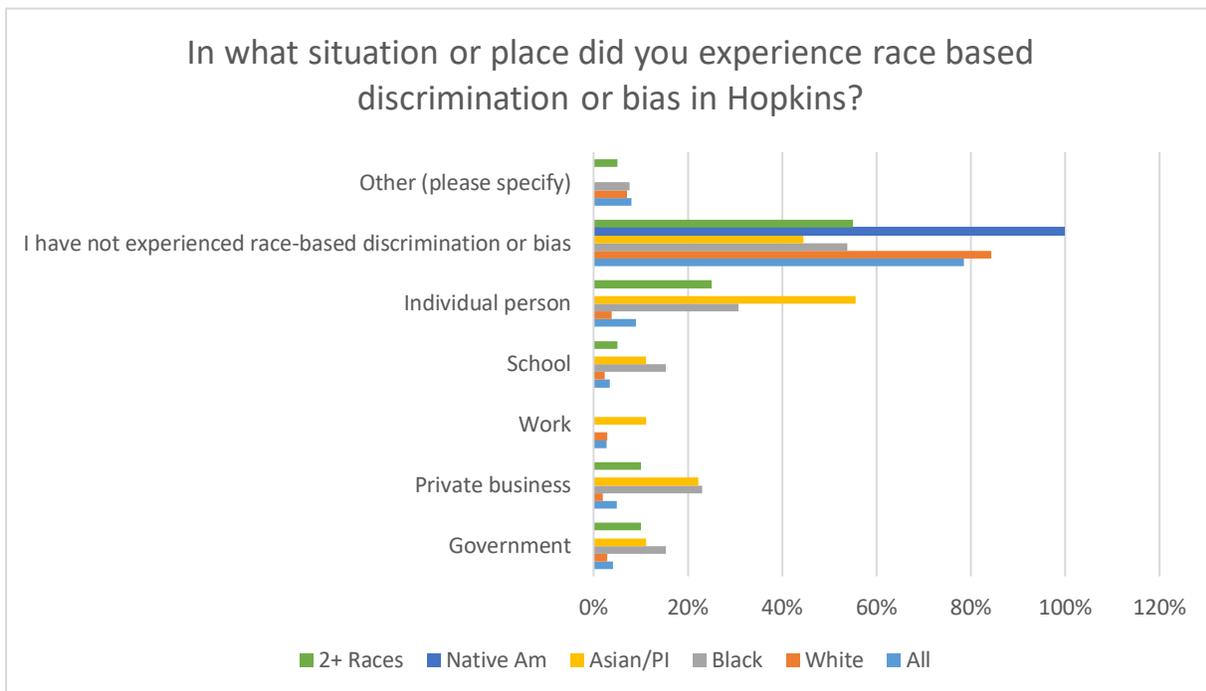


While a majority of respondents said that they had not experienced race based discrimination or bias, the percentage varied significantly by group. While just 9% of white respondents said they had experienced this, Black/African American and Asian/Pacific Islanders were over four times more likely to agree with the statement.



Context of Discrimination

When asked about in what situation or place they experienced racial discrimination, the most common response (besides not having experienced it) was from individuals, followed by private business.



In response to an open-ended question about what other places people experienced race based discrimination or bias, responses included:

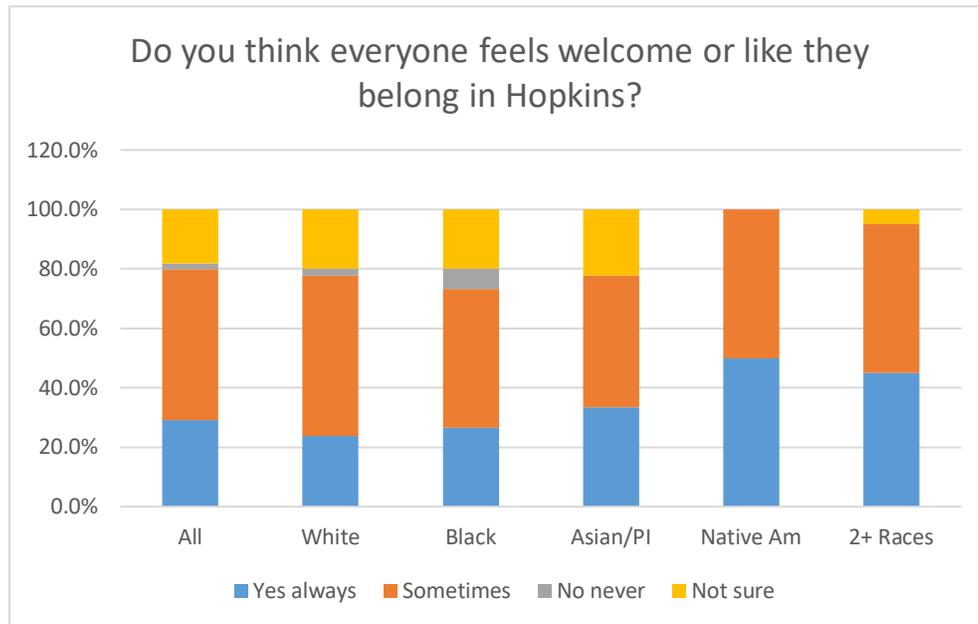
- Various situations in the community, interacting with people
- A few incidents in the schools
- Situations where people (particularly White people) felt others saw them as racist
- Situations where people targeted due to their race

The survey asked the open-ended question “Please briefly describe your experience and its outcome? Looking back, is there anything you wished had turned out differently?” A summary of responses follows:

- Several people expressed concern about the police, and the perception that they treat people differently based on their race. Most related to being treated suspiciously, or pulled over more frequently when driving.
- A wide range of incidents were reported out in the community. These ranged from people hearing racial slurs and comments, to conversations where there was racial subtext to conversations on other topics.
- School issues were reported as well, ranging from potentially race-based bullying to the fact that there appeared to be some de facto segregation among schools and classes.
- Business and workplace issues included hostility among coworkers and differential treatment of customers.
- Housing issues expressed concern about preference by race in terms of housing placements.
- Some people showed an interest in having more in-depth conversations, while others thought bringing it up would just exacerbate issues.
- Consistent with the previous question, some people noted that they had no story to tell because they hadn’t experienced it.

Feeling Welcome

In response to a question about whether you think everyone feels welcome in Hopkins, White respondents were less likely than others to say yes, and Black/African American respondents were more likely than others to say no. From comments in other sections, the White response seems in part to reflect that some people were aware that they weren't the main target for exclusion, and thought they lacked the knowledge to speak on behalf of others.



This was followed by an open-ended question “Which spaces, places or faces (people) within Hopkins make people feel welcome or like they belong in this community? Please briefly describe these and why you feel that way.” A summary of responses follows:

- Schools were frequently cited as welcoming places. Respondents cited the diverse student body, and the inclusive atmosphere created by teachers and staff.
- Some optimistic people basically said “everywhere” in Hopkins was welcoming.
- Businesses – particularly on Mainstreet and Downtown in general – were cited as places that welcomed others. The diverse range of ethnic restaurants and shops was noted especially.
- Community spaces and places were repeatedly noted. This included the library, arts center and theater, churches, farmers markets, and various community events.
- Governmental facilities were mentioned, including city hall, post office, and police department.
- Parks and trails were mentioned as places used by a diverse range of people.
- Many people expressed general positive sentiments towards the value of diversity in the community.

As a counter to this, the survey also asked the open-ended question “Which spaces, places or faces (people) within Hopkins make people feel unwelcome or like they don’t belong in this community? Please briefly describe these and why you feel that way.”

- Many respondents mentioned housing, though with a wide range of approaches. Some found housing unwelcoming because it was becoming increasingly unaffordable and therefore exclusionary. On the other hand, others were intimidated by the dynamic in some low-income housing developments with a large non-white population.
- Many of the comments were focused more on human behavior than on a specific place. Many referenced some recent comments by a mayoral candidate and that person’s supporters. Some expressed concern about new residents and their impact.
- The Blake Road corridor and associated development were mentioned a few times.
- Some of the same businesses mentioned as welcoming in the question above were called out here as being less welcoming. Part of this was due to negative experiences of individuals, other than observations that the customers and visitors in certain places were not very diverse.
- Community spaces and events were cited generally, but mostly just reflecting the same concern above that they weren’t always attended by diverse people.
- Police and government both received some concerned comments, particularly noting differential treatment by race.
- Schools were mentioned, though there were far fewer comments here than in the welcoming section above.

Online Issues Map

The City of Hopkins had an interactive online issues map on the Cultivate Hopkins website for much of 2017 to mid-2018. Participants had the ability to click on the map and enter comments under themed categories:

- Community Asset
- Positive Neighborhood Features
- Community Gathering Spot
- Places That Need Improvement
- Trail and Sidewalk Connectivity
- Vehicle, Pedestrian, and Bicycle Safety
- Development or Redevelopment Priority Site
- Other (with room to specify)

Overall, around 380 responses were received. Some overall patterns appeared in the distribution of responses, as highlighted below and shown on the accompanying map:

- Community asset comments were spread throughout the city, though more clustered in parks, schools, and parts of downtown and some older neighborhoods. Notes focused on parks, trails, walkability, and community spaces.
- Downtown showed a convergence of both positive neighborhood features overall, alongside places that need redevelopment or improvement. The latter were largely along portions of Mainstreet.
- Excelsior Boulevard had several locations that were identified as needing improvement or redevelopment, as did some industrial and multifamily areas in the southern portion of the city.
- Blake Road corridor showed comments regarding needing improvement, though park improvements (particularly Cottageville) showed up as strong positives.
- Trail connectivity opportunities were spread throughout the city, whereas traffic safety ones tended to be on higher volume roadways.

