

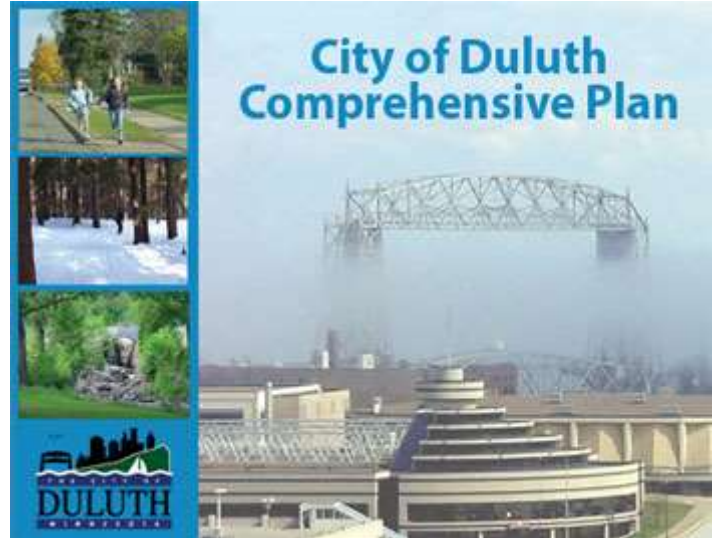
Transition 2006 to 2017

What factors led to the Imagine Duluth 2035 Comprehensive Plan update, and what trends and changes highlighted the need for updated direction and planning?

Background

It's hard to believe that it was 10 years ago since we adopted the plan. We've seen a good deal of success in renewed development after both the 2008 recession and the 2012 flood, our success is growing along with our economy and population. Duluth is a jewel at the Head of Lake Superior with many natural vistas and wonderful experiences for both visitors and residents. And that's another reason to refresh our planning minds, as a number of residents were not living in Duluth in 2005 and 2006, or did not get the opportunity to participate in the process of thinking about Duluth's future.

The start of the Imagine Duluth 2035 process was to revisit the vision and 12 governing principles to determine if anything should be added. A couple of new principles were considered and the Vision Committee added a principle about fairness and a statement regarding health, as a City we've focused on healthy neighborhoods in our past few neighborhood Small Area plans. These two new principles were added leading to the adoption of 14 governing principles that guide the City's comprehensive development and delivery of services to the residents.



Small Area Plans

The 2006 Comprehensive Land Use plan called for the additional planning work in the form of ten Small Area plans, a process of diving into more complex issues contained in a neighborhood portion of the City. The City has completed 8 Small Area (neighborhood) plans that have been adopted as appendices to the 2006 Comprehensive Plan. These plans lead to Future Land Use map and Zoning map changes. Also, the 2006 Plan called for two Master Area Plans, the former U.S. Steel site and the Western Port Area Neighborhood (Irving & Fairmont) Plan. The City recently completed the Western Port Area Neighborhood plan with resource support from the U.S. Environmental Pollution Agency.



Another useful tool for focusing on neighborhoods is the "Neighborhood strategic plans" supported by the Local Initiative Support Corporation, a national intermediary supporting neighborhood revitalization. These grassroots neighborhood strategic plans provide analysis and strategy ideas for implementation steps with city initiatives and for use by other local collaborative partners. The focus of these plans has primarily been the Morgan Park, West Duluth, Lincoln Park and Hillside Neighborhoods.

General Development

The 2006 plan called for a number of actions to direct how development proceeds in the city. One way to do so is through adoption of zoning overlays, which are a tool for directing development that was identified in the 2006 plan for protecting certain properties. One addresses historic properties and areas within the Higher Education section of the community. The most detailed overlay district was for sensitive lands. Unfortunately, the sensitive lands overlay lacks a quantitative development analysis aspect for guiding conservation developments or best management practices for privately held properties.

Another overlay discussed in the 2006 plan that was not fully developed was for viewsheds. This development tool was focused primarily on the important viewshed of Lake Superior and the St. Louis River from Skyline Parkway, but not the viewshed from the water up to the hillside. A more effective use of this tool in the Imagine Duluth 2035 process will be to provide development sequencing guidelines that provide an analysis framework for maximizing both protection and utilizing public and private property.

The Port Land Use Plan is a document that is prepared by the Metropolitan Interstate Committee (Metropolitan Planning Organization) for the purpose of meeting federal planning requirements. This document informs our planning process but may also differ in status of local land uses and zoning applications. The plan is first and foremost to support waterborne commerce in the multijurisdictional port area. Our comprehensive plan goes beyond that aspect and analyzes key connections between infrastructure and other modes of transportation in support of economic development and local employment.

The Imagine Duluth 2035 plan dives into a few key areas: Economic Development, Transportation, Residential Development patterns, Open Space, and Energy & Conservation. These topical areas have had some additional research since the 2006 Comprehensive Plan; there is a need to focus our goals to reflect that new data. These policy areas also led to the city's focus on housing and economic development improvements St. Louis River Corridor, and enhancing the community's overall sense of place through actions like development of a Parks Master Plan. Updated data will help the city over the next twenty years as its population, economy, and systems continue to grow and change.

Housing - "Where we live"

In 2006 the housing market for residential development was very robust with over 4,000 resales annually. Then Duluth, like the rest of the Country, experienced the recession of 2008 and the burst of the housing bubble. Since, the recession a number of factors tightened the residential market. First, the loss of contractors due to restrictions in funding and reduction of construction demand, this caused contractors and skilled labor to leave the market area. Second, the cost of construction rapidly increased and continues to increase, this reduces the ability to replace housing units affordably. Third, the lack of competition and poor soils continues to increase cost of new construction, the trade area has no production builders to meet a growing demand for new housing products. Fourth, the cost of extending infrastructure is prohibitive to do infill or new development adjacent to built areas at the current residential density patterns.

At a 2014 Duluth Housing Summit, a Maxfield Research study noted that the City needed an additional 4400 units by 2020 to meet employment and economic development demands. To date, 1200 new market rate housing units have been built or will be completed by September 2018. These include: Bluestone Lofts & Flats, Kenwood Village and Endi all of which are meeting a new market niche. The remaining gap in this housing need is to create additional affordable units.

The future residential development needs to be more intense or dense, with more units per acre. Meeting the City's housing goals, primarily affordable housing, means providing units in a fashion that is both cost effective and utilizing existing infrastructure. Increasing access to recreational opportunities and connecting people with efficient transit and bike options. These new developments should build a sense of place that connects people with desired services and cultural opportunities. Also, the community must embrace new models for housing and welcome the concept of housing choice for all people in every neighborhood. With the increase of people and households there will be increasing choices for both retail and service oriented businesses that are both locally owned and within a walkable distance. Another key factor in meeting the City's housing need is to continue the reinvestment into the existing housing stock to preserve neighborhoods and maintain quality.

Transportation - "How get from place to place"

The previous strategies in the Comprehensive Land Use plan were focused mostly on "auto-centric" policies. The focus on transit in that plan was secondary to movement of personal vehicles. The City has invested a lot of resources in reconstruction of roads, but the primary funding source for that activity changed and was dramatically reduced. The concept of "complete streets" was new to the community and resulted in untested challenges for different neighborhoods, how to plan for bicycles and pedestrians were not priorities.

The demographic change happening in the community led to becoming one of the fastest growing communities in the 20-35 age cohorts. This portion of the community relies more on bikes and walking for transport and this has resulted in focusing more by the public to invest in bike infrastructure and planning for this mode has become a commuting priority. Another aspect of complete streets is the pedestrian. The city investment in sidewalks has been very limited and has resulted in further infrastructure needs. More and more people are walking in the community to be healthier and to access services and transit. A major issue for pedestrians is in the winter time, the lack of snow clearance from those sidewalks. Another major factor for the pedestrian infrastructure in accessibility, so a focus on smooth and level surfaces has become more of a discussion point.



Being a long linear community has a number of challenges and opportunities for the city. Also, the construction of streets on bedrock and poor soils with elevation changes creates higher costs and the need for more maintenance. This configuration of streets makes the development of a transit system challenging to meet higher service demands. A key to developing a multi-modal transportation system is the presence of many modes. The city has all these modes present: rail, water, auto, bicycle, pedestrian, air and bus. Being able to capitalize on transportation corridors means maximizing the current infrastructure that is present to meet the growing needs and not stretching the communities tax base. This presence of mind to adopt new technologies in the area of transportation will be one the next major changes for society, electric vehicles are only the forefront of a new era that will include driverless vehicles, buses or other modes, such as a gondola.

Commerce and business depend upon transportation and freight logistics is a growing sector in the national economy with internet sales from anywhere in the county. Duluth is a nexus in rail, ship and air,

which most communities do not have present. Planning to capitalize on this competitive advantage is a major component for both transportation and economic development. As economic opportunities present themselves being ready with the table set for taking advantage of these job creation situations will continue to position the city for growth.

The City's policies towards transportation are evolving to be more people centric instead of auto-centric. There is a critical need to fix the aging street infrastructure, but that creates an opportunity to rethink the paradigm with a comprehensive complete streets policy. Another component of this paradigm will be evaluating the current network of street infrastructure and shrinking the overall maintenance by reducing the amount of street mileage and width to better accommodate a changing demographic that focuses on those connections to work, play and home and being stewards of our environment.

Economic Development - "Where we work"

In 2006, the Comprehensive Land Use plan lacked clear direction on how certain commercial sectors of our community needed to develop or redevelop. That is why the plan highlighted 10 Small Area plans and 2 Master Area plans. The City's Economic Development Authority was engaged in developing certain sectors of the local economy (aviation, technology and medical)

During the small area plan process a number of these included market area studies and analysis that helped to guide more focus on smaller commercial nodes, including examining the mall area and central entrance for growth potential. Also, this research phase has included an in depth retail market analysis for the entire city. The summary of that study was to focus on existing commercial areas and intensify the develop of synergistic uses.

The economic recession of 2008 proved to be a turning point for the City from a predominant resource based economy to a more diversified job base. The normal boom and bust cycles from the City's past were not as hard on Duluth as this event was on other communities. While this event was felt most directly in the housing sector, there was a short slowdown in business development. After 2010, the community experienced new opportunities with new construction of schools, housing and commercial buildings. A concentrated effort was made by the city in 2012 to develop a positive brand and worked to get the message out to the region both locally and across the state. This effort has resulted in both local investment and the attraction of developers from the twin cities.

A key focus on upgrading the Duluth International Airport to accommodate more air traffic and bolster the supporting aviation sectors lead to the redevelopment of the Maintenance Recovery Operation facility to attract AAR. The community also supported the continued growth of the Cirrus plane manufacturer to become the largest company in this industry. This success has led to a concentration of good paying jobs in the airport area.

For the city to continue the positive economic development momentum the focus of job growth and investment in the sectors of aviation, manufacturing, medical and education are key. An overall policy for all these sectors is making sure that the foundation is laid for capturing new technologies or innovations. Creating an environment that fosters the growth of these new technologies will be a key to becoming an economic leader within the region.

Another key area of growth for the community will be capitalizing on the geographic location as a transportation connector. Cargo and freight movement and logistics are a key competitive advantage

that partners like the Port Authority and Airport Authority are both focusing efforts today and will need for future success. Striking a key balance for manufacturing growth will depend upon that growth in freight logistics. New employment opportunities in this sector are going to be opportunities for the revitalization of underutilized sites that will provide opportunities for addressing blighted property and clean up issues.

The ever changing method of commercial transactions and the provision of services has been a national movement which has challenged both planners and economic developers. The new “crowd sourced” way of conducting business and purchasing goods and materials via the internet challenges the traditional storefronts of neighborhood centers. The future success of those neighborhood centers will depend upon creating an intensity of use. By providing more density of quick service retail (restaurants, stores and personal service items) in walkable easy to navigate facilities will provide more opportunities for buying local and living a healthier lifestyle. The introduction of “Core Investment Areas” to Duluth is the means to concentrate efforts and maximize infrastructure to meet the growing future demands. These Core Investment Areas will take precedence for investment of public resources to support private efforts.

Open Space - “Where we play”

In 2006 the city realized that unlike most built up communities, we do have a lot of land within the corporate boundaries. A lot of this land was undeveloped and vacant, meaning it was privately owned. In Duluth, 47% of city’s land area is “tax exempt”, that means it is either publicly owned (parks, schools, trails, etc.) or tax forfeit (state owned) due failure to pay property taxes. A lot of land that is tax forfeit lacks public infrastructure, such as roads, water, sewer; and would be fairly costly or difficult to develop.

Some of the tax forfeit land contains public resources, such as trails for biking, skiing, hiking, etc. and the ownership of that resource has not been fully delineated. The community’s investment of recreational resources is important to the residents and is utilized quite extensively. The ownership in the right public fashion is important to protect that investment. The constant friction with the State via the county is that so much of the tax base is limited by these uses. Growing a community’s tax base is important to provide public services, such as public safety, libraries and utilities. More financially sustainable communities have much less tax exempt land area to balance out growth and good planning. A key factor to preserving the taxable resources will be to clearly defining the ownership that is necessary to meet ongoing investment and ownership needs while still incentivizing reinvestment of tax base growth.

The community in 2012 experienced a flood that profoundly changed the landscape of a number of neighborhoods. That included impacting homes and businesses near streams along with the rapid water release downstream to the lake. A key take away from that event was to focus on resiliency in many forms, including right sizing infrastructure, purchasing homes near streams and other methods to promote stormwater retention. Development pressures in and near the miller hill mall area and above the hill continues to drive questions regarding how development aspects should be reviewed. A key outcome of the 2006 plan was to develop a sensitive lands overlay that provided some geographic guidance, but not from a development standard standpoint. Focusing on these landscapes is important and

Being land rich and challenged on a tax base side means the City has a high number of parks and open space for enjoyment by the residents. It also means the city is challenged for resources to do ongoing maintenance or improvements that would enhance the user's experience. The city has embarked upon a new process in developing collaborative partnerships with non-governmental organizations to meet a lot of the recreation user’s needs and create places for people to recreate and promote a healthy

lifestyle. One of the key issues with enjoying these recreational facilities is access to those sites, many neighborhoods are limited with direct access to certain recreational resources that seem to be adjacent to their residences. Also, the cost of the recreational activity can create a barrier to enjoyment of the facility or trail.

Many residents are seeking to relocate to our community for the recreational and open space opportunities. Capitalizing upon that resource from an access and user experience is a key for continued success in the future. Clearly, the future use of land resources and defining key ownership issues will be the focus to protecting critical sensitive areas.

Energy and Conservation - “How we preserve resources”

The City has long participated in energy and conservation programs, starting in 1998 with the adoption of a resolution for climate cities and a few different plans to reduce energy usage with public buildings. The City supported working in collaboration with Equilibrium 3 to assist homeowners to reduce energy consumption through efficiency rehabilitation work through the Duluth Energy Efficiency Program (DEEP), that was funded through the State of Minnesota.



There has been a lot of discussion regarding the science of “Climate Change” and the impact of carbon fuels as to the cause and effect of emissions. Mayor Larson in her 2017 State of the City address called for recognition of the science underpinning climate change and called for the City to reduce its carbon footprint. That importance of this issue to the administration lead to the inclusion of this topic within Imagine Duluth 2035 Reducing carbon footprint. Probably, the section of the City’s policies that will have the most financial impact upon the community is this topical area.

There are many areas of technological advancement that will lead to reduced energy usage from power generation to daily in-home heating systems and living patterns. The challenge will be encouraging private businesses and residences to be more energy efficient that generates a fairly quick return on investment to justify the expense. Another point of community dialogue will be utilizing new technology for public spaces, whether that is message boards or public lighting. The new look of the signage or lighting will have an effect upon visual perceptions and the overall ambiance and feel of those spaces. Balancing these shared public goals and yet reduce energy consumption will be an on-going discussion.



Legislation Details (With Text)

File #: 17-0301R **Name:**

Type: Resolution **Status:** Passed

File created: 4/14/2017 **In control:** Planning and Economic Development

On agenda: 4/24/2017 **Final action:** 4/24/2017

Title: RESOLUTION ADOPTING GOVERNING PRINCIPLES FOR THE COMPREHENSIVE PLAN.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Attachment 1

Date	Ver.	Action By	Action	Result
4/24/2017	1	City Council	adopted	

RESOLUTION ADOPTING GOVERNING PRINCIPLES FOR THE COMPREHENSIVE PLAN.

CITY PROPOSAL:
RESOLVED, that:

WHEREAS, a foundational element of the comprehensive plan process is to formulate governing principles to guide plan development; and

WHEREAS, the comprehensive planning committee, in conjunction with the planning consultant and city planning staff, developed 12 governing principles in 2006 for the City of Duluth Comprehensive Land Use Plan; and

WHEREAS, these 12 existing principles and two new additional principles have been reviewed by the imagine Duluth 2035 vision committee and approved by the planning commission:

Principle #1 - Reuse previously developed lands.

Reuse of previously developed lands, including adaptive reuse of existing building stock and historic resources, directs new investment to sites which have the potential to perform at a higher level than their current state. This strengthens neighborhoods and is preferred to a dispersed development pattern with associated alteration of natural landscapes and extensions of public services. Site preparation or building modification costs are offset by savings in existing public infrastructure such as streets, utilities, and transit, fire and police services.

Principle #2 - Declare the necessity and secure the future of undeveloped places.

Undeveloped areas are an essential part of Duluth's municipal fabric - urban plazas, neighborhood parks, large tracts of public ownership and private lands zoned for minimal development. These minimally or undeveloped areas collectively create an open space system. These areas contribute to Duluth's cultural, health, recreational, and economic value and community identity. This open space system provides vistas, encourages active recreation, provides natural infrastructure as storm water retention, plant and animal habitat and water quality, and is the strongest visual element defining

Duluth's sense of place.

Principle #3 - Support existing economic base.

Supporting Duluth's existing economic foundation maintains jobs, tax base, and opportunity. Economic activity with specific location requirements may be subject to displacement or site competition with changes in real estate values. This traditional economic activity faces change as result of global economic patterns, changing markets, new regulation and aging of extensive infrastructure. Nevertheless, fundamentals remain and the economic contribution, sometimes taken for granted, is significant.

Principle #4 - Support economic growth sectors.

Emerging and growing economic sectors add economic, cultural and social diversity. These include higher education, medical, value-added manufacturing, commercial outdoor recreation, historic resources interpretation, arts and music, information technology and visitor services. Encourage and foster locally owned and entrepreneurial ventures to enhance economic base.

Principle #5 - Promote reinvestment in neighborhoods.

Duluth is strongly defined by its neighborhoods. This system should be supported through land use and transportation that fosters neighborhood reinvestment. New development or redevelopment should maximize public investment that strengthens neighborhood commercial centers or diversifies residential opportunities that fit the character.

Principle #6 - Reinforce the place-specific.

Public and private actions should reinforce cultural, physical and economic features which have traditionally defined Duluth, its open space and its neighborhoods. This includes commercial areas providing neighborhood goods and services, ravine parks and other natural features that define neighborhood edges and view corridors to the Lake or River which serve to provide location and context.

Principle #7 - Create and maintain connectivity.

Connectivity is established through our network of streets and highways, transit system, sidewalks, greenways, bikeways, and trails (local and regional). Non-vehicular transportation should be considered as an important component of the overall transportation network. Winter maintenance of sidewalks and other public ways is critical to creation of usable pedestrian systems.

Principle #8 - Encourage mix of activities, uses and densities.

Cities have evolved as a mix of land uses, building types, housing types, and activities. Accommodating choice while protecting investment is a balance to strike in land use regulation. Mixed uses provide opportunity for a diversity of activity that segregated, uniform uses do not provide.

Principle #9 - Support private actions that contribute to the public realm.

Private building construction and site design influences activity in adjacent public areas. Building form, height, setbacks and detailing affect the adjacent areas. The uses and activity contained in the buildings directly impacts the surroundings. Public areas should benefit from adjacent private investment.

Principle #10 - Take actions that enhance the environment, economic and social well-being of the community.

Initiate land use, site design, transportation, building design and materials policies which reduce consumption of finite resources, generation of solid waste and introduction of toxic materials to land, air or waters. Also implement resiliency in design and operation with City systems and infrastructure that serves both public and private land uses.

Principle #11 - Consider education systems in land use actions.

There is a connection between land use patterns and all level of educational facilities. School locations and housing opportunities for students and families require consideration of impacts on transportation and infrastructure systems, housing densities, parking and non-student uses.

Principle #12 - Create efficiencies in delivery of public services.

The costs of public service must be considered in land use decisions. Street construction and maintenance, utilities, libraries, fire, police, snowplowing and recreation facilities are services directly related to the physical location of development. Infrastructure should help prescribe development location rather than react to it. The integration of public services to maximize efficiencies with all related use decisions should be evaluated.

Principle #13 - Develop a healthy community.

Supporting health and well-being is a priority. The City will actively promote access for all to health resources, quality food, recreation, social and economic opportunities, and a clean and secure environment. Investments and polices will advance and maximize health and healthy equity in the city.

Principle #14 - Integrate fairness into the fabric of the community.

All people will have equitable access to resources and opportunities that stabilize and enhance their lives. The City recognizes historical and current disparities and will actively promote inclusive and participatory decision-making that addresses systemic barriers to success. Investments and policies will advance and maximize equity in the City.

RESOLVED, the 14 governing principles set forth in this document are adopted for the purpose of guiding the city as it proceeds with the development of the imagine Duluth 2035 comprehensive plan.

STATEMENT OF PURPOSE: This resolution adopts planning principles prepared by the comprehensive planning committee, consultant and staff. The principles were presented to the planning commission at its April 11, 2017, meeting. The planning commission recommends approval.



Community Engagement Summary DRAFT



Photo by Cary Schmies

Outreach Phases

June –October 2016

Early outreach efforts focused on building awareness of the Imagine Duluth 2035 process, setting expectations, and outlining how the general public could be engaged. During this time our survey was launched, and we held a kick-off event that 300+ members of the community attended.

November 2016 - May 2017

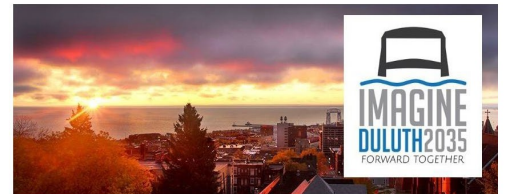
Focus groups were created and met several times. The first round of social engagement sessions were held at various locations throughout the city.

June –September 2017

Final rounds of focus groups took place in addition to pop up events for our Imagine Canal Park process. The second round of community engagement sessions also took place.

October 2017 - January 2018

Final round of engagement sessions were held, in addition to a public hearing for residents to comment on chapters and on implementation steps. Final comments were added to the plan and sent to Planning Commission and City Council for approval in February 2018.



1. What are the two best community assets in Duluth? Choose no more than two options.
- | | |
|---|---|
| <input type="checkbox"/> Small neighborhood parks and playgrounds | <input type="checkbox"/> Social assets, such as gathering places to connect with neighbors or meet new people |
| <input type="checkbox"/> Parks and open space | <input type="checkbox"/> Natural scenery or great views |
| <input type="checkbox"/> Trails | <input type="checkbox"/> Employment opportunities |
| <input type="checkbox"/> Neighborhood commercial areas that are easily accessible | <input type="checkbox"/> Medical assets or facilities |
| <input type="checkbox"/> Proximity to Lake Superior | <input type="checkbox"/> Educational assets or facilities |
| <input type="checkbox"/> Many different transportation options | <input type="checkbox"/> Variety of spiritual opportunities |
| <input type="checkbox"/> Neighborhoods with all types of housing options | <input type="checkbox"/> Other (please specify) _____ |
| <input type="checkbox"/> Variety of biking assets or facilities | _____ |
2. What keeps you living, working, and/or visiting here? Choose no more than two options.
- | | |
|--|---|
| <input type="checkbox"/> Family ties in the area | <input type="checkbox"/> Other (please specify) _____ |
| <input type="checkbox"/> Grew up in the area and want to stay | _____ |
| <input type="checkbox"/> Good place to have a family | _____ |
| <input type="checkbox"/> Job or business opportunities | _____ |
| <input type="checkbox"/> Recreation opportunities | |
| <input type="checkbox"/> Medical or health reasons | |
| <input type="checkbox"/> The cultural or educational opportunities | |
| <input type="checkbox"/> No strong desire to live anywhere else | |
| <input type="checkbox"/> Enjoy the climate | |
| <input type="checkbox"/> Enjoy being near the lake | |

Creating a Survey

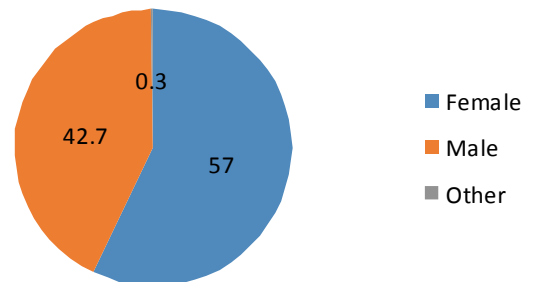
In June 2016, the Community Planning department launched a survey to help collect public input related to community assets and areas for improvement. The survey was designed to be short and images were used to help illustrate the various survey choices. A mix of multiple choice and open ended questions were used in order to try to capture an accurate snapshot of the community.

The survey was available online from June 3 to October 10. City staff attended over 50 public and community events during the summer of 2016 to discuss the comprehensive plan update and to distribute the survey. People were allowed to fill out the survey in person on a paper survey, on an electronic tablet, or they were given business cards with the web address of the survey so they could fill it out later online. In addition, staff also met with stakeholders from the nonprofit, business and education communities and emailed surveys to Duluth community clubs and over 70 local businesses and nonprofits. A complete list and a map of all the community events will be available in the appendix of this document.

Who we talked to

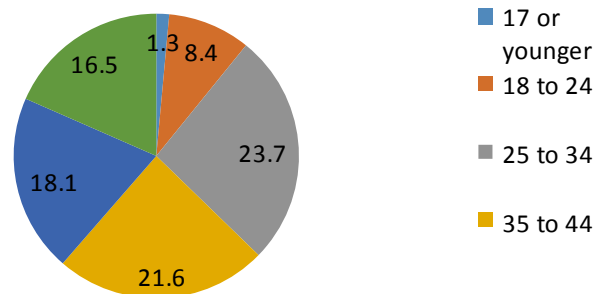
The Community Planning department worked with local stakeholders and the Vision Committee to determine the best ways to connect with the general public including under represented populations. To provide inclusive outreach, our team went to over 50 events across the city, which included presentations at local churches, farmers markets, non-profit organizations and businesses.

Survey Gender 3,545 Respondents



When the survey was created a goal was set to have 2,000 residents take the survey. To accomplish this, the survey was open from June 3—October 10, 2016. When the survey closed, a total of 4,175 people had taken it.

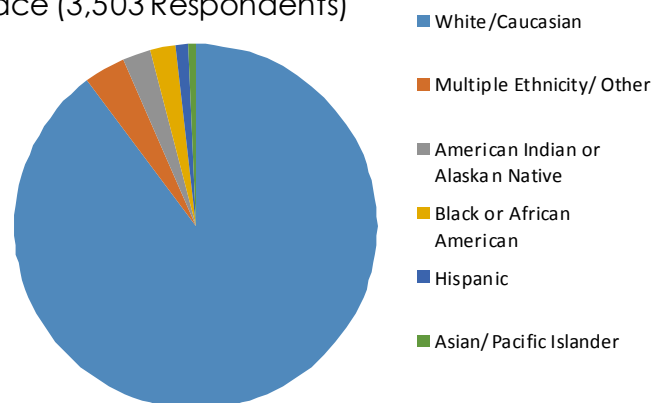
Age of Respondents (3,552)



A higher rate of female respondents took the survey compared to men. We had a high number of respondents between the ages of 18 and 64, with a lower rate of response from those 17 or younger and 65 or older. Outreach efforts were then targeted to reach Duluth's youth occurred after the survey closed. This information can be found in the appendix of this document.

The ethnic characteristics of survey respondents was similar to the 2010 U.S. Census information. Our goal was to have nine percent of our survey include people of color, which would match the 2010 Census data. When the survey finished, just eight percent was captured. A separate group called Health in All Policies created a second survey with the intent of targeting Duluth's ethnically diverse populations to provide feedback to the update of this plan. The group was able to capture 603 additional respondents of which 41% were people of color. Their final report can be found in the appendix of Imagine Duluth 2035.

Race (3,503 Respondents)



Thanks Community Partners!

Thank you to the many organizations who helped us spread the word and encouraged their members and readers to take our survey.

- AICHO
- Affordable Housing Coalition
- Beaner's Central
- Bent Paddle
- Canal Park Business Association
- Center for Economic Development
- CHUM
- Cirrus Design
- Colder by the Lake Comedy Theatre
- Community Action Duluth
- Duluth Area Realtors Association
- Duluth Bikes
- Duluth Chamber of Commerce
- Duluth Churches
- Duluth Community Club's
- Duluth Hockey Association
- Duluth Landlord Association
- Duluth Maker Space
- Duluth Playhouse
- Duluth Superior Symphony
- Elks Lodge
- Generations Health Initiative
- Greater Downtown Council
- Hartley Nature Center
- Head of the Lakes United Way
- Healthy Duluth
- Iron Mining Association of Minnesota
- Junior League
- League of Women Voters
- Learning Institute for Excellence
- Life House
- Lincoln Park Business Group
- Lyric Opera of the North
- Marshall School
- Matinee Musicale
- Minnesota Bar Association
- Minnesota Ballet
- Rotary Club of Duluth
- St. Luke's Hospital
- St. Scholastica
- Temple Israel
- The Observation Fund
- UMD Athletics
- UMD Director of Alumni Affairs
- UMD Social Work
- UMD Student Association
- Visit Duluth
- Zeitgeist Center for Arts and Community

Public Engagement Events

- City Hall in the City 6/8/2016
- Chester Bowl Run 6/8/2016
- Grandma's Marathon 6/17/2016
- Juneteenth 6/18/2016
- Chester Creek Concert Series 6/21/2016
- Far West Fest 6/25/2016
- CHUM Rhubarb Fest 6/25/2016
- Greater Downtown Council 6/26/2016
- Fourth Fest 7/4/2016
- Sidewalk Days 7/ 13-15/ 2016
- Design Duluth Pop-Up Morgan Park 7/16/2016
- Morgan Park/Smithville Community Club 7/16/2016
- Norton Park Community Club 7/19/2016
- Canal Park Business Association 7/20/2016
- Cross Cultural Alliance 7/20/2016
- Lincoln Park Farmers Market 7/21/2016
- Housing & Redevelopment Authority Board 7/26/2016
- Chester Creek Concert Series 7/26/2106
- Duluth Farmers Market 7/27/2016
- Keene Creek Dog Park 7/28/2016
- Pop-up Health District 7/30/2016
- Skyline Parkway Celebration 7/31/2016
- Bike-Ped Advisory Committee 8/1/2016
- Chester Bowl Improvement Club 8/1/2016
- Duluth-Superior Port Authority Staff 8/1/2016
- Duluth Chamber of Commerce FUSE 8/2/2016
- UMD Farmers Market 8/2/2016
- National Night Out 8/2/2016
- Duluth Airport Authority Staff 8/3/2016
- Spirit Valley Days 8/4/2016
- Movies in the Park 8/5/2016
- Duluth Farmers Market 8/6/2016
- Neighborhood Block Party 8/8/2016
- ISD 709 School Board 8/10/2016
- DPD Command Staff Meeting 8/11/2016
- Portman Recreation Association 8/11/2016
- KA Bike Duluth Festival 8/13/2016
- Duluth Farmers Market 8/13/2016
- St. Luke's 5 on 5 Soccer Tourney 8/13-14/2016
- MIC TAC Advisory Committee 8/16/2016
- Affordable Housing Coalition 8/16/2016
- MIC Board Meeting 8/17/2016
- Park Users—Lake Place Walk to Bayfront 8/17/2016
- Spirit Mountain Recreation Authority Board 8/18/2016
- Myers-Wilkins Together For Health Leadership Team 8/22/2016
- Myers –Wilkins Summer Program 8/22/2016
- Irving Community Club 8/23/2016
- Kids, Cops, & Cars 8/23/2016
- One Roof Board of Directors 8/25/2016
- Kids, Cops & Cars 8/26/2016
- Stand Down for Vets 8/26/2016
- Block Party at 26th Ave W. & 2nd St. 8/26/2016
- Family Fun Night 8/27/2016
- HillFest East Hillside 8/28/2016
- City Hall in the City 8/31/2016
- West Duluth Business Club 8/31/2016
- NYS Summer Picnic 9/1/2016
- Duluth Superior Pride Festival 9/3/2016
- HTAC Meeting 9/7/2016
- Morgan Park Senior Program 9/8/2016

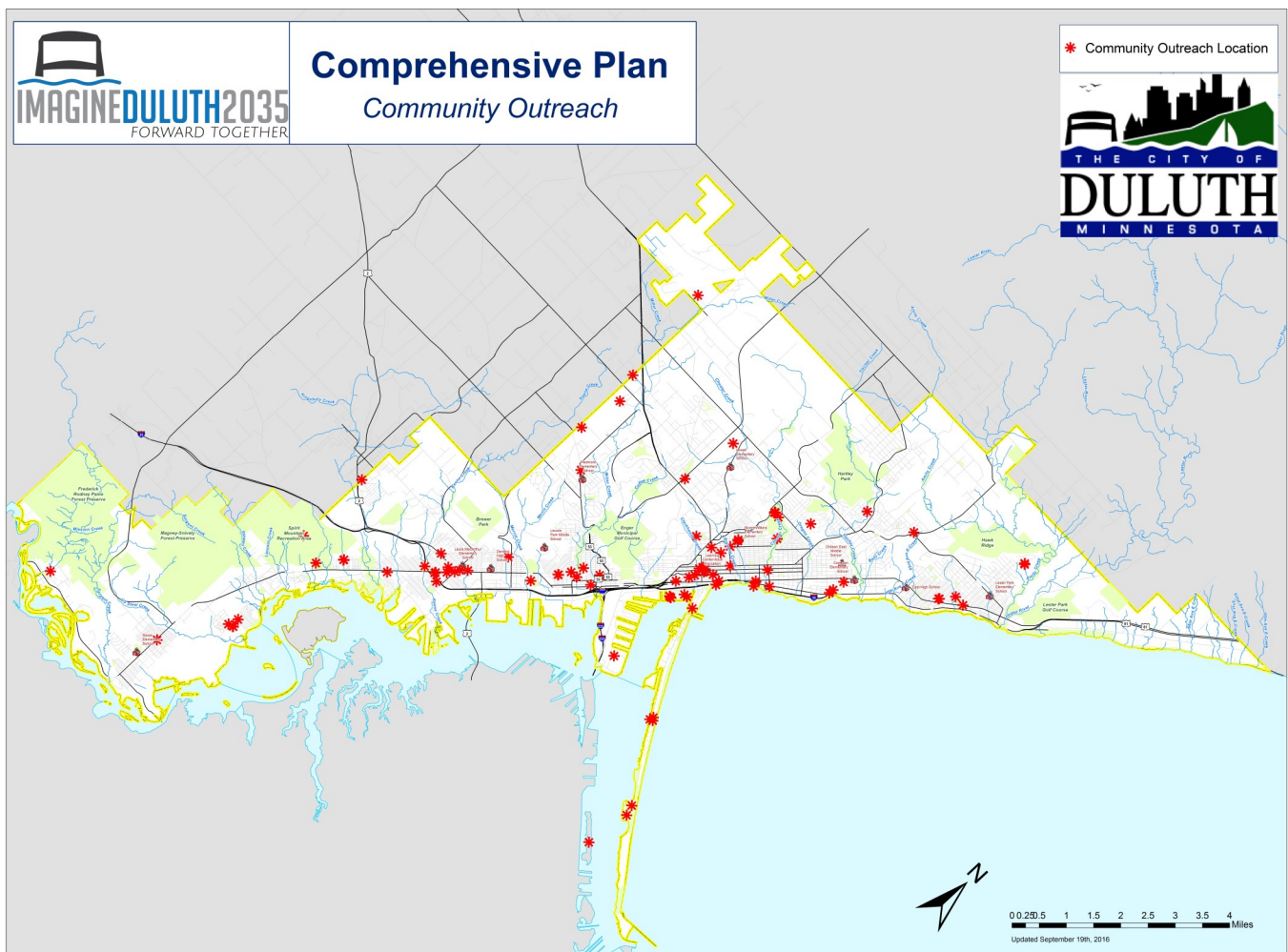
Public Engagement Events continued.....

- Duluth Landlords Association 9/8/2016
- Duluth Landlords Group 9/8/2016
- Lake Superior Harvest Festival 9/10/2016
- Evergreen Senior Program 9/12/2016
- Portman Senior Program 9/14/2016
- FUSE Duluth @Wade Stadium 9/15/2016
- Park Point Community Club 9/19/2016
- Imagine Duluth 2035 Kick-off 9/21/2016
- Neighborhood Council D3 11/10/2016
- Neighborhood Council D4 11/10/2016
- Neighborhood Council D2 11/14/2016
- Neighborhood Council D1 11/15/2016
- Neighborhood Council D5 11/16/2016
- Energy & Conservation Focus Group 2/9/2017
- Imagine Canal Park Community Dialogue 2/15/2017
- Vision Committee 2/15/2017
- Indigenous Commission 2/27/2017
- Planning Commission Annual Mtg 2/28/2017
- HIAP Speak Up Speak Out Mtg 3/1/2017
- Economic Development Focus Group 3/7/2017
- Housing Focus Group 3/7/2017
- Transportation Focus Group 3/8/2017
- Open Space Focus Group 3/9/2017
- Governing Principles Public Hearing 3/14/2017
- Vision Committee 3/19/2017
- MN Pollution Control Agency 3/23/2017
- APEX 3/31/2017
- Leadership Duluth 4/12/2017
- Vision Committee 4/19/2017
- Vision Committee 5/17/2017
- Ignite Your Fuse 5/23/2017
- Virtual Social Engagement Session 5/31/2017
- Social Engagement Session 6/6/2017
- Transportation Focus Group 6/7/2017
- Social Engagement Session 6/12/2017
- Social Engagement Session 6/14/2017
- Energy & Conservation Focus Group 6/21/2017
- Economic Development Focus Group 6/27/2017
- Open Space Focus Group 6/29/2017
- Imagine Canal Park Miller Hill Mall 9/11/2017
- Imagine Canal Park Central Hillside 9/12/2017
- Imagine Canal Park East Duluth 9/12/2017
- Imagine Canal Park Launch Party 9/12/2017
- Imagine Canal Park Harrison CC 9/13/2017
- Imagine Canal Park City Center West 9/13/2017
- Imagine Canal Park DTA 9/13/2017
- Imagine Canal Park Stakeholder Workshop 1 9/13/2017
- Imagine Canal Park Stakeholder Workshop 2 9/13/2017
- Imagine Canal Park Stakeholder Workshop 3 9/14/2017
- Vision Committee 9/27/2017
- Community Health Resource Fair 10/18/2017
- Healthy Duluth Ideas Fest 11/8/2017
- Park Point Community Club Mtg 11/19/2017
- Imagine Duluth Public Hearing 1/9/2018
- Duluth Kiwanis Club Meeting 1/12/2018

Public Engagement Events continued.....

- Community Engagement Session 1/17/2018
- Community Engagement Session 1/18/2018
- Community Engagement Session 1/23/2018
- Community Engagement Session 1/24/2018
- Online Engagement Session 1/25/2018
- FINAL Community Engagement Session 2/1/2018
- Cold Front Celebration 2/1 –2/4/2018

* Events in green indicate that they were a part of the Imagine Canal Park grant that the City of Duluth received from the McKnight Cities Challenge



Social Media Report

The way that we communicate is changing. In an effort to engage residents outside of what was reported by the media and community engagement events, city staff used social media to provide updates from June 2016 - February 2018 when the updated Comprehensive Plan was presented to City Council for approval. These are highlights from each of the platforms that we used.



Facebook Highlights



898 Followers



50 Total Facebook Live Videos



309 Total Posts



115,872 Total Reach



Twitter Highlights



219 Followers



93 Tweets



Online Highlights



25,787 Website page views



17,443 Website unique page views



240 Subscribed to email updates

