

# greatermsp<sup>ahead</sup>

## Participant Engagement Guide

**MAY 31, 2013**



# AGENDA

(Times Approximate)

## **8:00 Hot Breakfast and Networking**

**8:15 Welcome:** Caren Dewar, Executive Director, Urban Land Institute Minnesota

**April 19 Event Capture Video**

**Framework – Objectives and Emerging Regional Priorities**

## **9:00 Participant Engagement**

**Engagement #1 - Perspectives on Set of Priorities**

Is this list consistent with your own perspective? Is there anything missing? What do you see as most important?

**Engagement #2 - Key Cultural Enablers - *you choose area of interest***

What actions have you already taken? What's working that can be leveraged? Are there gaps where something new needs to be created? How can you take action?

**10:00 Insight Sharing:** Kathy Schmidlkofer, Executive Vice President, GREATER MSP and Pat Born, Regional Administrator, Metropolitan Council

**Share opportunities for action**

## **10:25 Wrap-up**

## INTRODUCTION

Thank you for joining us as we continue our work to increase the competitiveness of the Greater MSP region in the global economy, enabling sustainable regional growth and prosperity. The project management team, which organized the April 19 event and this event today, formed Greater MSP Ahead *to create regional coherency in the collective action of community stakeholders – what can I do, what can we do together:*

- *Our first step focused on developing a shared story among a broader group.*

The Greater MSP Ahead event held on April 19 provided additional perspectives regarding regional priorities and created momentum and alignment around the need for bold action. Importantly, it began to broaden and excite the group of community stakeholders engaged in the process.

- *Our next step is to build on this energy and support coherent action.*

Our focus during this meeting will be to share the outcomes of the April 19 event, identify work underway, and strengthen bold regional and individual action for GreaterMSP Ahead.

## KEY REGIONAL SUCCESS FACTORS

### *What We Have Seen Work in other Regions*

*Sustainable regional success on a global scale requires a broad coalition of public and private leaders who share a vision and the commitment to act on it.* In communities that thrive, we have seen a common set of characteristics:

- A strong brand and image – how a region thinks about itself and presents itself to the world
- A culture of excellence – in education, health, and quality of life – that fosters and attracts a workforce capable of supporting a strong, vibrant economy
- A spirit that encourages risk-taking and innovation, enabling continuous reinvention and adaptation
- Infrastructure and development patterns that facilitate connection and access – to each other and the region’s assets
- A commitment to preserve and regenerate regional resources and assets
- Social equity that recognizes the value of everyone to participate and thrive in a healthy economy

## APRIL 19 EVENT

### *Event Design*

The April 19 Greater MSP Ahead Event was designed to engage participants in thinking about the region in a global context – how are we competing today and what will it take to prosper in a future that will assuredly be different than the past. The event included three small-team exercises to engage participants in:

1. *Identifying what was most important for each individual*
2. *Thinking critically about our region's current level of competitiveness – what's working well and can be leveraged, what's not working, and what's most important to address. Specifically, teams focused on developing proof points to make the case for businesses and residents to either stay and invest in or move to the Greater MSP.*
3. *Developing solutions for a future that includes some significant shifts based on current trends and some even greater potential changes. Teams addressed six scenarios:*

**Scenario 1:** No net workforce growth – how do we retain and attract the workforce we need to compete globally and grow economically?

**Scenario 2:** Explosive population growth – how do we provide infrastructure to support rapid growth?

**Scenario 3:** Depletion of water resources – how do we preserve and harness our resources to support regional growth?

**Scenario 4:** Black swan (outlier) event – how do we build resilience and adaptability into our infrastructure to support continuity over time?

**Scenario 5:** Leverage of technology and innovation – how do we position the region to thrive amid shifts in how we live and work?

**Scenario 6:** Silver tsunami and unhealthy lifestyles – how do we create communities of health and wellbeing that support our residents and a more competitive economy?

### **Key Outcomes**

The April 19 event accomplished a number of objectives:

- Gaining greater perspective on areas of emphasis for participants – an emerging set of regional priorities
- Developing energy among a broader group of participants who are willing and ready to take action
- Creating momentum and alignment around the need for bold action (grounded by a fear of not acting boldly enough)

## THE CALL TO ACTION

To increase the global competitiveness of the Greater MSP region and achieve sustainable growth in talent, jobs, investment, and the tax base, it's increasingly clear that we must catalyze bold action to create healthy, resilient communities where everyone has the opportunity to thrive and prosper.

## EMERGING REGIONAL PRIORITIES

### 1. ***Build an identity for the regional "competitive unit"***

Align as a regional operating entity; market our distinctive positioning locally, nationally and globally

### 2. ***Cultivate an ecosystem adept at fostering and commercializing innovation and entrepreneurship***

Make it easier for collaboration, creating and risk taking – elevate and celebrate innovation and entrepreneurship; strengthen mechanisms to attract venture capital

### 3. ***Accelerate Job Growth, Talent Attraction, Capital Investment and Exporting***

Integrate and align regional economic development; match workforce skills with job requirements of employers; catalyze young adults to stay and move here

### 4. ***Supercharge our education system***

Create new forms of collaboration between educators, business, and students to create a new era of innovation, transformation and excellence in education to foster the next generation of talent representing our full community

### 5. ***Improve placemaking and connectivity***

Implement an integrated multi-modal transportation system that facilitates connection and access, a full range of housing choices, land use density, and parks and trails to create more walkable, healthy, and vibrant communities

### 6. ***Develop resilient infrastructure that connects regional job centers***

Leverage technology and innovation to support a more adaptable system to address changing demographics and market preferences, including the ability to respond to natural disasters, e.g. transit build-out, roads, bridges, airports, electrical grid, high speed broadband

### 7. ***Conserve and leverage our natural resources as a key regional asset***

Address threats to regional assets and quality of life for future generations through a high quality water supply, protection and regeneration of topsoil, clean and renewable energy, and reduction of our carbon footprint

## **PARTICIPANT ENGAGEMENT**

Our first objective is to gain your perspectives on the full set of priorities.

Secondly, we are interested in what we can do – and what you each can do individually – to support moving regional priorities and initiatives forward by addressing elements of our regional culture that can impede or enable each of them. We want to engage you in how to create a regional culture that enables bolder, faster, more coherent action.

Some cultural enablers that emerged from the first meeting include:

1. Increase the diversity of the engaged group (e.g., people of color, civic, business and non-profit efforts)
2. Continue this conversation – keep the “doing energy going” (e.g., social media platform)
3. Increase government comfort with risk (e.g., political will, willingness to give some things up, willingness to spend)
4. Invest in citizen participation infrastructure
5. Enable quicker decision-making (e.g., ramp data gathering)
6. Enable more effective decision-making (e.g., matching demand and supply)
7. Connect bottom-up and top-down efforts
8. Decentralize and crowd source

### **Team Engagements**

1. Engagement instructions follow on the next two pages
2. For the second engagement, you will self-select to the table/topic you want to discuss
3. Each table will have an insight gatherer – we will gather their notes for use in future planning and communications
4. You each have space to capture notes for yourself – for future action
5. We will reconvene as a large group after the two small-group discussions to share your insights



