



AGENDA

ENVISION LAKEVILLE CULTIVATE A SENSE OF COMMUNITY TASKFORCE

March 30, 2022 – 6:30 p.m.

Zoom Teleconference

- 1) Call to Order**
- 2) Review Focus Group Facilitator Proposals**

Zoom meeting information:

<https://us02web.zoom.us/j/88016863748?pwd=MIFsSmJGam9RWFpmb0tuOVhFT0VJQT09>

Meeting ID: 880 1686 3748

Passcode: 796846

March 16, 2022
Focus Group Facilitation Assistance
City of Lakeville, MN

Background/Understanding

Following a series of Community Conversations on Race, city council established the Envision Lakeville Cultivate a Sense of Community Taskforce, reflecting one of the City's strategic priorities.

The City is looking to hold 'focus groups' conducted with professional, neutral facilitators. The objective of the focus group's is to provide information and themes directed at enhancing the City's efforts to Cultivate a Sense of Community.

- The task force has developed a series of questions and logic flow that will serve as direction for the focus groups.
- The City will host 7 focus sessions in April through May (6 in-person, 1 virtually)

HueLife will:

- Meet with task force to refine the process and questions, including
 - Meeting protocols (how will the task force members participate?)
 - Define focus question and purpose of the focus groups
 - Write questions and flow logic
 - Do pre-event facilitator briefings and run-throughs
 - Prepare space for group discussions
 - Facilitate focus groups
 - Be prepared for small (5-20 people), medium (20-40), or large (40-100+) numbers of participants at each event
 - The ratio of facilitators to participants will be 10:1

Deliverables and Outcomes

1. Hold 7 community discussions (6 in person, 1 via zoom)
2. Each session will be 1.5 hours – 2 hours
 - a. 2 on a weeknight (early evening)
 - b. 2 on a weekend (Saturday)
 - c. 2 on a weekday (during the day)
 - d. 1 on Zoom (weekday evening)
3. Produce summary of the outcomes
4. Facilitate the Task Force debrief of the sessions to assist with findings and report

Additional Benefit/Outcome

- ❖ The HueLife facilitation process will engage all voices through a structured conversation format and intentional design that will guide the participants towards recommendations for the Task Force to consider.
- ❖ Facilitators will maintain neutrality on the subject matter encouraging the participants to engage in active listening, sharing experiences, and learning from each other.
- ❖ The engagement techniques and methods will focus on consensus building, while creating a common undertesting on the issues at hand and enhancing community relations.
- ❖ Additional facilitators will be recruited for this project, reflecting the demographics of the participants.

Pricing

Billable Time	Service Description	Service Fee	Estimated Total Amount
45-90 minutes	Task Force Planning Meeting Virtual	\$500	\$1,000 - \$1,500 (3 meetings)
90-120 minutes	Task Force Planning Meeting** in Person	\$1,000	\$1,500 (1 meeting)
2-hour session	Per Facilitator* Virtual Event + Producer	\$350 + \$150	\$850 (1 event for up to 20 people)
2-hour session	Per Facilitator* In-Person Event	\$500	\$6,000 (6 events with up to 20 people)
ESTIMATED TOTAL AMOUNT			\$ 8,350
½ Day	Task Force Debrief Session*** In-Person Workshop (3-4 hours)	\$2,500	\$2,500 (1 meeting)
TOTAL ESTIMATED AMOUNT WITH TASK FORCE DEBRIEF			\$10,850

*All facilitated meetings will be served by at least 2 facilitators + producer for virtual session ; if the size of the group exceeds 20 people, additional facilitators will be engaged (1 additional facilitator per up to 10 participants).

** Planning meetings can be done virtually or in-person or a combination of two.

*** Task Force Debrief meeting is optional.

A little bit about us

HueLife and our Mission

HueLife is a professional Organization Development team specializing in Change Management, Facilitation, and Facilitation Training. The organization was founded with the Mission to inspire engagement in meaningful action for the greater good of communities and organizations. At our core, we try to create a better world through participation, awareness, and growth.

How we put our Mission into action:

HueLife works across the United States and internationally to:

1. Facilitate small, medium, and large group and community functions in the areas of
 - Community Engagement
 - Strategic Planning
 - Event Planning
 - Conflict resolution and management
 - Causes that help humanity
2. Coaching
3. Leadership and Team Development
4. Facilitator Training from beginner to mastery

Our Work towards Justice and Peace

HueLife commits to facilitating and implementing practices that heal cultural wounds of the past, overcome dysfunctional group dynamics, and bridge the gap between fear and courage to embrace innovation and risk taking. During an experience with our team, you can expect to see and hear contributions from every person in the group shared thoughtfully in discussion, included mindfully in decision making, and appreciated in reflection and resolve.

<https://youtu.be/3Q27ADbZVRE>

<https://youtu.be/drJgjsHLUDI>

Our HueLife Facilitation team:

- ❖ HueLife has a team of 9 Mastery Level facilitators who work in the field and train others across the USA and into parts of Europe.
- ❖ HueLife has associate relationships with Mastery Level facilitators from Minnesota and around the world that work side-by-side with our team on larger-scale projects.
- ❖ The HueLife team and associates is a culturally, geographically, and racially diverse group with a rich variety of backgrounds.



Proposal for Vision Facilitation





RAPP CONSULTING GROUP

March 28, 2022

Justin Miller
City Administrator
City of Lakeville
20195 Holyoke Avenue
Lakeville, MN 55044

RE: Vision Facilitation

Dear Justin,

Based upon your interest in focus group facilitation in support of Envision Lakeville, the attached proposal is submitted for your consideration.

The proposal specifically addresses the City of Lakeville's desired outcome as we understand it:

- Develop and initiate community focus groups to identify strengths, weaknesses, opportunities, and threats to the City's efforts to "Cultivate a Sense of Community" in support of the Envision Lakeville Community Vision.

As you know, we have significant experience facilitating focus groups and other forms of community engagement for the City of Lakeville. I facilitated the original Envision Lakeville process in 2013 and the five-year update in 2018. Our team regularly conducts focus groups and wide range of stakeholder engagement activities in support of community strategic planning and improvement efforts.

A summary of our credentials, along with a representative client list is provided. Our team has decades of experience as consultants to local government and have conducted hundreds of workshops, strategy, and engagement sessions across the country.

We look forward to the opportunity to assist the City of Lakeville with this endeavor.

Yours truly,

Craig R. Rapp
President

Proposal

The following describes the process that will be used to facilitate focus groups for the Envision Lakeville Cultivate a Sense of Community Taskforce. It is our understanding that the Taskforce and the City seek to engage residents to find out their views on the sense of community in Lakeville and to facilitate a SWOC (Strengths, Weaknesses, Opportunities, Challenges) analysis.

Focus Group Approach

A focus group is a small-group discussion guided by a trained facilitator. It is used to gather in-depth information about a community's thoughts and opinions on a specific topic. The interaction enables participants to interact with each other, as well as to re-evaluate and reconsider their own understandings of their specific experiences. The facilitator's role during the focus group session is to gather information in an impartial and confidential manner, manage the pace of the discussion, and ensure that everyone has a chance to participate.

Project Approach

Review of documents and accomplishments

A review of relevant documents from the City, Taskforce and any/all partners that have contributed to the work of the Envision Lakeville Cultivate a Sense of Community Taskforce. This will include any recent Taskforce meetings or similar documents

- a. Review and analysis of background materials
- b. Clarifying discussion with key staff and Taskforce members.

Project overview with leadership group.

The first step in the process will be a project meeting (in person or conference call) with the staff and Taskforce member(s) designated for this project. The meeting will cover: desired outcomes, schedule, logistics, analysis of results, reporting and planning for the presentation of results.

- a. Prepare for and meet with group

Focus groups.

Facilitated discussions with key stakeholder groups. Makeup of the stakeholder groups will be determined by the Taskforce and City staff. In person focus groups (6) will be scheduled with a minimum of 2 and a maximum of 3 focus groups per day. The virtual focus group can be scheduled concurrently with the other focus groups, or on a separate date.

- a. Collaborate with project leadership to establish groups and approach
- b. Finalize questions
- c. Facilitate focus groups/engagement
- d. Prepare summary report

Present Draft Report

A draft report will be presented (in person or virtually) to the Taskforce and the City summarizing the focus group discussions.

- a. Consolidate input and analyses
- b. Incorporate all comments, highlighting common themes
- c. Present summary report

Proposed Fee

The total fee for the project, exclusive of travel: **\$10,550.00**
- travel billed at cost

Upon approval of this proposal and execution of a contract, payment shall be made to the consultant in the following manner- upon receipt of an invoice:

- One-third (1/3) of total upon execution of this agreement
- One-third (1/3) of total upon completion of community engagement activities
- One-third (1/3) of total upon delivery of summary report

If this proposal is acceptable, please sign below and return one copy to Craig Rapp at craig@craigrapp.com



Craig Rapp, President

March 28, 2022

Approval:

for the City of Lakeville

Date

CONSULTANT

Cory Poris-Plasch, Senior Vice President, Rapp Consulting Group

Cory Poris-Plasch will lead the Lakeville project for the Rapp Consulting Group (RCG). Cory has facilitated focus groups for more than ten years, leading engagement efforts on behalf of local government and various nonprofit organizations. She regularly speaks around the country on topics including civic engagement, engaging hard-to-reach populations, performance management and innovation in local government.

Prior to her position with RCG, she previously served as Vice President of Strategic Development at Polco/NRC, Executive Director of the Wisconsin City/County Management Association and Membership Director for the Alliance for Innovation. As a former 911 Dispatcher, she has a heart for public service and her experience includes working in the City Manager's Office in Illinois communities. Cory has helped numerous local governments and other public-sector organizations find success in better engaging their communities so that all stakeholders (including communities of color and other hard-to-reach populations) are included, driving positive change. She has a master's degree in public administration from Northern Illinois University.

REFERENCES

Below is a brief list of similar projects performed by the Rapp Consulting Group.

City of Lakeville Community Vision - 2013

Development of Community Vision

- included all stakeholder engagement – surveys, forums, focus groups

Allyn Kuennen, Assistant City Administrator

akuennen@lakevillemn.gov | 952-985-4402

City of Lakeville Community Vision Update – 2018

- included all stakeholder engagement

Allyn Kuennen, Assistant City Administrator

akuennen@lakevillemn.gov | 952-985-4402

City of Richfield – Strategic Plan 2022

- included all stakeholder engagement – surveys, focus groups

Katie Rodriguez, City Manager

krodriguez@richfieldmn.gov | 612-861-9702

City of Savage – Strategic Plan 2022

- included all stakeholder engagement – surveys, focus groups

Brad Larson, City Administrator

blarson@cityofsavage.com | 952-882-2641

Village of Gurnee – Strategic Plan 2022

- included all stakeholder engagement – surveys, focus groups

Jack Linehan, Assistant Village Administrator

jlinehan@village.gurnee.il.us | 847-599-7514

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Executive Summary

Thank you for the opportunity to facilitate the “Envision Lakeville Cultivate a Sense of Community Taskforce” focus groups. Our firm’s Diversity, Equity, and Inclusion (“DEI”) practice has deep experience both representing and working with cities as well as facilitating authentic, probing, and respectful focus groups. As you’ll see from our representative experience, we have experience using survey data to craft focus group questions. Importantly, we also currently have the availability to undertake this work on your timeline (facilitating six in-person meetings and one virtual meeting before the end of May).

We have outlined a proposal, below, based on the project scope as we now understand it. That said, we stand at the ready to adjust this proposal based on additional conversations.

Our Team

We propose a team of three individuals to lead the facilitated discussions—if a larger or smaller team is necessary, we can right-size this proposal.

Sybil Dunlop (she/her/hers)¹
sdunlop@greeneespel.com | 612.373.8345 |

Sybil is a national thought leader on Diversity, Equity, and Inclusion issues. She founded Greene Espel’s Diversity, Equity, and Inclusion Practice and designs and teaches award-winning Diversity & Inclusion programming around the country, recently to 1,000 attendees at the 33rd Annual Seminar on Hate Crimes

¹ Listed in alphabetical order.

& Bias, sponsored by the Minnesota Attorney General's Office in partnership with the United States Attorney's Office.

Sybil has facilitated DEI discussions and assessments for multiple cities, as well as targeted trainings for city departments, including legal departments, housing code officers, city engineers, and firefighters. She has also provided trainings for Minnesota's City Attorneys on the issue of bias in policing, the U.S. District Court for the District of Minnesota (including all court staff and law enforcement), and several law firms who litigate excessive force cases. In recognition of her efforts, *Minnesota Lawyer* selected Sybil as a Diversity & Inclusion Honoree in 2018, and the Hennepin County Bar Association awarded her its Excellence Award for Advancing Diversity and Inclusion in 2019.

Beyond her Diversity, Equity, and Inclusion work, Sybil has a vibrant legal practice representing private and public sector entities. She has represented cities accused of defamation, *Monell* liability as well as police officers accused of using excessive force. Clients praise her ability "to communicate well with a diverse array of people." And another client says, "She really is 100% client-focused. If I want to talk, she will ring instantly. She is the most responsive lawyer I have ever met in my life and I feel like I am her only client." Based on this feedback, *Chambers USA: America's Leading Lawyers for Business* recognized Sybil as a notable practitioner in 2021.

Aaron Knoll (he/him/his)

aknoll@greeneespel.com | 612.373.8371 |

Aaron regularly conducts internal investigations for employers to help them assess allegations of misconduct. In this arena, he is known for his ability to connect with diverse clients and witnesses, particularly in matters involving sensitive issues or difficult personalities. Aaron also helps clients develop proactive and incisive strategies about how to avoid litigation and disputes, offering recommendations to improve policies, trainings, and feedback.

For the past several years, Aaron has also taught legal writing and appellate advocacy as an adjunct professor at the University of St. Thomas School of Law. In 2019, in recognition of his skills, the school honored him with the Dean's Award for Outstanding Teaching. He also fights with compassion for those who do not have access to fundamental legal rights by maintaining an active pro bono practice. Aaron focuses his efforts in the LGBTQ community, currently representing a client from Honduras seeking asylum because of persecution based on sexual orientation and gender identity.

Before joining Greene Espel, Aaron clerked for Judge Paul A. Magnuson of the United States District Court for the District of Minnesota, as well as Justice Christopher J. Dietzen of the Minnesota Supreme Court. He received his law degree, summa cum laude, from the University of St. Thomas School of Law, where he also served as Articles Editor for the St. Thomas Law Review. He received his undergraduate degree in History and Geography, magna cum laude and with distinction, from the University of Minnesota.

Surya Saxena (he/him/his)
ssaxena@greeneespel.com | 612.373.8380 |

Surya is a formal federal prosecutor and former in-house counsel who has developed DEI hiring and recruiting plans, trained hiring committees on avoiding hiring biases, and presented at Continuing Legal Education seminars regarding racial equity and mitigating biases. Audiences for Surya's DEI presentations and trainings have included members of the federal bench, federal prosecutors, criminal defense lawyers, and law enforcement officers. His DEI presentations are founded on empirical data and are aimed at spurring structural reforms that achieve equitable results in organizations. Surya's experience in both the public and private sectors gives him a broad perspective on how to gain consensus on DEI issues among stakeholders with competing incentives.

Surya's experience leading complex criminal, regulatory, civil, and municipal investigations provides him the skillset necessary to conduct a thorough and impartial assessment of REI initiatives that is based on objective equity data, the subjective views of City stakeholders, and an understanding of the City's procedural and legal constraints.

In recognition of his DEI efforts, *Minnesota Lawyer* recognized Surya as a 2019 Diversity & Inclusion Honoree.

Representative Experience

We provide customized, strategic solutions to address our client's DEI goals and objectives. As part of this practice, we (1) offer assessments; (2) help clients design and implement strategic plans; (3) provide customized trainings and lead facilitated discussions; and (4) offer on-going consulting services.

Our team has over 40 years' experience facilitating group discussions, running trainings, and designing and implementing strategic plans. We have long represented cities and other public-sector entities and have provided DEI trainings and assessments for public-sector clients focused on reducing bias and promoting diversity and inclusion.

Recent examples of our work include the following projects:

- **International Wolf Center (2021 – 2022):** We worked with the International Wolf Center to identify room for bias in their hiring, retention, and promotion processes as well as in their board selection processes (Phase I). In this Phase, we also conducted surveys to understand the employees and board members' lived experiences (Phase I). We then provided trainings and led facilitated discussions with staff and the board, targeting the issues identified in Phase I (Phase II). Throughout both phases, we have helped the International Wolf Center create institutional changes that will facilitate achieving their long-term goals, including re-writing board interview questions, job descriptions, and suggestions for the feedback

processes. The Board is already more diverse than when we began our work, and they have a tool kit that will enable them to continue their work.

- **City of Vadnais Heights (2019):** After meeting with the City to understand its goals, we provided tailored DEI trainings for the City, including City staff and the fire department. We identified institutional measures that the City could implement to reduce bias, and we provided each and every participant with their own list of “takeaway tips” to reduce unconscious bias and consciously include their colleagues. In other words, we left the City with both institutional and individual tool kits to continue their work.
- **First Bank & Trust (2021 – 2022):** We led several facilitated discussions with bank leadership to identify and articulate goals and areas for improvement (Phase I). We then designed trainings to address these issues and led 11 training and listening sessions for employees (Phase II). At the end of each listening session, we offered specific ideas and feedback for continued improvement. We have left First Bank & Trust with action items to ensure their continued progress towards their self-identified goals (Phase III).

References can be provided upon request.

Fee Proposal

We’re assuming that each session will be structured with multiple smaller focus groups to encourage more productive conversations. As a result, we’re also assuming that three facilitators will lead each session. Based on those assumptions, we propose a flat fee of \$3,000 per session. This fee will include working with our team to strategize with the task force and finalize the discussion questions, as well as the work of facilitating the discussions and drafting a summary report when the work is complete. This fee could be increased or decreased with the inclusion of more or fewer facilitators.