

Neighborhood Organization

Downtown Minneapolis Neighborhood Association representing the Downtown East and Downtown West neighborhoods

Time frame

January – December 2022: Due to the continuous and rapid growth of the downtown community, the DMNA would like to have the opportunity to review and revise its Equitable Engagement Plan after receiving and analyzing 2020 Census data.

Work summary

During 2022, the Downtown Minneapolis Neighborhood Association will continue many of the outreach and engagement strategies that we developed and implemented in 2020 and 2021, including work done by our Civic Engagement Committee and HOA Advisory Group. In addition, we will strive to expand our public participation to include under-represented and under-engaged groups such as renters, people of color, people transitioning out of homelessness, millennials, people living with disabilities, and families.

We intend to establish a Renters Advisory Group similar to our Homeowners Advisory Group. We will use our website, social media and e-newsletter to share information regarding our activities and events to the community. We will utilize surveys when appropriate. We will endeavor to host another successful National Night Out event at The Commons in 2022. We will host our annual general membership meeting in October where we hope to elect a more diverse board of directors. We will collaborate with the other downtown neighborhood associations to identify and address shared issues of concern. We will partner with downtown organizations that complement our work and funding resources.

Scope of work, outcomes and goals

The Downtown Minneapolis Neighborhood Association will strive to develop and implement outreach and public participation strategies that help increase the demographic diversity and sustained engagement of our volunteer base. We will endeavor to establish new partnerships with organizations doing complementary work with our hard-to-reach populations such as renters, people of color, people living below the poverty line or transitioning out of homelessness, millennials, people living with disabilities, and families. Our overall goal is to improve the livability of the downtown community for everyone who lives, works or owns property here.

Plan detail

Demographic group	<i>Renters - We would like to dig deeper into this demographic to find out who these people are (i.e. age, income, single vs. families).</i>	<i>People of Color – We would like to dig deeper into this demographic to find out who these people are (i.e., renter vs. homeowner, age, income, single vs families).</i>	<i>People living below the poverty line or transitioning out of Homelessness.</i>	<i>Millennials (25-34 age group) - We would like to dig deeper into this demographic to find out who these people are (i.e. income, single vs. families).</i>	<i>Disabled people – We would need to know more about this demographic group as far as what kinds of disabilities they have (i.e. physical, learning or psychological), to determine how we could best engage with them or offer assistance). It would also be helpful to know where they are living.</i>
Numbers or percentage	<i>Downtown East = 55% Downtown West = 60%</i>	<i>Downtown East = 38% Downtown West = 37%</i>	<i>Downtown East = 17% Downtown West = 22%</i>	<i>Downtown East = 35% Downtown West = 34%</i>	<i>Downtown East = 13% Downtown West = 17%</i>

Initiative, activity, project or program

Work to establish a Renters Advisory Group similar to our HOA Advisory Group by the end of 2022. We will initiate recruitment to this group through our existing committee membership. We will continue to look for members through targeted outreach to rental property managers (including them in our weekly e-newsletters, asking them to share flyers with their residents), and possibly hosting information tables in common areas of apartment buildings (if the property managers will let us in).

Surveying renters through property managers regarding their specific issues and concerns. "What can the DMNA do for you."

Hosting special forums or meetings for renters that address their issues of concern.

Initiate a connection with the YMCA Equity Innovation Center, https://www.ymcanorth.org/social_responsibility/unitedhealth_group_equity_innovation_center. Purchase the Toolkit for Equitable Community Engagement to get things started, https://www.ymcanorth.org/social_responsibility/unitedhealth_group_equity_innovation_center/eic_toolkit_for_authentic_community_engagement. Consider working with them on a Social Responsibility Assessment, https://www.ymcanorth.org/social_responsibility/unitedhealth_group_equity_innovation_center/whoffer/social_responsibility_assessment, possibly in collaboration with the other downtown neighborhood organizations.

Continue partnerships with St. Stephen's Human Services, Mad Dads, YouthLink and the Minneapolis DID to provide street outreach and social worker support.

Host roundtable conversations (2) with organizations that provide services to the homeless to determine issues of concern and needs.

Invite organizations that provide services to the homeless to provide updates at DMNA Board meetings

Initiate connection with the new Red Lake Nation College when they open in the neighborhood.

Surveying millennials via the Renters Advisory Group, the HOA Advisory Group and property managers regarding their specific issues and concerns. "What can the DMNA do for you."

Once we have more information regarding this groups needs or issues of concern, we will develop strategies to address them.

Host or partner on an event during Black History Month.

Work with the Chameleon Consortium to host pop-up events in the Downtown East and Downtown West neighborhoods (2). The Chameleon Consortium is a private-public group dedicated to the experiential and economic vitality of downtown Minneapolis. Our purpose is to create vibrant downtown experiences by transforming empty retail spaces into equity opportunities for BIPOC- and women-owned businesses.

<https://www.chameleonconsortium.com/>

Barriers to engagement

<p><i>Accessing secure apartment building</i></p> <p><i>Transient population</i></p> <p><i>No knowledge of the neighborhood association or our activities</i></p> <p><i>Organization doesn't seem relevant or accessible to renters</i></p> <p><i>No specific invite to participate in meetings or events</i></p> <p><i>Feeling unwelcome at meetings</i></p> <p><i>Busy with work and social life</i></p> <p><i>Busy with family commitments</i></p> <p><i>No ability to get to in-person meetings</i></p>	<p><i>No knowledge of the neighborhood association or our activities</i></p> <p><i>Organization doesn't seem relevant or accessible</i></p> <p><i>No specific invite to participate in meetings or events</i></p> <p><i>Feeling unwelcome at meetings</i></p>	<p><i>Transient population</i></p> <p><i>Participating in neighborhood association activities is low priority</i></p> <p><i>No knowledge of the neighborhood association or our activities</i></p> <p><i>Organization doesn't seem relevant</i></p> <p><i>Feeling unwelcome at meetings</i></p> <p><i>Busy working (sometimes multiple jobs)</i></p>	<p><i>Transient population – we suspect that the majority of people in this age group are likely renters as opposed to homeowners.</i></p> <p><i>No knowledge of the neighborhood association or our activities</i></p> <p><i>Organization doesn't seem relevant or accessible</i></p> <p><i>No specific invite to participate in meetings or events</i></p> <p><i>Feeling unwelcome at meetings</i></p> <p><i>Busy with work and social life</i></p> <p><i>Busy with family commitments</i></p>	<p><i>No knowledge of the neighborhood association or our activities</i></p> <p><i>Organization doesn't seem relevant or accessible to renters</i></p> <p><i>No specific invite to participate in meetings or events</i></p> <p><i>Feeling unwelcome at meetings</i></p> <p><i>No ability to get to in-person meetings</i></p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Engagement Plan



EXHIBIT C

Demographic group	<i>Renters - We would like to dig deeper into this demographic to find out who these people are (i.e. age, income, single vs. families).</i>	<i>People of Color – We would like to dig deeper into this demographic to find out who these people are (i.e., renter vs. homeowner, age, income, single vs families).</i>	<i>People living below the poverty line or transitioning out of Homelessness.</i>	<i>Millennials (25-34 age group) - We would like to dig deeper into this demographic to find out who these people are (i.e. income, single vs. families).</i>	<i>Disabled people – We would need to know more about this demographic group as far as what kinds of disabilities they have (i.e. physical, learning or psychological), to determine how we could best engage with them or offer assistance). It would also be helpful to know where they are living.</i>
Outreach and engagement strategies	<p><i>Connect with property managers/owners</i></p> <p><i>Targeted outreach inside rental buildings if property managers allow it</i></p> <p><i>Survey</i></p> <p><i>Establish a Renters Advisory Group with the goal of having representation from all rental buildings</i></p> <p><i>Invite participation on committees via website, social media and e-newsletter</i></p> <p><i>Offer or facilitate transportation to meetings</i></p>	<p><i>Outreach through business community</i></p> <p><i>Outreach through business associations</i></p> <p><i>Outreach through churches</i></p> <p><i>Host or partner on an event that specifically targets this demographic</i></p> <p><i>Invite participation on committees via website, social media and e-newsletter</i></p> <p><i>Outreach through the YMCA</i></p>	<p><i>Invite representatives from People Serving People, St. Stephen’s Human Services, Mad Dads and YouthLink to participate in planning our NNO event. At the very minimum, make sure these organizations are aware of our event and share the info with their residents and clients.</i></p> <p><i>Reach out to the newly established Downtown Advocate to see how they can support or complement our work. (https://downtownadvocate.org/)</i></p>	<p><i>Outreach through HOA Advisory Group and Renters Advisory Group</i></p> <p><i>Host an event that specifically targets this age group. This could possibly be done in collaboration with the East Town Business Partnership and Minneapolis Downtown Council</i></p> <p><i>Invite participation on committees via website, social media and e-newsletter</i></p>	<p><i>Connect with organizations that provide services to people with disabilities to learn more about the resources that are available</i></p> <p><i>Make sure our meetings are held in ADA accessible locations.</i></p> <p><i>Offer or facilitate transportation to meetings by purchasing Metro Transit passes (https://www.metrotransit.org/non-profit). (If not an eligible use of City funds, then find non-City funds to support)</i></p>

<p>Resources needed</p>	<p><i>Funding for DMNA staff, possibly a part-time or temporary community organizer to do outreach work in rental buildings.</i></p> <p><i>Funding for communications tools</i></p> <p><i>Contact information for rental property owners/managers</i></p> <p><i>Flyers with neighborhood organization information for posting in common areas of rental buildings</i></p>	<p><i>Funding for DMNA staff</i></p> <p><i>Funding for communications tools</i></p> <p><i>Funding to purchase the Toolkit for Equitable Community Engagement</i></p> <p><i>Funding to pay for a Social Responsibility Assessment.</i></p> <p><i>Information on BIPOC businesses in the community</i></p> <p><i>Funding to support the Chameleon Consortium pop-up events.</i></p> <p><i>Contact information for churches</i></p>	<p><i>Funding for DMNA staff</i></p> <p><i>Funding for communications tools</i></p> <p><i>Contact information for outreach staff at the organizations that provide service to the homeless</i></p>	<p><i>Funding for DMNA staff</i></p> <p><i>Funding for communications tools</i></p> <p><i>Flyers with neighborhood organization information for posting in common areas of rental and condo buildings</i></p> <p><i>Money (non-City funds) for food or to cover social related activities</i></p>	<p><i>Funding for DMNA staff</i></p> <p><i>Funding for communications tools</i></p> <p><i>Money for bus passes (if eligible)</i></p> <p><i>Contact information for organizations that work with people with disabilities</i></p>
<p>Partners in the work</p>	<p><i>City of Minneapolis, RS Eden, property owners / managers,</i></p>	<p><i>YMCA Equity Innovation Center, Chameleon Consortium, East Town Business Partnership, Minneapolis Downtown Council, Churches, possibly collaborate with the other downtown neighborhood organizations</i></p>	<p><i>Current partners: St. Stephen’s Human Services, People Serving People, Mad Dads, YouthLink, Minneapolis DID, and Working Partnerships</i></p> <p><i>Possible partners: Catholic Charities, Mile</i></p>	<p><i>HOA Advisory Group, Renters Advisory Group (once established), property managers, potentially downtown employers</i></p> <p><i>East Town Business Partnership and the</i></p>	<p><i>Organizations that provide services to people with disabilities</i></p> <p><i>Metro Mobility</i></p> <p><i>Metro Transit</i></p>

Engagement Plan



EXHIBIT C

<p>Demographic group</p>	<p><i>Renters - We would like to dig deeper into this demographic to find out who these people are (i.e. age, income, single vs. families).</i></p>	<p><i>People of Color – We would like to dig deeper into this demographic to find out who these people are (i.e., renter vs. homeowner, age, income, single vs families).</i></p>	<p><i>People living below the poverty line or transitioning out of Homelessness.</i></p>	<p><i>Millennials (25-34 age group) - We would like to dig deeper into this demographic to find out who these people are (i.e. income, single vs. families).</i></p>	<p><i>Disabled people – We would need to know more about this demographic group as far as what kinds of disabilities they have (i.e. physical, learning or psychological), to determine how we could best engage with them or offer assistance). It would also be helpful to know where they are living.</i></p>
			<p><i>in My Shoes, Churches, Downtown Advocate,</i></p> <p><i>It would also be good to collaborate with the other downtown neighborhood organizations on addressing the issue of homelessness</i></p>	<p><i>Minneapolis Downtown Council</i></p>	

<p>Person(s) responsible</p>	<p><i>DMNA’s Executive Director will obtain a list of the rental properties in Downtown East and Downtown West, including contact info for the building managers. The Executive Director will ensure the property managers are receiving the weekly e-newsletter. The Executive Director will reach out directly to property managers to provide them with information about the DMNA and explain our hopes to establish a Renters Advisory Group. If the property managers are open to allowing the DMNA to host information tables in a common area of the building, the Executive Director will coordinate board and committee volunteers to staff the tables. The Executive Director will be responsible for creating informational flyers.</i></p>	<p><i>DMNA Executive Director and Board of Directors</i></p>	<p><i>DMNA Executive Director</i></p>	<p><i>DMNA Executive Director, HOA Advisory Group, DMNA Committees</i></p>	<p><i>DMNA Executive Director</i></p>
<p>Timeline</p>	<p><i>Start Winter of 2022 with obtaining contact information for Rental Property Buildings. Start outreach to property managers in the late winter and early spring. Host information tables at apartment buildings over the</i></p>	<p><i>Initiative conversation with the YMCA Equity Innovation Center in the winter of 2022.</i></p> <p><i>Purchase the Equitable Community Engagement</i></p>	<p><i>The DMNA will begin by inviting different social service organizations to provide updates at board meetings during the winter of 2022.</i></p>	<p><i>We will start outreach to this younger demographic group in the Winter of 2022. We will use our HOA Advisory Group to help share information. We will also invite our</i></p>	<p><i>Will initiate research on services available during the winter of 2022</i></p>

Demographic group	<i>Renters - We would like to dig deeper into this demographic to find out who these people are (i.e. age, income, single vs. families).</i>	<i>People of Color – We would like to dig deeper into this demographic to find out who these people are (i.e., renter vs. homeowner, age, income, single vs families).</i>	<i>People living below the poverty line or transitioning out of Homelessness.</i>	<i>Millennials (25-34 age group) - We would like to dig deeper into this demographic to find out who these people are (i.e. income, single vs. families).</i>	<i>Disabled people – We would need to know more about this demographic group as far as what kinds of disabilities they have (i.e. physical, learning or psychological), to determine how we could best engage with them or offer assistance). It would also be helpful to know where they are living.</i>
	<i>summer. Goal would be to have the Renters Advisory Group established by the 2022 Annual Meeting.</i>	<p><i>Toolkit in the winter of 2022.</i></p> <p><i>Host board information session with representatives from the Equity Innovation Center during the spring with the goal of conducting an assessment in the late spring or over the summer of 2022.</i></p> <p><i>Host Chameleon Consortium pop-up events in the spring and winter of 2022.</i></p>	<i>We will begin planning for the 2022 NNO event in the spring of 2022.</i>	<p><i>current committee members to bring a friend to a meeting.</i></p> <p><i>During the spring/summer of 2022, we will explore the possibility of hosting a social event at a local brewery such as Day Block or Finnegans.</i></p>	

<p>Demographic group</p>	<p><i>Renters - We would like to dig deeper into this demographic to find out who these people are (i.e. age, income, single vs. families).</i></p>	<p><i>People of Color – We would like to dig deeper into this demographic to find out who these people are (i.e., renter vs. homeowner, age, income, single vs families).</i></p>	<p><i>People living below the poverty line or transitioning out of Homelessness.</i></p>	<p><i>Millennials (25-34 age group) - We would like to dig deeper into this demographic to find out who these people are (i.e. income, single vs. families).</i></p>	<p><i>Disabled people – We would need to know more about this demographic group as far as what kinds of disabilities they have (i.e. physical, learning or psychological), to determine how we could best engage with them or offer assistance). It would also be helpful to know where they are living.</i></p>
<p>Quantitative goals</p>	<p><i>Establish a Renters Advisory Group by the 2022 Annual Meeting (October)</i></p> <p><i>Increase the number of renters participating on committees.</i></p> <p><i>Increase renter representation on the board at the 2022 Annual Meeting.</i></p>	<p><i>Increase the number of people of color who participate on committees.</i></p> <p><i>Increase representation of people of color on the board at the 2022 Annual Meeting.</i></p>	<p><i>Increase the number of downtown residents who volunteer with organizations that provide services to the homeless and those transitioning out of homelessness.</i></p>	<p><i>Increase the number of millennials that participate on committees.</i></p> <p><i>Increase representation of millennials on the board at the 2022 Annual Meeting.</i></p>	

<p>Demographic group</p>	<p><i>Renters - We would like to dig deeper into this demographic to find out who these people are (i.e. age, income, single vs. families).</i></p>	<p><i>People of Color – We would like to dig deeper into this demographic to find out who these people are (i.e., renter vs. homeowner, age, income, single vs families).</i></p>	<p><i>People living below the poverty line or transitioning out of Homelessness.</i></p>	<p><i>Millennials (25-34 age group) - We would like to dig deeper into this demographic to find out who these people are (i.e. income, single vs. families).</i></p>	<p><i>Disabled people – We would need to know more about this demographic group as far as what kinds of disabilities they have (i.e. physical, learning or psychological), to determine how we could best engage with them or offer assistance). It would also be helpful to know where they are living.</i></p>
<p>Qualitative goals</p>	<p><i>More knowledge about what renters care about in the neighborhoods</i></p> <p><i>Identify issues that need attention</i></p>	<p><i>More knowledge about what people of color care about in the neighborhoods</i></p> <p><i>Identify issues that need attention</i></p>	<p><i>More knowledge about the organizations that provide services to the homeless, people transitioning out of homelessness, and people living below the poverty line.</i></p> <p><i>More knowledge about the needs of people living below the poverty line or transitioning out of homelessness</i></p> <p><i>Those downtown residents with the ability to provide help know the best ways to go about doing so.</i></p>	<p><i>More knowledge about what millennials care about in the neighborhoods</i></p>	<p><i>More knowledge about the needs of people living with disabilities in the downtown community</i></p> <p><i>Identify issues that need attention</i></p> <p><i>People with disabilities feel a better sense of community living downtown.</i></p>

<p>Outcome of engagement</p>	<p><i>More representation of renters on neighborhood board and committees</i></p> <p><i>More diversity of opinions and ideas within the DMNA organization as a whole.</i></p> <p><i>More renters receive neighborhood organization updates, newsletters and other information</i></p> <p><i>Renters have the knowledge and ability to become involved in the organization and in decision-making</i></p> <p><i>Renters feel a better sense of community living downtown</i></p>	<p><i>More representation of people of color on neighborhood board and committees</i></p> <p><i>More diversity of opinions and ideas within the DMNA organization as a whole.</i></p> <p><i>More people of color receive neighborhood organization updates, newsletters and other information</i></p> <p><i>People of color have the knowledge and ability to become involved in the organization and in decision-making</i></p> <p><i>People of color feel a better sense of community living downtown</i></p>	<p><i>People living below the property line or transitioning out of homelessness feel a sense of belonging in living the downtown community. They have more information about where they can find help.</i></p> <p><i>There is a better sense of interconnectedness between all downtown residents regardless of income levels.</i></p>	<p><i>More representation of millennials on neighborhood board and committees</i></p> <p><i>More millennials receive neighborhood organization updates, newsletters and other information</i></p> <p><i>Millennials have the knowledge and ability to become involved in the organization and in decision-making</i></p> <p><i>Millennials feel a better sense of community living downtown</i></p>	<p><i>People living with disabilities in the downtown community have the knowledge and ability to become involved in the organization and in decision-making</i></p>
<p>Next steps</p>	<p><i>Monitor and evaluate the outreach and engagement strategies. Determine what works and what can be done differently.</i></p>	<p><i>Monitor and evaluate the outreach and engagement strategies. Determine what works and what can be done differently.</i></p>	<p><i>Monitor and evaluate the outreach and engagement strategies. Determine what works and what can be done differently.</i></p> <p><i>Take a look at the updated 2020 Census</i></p>	<p><i>Monitor and evaluate the outreach and engagement strategies. Determine what works and what can be done differently.</i></p>	<p><i>Monitor and evaluate the outreach and engagement strategies. Determine what works and what can be done differently.</i></p>

Engagement Plan



EXHIBIT C

<p>Demographic group</p>	<p><i>Renters - We would like to dig deeper into this demographic to find out who these people are (i.e. age, income, single vs. families).</i></p>	<p><i>People of Color – We would like to dig deeper into this demographic to find out who these people are (i.e., renter vs. homeowner, age, income, single vs families).</i></p>	<p><i>People living below the poverty line or transitioning out of Homelessness.</i></p>	<p><i>Millennials (25-34 age group) - We would like to dig deeper into this demographic to find out who these people are (i.e. income, single vs. families).</i></p>	<p><i>Disabled people – We would need to know more about this demographic group as far as what kinds of disabilities they have (i.e. physical, learning or psychological), to determine how we could best engage with them or offer assistance). It would also be helpful to know where they are living.</i></p>
	<p><i>Take a look at the updated 2020 Census Data and see if it provides any new insights.</i></p>	<p><i>Take a look at the updated 2020 Census Data and see if it provides any new insights.</i></p>	<p><i>Data and see if it provides any new insights.</i></p>	<p><i>Take a look at the updated 2020 Census Data and see if it provides any new insights.</i></p>	