

Engagement Plan

Neighborhood

Jordan Neighborhood

Time frame

Year(s) 2022-2025

Work summary

Door knocking, community meetings, focus groups, radio shows, grants, loans, etc.

Scope of work, outcomes and goals

The Jordan Neighborhood faces the greatest disparities in poverty, public safety, employment, housing, etc. than greater MN. The goal is to 1. Reduce barriers to services by creating a seamless system that allows for families to easily gain access to city and community resources.

2. Provide information in different formats that focus on specific under represented communities and 3. Host and facilitate community meetings/trainings/focus groups that bring city resources to the community.

Plan detail

Demographic group	<i>Small Minority Businesses</i>	Youth 14-17	Seniors 55+	SE Asian Residents
Numbers or percentage	25	100	100	200
Initiative, activity, project or program	<i>Jordan Neighborhood Micro-grant Program</i>	Doin' Good in the Hood	It's Senior Time	Our Community, Our selves

EXHIBIT C

Demographic group	<i>Small Minority Businesses</i>	Youth 14-17	Seniors 55+	SE Asian Residents
Barriers to engagement	<p>Small capacity</p> <p>No admin support</p> <p>Limited resources</p> <p>Internet access</p>	<p>Parents involvement</p> <p>Lack of interest</p> <p>Lack of motivation</p> <p>History of not being invited to participate</p>	<p>Health issues</p> <p>Transportation</p> <p>Limited space</p> <p>Internet access</p>	<p>Language</p> <p>Closed knit population</p> <p>History of being left behind</p>
Outreach and engagement strategies	<p>Recruit community review team</p> <p>Create RFP</p> <p>Host pre-proposal community meeting</p> <p>Host award gathering ceremony</p>	<p>Collaborate with Jerry Gambles Boys and Girls Club</p> <p>Collaborate with Minneapolis Public School staff i.e. Hmong Academy</p> <p>Create a youth advisory group</p> <p>Recruit youth for Board of Directors</p> <p>Create a youth tutor program</p>	<p>Collaborate with St. Anne's</p> <p>Recruiting two seniors as advisors</p> <p>Create a senior advisor group</p> <p>Recruit Senior for Board of Directors</p>	<p>Door knocking</p> <p>Hire workers for outreach to SE Asian Outreach residents</p> <p>Partner with SE Asian agencies</p> <p>Marketing/advertising on Hmong radio station</p> <p>Create a SE Asian Newsletter</p> <p>Create a SE Asian Advisory Group (10-12 member)</p>

EXHIBIT C

Demographic group	<i>Small Minority Businesses</i>	Youth 14-17	Seniors 55+	SE Asian Residents
Resources needed	Funding for grants Funding for Staff Space	Stipends for youth Funding for BCA back ground checks Funding for volunteer training	Funds for Senior advisors Funding for games, prizes, etc. Funding for space	Funding for Staff Funding for monthly radio segments Funding for design, printing, interpreter, Funding for door knockers to SE Asian community
Partners in the work	Jordan residents, Entrepreneurs, former 2020 grantees, small NS businesses	Jerry Gamble Boys and Girl Club MPS YMCA	St. Annes	GBR Interpreting and Translation Services Xeng Xiong, Hmong Radio Broadcast, LLC
Person(s) responsible	<i>Brittney Forrest - Wilson</i>			SouWan Thao

EXHIBIT C

Demographic group	<i>Small Minority Businesses</i>	Youth 14-17	Seniors 55+	SE Asian Residents
Timeline	<p><i>Jan.- March: Recruit community review team, Announce & advertise Jordan Micro-grant program, Host pre-proposal meeting</i></p> <p><i>March: Announce recipients of grant program; host award gathering</i></p> <p><i>April – June tech assistance provided as needed</i></p> <p><i>June – July: review program</i></p>			<p>Jan. – March: Recruit interpreter, design marketing materials, newsletter</p> <p>March – June: create a talk show aka radio segment,</p>

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Quantitative goals	<p><i>40% of former grantees mentor other small business owners</i></p> <p><i>20 % of former grantees participate on community review team</i></p>	<p>20% of youth engaged, participate in an intergenerational, diverse focus group</p> <p>20% of youth assist with creating a 2023 youth summit</p>		<p>Twelve radio segments to recruit residents for advisory group</p> <p>Two focus groups on public safety with 30% of residents whose doors were door knocked</p> <p>Obtain contact information from 75% of residents whose doors were knocked, add them to email list, if applicable</p> <p>Follow up with 75 % of residents, using methods they identified as the best way to contact them.</p>
Qualitative goals	<p>Learn about what assistance, resources small business need to sustain and expand</p> <p>Identify issues that need attention</p>	<p>Identify youth issues and concerns regarding public safety</p> <p>Learn if they feel safe living in the Jordan Neighborhood</p>		<p>Learn about what SE Asian residents care about in the Jordan neighborhood</p> <p>Identify SE Asian issues and concerns regarding hate crimes</p>

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Outcome of engagement	<p>More small minority business accessing grants funding administered</p> <p>More small minority business representation on neighborhood board and/or committee membership</p> <p>More small minority businesses highlight in newsletter as business of the month</p> <p>More small minority business receive neighborhood organization updates, newsletters and other information and partner to offer residents 10-15% discount on services.</p> <p>More small minority businesses identify issues in the community that impact their business i.e. public safety, construction, BLRT, etc.</p>	<p>Youth have the knowledge, coping and critical thinking skills to make decisions</p>	<p>More seniors represented on neighborhood board and committees</p>	<p>More programs, events, activities, initiatives geared for and designed by SE Asian residents</p> <p>More Representation on Board and committees</p> <p>More SE Asian residents receive neighborhood organization updates, newsletters and other information that is language specific</p>
Next steps	<p>Agency offering business grants (grants will be available to all small businesses, not just minority businesses)</p>	<p>Intergenerational led activities and events</p>	<p>Community conversations around history</p>	