

Engagement Plan

Neighborhood

Lind-Bohanon

Time frame

2022-2023

Work summary

As a Neighborhood Association, Lind-Bohanon Neighborhood Association (LBNA) strives to represent and engage our community. However, we have noticed that our current board and association members are not fully representative of the racial and economic demographics of our neighborhood. We have seen a much higher rate of engagement from homeowners who live in the Humboldt Greenway / Parkside Developments, a group of around 80 homes that were built over the past 15 years and are often owned by residents with much higher family incomes than the average income level of the area.

LBNA acknowledges these disparities and is committed to increasing engagement across the neighborhood, especially among communities of color and low-income communities. We plan to achieve these goals through: 1) Hiring a Neighborhood Outreach Coordinator (leveraged funds); 2) Increase LBNA engagement through door-knocking, collecting contact information, flyering, and boosting online presence through regular social media and website updates; 3) Connecting with local small businesses, churches, and schools to learn about current work they are doing in the neighborhood and how we might support them; 4) Organize at least two listening circles where members of the community share their vision of the neighborhood and what it might look like in the next 5 years; 5) Based off of listening circles and in partnership with community members, develop a strategic plan with concrete action items; and 6) Host at least one community event in the summer and a back-to-school event in the fall.

Scope of work, outcomes and goals

By 2023, we are hoping that LBNA engagement will increase across the neighborhood, especially in historically underserved communities. We will be able to measure success by: 1) Contact information from at least 100 residents are collected and added on the email list, social media page, and accessing website; 2) increase number of low-income residents who access LBNA services; 3) at least one partnership developed with local community organization, business, or school; 4) Increase number of community members attending events; 5) Surveys indicate increased satisfaction with LBNA and understand the role of LBNA in the community.

Plan detail

Demographic group	Low-Income Residents	Communities of Color	Local Businesses	Tenants
Numbers or percentage	48.8% or 2,597	57.2% or 3,046	Unknown – Neighborhood Outreach Coordinator to do research	35.4% or 611 Households
Initiative, activity, project or program	LBNA Services Engagement	Community Engagement Program	Strengthen Our Local Businesses Program	Tenant Engagement
Barriers to engagement	Services are unknown Lack of advertising *Part of this plan will be identifying additional barriers to engagement	Services are unknown Lack of advertising *Part of this plan will be identifying additional barriers to engagement	Minimal interaction currently between LBNA and local organizations, businesses, churches, and schools Lack of awareness around services being offered	Isolation from neighborhood Lack of mobility and transportation Services are unknown

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<p>Outreach and engagement strategies</p>	<p>Increase LBNA engagement through door-knocking, collecting contact information, flyering, and boosting online presence through regular social media and website updates</p> <p>Host at least one community event in the summer and a back-to-school event in the fall</p>	<p>Organize at least two listening circles where members of the community share their vision of the neighborhood and what it might look like in the next 5 years</p> <p>Based off of listening circles and in partnership with community members, develop a strategic plan with concrete action items</p>	<p>Connecting with local small businesses, churches, and schools to learn about current work they are doing in the neighborhood and how we might support them</p>	<p>Increase LBNA engagement through door-knocking, collecting contact information, flyering, and boosting online presence through regular social media and website updates</p> <p>Host at least one community event in the summer and a back-to-school event in the fall</p>
<p>Resources needed</p>	<p>Wages for Neighborhood Outreach Coordinator</p> <p>Volunteers for doorknocking, flyering, etc.</p> <p>Printing costs for flyers</p> <p>Cost for website</p> <p>Location for community event</p> <p>Paper and online survey for collecting information</p>	<p>Wages for Neighborhood Outreach Coordinator</p> <p>Location for Listening Circles</p> <p>Facilitation Plan for Listening Circle</p>	<p>Wages for Neighborhood Outreach Coordinator</p>	<p>Wages for Neighborhood Outreach Coordinator</p> <p>Volunteers for doorknocking, flyering, etc.</p> <p>Printing costs for flyers</p> <p>Cost for website</p> <p>Location for community event</p> <p>Paper and online survey for collecting information</p>

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Partners in the work	Unknown	Unknown	DEED Workforce Strategy Consultant – Adesewa Adesiji	CommonBond and Victory Health and Rehabilitation Center
Person(s) responsible	Neighborhood Outreach Coordinator with assistance from the LBNA Board and volunteer door knockers	Neighborhood Outreach Coordinator with assistance from the LBNA Board	Neighborhood Outreach Coordinator with assistance from the LBNA Board	Neighborhood Outreach Coordinator with assistance from the LBNA Board
Timeline	<p>Jan-Feb: Develop Outreach Plan, recruit volunteers, coordinate with board, design survey</p> <p>Mar-Apr: Door-knocking</p> <p>May: Compile information gathered and plan summer event</p> <p>June: Summer Kick-Off Community Event</p> <p>August: Back-to-School Community Event</p>	<p>Mar-Apr: Plan Listening Circle facilitation</p> <p>May-June: Invite community to Listening Circles</p> <p>July: Conduct Listening Circles</p> <p>Aug-Sep: Develop strategic plan for implementing information and feedback gathered, convene community meeting to revise plan</p> <p>Oct-Dec: Begin to implement strategic plan and systemic changes to LBNA as needed</p>	<p>Sep: Contact Workforce Strategy Consultant and develop outreach plan to local businesses</p> <p>Oct-Nov: Meet with local businesses and explore potential ways to partner in 2023</p> <p>Dec: Develop strategic plan to implement in 2023</p>	<p>Jan-Feb: Develop Outreach Plan, recruit volunteers, coordinate with board, design survey</p> <p>Mar-Apr: Door-knocking</p> <p>May: Compile information gathered and plan summer event</p> <p>June: Summer Kick-Off Community Event</p> <p>August: Back-to-School Community Event</p>

Demographic group	Low-Income Residents	Communities of Color	Local Businesses	Tenants
Quantitative goals	<p>4 Door-Knocking Volunteers will be recruited</p> <p>Contact information will be gathered by at least 150 low-income residents</p> <p>Over 50 people will attend community events</p>	<p>20 residents will participate in listening circles</p> <p>Strategic plan with actionable steps will be developed in partnership with community members</p>	<p>Partnership will be established with at least 2 local businesses</p>	<p>2 Door-knocking volunteers will be recruited</p> <p>Contact information will be gathered by at least 50 tenants</p> <p>Over 50 people will attend community events</p>
Qualitative goals	<p>LBNA Board and membership will become more representative of community</p>	<p>Communities of color will express their concerns and desires for their neighborhood. They will partner with LBNA to make their neighborhood a safer and healthier place for all.</p>	<p>LBNA will build relationships and trust with Local Businesses, Churches, Organizations and Schools.</p>	<p>Tenants will participate in community events and access LBNA services.</p>
Outcome of engagement	<p>Low-income residents will be aware of all services provided from LBNA and will feel comfortable with accessing them. They will direct the goals and services of LBNA going forward.</p>	<p>Communities of color will be aware of all services provided from LBNA and will feel comfortable with accessing them. They will direct the goals and services of LBNA going forward.</p>	<p>Local Businesses, Churches, Schools and Organizations will be aware of services provided from LBNA and will direct ongoing referrals to LBNA. They will partner with LBNA to have a great impact in the community.</p>	<p>Tenants will be aware of all services provided from LBNA and will feel comfortable with accessing them. They will direct the goals and services of LBNA going forward.</p>

Demographic group	Low-Income Residents	Communities of Color	Local Businesses	Tenants
Next steps	Continue to gain ongoing input from community members; increase opportunity for members to gather and meet	Implement Strategic Plan in 2023	Implement Strategic Plan in 2023	Continue to gain ongoing input from community members; increase opportunity for members to gather and meet

Note: Data is taken from <https://www.mncompass.org/profiles/city/minneapolis/lind-bohanon>