

## Engagement Plan

**Neighborhoods covered:** Longfellow, Cooper, Howe, Hiawatha

**Timeline:** January through December 2022

### **How LCC defines Equitable Engagement:**

LCC defines equitable engagement as creating and implementing engagement strategies that are culturally appropriate and tailored to the unique characteristics of historically underrepresented residents and businesses in our community. It includes approaching engagement work with a commitment to listening first and then collaborating to address community needs. It means being responsive, inclusive, and ensuring that historically underrepresented residents, businesses, and partners are an integral part of decision-making.

### **Work Summary**

Longfellow Community Council (LCC) convened a team of staff and board members to develop its Equitable Engagement Plan. This team discussed and refined what equitable engagement means to LCC and determined a set of underrepresented demographic groups in Greater Longfellow. The team discussed the need to listen to and learn from specific residents and business owners about what the barriers are to their participation and what outreach and engagement strategies would work best for them. At the time of this initial draft, LCC was conducting a search for its next executive director and this plan will allow for ongoing adjustments as new staff join the organization.

### **Scope of work, outcome, and goals:**

The bulk of LCC 2022 Equitable Engagement Plan will be centered around listening to and learning from:

- Renters
- Latino residents and business owners
- Black residents and business owners

LCC will conduct some of its work through current engagement strategies, such as general membership meetings, social media and email, and resident-led committees. However, LCC is committed to shifting to new ways of decision-making, outreach, and engagement, based on what we learn in the remainder of 2021 and through 2022. Some of these strategies will likely include:

- developing new partnerships
- small group conversations with underrepresented groups
- new internal systems that reflect a different way of operating our neighborhood organization

**Longfellow Community Council Equitable Engagement Plan Detail:**

<b>Demographic group</b>	<b>Renters</b>	<b>Latino residents and Latino business owners</b>	<b>Black residents and Black business owners</b>
<b>Numbers or percentage</b>	32.2% of renters in Greater Longfellow (3,312 households)	9.8% (residents) We are working with Longfellow Business Association to determine number of Latino-owned businesses	10.1% (residents) We are working with Longfellow Business Association to determine number of Black-owned businesses
<b>Initiative, activity, project, or program</b>	Renter Engagement Program	Latino Resident Engagement Latino-owned Business Engagement	Black Resident Engagement Black-owned Business Engagement
<b>Possible barriers to engagement</b>	<ul style="list-style-type: none"> <li>• Communication. It has been more difficult for LCC to communicate effectively with renters</li> <li>• Accurate information. We may lack some information on who is a renter and who is a homeowner</li> <li>• Time in community. Some renters may be newer to the community and we may not be as effective in reaching new residents</li> </ul>	<ul style="list-style-type: none"> <li>• LCC may not be sufficiently visible.</li> <li>• LCC may not have provided clear ways to active, easy engagement.</li> <li>• LCC may not be working on issues that are top priorities for these demographic groups.</li> <li>• We may still be using “engagement” processes that are not actually engaging, such as formal processes that require people to show up and feel comfortable in these processes.</li> <li>• Timing and format of meetings (in person vs virtual) may be a barrier.</li> <li>• Language may be a barrier.</li> <li>• Childcare access may be a barrier.</li> </ul>	<ul style="list-style-type: none"> <li>• LCC may not be as visible</li> <li>• LCC may not have provided clear ways to active, easy engagement</li> <li>• LCC may not be working on issues that may be top priorities for these demographic groups?</li> <li>• We are still using “engagement” processes that are not actually engaging. Formal processes that require people to show up and feel comfortable in these processes</li> <li>• Timing and format of meetings (in person vs virtual)</li> <li>• Language may be a barrier</li> <li>• Childcare access may be a barrier</li> </ul>

<p><b>Outreach and engagement strategies</b></p>	<ul style="list-style-type: none"> <li>• Renter-focused Welcome Packet.</li> <li>• Create a renter list/database</li> <li>• Pop-up tabling at rental properties with resources and engagement materials.</li> <li>• Small group conversations with renters to learn what they want and need.</li> <li>• Identify ways that remaining NRP Housing Funds can be used to benefit renters and develop programs accordingly.</li> <li>• Recruit and engage renters to serve on LCC Equitable Housing Committee.</li> </ul>	<ul style="list-style-type: none"> <li>• Ask, listen, learn what will work for true, genuine engagement.</li> <li>• Identify partner organizations currently engaging Latino residents and business owners in Greater Longfellow.</li> <li>• Go to where Latino residents and business owners are located.</li> <li>• Spanish language translation.</li> <li>• Identify a list/database of Latino business owners [knowing that this may already exist].</li> </ul> <p>Other possible outreach and engagement strategies:</p> <ul style="list-style-type: none"> <li>• Provide childcare.</li> <li>• Hire a consultant or group that specializes in engagement, such as small group sessions for our prioritized demographic groups.</li> <li>• Improve LCC's visibility.</li> <li>• Small group conversations.</li> <li>• Food and social, relational experiences at in-person functions, when appropriate considering COVID-19.</li> <li>• Gather information in new and different ways, beyond electronic surveys.</li> <li>• Develop new ways of doing LCC business; refine processes, such as the way the board works, the way committees function.</li> <li>• Use paper communications, such as paper mail and flyers.</li> <li>• Provide compensation for participation.</li> <li>• Joining other groups like SLRJ, VOA</li> </ul>	<ul style="list-style-type: none"> <li>• Ask, listen, learn what will work for true, genuine engagement</li> <li>• Identify partner organizations currently engaging Black residents and business owners in Greater Longfellow</li> <li>• Identify partner organizations currently engaging Somali residents and business owners in Greater Longfellow</li> <li>• Go to where our prioritized demographic groups already are</li> <li>• Acknowledge complexity of racial and ethnic diversity among Black residents and businesses</li> <li>• Acknowledge differences in those who may be longer-term residents and those who may be new to Minneapolis and/or Greater Longfellow</li> <li>• Somali language translation</li> </ul> <p>Other possible outreach and engagement strategies:</p> <ul style="list-style-type: none"> <li>• Provide childcare</li> <li>• Hire a consultant or group that specializes engagement, such as small group sessions for our prioritized demographic groups</li> <li>• Improve LCC's visibility</li> <li>• Small group conversations</li> <li>• Food and social, relational experiences at in-person functions, when appropriate re: COVID</li> <li>• Gather information in new and different ways beyond electronic surveys</li> <li>• Develop new ways of doing LCC business-refine processes such as</li> </ul>
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Demographic group	Renters	Latino residents and Latino business owners	Black residents and Black business owners
<b>Resources needed</b>	<ul style="list-style-type: none"> <li>• Staff and volunteer time for renter engagement</li> <li>• Resources to develop, print, translate, and distribute new renter-focused Welcome Packets</li> <li>• Consultant facilitator to conduct small group sessions with renters</li> <li>• Translation services</li> </ul>	<ul style="list-style-type: none"> <li>• Staff and volunteer time for engagement</li> <li>• Consultant facilitator to conduct small group sessions with Latino residents and business owners</li> <li>• Spanish-speaking consultant/engagement assistance</li> <li>• Translation services</li> </ul>	<ul style="list-style-type: none"> <li>• Staff and volunteer time for engagement</li> <li>• Consultant facilitator to conduct small group sessions with Black residents and business owners</li> <li>• Somali-speaking consultant/engagement assistance</li> <li>• Translation services</li> </ul>
<b>Partners in the work</b>	Possible Partners include: <ul style="list-style-type: none"> <li>• Alliance Housing</li> <li>• Multifamily Property Owners</li> <li>• Trinity Apartments</li> </ul>	Possible Partners include: <ul style="list-style-type: none"> <li>• Organizations engaging Latino residents</li> <li>• Longfellow Business Association</li> <li>• CTUL</li> <li>• Seward Redesign</li> </ul>	Possible Partners include: <ul style="list-style-type: none"> <li>• Organizations engaging Black residents and business owners</li> <li>• Longfellow Business Association</li> <li>• Seward Redesign</li> </ul>
<b>Person(s) responsible</b>	Program staff, contractors, and volunteers	Program staff, contractors, and volunteers	Program staff, contractors, and volunteers
<b>Timeline</b>	Throughout 2022	Throughout 2022	Throughout 2022
<b>Quantitative goals</b>	<ul style="list-style-type: none"> <li>• 33% of renters reached</li> <li>• 1,000 renter-focused Welcome Packets distributed</li> </ul>	Active, accurate list of active Latino businesses/business owners	Active, accurate list of active Black businesses/business owners
<b>Qualitative goals</b>	Gather information around needs and issues specific to renters	Gather information around needs and issues specific to Latino residents and business owners	Gather information around needs and issues specific to Black residents and business owners

<b>Demographic group</b>	<b>Renters</b>	<b>Latino residents and Latino business owners</b>	<b>Black residents and Black business owners</b>
<b>Outcome of engagement</b>	<ul style="list-style-type: none"> <li>• Increased awareness, engagement, and participation by renters in LCC, including board, committees, and activities</li> <li>• Increased involvement of renters in LCC's decision-making and development of new programs and projects</li> </ul>	<ul style="list-style-type: none"> <li>• Increased awareness and engagement with Latino residents and business owners</li> <li>• Increased involvement of Latino residents and business owners in LCC's decision-making and development of new programs and projects</li> </ul>	<ul style="list-style-type: none"> <li>• Increased awareness and engagement with Black residents and business owners</li> <li>• Increased involvement of Black residents and business owners in LCC's decision-making and development of new programs and projects</li> </ul>
<b>Next steps</b>	<ul style="list-style-type: none"> <li>• Utilize increased engagement of renters to develop future LCC programs and projects</li> </ul>	<ul style="list-style-type: none"> <li>• Utilize increased engagement of Latino residents and business owners to develop future LCC programs and projects</li> </ul>	<ul style="list-style-type: none"> <li>• Utilize increased engagement of Black residents and business owners to develop future LCC programs and projects</li> </ul>