

Engagement Plan

Neighborhood: Linden Hills

Timeframe: 2021-2022

Work Summary:

This year, LHiNC's Community Engagement Committee devoted a significant amount of time creating a strategic plan centered on better engaging our community as a whole. Within that plan, the committee developed strategies specific to the engagement of underrepresented members of our community, including renters and BIPOC. LHiNC shares NCR's belief that all Minneapolis residents should have a voice and feel part of the decision-making in their communities, and as an organization tasked with creating community within our neighborhood and being a voice for our community on civic issues, it's incumbent upon us to seek out all the voices, especially those that have been underrepresented.

LHiNC's strategic plan for community engagement includes macro-level engagement strategies that will increase our connection with all residents of our neighborhood and therefore also help us engage historically underrepresented community members; in this plan, the two underrepresented groups LHiNC chose to focus on are renters and BIPOC. These macro-level strategies include:

- **Improving communication to residents**, so they feel more connected to their community and have a better understanding of what LHiNC does and how they can engage with us. We defined this as more of a one-way engagement process - LHiNC pushing information out to residents. We intend to do this by: reinstating LHiNC's print newsletter and utilizing EDDM to reach every household, mailing two postcards annually to advertise the annual meeting and one other event, and increasing number of e-news subscribers and Facebook and Instagram followers.
- **Increasing outreach events and programs**, so residents have an opportunity to engage with LHiNC, and LHiNC has the opportunity to hear from residents. We defined this as two-way engagement opportunities that might be one-time events or a planned engagement program. These outreach events and programs include: the annual meeting, spring festival, fall fundraiser, tabling at the farmers market and other local events, LHiNC-organized civic forums and educational events, and designing and distributing a Community Survey.
- **Pursuing partnerships with organizations and businesses both inside and outside Linden Hills** to better understand the needs and concerns of groups both within our neighborhood and within our greater community of Minneapolis

and discover if and how we can provide support. We defined this as two-way engagement, focused on relationship-building with businesses, schools and nonprofits that may lead to events, projects or programs.

The committee also focused on micro-level engagement strategies that not only increase overall engagement but hopefully increase engagement of historically underrepresented groups. Those strategies, outlined in more detail below, include:

- Welcome renters using flyers with LHiNC info
- Recruit renters and BIPOC at local events and block gatherings
- Increase Block Captain Engagement
- Design and disseminate a community survey to assess neighborhood needs and priorities
- Launch a door knocking campaign to ensure the community survey results represent the views of as many residents as possible
- Organize outreach events like pop-ups at apartment buildings, block captain gatherings, and booths at neighborhood events to increase our engagement in all parts of the neighborhood
- Hold civic and educational forums on issues that impact all our residents, including renters and BIPOC (elections, immigration, redistricting, etc.)
- Partner with BIPOC-owned businesses and non-profits on city-wide projects; invite them to participate in LHiNC events (i.e. tabling at LHiNC Festival)

Scope of work, outcome and goals

This plan, which LHiNC intends to execute over the next year, aims to increase our engagement with all members of our community. Because we want to ensure that the decisions LHiNC makes reflect the needs and concerns of ALL residents, it means we need to put focused effort on engaging those who have historically been underrepresented.

Currently our board is made up of 20% renters, while renters make up 30% of our community; and we have one BIPOC board member (7%), while they make up 10% of our community. We want to increase those numbers on the board, on our committees and at our events. The best way to increase those numbers is through direct outreach that results in residents feeling listened to; when people feel listened to they feel more included and are more apt to engage; and when they see action taken on issues that matter to them, they become invested.

The plan below is a down payment on that investment. In one year's time, LHiNC will

evaluate if we attained our communications, outreach and partnership goals. We will also evaluate if attaining those goals resulted in the planned outcome of more community engagement overall and specifically in the groups focused on in this plan.

Demographic Group 1: Renters

Numbers or Percentages: 38% of HHs, Total: 1,407 HHs

Initiative: Renter Engagement Program

Barriers: The largest barrier to engaging renters is accessing the renters residing in large apartment buildings and locating renters in area homes, duplexes, triplexes, etc. Also, unlike homeowners, we have no current system to alert us when new renters move in.

Outreach and Engagement Strategies:

- Welcome renters using flyers with LHiNC info
 - Create welcome flyers for renters (**January 2021**)
 - Identify contacts for area management companies (**April 2021**)
 - Work with area realtors/management companies to distribute flyers to new renters (**March 2021**)
- Recruit renters at local events and block gatherings
 - Table at the Linden Hills Farmers Market, Woofstock
 - Recruit renters for committees, board, volunteer opportunities and e-news subscription
 - Increase Block Captain Engagement
 - Collect Block Captain names and contact information through e-news, social media, newsletter and website
 - Distribute LHiNC information to block captains quarterly via email and physically for NNO, including e-news sign ups and committee and board election materials
- Use communications vehicles that reach every HH
 - Restart the print newsletter and utilize EDDM, so it is delivered to every HH
 - Send two postcards/year via EDDM promoting engagement - annual meeting plus one other event (festival, fundraiser)
- Use communication vehicles that younger residents use
 - Increase our social media followers (Grow to 3,000 for FB, 800 for

Instagram by end of 2021)

- Identify a board member to keep LHiNC Instagram active
- Plan special initiatives to increase social media participation:
6x this year (Pets of Linden Hills, Earth Day, Shop Local)

Resources needed

- Welcome flyers
- Promotional materials for board and committee involvement
- Newsletter editor and printer
- Instagram volunteer

Partners in the work:

- Rental Management Companies
- Block Leaders

Persons Responsible:

Becky Allen, Executive Director

Peter Gilbert, Community Engagement Chair

Members of the Community Engagement Committee

Timeline:

- Welcome renters using flyers with LHiNC info
 - January 2021 - Create welcome flyers for renters
 - April 2021 - Identify contacts for area management companies
 - Now - December 2022: Work with area realtors/management companies to distribute flyers to new renters
- Recruit renters at local events and block gatherings
 - Summer/Fall 2021 & 2022 - Table at the Linden Hills Farmers Market, Woofstock, Fall & Spring Festival

- Recruit renters for committees, board, volunteer opportunities and e-news subscription
- Increase Block Captain Engagement
 - Now through Dec 2022: Collect Block Captain names and contact information through e-news, social media, newsletter and website
 - Now through Dec 2022: Distribute LHiNC information to block captains quarterly via email and physically for NNO, including e-news sign ups and committee and board election materials
- Use communications vehicles that reach every HH
 - Now through Dec. 2022: Restart the print newsletter and utilize EDDM, so it is delivered to every HH quarterly
 - Now through Dec. 2022: Send two postcards/year via EDDM promoting engagement - annual meeting plus one other event (festival, fundraiser)
- Use communication vehicles that younger residents use
 - Now through Dec. 2022: Increase our social media followers (Grow to 3,000 for FB, 800 for Instagram)
 - Identify a board member to keep LHiNC Instagram active
 - Plan special initiatives to increase social media participation: 6x this year (Pets of Linden Hills, Earth Day, Shop Local)

Quantitative Goals

- Get 50% of rental management companies to participate in our Renter Welcome Program
- Increase renters on board
- Have renter representation on all committees

Qualitative Goals

- Better understand the needs and concerns of the renters in our neighborhood
- Use that understanding when making decisions as a council
- Increase renters' voices within LHiNC by increasing representation on board, committees and at events

Outcome of Engagement

- LHiNC making decisions with an understanding of renters concerns and needs
- More renters knowing what LHiNC is and what we do
- More renters attending LHiNC events
- More renters engaged with committees and projects
- More renters serving on the board

Demographic Group 2: Black, Indigenous and People of Color

Numbers or Percentages: 10% of HHs, Total HHs: 350

Initiative: BIPOC Engagement

Barriers: Demographically, Linden Hills population is 90% white. The largest barrier to engaging the Black, Indigenous and People of Color in our community is that they make up only 10% of our households and cannot be easily targeted. However, LHiNC believes it is crucial to make this underrepresented group feel welcome and engaged in our community and council. We hope that this engagement could set the stage for making more BIPOC people feel welcome here and growing our BIPOC community.

Outreach and Engagement Strategies:

- Design and disseminate a community survey to assess neighborhood needs and priorities
- Launch a door knocking campaign to ensure the community survey results represent the views of as many residents as possible
- Organize outreach events like pop-ups at apartment buildings, block captain gatherings, and booths at neighborhood events to increase our engagement in all parts of the neighborhood
- Hold civic and educational forums on issues that impact all our residents, including BIPOC (elections, immigration, redistricting, etc.)
 - Hold at least one election forum; utilize YouTube Channel (multiplier)
 - Feature civic-focused content in every e-news/newsletter
- Partner with BIPOC-owned businesses and non-profits on city-wide projects; invite them to participate in LHiNC events (i.e. tabling at LHiNC Festival)
- Use communications vehicles that reach every HH; not just electronic
 - Restart the print newsletter and utilize EDDM, so it is delivered to every HH
 - Send two postcards/year via EDDM promoting engagement - annual meeting plus one other event (festival, fundraiser)

Resources needed

- Survey Monkey for Community Survey
- Printed Surveys
- Door Knockers
- Funding for event booths and accompanying literature
- Newsletter editor and printer

Partners in the work:

- Volunteer Door Knockers
- BIPOC-owned businesses and non-profits

Persons Responsible:

Becky Allen, Executive Director

Stephen Birch, Board Chair

Peter Gilbert, Community Engagement Chair

Jen Bellefleur, Equity Chair

Members of the LHiNC Community Engagement and Equity Committees

Timeline:

- Design and disseminate a community survey
 - Winter 2021-22 - Work with volunteer engagement professional (already identified) to design community survey
 - Late Winter/Early Spring 2022 - Design door knocking campaign and recruit volunteers
 - Late Spring 2022 - Release survey; promote through communications vehicles and door knocking campaign; wrap up with outreach at our spring festival
 - Summer 2022: Release survey results and use them to set LHiNC mission/strategy moving forward
- Launch a door knocking campaign

- Winter 2022 - Design door knocking campaign: divide neighborhood into quadrants, write scripts, and set goals for number of volunteers and number of interactions
- Early Spring 2022 - Recruit door knocking volunteers through LHiNC Community Engagement Committee and calls for volunteers through communications vehicles (print, enews, social media)
- Late Spring 2022 - Launch campaign and run through spring festival in mid-June

- Organize outreach events like pop-ups at apartment buildings, block captain gatherings, and booths at neighborhood events to increase our engagement in all parts of the neighborhood
 - Fall 2021 - Set goals for number and timing of outreach events; complete at least one outreach event
 - Winter 2021-22 - Plan at least 2 more outreach events for Spring 2022
 - Spring 2022 - Execute at least 2 outreach events; plan 2 for summer
 - Summer 2022 - Execute at least 2 outreach events; plan 2 for fall

- Organize, promote and highlight civic and educational forums on issues that impact all our residents, including BIPOC (elections, immigration, redistricting, etc.)
 - Fall 2021 - Hold at least one election forum; utilize YouTube Channel (multiplier)
 - Winter 2022 - Plan at least two more civic-focused forums for 2022
 - Fall 2021 - Summer 2022: Feature civic-focused content in every e-news/newsletter

- Partner with BIPOC-owned businesses and non-profits on city-wide projects; invite them to participate in LHiNC events (i.e. tabling at LHiNC Festival)
 - Fall 2021 - Reach out to applicants of Partnership Engagement Fund that applied with Linden Hills to see if/how we can partner without funding
 - Winter 2022 - After identifying potential partners, begin working towards partnership goals as outlined in Partnership Engagement Fund application
 - Winter 2022 - Support these organizations in re-application for NCR Partnership Engagement Funds
 - Spring 2022 - Assess current partnerships, make goals for next 6

months, invite partners to participate in LHiNC Spring Festival

- Use communications vehicles that reach every HHs
 - Now through Dec. 2022: Restart the print newsletter and utilize EDDM, so it is delivered to every HH quarterly
 - Now through Dec. 2022: Send two postcards/year via EDDM promoting engagement - annual meeting plus one other event (festival, fundraiser)

Quantitative Goals

- 25% HHs participate in Community Survey
- Host 2 Outreach Events per season (beginning Winter 2021)
- Partner with at least one BIPOC-owned/-led organization/business on community project

Qualitative Goals

- Better understand the needs and concerns of BIPOC in our neighborhood
- Use that understanding when making decisions as a council
- Increase BIPOC voices within LHiNC by increasing representation on board, committees and at events

Outcome of Engagement

- BIPOC feel more heard and represented in the community
- LHiNC better understands the needs and concerns of BIPOC neighbors and makes decisions accordingly
- More BIPOC engaged in LHiNC events, committees and board