Engagement Plan

Neighborhood

Logan Park

Work summary

Time frame 1 year (strategizing for 3-years and beyond)

Starting January of 2022 Logan Park Neighborhood Association (LPNA) and Northeast Park Neighborhood Association (NEPNA) will begin executing a yearlong equitable engagement plan for their respective neighborhoods. This project will include events and activities focused on connecting with community members within demographic groups of historically underrepresented and under-engaged people with-in the framework of Logan Park and Northeast Park neighborhood associations. The overarching goal is to create inclusive community connections that address issues of equitable engagement. The selected demographic categories include; renters, black, indigenous and people of color (BIPOC), non-English speakers, and people making less than the poverty level.

In a thoughtful manner every opportunity will be taken to gain an understanding of the needs and challenges faced by individuals with-in these demographic categories. LPNA and NEPNA will work with community members to collaboratively strategize ways to address these challenges and issues. Including creating a dialog about neighborhood associations as well as re-envisioning the future of the neighborhood organization and how it can be more inclusive. These scheduled engagement activities and events hosted by LPNA will consist of three community conversations held at a mix of local venues i.e. churches/houses of worship, apartment building event spaces or Logan Park and Northeast Park's recreation buildings.

There will also be a door knocking campaign that will include a survey component. To maximize the reach and survey completions this campaign will require connecting with apartment building owners/managers to acquire permission for on-site survey boxes and door knocking. There will also be three or four family friendly events i.e. an ice cream social, group sing along, free food distribution, poetry in the park, Zumba or yoga exercise class or live music. All events in the recently completed pavilion in Logan Park will be hosted in partnership with local businesses who have been invited to participate to foster community solidarity. LPNA understands that some costs associated with these activities are not eligible for City funding.

Scope of work, outcomes and goals

The scope of the work LPNA and NEPNA are undertaking encompasses engaging community members from demographic groups of renters, black, indigenous and people of color (BIPOC), non-English speakers, and people making less that the poverty level, all of which are historically underrepresented and under-engaged within neighborhood associations. This project will require innovative strategies to connect with these community members in a meaningful and personal way.

The most time consuming part of this plan is conducting door knocking and surveying. The result of these activates will improve attendance at community conversations as providing valuable data for planning for future engagement on the coming years. For the smaller activities the LPNA and NEPNA organizers are still discussing which activities will be allocated to paid part-time staff and which will be done by the LPNA and NEPNA

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team members. The areas that require smaller teams are hosting community conversations, connecting with apartment managers/owners, local business owners, and churches and their pastors/community liaisons. Including, creating the survey content, door knocking logs, social media and website content, letters/language for calls to introduce the engagement plant to owners/managers of apartment buildings, business and churches. After which all the data and resources will need to be compiled and updated regularly.

The scheduled activities and events will consist of three community conversations hosted at a mix of local venues i.e. churches, apartment building event spaces and Logan Park and Northeast Park recreation buildings. These conversations will primarily be listening sessions where people can discuss community issues, request for resources and ideas to build bridges for future engagement. A door knocking campaign will be indicated and include a survey component; along with on-site survey boxes in apartment buildings. Another initiative would be to incorporate three to four family friendly events i.e. an ice cream social, group sing along, free food distribution, poetry in the park, Zumba or yoga exercise class or live music. Most events will be hosted at the recently completed pavilion in Logan Park and hosted in partnership with local businesses who have been invited to participate in the equitable engagement plan. LPNA understands that some costs associated with these activities are not eligible for City funding.

A key element of the LPNA plan is to enhance engagement through a plan similar to the Beltrami community engagement participation initiative, which includes a financial compensation component, and will be customized for Logan Park neighborhood. This program will be created with strict adherence to the outline of program that has been approved for the Beltrami neighborhood. The goal is to recruit three to four members from the aforementioned demographics. These recruits will be selected from completed surveys/survey boxes and door knocking at apartment buildings specifically. This initiative is twofold it compensates participants to learn something about a predetermined topic and to participate in a community activity relating to the engagement plan. In a real way it connects community members to the neighborhood organization and offers them a value add for their participation. Also, the plan only requires a short time commitment from the participants consisting of a four-month commitment.

This program will help to increase engagement and ideally foster new community leaders from theselected demographic groups. In turn this will strengthen the outcomes of the project as a whole. The information gathered from surveys, doorknocking, community conversations, park events and new relationships, apartment building manager/owners, businesses and faith leaders willguide the future of the neighborhood association. Evaluating feedback from surveys, doors knocking, attendance and notes from community conversations and events will facilitate creating program summaries to share with the board and all participants. This report may be mailed, emailed or included in a special addition of the newsletter. At the completion of the project there may also be a celebration of some discretionhosted at the pavilion.

An additional interesting outcome will include discovering what the intersectionality between the demographic groups is and how that contributes to their underrepresentation and under-engagement. This important data will be used to help build a community based perspective of the residents in each neighborhood. Adding this information to the project summary help build a framework of inclusion that will impact the future of the neighborhood associations and how they engage with their communities.

Demographi c group	Renters	Black, Indigenous, & People of Color (BIPOC)	Non-English speaking	People making less than the poverty level
Numbers or percentage	LPNA - 55.6%	LPNA - 32.5%	LPNA - 21.8%	LPNA - 36.3%
Initiative, activity, project or program	LPNA and NEPNA will share the leadership role in a yearlong Equitable Engagement Plan "Community Voices." (placeholder name) This plan will focus on reaching out to historically under-engaged and underrepresented community members in their respective neighborhoods. This program will be made up of a collection of engagement activities; surveys, door knocking, community conversations and events to help generate ideas for an inclusive and representative neighborhood association.	This plan will focus on reaching out to historically under-engaged and underrepresented community members in their respective neighborhoods.	This program will be made up of a collection of engagement activities; surveys, door knocking, community conversations and events to help generate ideas for an inclusive and representative neighborhood association.	This plan will focus on reaching historically under- engaged and underrepresented community members in their respective neighborhoods.
Barriers to engagement	Accessing the buildings to door knock and distribute information.	No connection or relationship with anyone in the neighborhood association Lack of representation at neighborhood association meetings or events and not	No language specific or personal invitation to attend or participate in neighborhood association meetings or events Lack of representation at neighborhood association	Lack of representation at neighborhood association meetings or events and not feeling included or comfortable

Residents not living in location	feeling included or	meetings or events and not	Not able to attend meetings
for an extended amount of	comfortable	feeling included or	due to work, family or time
time.	-	comfortable	commitments
	For this demographic group		
Lack of not being informed	the barriers to engagement	Not able to attend meetings	No access to the internet or
due to not being a property	will be part of the data	due to work, family or time	lacking resources to attend
owner.	collected through events, surveys and door knocking.	commitments	neighborhood association meetings
No knowledge of what the	We can only guess what the	No translators at meetings or	meetings
neighborhood association	barriers this demographic	language translation of	No connection or relationship
does for the community or	faces and why they might not	invitations	with anyone in the
what it stands for	know about or attend		neighborhood association
	neighborhood association	No connection or relationship	
No personal invitation to	meetings or events	with anyone in the	For this demographic group
attend or participate in	incerings of events	neighborhood association	the barriers to engagement
neighborhood association			will be part of the data
meetings or events		For this demographic group	collected through events,
		the barriers to engagement	surveys and door knocking.
No connection or relationship		will be part of the data	We can only guess what the
with anyone in the		collected through events,	barriers this demographic
neighborhood association		surveys and door knocking.	faces and why they might no
		We can only guess what the	know about or attend
Lack of representation at		barriers this demographic	neighborhood association
neighborhood association		faces and why they might not	meetings or events
meetings or events and thus		know about or attend	
not feeling included or		neighborhood association	
comfortable		meetings or events	

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Outreach and engagement	Door-knocking strategy that includes a survey component and on-site survey boxes in	Schedule community conversations at local churches/houses of worship,	Language specific surveys and resources	Door-knocking strategy that includes a survey component and on-site survey boxes in
strategies	apartment buildings Connecting with property managers/owners for access to buildings for door knocking and on-site survey boxes Identify resident leaders from multi-unit buildings Connecting with business managers/owners for investment and participation in hosting three or four family friendly events i.e. an ice cream social, group sing along, free food distribution, poetry in the park, Zumba or yoga exercise class or live music (some of the costs of these events will be covered by non-City funds) Host Renter's forums in at least 3 of the apartment buildings in the neighborhood. Schedule community conversations at local churches/houses of worship, event spaces in apartment buildings, the pavilion, and park recreation buildings	event spaces in apartment buildings, the pavilion, and park recreation buildings Learn about existing local cultural events and attend for visibility and connecting with community members Identify resident leaders from multi-unit buildings or neighborhood blocks.	Outreach through local churches/houses of worship Identify resident leaders from multi-unit buildings or neighborhood blocks. Learn about existing local cultural events and attend for visibility and connecting with community members Schedule community conversations at local churches/houses of worship, event spaces in apartment buildings, the pavilion, and park recreation buildings	apartment buildings Identify resident leaders from multi-unit buildings or neighborhood blocks. Schedule a community conversations at local churches, event spaces in apartment buildings, the pavilion, and park recreation buildings Identify local shelters, food banks to collaborate ideas with to better provide for residents.

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	Additional volunteers for door knocking support and collection from on-site survey box maintenance Door-knocking logs and survey and flyer creation with engagement opportunities and neighborhood association information Select apartment buildings and business with in the neighborhoods and contact details for the managers /owners Contact information for property owners/managers On-line resource: <u>https://opendata.minneapolis mn.gov/datasets/active- rental-</u> <u>licenses/explore?location=11.2</u> <u>41079%2C-46.664391%2C3.74</u> Budgeting and financing for community member	Door-knocking logs and survey and flyer creation with engagement opportunities and neighborhood association information Flyers with engagement opportunities and neighborhood association information Financing for communitymember engagement participants (such programming will comply with all applicable City rules for such a program)		Door-knocking logs and survey and flyer creation with engagement opportunities and neighborhood association information Flyers with engagement opportunities and neighborhood association information Financing for communitymember engagement participants (such programming will comply with all applicable City rules for such a program)
	engagement participants (such programming will comply with			
	all applicable City rules for such a	7		
	program)			
Partners in	LPNA will continue to	Ideally, there will be interested	Ideally, there will be interested	Ideally, there will be interested
the work	strengthen partnerships with	community representatives	community representatives	community representatives
	other organizations and	from this demographic who	from this demographic who	from this demographic who
	businesses, such as NEPNA	are interested in becoming	are interested in becoming	are interested in becoming
	and Able Brewing, and MN	community liaisons with	community liaisons with	community liaisons with
	Nice Cream, which will help	member engagement	member engagement	member engagement
	facilitate LPNA's strategic goal	participant program who can	participant program who can	participant program who can

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of cultivating community	assist LPNA & NEPNA going	assist LPNA & NEPNA going	assist LPNA & NEPNA going
sourced ideas for better	forward.	forward.	forward.
engagement. LPNA will			
continue to investigate and			
adopt engagement techniques			
and strategies that have been			
proven successful and have			
been and implemented in			
other communities across the			
city and within the business			
community.			
Partners include any			
community member			
engagement participants and			
LPNA & NEPNA board			
members along with the core			
team members listed below:			
Luna McIntyre			
lunam333@gmail.com			
Steve Liston			
stevel@marytinc.com			
Kate Kottenbrock			
kjkottenbrock@gmail.com			
Alicia Jackson			
aliciasimone9@gmail.com			
Anna Stahlmann			
anna.b.stahlmann@gmail.com			
Packy Wifetrand			
Becky Wifstrand			
bhorton16@gmail.com			

Timeline	January-March: Reach out	January-March: Reach out	January-March: Reach out	January-March: Reach out
	This team will generate,			
	facilitate and execute the			
	preliminary engagement and	preliminary engagement and	preliminary engagement and	preliminary engagement and
	outreach. Including planning	outreach. Including planning	outreach. Including planning	outreach. Including planning
	and creating a community			
	engagement participant plan	engagement participant plan	engagement participant plan	engagement participant plan
	similar to the one			
	implemented by the Beltrami			
	Neighborhood which will be			
	used to include new members			
	to the team from the			
	underrepresented and under-	underrepresented and under-	underrepresented and under-	underrepresented and under-
	engaged.	engaged.	engaged.	engaged.
	bhorton16@gmail.com	bhorton16@gmail.com	bhorton16@gmail.com	bhorton16@gmail.com
	Luna McIntyre	Luna McIntyre	Luna McIntyre	Luna McIntyre
	Iunam333@gmail.com	lunam333@gmail.com	Iunam333@gmail.com	lunam333@gmail.com
	Anna Stahlmann	Anna Stahlmann	Anna Stahlmann	Anna Stahlmann
	anna.b.stahlmann@gmail.com	anna.b.stahlmann@gmail.com	anna.b.stahlmann@gmail.com	anna.b.stahlmann@gmail.con
	Becky Wifstrand	Becky Wifstrand	Becky Wifstrand	Becky Wifstrand
	kjkottenbrock@gmail.com	kjkottenbrock@gmail.com	kjkottenbrock@gmail.com	kjkottenbrock@gmail.com
	Alicia Jackson	Alicia Jackson	Alicia Jackson	Alicia Jackson
	aliciasimone9@gmail.com	aliciasimone9@gmail.com	aliciasimone9@gmail.com	aliciasimone9@gmail.com
	Steve Liston	Steve Liston	Steve Liston	Steve Liston
	stevel@marytinc.com	stevel@marytinc.com	stevel@marytinc.com	stevel@marytinc.com
	Kate Kottenbrock	Kate Kottenbrock	Kate Kottenbrock	Kate Kottenbrock
responsible	includes one staff person Luna	includes one staff person Luna	includes one staff person Luna	includes one staff person Lund
	McIntyre who is contracted			
	through December 2021.	through December 2021.	through December 2021.	through December 2021.
	Along with LPNA & NEPNA			
	team members listed below:			
Person(s)	The initial outreach team			

businesses,	property	businesses, property	businesses, property	businesses, property
managers/		managers/owners to	managers/owners to	managers/owners to
	in the engagement	participate in the engagement	participate in the engagement	participate in the engagement
	quest permission to	plan and request permission to	plan and request permission to	plan and request permission to
	buildings and place	door knock buildings and place	door knock buildings and place	door knock buildings and place
survey boxe		survey boxes.	survey boxes. Find and	survey boxes. Work with local
,		,	connect with translators for	food banks/clothing drives to
March: Foll	ow-up phone calls;	<i>March:</i> Follow-up phone calls;	survey and program	establish collaboration efforts
set up date,	/time to door-	set up date/time to door-	translation	
knock build	ings and/or install	knock buildings and/or install		March: Follow-up phone calls,
survey mail	boxes which will be	survey mailboxes which will be	<i>March:</i> Follow-up phone calls;	set up date/time to door-
maintained	bi-weekly by	maintained bi-weekly by	set up date/time to door-	knock buildings and/or install
volunteers	or resident	volunteers or resident	knock buildings and/or install	survey mailboxes which will be
community	participants.	community participants.	survey mailboxes which will be	maintained bi-weekly by
	door knocking plan	Formulate door knocking plan	maintained bi-weekly by	volunteers or resident
band surve	y questions	and survey questions	volunteers or resident	community participants.
			community participants.	Formulate door knocking plan
April-May:	Door-knock and	May: Host Community	Formulate door knocking plan	and survey questions
survey iden	tified buildings and	meetings or a committee	and survey questions	
recruit resid	lent door-knocking	meeting that may potentially		August: Community meeting
participants	s and promote	overlap with Renters Forums.	May: Host Community	#3 in conjunction with
future enga	gement events and		meeting or event #1 with bi	National Night Out. Host
activities		June-July: Host a festive	lingual interpreters	events that will address
		activity that is culturally		needs? (School supply/clothing
May: Host	Community	specific in collaboration with a	August: Community meeting	drive, food drive etc).
meeting, po	ossibly the first	local church	#3 is an opportunity to update	
Renters For	um to update		the community on the	September-October: Data
residents or	n surveys or obtain	August: Community meeting	progress of the engagement	complication and plan 2023
more inform	nation.	#3 is an opportunity to update	initiative in conjunction with	equity engagement plan
		the community on the	National Night Out	
	- October: Data	progress of the engagement		
complicatio	n and plan 2023	initiative in conjunction with	September-October: Data	
	igement share the	National Night Out	complication and plan 2023	
-	ne engagement		equity engagement plan	
	vsletter, website	September-October: Data		
and social r	nedia.	complication and plan 2023		
		equity engagement plan		

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Quantitative goals	There are (3) major properties with a total of 108 units. Goal is to successfully complete all door knocks in buildings. Total of 533 "doors" in the neighborhood. The results of the surveys, event attendees and doors knocked and event attendees will directly inform the areas that need attention going forward and help with planning for the second year of engagement activities	Identify and establish contact with at least 10% of this group. Increase turnout to events by 5%. Goal is to collect at least 50 surveys from this group.	Identify and establish contact with at least 10% of this group. Increase turnout to events by 5%. Goal is to collect at least 50 surveys from this group.	Identify and establish contact with at least 15% of this group. Increase turnout to events by 10%. Goal is to collect at least 60 surveys from this group.
Qualitative goals	Data gathered from door knocking, surveys, community conversations and engagement activities and events will help build a community based perspective of each neighborhood. Increase representation on the board. Add more topics to meetings that may deem relevant to this group (This applies to all categories)	Data gathered from door knocking, surveys, community conversations and engagement activities and events will help build a community based perspective of each neighborhood.	Data gathered from door knocking, surveys, community conversations and engagement activities and events will help build a community based perspective of each neighborhood.	Data gathered from door knocking, surveys, community conversations and engagement activities and events will help build a community based perspective of each neighborhood.

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Outcome of engagement	Renters will be inspired to join neighborhood associations and committees to assist in the decision-making process. A wider spectrum of engaged community members will join the neighborhood board and or specific community committees Better engagement through organizational outreach mechanisms i.e. social media, websites, newsletter, community events and neighborhood board meetings	BIPOC community members will feel seen and valued and will contribute to the future of neighborhood association by joining a committee or contributing to discussions assisting in the decision- making process. The opportunity to create committees to better address and engage community members and their needs.	Non-English speakers will be inspired to join in the discussion knowing that translators will be provided and that translation services are available. The future of the neighborhood association will hinge on being inclusive and relevant to the community by addressing their needs. Ideally, it would be great to have a committee focused on addressing the specific needs of each demographic and focused on assisting these community members in having a voice in the decision-making process.	People making less than the poverty level face different challenges and each individual needs to know that they can contribute to the future of their community. For this demographic it will be particularly useful to have the data gathered through engagement activities and surveys to know how and what resources are needed and how best to serve the needs of these community members. Specifically, how do these individuals want to engage with the neighborhood association and what capacity do they have to join a committee or attend a meeting and contribute to the decision-making process.
Next steps	Together LPNA and NEPNA organizers and community member engagement participants will plan future community conversations and events. These events will focus on addressing issues as identified in surveys and door knocking data gathered the first year on engagement	Together LPNA and NEPNA organizers and community member engagement participants will plan future community conversations and events. These events will focus on addressing issues as identified in surveys and door knocking data gathered the first year on engagement	Together LPNA and NEPNA organizers and community member engagement participants will plan future community conversations and events. These events will focus on addressing issues as identified in surveys and door knocking data gathered the first year on engagement	Together LPNA and NEPNA organizers and community member engagement participants will plan future community conversations and events. These events will focus on addressing issues as identified in surveys and door knocking data gathered the first year on engagement

events and fos	conversations and will generate solutions ster local leadership for	These conversations and events will generate solutions and foster local leadership for	These conversations and events will generate solutions and foster local leadership for	EXHIBI These conversations and events will generate solutions and foster local leadership for
engage	decision making, ement and strengthen inity connections.	future decision making, engagement and strengthen community connections.	future decision making, engagement and strengthen community connections.	future decision making, engagement and strengthen community connections.
neighb membe	tely, this will transform orhood association ership and create the vork for real and lasting	Ultimately, this will transform neighborhood association membership and create the framework for real and lasting change	Ultimately, this will transform neighborhood association membership and create the framework for real and lasting change	Ultimately, this will transform neighborhood association membership and create the framework for real and lasting change