

Engagement Plan

Neighborhood

Northeast Park

Time frame

1 year (strategizing for 3-years and beyond)

Work summary

Starting January of 2022, Northeast Park Neighborhood Association (NEPNA) and Logan Park Neighborhood Association (LPNA) will begin executing a yearlong equitable engagement plan for their respective neighborhoods. Due to the difference in available financing NEPNA will execute a much smaller selection of the engagement events but is committed to assisting LPNA throughout the life of the project. 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 Northeast Park and Logan Park neighborhood associations. The selected demographic categories that NEPNA is featuring include renters and people making less than the poverty level. 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. NEPNA and LPNA 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 NEPNA will consist of two community conversations held at and Northeast Park's recreation building or the park.

Scope of work, outcomes and goals

The scope of the work NEPNA and LPNA 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 than 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. NEPNA is only focusing on two demographics which includes renters and people making less than the poverty level in part due to funding constraints and having just completed a successful door knocking campaign, the third in as many years.

The scheduled activities will consist of two community events hosted at Northeast Park recreation building/park and will include a survey component. These family friendly events will be selected from this list of possible events; an ice cream social, group sing along, free food distribution, poetry in the park, Zumba or yoga exercise class or live music. These two events will be hosted in partnership with local businesses who have been invited to participate in the equitable engagement plan. NEPNA understands that some costs associated with these activities are not eligible for City funding.

An additional interesting outcome will include discovering the intersectionality between the demographic groups 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 helps build a framework of inclusion that will impact the future of the neighborhood associations and how they engage with their communities.

Plan detail

Demographic group	<i>Renters</i>	<i>People making less than the poverty level</i>
Numbers or percentage	<i>NEPNA – 49.1%</i>	<i>NEPNA – 21.7%</i>
Initiative, activity, project or program	<p><i>NEPNA and LPNA will share the leadership role in a yearlong Equitable Engagement Plan “Community Voices.” (placeholder name)</i></p> <p><i>This plan will focus on reaching out to historically under-engaged and underrepresented community members in their respective neighborhoods.</i></p> <p><i>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.</i></p>	<p><i>This plan will focus on reaching historically under-engaged and underrepresented community members in their respective neighborhoods.</i></p>

Demographic group	Renters	People making less than the poverty level
Barriers to engagement	<p><i>Accessing the buildings to door knock and distribute information.</i></p> <p><i>Residents not living in location for an extended amount of time.</i></p> <p><i>Lack of not being informed due to not being a property owner.</i></p> <p><i>No knowledge of what the neighborhood association does for the community or what it stands for</i></p> <p><i>No personal invitation to attend or participate in neighborhood association meetings or events</i></p> <p><i>No connection or relationship with anyone in the neighborhood association</i></p>	<p><i>Lack of representation at neighborhood association meetings or events and not feeling included or comfortable</i></p> <p><i>Not able to attend meetings due to work, family or time commitments</i></p> <p><i>No access to the internet or lacking resources to attend neighborhood association meetings</i></p> <p><i>No connection or relationship with anyone in the neighborhood association</i></p> <p><i>For this demographic group the barriers to engagement will be part of the data collected through events, surveys and door knocking. We can only guess what the barriers this demographic faces and why they might not know about or attend neighborhood association meetings or events</i></p>
Outreach and engagement strategies	<p><i>Connecting with business managers/owners for investment and participation in hosting the 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 (NEPNA understands that some costs of these events, such as food, are not an eligible use of City funding)</i></p> <p><i>Invite them to a Renter’s forums hosted by LPNA</i></p> <p><i>Share information about community conversations at local churches/houses of worship, event spaces in apartment buildings, the Logan Park pavilion, or their park recreation building</i></p>	<p><i>Community events that include a survey component</i></p> <p><i>Share information about community conversations hosted by Logan park at local churches, event spaces in apartment buildings, the pavilion, and park recreation buildings</i></p> <p><i>Identify local shelters, food banks to collaborate ideas with to better provide for residents.</i></p>

Demographic group	<i>Renters</i>	<i>People making less than the poverty level</i>
Resources needed	<p><i>Additional volunteers for door knocking support and collection from on-site survey box maintenance</i></p> <p><i>Door-knocking logs and survey and flyer creation with engagement opportunities and neighborhood association information</i></p> <p><i>Select apartment buildings and business with in the neighborhoods and contact details for the managers /owners</i></p> <p><i>Contact information for property owners/managers</i></p> <p><i>On-line resource:</i></p> <p>https://opendata.minneapolismn.gov/datasets/active-rental-licenses/explore?location=11.241079%2C-46.664391%2C3.74</p> <p><i>Budgeting and financing for community member engagement participants (such programming will comply with all applicable City rules for such a program)</i></p>	<p><i>Door-knocking logs and survey and flyer creation with engagement opportunities and neighborhood association information</i></p> <p><i>Flyers with engagement opportunities and neighborhood association information</i></p> <p><i>Financing for community member engagement participants (such programming will comply with all applicable City rules for such a program)</i></p>

Demographic group	<i>Renters</i>	<i>People making less than the poverty level</i>
Partners in the work	<p><i>NEPNA will continue to strengthen partnerships with other organizations and businesses, such as Sociable Cider Werks, and Bauhaus Brew Lab to name a couple, which will help facilitate NEPNA’s strategic goal of cultivating community sourced ideas for better engagement. NEPNA 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.</i></p> <p><i>Partners include any community member engagement participants and NEPNA & LPNA board members along with the core team members listed below:</i></p> <p><i>Luna McIntyre lunam333@gmail.com</i></p> <p><i>Steve Liston stevel@marytinc.com</i></p> <p><i>Kate Kottenbrock kjkottenbrock@gmail.com</i></p> <p><i>Alicia Jackson aliciasimone9@gmail.com</i></p> <p><i>Anna Stahlmann anna.b.stahlmann@gmail.com</i></p> <p><i>Becky Wifstrand bhorton16@gmail.com</i></p>	<p><i>Ideally, there will be interested community representatives’ from this demographic who want to become community liaisons with member engagement participant program who can assist NEPNA & LPNA going forward. (such programming will comply with all applicable City rules for such a program)</i></p>

Demographic group	<i>Renters</i>	<i>People making less than the poverty level</i>
Person(s) responsible	<p><i>The initial outreach team includes one staff person Luna McIntyre who is contracted through December 2021.</i></p> <p><i>Along with LPNA & NEPNA team members listed below:</i></p> <p><i>Steve Liston stevel@marytinc.com</i></p> <p><i>Kate Kottenbrock kjkottenbrock@gmail.com</i></p> <p><i>Alicia Jackson aliciasimone9@gmail.com</i></p> <p><i>Anna Stahlmann anna.b.stahlmann@gmail.com</i></p> <p><i>Becky Wifstrand bhorton16@gmail.com</i></p> <p><i>Luna McIntyre lunam333@gmail.com</i></p> <p><i>This team will generate, facilitate and execute the preliminary engagement and outreach. Including planning and creating a paid community 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-engaged. (such programming will comply with all applicable City rules for such a program)</i></p>	<p><i>The initial outreach team includes one staff person Luna McIntyre who is contracted through December 2021.</i></p> <p><i>Along with LPNA & NEPNA team members listed below:</i></p> <p><i>Steve Liston stevel@marytinc.com</i></p> <p><i>Kate Kottenbrock kjkottenbrock@gmail.com</i></p> <p><i>Alicia Jackson aliciasimone9@gmail.com</i></p> <p><i>Anna Stahlmann anna.b.stahlmann@gmail.com</i></p> <p><i>Becky Wifstrand bhorton16@gmail.com</i></p> <p><i>Luna McIntyre lunam333@gmail.com</i></p> <p><i>This team will generate, facilitate and execute the preliminary engagement and outreach. Including planning and creating a paid community 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-engaged. (such programming will comply with all applicable City rules for such a program)</i></p>

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Timeline	<p>January-February: Reach out and invite businesses, property managers/owners to participate in the engagement plan requesting permission to hang posters/flyers promotional materials about the engagement activities</p> <p>March: Follow-up phone calls with business owners and potential event sponsors. Create and plan survey questions and plan the event/activity including promotional materials</p> <p>April-May: Promote the event along with future engagement events and activities</p> <p>June-July: Host the event/festive activity at Northeast Park recreation building or in the park</p> <p>September-October: Data complication and plan 2023 equity engagement plan and update residents on surveys or obtain more information via the website, a postcard and social media.</p>	<p>January-March: Reach out and invite business managers/owners to participate in the engagement plan. Work with local food banks/clothing drives to establish collaboration efforts</p> <p>June-July: Promote National Night Out along with future engagement events and activities</p> <p>August: Community meeting #3 in conjunction with National Night Out. Host events that will address needs? (School supply/clothing drive, food drive etc).</p> <p>September-October: : Data complication and plan 2023 equity engagement plan and update residents on surveys or obtain more information via the website, a postcard and social media.</p>
Quantitative goals	<p>Identify and establish contact with at least 10% of this group. Increase turnout to events by 5%. Goal is to collect at least 30 surveys from this group.</p> <p>The results of the surveys and event attendees will directly inform the areas that need attention going forward and help with planning for the second year of engagement activities</p>	<p>Identify and establish contact with at least 10% of this group. Increase turnout to events by 5%. Goal is to collect at least 20 surveys from this group.</p>

Demographic group	<i>Renters</i>	<i>People making less than the poverty level</i>
Qualitative goals	<p><i>Data gathered from surveys, community conversations and engagement activities and events will help build a community based perspective of each neighborhood.</i></p> <p><i>Increase representation on the board. Add more topics to meetings that may deem relevant to this group (This applies to all categories)</i></p>	<p><i>Data gathered from surveys, community conversations and engagement activities and events will help build a community based perspective of each neighborhood.</i></p>
Outcome of engagement	<p><i>Renters will be inspired to join neighborhood associations and committees to assist in the decision-making process.</i></p> <p><i>A wider spectrum of engaged community members will join the neighborhood board and or specific community committees</i></p> <p><i>Better engagement through organizational outreach mechanisms i.e. social media, websites, newsletter, community events and neighborhood board meetings</i></p>	<p><i>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.</i></p> <p><i>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.</i></p> <p><i>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.</i></p>
Next steps	<p><i>Together NEPNA and LPNA organizers and community members 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</i></p> <p><i>These conversations and events will generate solutions and foster local leadership for future decision making, engagement and strengthen community connections.</i></p> <p><i>Ultimately, this will transform neighborhood association membership and create the framework for real and lasting change</i></p>	<p><i>Together NEPNA and LPNA organizers and community members 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</i></p> <p><i>These conversations and events will generate solutions and foster local leadership for future decision making, engagement and strengthen community connections.</i></p> <p><i>Ultimately, this will transform neighborhood association membership and create the framework for real and lasting change</i></p>