

## Engagement Plan

### Neighborhood

Willard-Hay and Near North

### Time frame

2022 - 2023

### Work summary

Provide resources and opportunities for under-engaged groups (youth, seniors, and renters) in the community to feel heard and secure.

### Scope of work, outcomes and goals

NRRC is a go-to resource for residents trying to connect with city services or who are trying to navigate city departments (construction, etc.). We are a consistently shared resource among the neighborhood.

### Plan detail

| Demographic group                        | Youth  | Seniors   | Renters   |
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| Numbers or percentage                    | According to Minnesota Compass, there are 2,655 15-24 year olds living in Near North and Willard Hay.  | According to MN Compass there are 1378 residents over the age of 65 in the NRRC Zone.   | According to MN Compass there are 2,794 renters in the NRRC Zone.   |
| Initiative, activity, project or program | Youth Green Team; events educating others about pollinator gardens through Metro Blooms and MWMO<br><br>Loppet Partnership<br><br>Create a youth council | Senior Advocate Program: Identify one senior in each NRRC Zone district to reach out via phone or in person depending on weather and capacity to other seniors.<br><br>Accessible resources for seniors, especially those who are immobile or have been affected by the | Provide information on rental assistance and eviction prevention<br><br>We will engage with renters to encourage their participation on the NRRC Board. |

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|                                      |   | <p>pandemic, such as Northside Nice Grocery Delivery</p> <p>2 Senior Breakfasts/Luncheons during warm weather season (City funds will not be used for food)</p> <p>Technology support to access remote meetings; 3 workshops annually for up to 5 seniors to learn how to use iPads/devices at the NRRC headquarters</p>                    | <p>Work to be a liaison renters and their property managers/owners in apartment buildings to address issues.</p> <p>Since 2016 NRRC has had a partnership with MidMN Legal Aid and Stinson Street to provide residents with housing issues free legal services. We will continue this partnership and continue to notify renters about this resource.</p>  |
| <p><b>Barriers to engagement</b></p> | <p>We don't have ongoing youth programming on site. They see us as a resource but we don't always have the material access to what they need (i.e., bikes). As for older youth, they don't necessarily see the connection between our organization and the resources they need.</p> | <p>Access to senior apartment buildings</p> <p>Many Seniors do not know how to access technology and information via technology.</p> <p>Seniors are no longer comfortable meeting in person.</p> <p>Many Seniors don't drive and because of COVID are uncomfortable receiving rides with individuals outside of their immediate family.</p> | <p>Identifying stand alone home renters</p> <p>There is high turnover amongst management staff at low income apartments buildings so it can be hard to partner with them to access residents.</p> <p>Many owners and management of rental property, particularly of low income properties, do not see it as a priority to connect their renters with resources or to build community among renters or within the community at large.</p> <p>Some renters are financially unstable and find it difficult to carve out time for community building and issues.</p> |

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| <p><b>Outreach and engagement strategies</b></p> | <p>Plans to connect with North High, YMCA, and North Commons to identify possible partnerships. The leaders of those groups have formed a leadership group and we will be meeting with them monthly.</p> <p>Identify youth that will want to serve on our Youth Council.</p> <p>Quarterly larger, in-person events, and monthly meetings/check-ins (2 hour meeting, \$40 stipend for each monthly meeting attended). (Stipends would not be paid for with City funds.)</p> <p>Create a safe space for youth to share and create ideas on community building and safety initiatives.</p> | <p>Connect with property owners/managers of buildings with high senior living populations such as Rainbow Terrace and Lyndale Manor who will in turn connect us with senior residents firsthand.</p> <p>Supply of ipads/necessary technology to keep senior residents engaged.</p> <p>Easier access to the delivery service.</p> <p>Tabling outside with surveys (twice a year, in May and September) to identify needs and connect residents with resources.</p> <p>Senior Advocates from each NRRC District will call and check in with other seniors monthly; 6 assigned advocates to call 6 senior residents a week - each advocate will be responsible to call 24 residents a month. In doing so, we reach 288 seniors in one year.</p> | <p>Distribute flyer to identified stand alone home renters with information about NRRC, upcoming events* and resources unique to renters.</p> <p>Tabling events at apartment buildings</p> <p>Help to establish quarterly Site Council at Homewood Apartments, Plymouth Townhomes, and Cecil Newman Apartments. Site Councils will discuss apartment and neighborhood issues and strategize on solutions.</p> <p>Work with Site Council to create a one page newsletter specific to the apartment building's issues.</p> <p>*NRRC's Demonstration Site for Healthy Urban Living was designed with renters in mind. Chicken Tending Workshops, access to vegetable gardens, workshops on Organics Recycling and Rain Barrels were conceived to provide renters and other individuals not ready to commit these practices an opportunity to participate in and learn about Earth friendly initiatives.</p> |
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| <p><b>Resources needed</b></p>      | <p>Staff connections at North Commons, North High, PCYC, Hospitality House, Phillis Wheatley</p> <p>Stipend for youth involved (not to be paid for with City funds)</p> <p>Coordinator of youth and social media accounts</p> | <p>Contact information for seniors in the neighborhood</p> <p>13 iPads for each Senior Advocate, and about 70 iPads that can be loaned to seniors during the pandemic.</p> <p>Stipends for Senior Living Coordinators</p> | <p>Contacts (both with residents and property managers/owners) at apartment buildings</p> <p>Connections to county and legal resources</p> <p>County and city support of and pressure on apartment building owners to install environmental friendly practices such as Organics, Rain Barrels, and Pollinator Gardens</p> <p>Work with city staff and utilize online resources to verify which homes have rental licenses in order to identify renters in houses.</p> |
| <p><b>Partners in the work</b></p>  | <p>Metro Blooms and MWMO</p> <p>Surrounding schools (North, Hall, Bethune, Franklin, PYCY)</p> <p>Parks and Community Centers</p>   | <p>Property owners/managers</p> <p>Seniors who are already connected to our community work</p>  | <p>RentHelpMN</p> <p>Property Managers</p> <p>City Staff</p> <p>Mid-Minnesota Legal Aid</p> <p>Stinson Street</p>   |
| <p><b>Person(s) responsible</b></p> | <p>Youth Coordinators (NRRC Staff)</p> <p>Leaders in partner orgs</p> <p>Volunteers</p>   | <p>Senior Living Coordinator (who is knowledgeable about resources and the community), who will be in charge of monitoring 13 senior advocates in each NRRC district</p> <p>Volunteers</p>                                | <p>Program Coordinator (NRRC/Legal Aid)</p> <p>Volunteers</p>   |

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| <p><b>Timeline</b></p> | <p>Nov./Dec.: Recruit youth for Neighborhood Youth Council</p> <p>January: Begin Youth Council; training, set goals, solidify calendar for the year's youth program events.</p> <p>Winter 2022: Various Loppet events for young people in North Minneapolis.</p> <p>April/May: Recruit for Youth Green Team</p> <p>June - Aug.: Green Team training, garden installations, and workshops</p> | <p>Jan: Recruit a Senior Living coordinator to help with outreach</p> <p>Identify senior advocates from each NRRRC District</p> <p>Create Survey to identify senior needs</p> <p>Create Call list for each Senior Advocate</p> <p>Feb.-March: Outreach at apartments and seniors in our current network on current programs; survey on other possible senior needs</p> <p>May and September: 2 tabling events each at Rainbow Terrace and Lyndale Manor</p> <p>Ongoing: Senior Advocate will reach out to assigned residents monthly.</p> | <p>Jan.: Work with city staff and other partners to identify standalone rental properties (houses and/or duplexes)</p> <p>Contact property management and/or owners of Homewood Apartments, Cecil Newman Apartments and Plymouth Townhomes to coordinate Site Council Plans.</p> <p>Feb.-March: Put together a list of renters</p> <p>Hold community meetings at aforementioned apartment buildings to engage with renters and identify potential site council members.</p> <p>March-June: Connect renters in standalone units with resources and information about upcoming events at the Demonstration Site for Healthy Urban Living and other resources</p> <p>Create one page newsletter template for apartment buildings which include features such as "Letter from a Resident", "Letter from Management", and notices about upcoming events and information about the site council.</p> <p>Determine which residents at the aforementioned apartment buildings who are interested in working on an apartment specific newsletter.</p> |
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|                           |   |  | Ongoing: We will maintain these partnerships and continue to host events for renters. We will also continue to facilitate site council meetings and will table at apartment buildings to promote awareness of NRRC and other resources in the community. |
| <b>Quantitative goals</b> | <p>Reach at least 10 young people who are interested in taking part in the Youth Council</p> <p>Recruit 10 youth to participate in Youth Green Team</p> <p>Generate conversation and participation with at least 90 young people to learn about youth needs in the community</p> <p>Through tabling at area high schools we will recruit youth to participate in the Youth Council and Green Team, share resources and will connect with 500 youth.</p> | <p>Connect with @300 seniors in the neighborhood to learn what resources they need most for easy living and their perspectives on developments and initiatives.</p> <p>Hold two 15 in-person senior events at the NRRC Office.</p> | <p>Increase the number of contact information of NRRC renters by 50%</p> <p>Collect 50% of renter information and add them onto our email list</p>   |
| <b>Qualitative goals</b>  | <p>Youth voices in our community are valued and heard</p> <p>Identify youth needs and provide an outlet for their voices</p>  | <p>Supply 20 seniors with necessary technology to engage with others in a peri-pandemic time</p> <p>Learn what seniors need for harmonious living</p>  | <p>Act as a simple connection for renters to resources to provide a sense of security</p> <p>Create a system to maintain rental housing stability in the NRRC zone and</p>   |

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|                                     | <p>Youth being more educated in implementing eco-friendly initiatives.</p> <p>NRRC Zone High School Youth are knowledgeable about community issues and take ownership in solving them.</p> <p>Include youth input on effective community building practices and safety measures.</p>   | <p>NRRC will better understand senior perspectives on community matters.</p> <p>NRRC Seniors know how to access resources and share their perspectives on community matters.</p>   | <p>provide resources as needed to renters.</p> <p>NRRC recruits renters to actively participate in our environmental friendly initiatives and community events.</p> <p>Renter voices are taken into account in community developments.</p>  |
| <p><b>Outcome of engagement</b></p> | <p>Engaged young people interested in community involvement and restoration</p> <p>Youth voices in our community are involved in decision-making. In turn, accessible and realistic resources become available for young people.</p> <p>A youth council that meets regularly and holds events according to its schedule.</p> <p>Youth Green Team that manages the NRRC community garden and installation of NRRC's demonstration pollinator boulevard garden.</p> <p>Youth Green Team will hold an educational event for other youth</p> | <p>Seniors in the community feeling more at ease and connected in the community</p> <p>Easier access to resources despite any limitations</p> <p>Better understanding of what senior residents need</p> <p>Senior residents feel less isolated.</p> <p>Senior residents are better connected to one another.</p> | <p>Renters receiving access to the resources they need</p> <p>Renters have the ability to be involved in community developments</p> <p>Renters shape and improve the policies at their dwellings.</p> <p>Lay the foundation for a transition in the apartment building rental model to a resident led Co-ops.</p> |

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|                          | <p>regarding the value of pollinator gardens.</p>   |   |   |
| <p><b>Next steps</b></p> | <ol style="list-style-type: none"> <li>1. Create flyers and application materials for Youth Council and Youth Green Team.</li> <li>2. Set up tabling dates at North High, PYCY, North Commons and YMCA to recruit youth for the Youth council and Green Team.</li> <li>3. Identify first cohort of Youth Council and Green Team.</li> <li>4. Hold orientation meeting for Youth Council in January or February, and Youth Green Team in March or April.</li> <li>5. Both cohorts will continue to meet throughout the year.</li> <li>6. In April the Youth Green Team will plan the NRRC Community Garden.</li> <li>7. Meet with Metro Blooms and MWMO reps to continue Youth Green team work around pollinator gardens.</li> <li>8.</li> </ol> | <ol style="list-style-type: none"> <li>1. Identify 1 Senior Living Coordinator</li> <li>2. Identify one Senior Advocate for each NRRC Zone District who will work with the Senior Living Coordinator</li> <li>3. Identify most suitable ipads for seniors to use</li> </ol> | <ol style="list-style-type: none"> <li>1. Reach out to city staff and use online resources to identify which standalone homes have rental licenses and are housing renters.</li> <li>2. Connecting with local organizations to come up with a list of resources for renters</li> <li>3. Collaborate with apartment managers to schedule tabling opportunities and events.</li> <li>4. Identify contacts (residents/residents and/or management) at apartment buildings</li> <li>5. Identify and form a Site Council teams for aforementioned apartment buildings</li> <li>6. Create a template for quarterly apartment building newsletter</li> </ol> |