

Engagement Plan

Neighborhood

Cedar-Riverside/West Bank

Time frame

2023-2024

Work summary

CRCC will continue to work in close partnerships with our constituents to improve access to resources and opportunities that help our community members make progress where they say it's most needed. We will continue to work with Cedar Riverside residents, businesses, workers, students, nonprofits, and large institutions that share their vision and passion to raise up neighborhood priorities and identify solutions. Cedar-Riverside Neighborhood students, residents, and business members are the heart of our community. Our members are a valuable resource for our fast-growing, fast-paced neighborhood. Programs we hope to continue and build out are, tenant education advocacy resources partnering with the CMRS Program other initiatives to help with Minneapolis rent Control efforts (using non-City funds), Substance abuse disorder education, Covid Education and outreach including vaccine education and outreach, Neighborhood Substance abuse and addiction with a youth Focus, Youth/Elder Family Program and services, Neighborhood Safety, partnering with other non-profits like Friends of the Falls to do outreach and research for surrounding areas that directly affect Cedar-Riverside and the West Bank and helping sponsor and put on events like the Multi-Cultural Dinner which is an annual social gathering that brings our diverse community together to share food, live performances, and most importantly be able to connect with each other. In celebration of our unique neighborhood and the people who make it such a vibrant and colorful part of the city. Cedar Riverside Community Council's goal is to support residents and stakeholders of the West Bank neighborhood by providing culturally appropriate tools and resources in order to promote civic engagement, leadership development, and equitable access to economic and educational opportunities for all its constituents.

Scope of work, outcomes and goals

Overall Scope of work will include Creating and maintaining programs dealing with:

- a. Health and Neighborhood and safety
- b. Tenant Education, advocacy and resources
- c. Substance Abuse and addiction with a youth focus
- d. General Outreach and engagement which includes monthly and annual board meetings
- e. Youth, elders, and Family Programs

EXHIBIT C

Plan detail			
Demographic group	Asian/Pacific Islander	East African	Hispanic/LatinX
Numbers or percentage	1061 (10.6%)	6,500 (65%)	324 (3.2%)
Total pop. (2015-19) 10,024	Ethnic Groups included: Korean, Chinese, and southeast Asian including Hmong, Vietnamese, and Cambodian	Oromo and Somali	Mexican, Guatemalan, Ecuadorian

EXHIBIT C

Demographic group	Asian/Pacific Islander	East African	Hispanic/LatinX
Initiative, activity, project or program	<p>Door Knocking, Tabling, visiting businesses that are Asian owned, setting up more events with a focus on the cultural aspects of this community. Events to establish what the predominant groups are in this ethnic groups and do focus studies. Project HOPE mediation help, neighborhood safety walks, community gardens for elders. Other youth and elder programs in place, Outreach through social media and Bi-annual newsletters, Monthly Safety meeting to address community concerns and a forum to speak with officers and city officials. More focused student and youth groups to help represent the youth in the Asian community at cedar riverside. More inclusive programs to promote diversity and understanding of other cultures. Getting more people involved in the organization representing Asians to better understand the cultural nuances.</p>	<p>Substance Abuse Education with a youth focus, Neighborhood walks with elders and mother's groups to determine neighborhood issues, Project HOPE mediation help, partnering with local businesses to help homeless youth with job placement and other programs to get them off the streets, Monthly Safety meeting to address community concerns and a forum to speak with officers and city officials. Neighborhood cleanups to help Somali and Oromo owned business owners to revitalize storefronts. Partnering with surrounding schools to create student groups with focus on specific cultural problems that they think their cultures are facing in our community.</p>	<p>Door Knocking, Tabling, visiting businesses that are Latinx owned, holding events more culturally relevant and addressing problems they have with the community. Events to establish what the what we can do to bring more of a Hispanic/Latinx presence to Cedar-Riverside. Project HOPE mediation help, neighborhood safety walks, outreach to find more latinx residents and incentives for latinx business owners. Recruiting for more youth and student groups to represent under recognized latinx community in Cedar Riverside Other youth and elder programs in place, Outreach through social media and Bi-annual newsletters, Monthly Safety meeting to address community concerns and a forum to speak with officers and city officials. More inclusive programs to promote diversity and understanding of other cultures. Getting more people involved in the organization representing Latinx to better understand the cultural nuances.</p>

EXHIBIT C

Demographic group	Asian/Pacific Islander	East African	Hispanic/LatinX
Barriers to engagement	<p>Accessing apartments, Transient population, feeling unwelcome at meetings, feeling unwelcome because the group is already overpowered by another group, feeling lost because they see that their group is underrepresented already. Language barriers, all the specific Asian groups in the Cedar Riverside community all speak different languages. Already having one predominant ethnic group makes them feel alienated because other groups needs are being met first. No representation or leaders that are visible to help represent this ethnic group. Individuals feel like their voices aren't heard because no-one is out there speaking for them or even listening to what they want in this community. A lot don't see it as a home more of a stepping stone to be able to get into a community where they feel more welcome. Having the lack of resources to not be able to perform standard meetings virtually given our new standard. Evolving cases of Covid.</p>	<p>Accessing apartments, people not answering, lack of technology to communicate electronically, lack of social media to utilize our platforms on the web. Language barriers, multiple cultures that speak an array of different languages, Inability to access certain areas due to safety concerns. Lack of cultural understanding to be able to communicate in an effective way. Getting decisions passed through tribal members and being able to conduct business by still respecting cultural differences in the way business is conducted. Understanding the stigmas and nuances that go on in the community and making decisions while respecting the cultural differences. Inconsistent or biased translators who use their own agenda rather than relaying messages intended to be non-partisan in public forums. Having the lack of resources to not be able to perform standard meetings virtually given our new standard. COVID,</p>	<p>Being it is such a small population being able to find and identify people in this ethnic group will be a barrier in itself. Lack of Latinx/Hispanic businesses will make it harder to identify and seek out people of this group as well. Accessing apartments, low population numbers and feeling unwelcome because they already feel like outsiders. Language barriers, not enough people to speak the language. Lack of existing programs and events specifically for this demographic. Not finding the proper avenues for outreach. Lack of translators in the area.</p>

EXHIBIT C

Demographic group	Asian/Pacific Islander	East African	Hispanic/LatinX
Outreach and engagement strategies	<p>Connect with property managers/owners, identify resident leaders for multi-unit buildings, Door-knocking, Social media campaign, Research on groups in the area, Putting on events with the purpose of outreach to these ethnic groups, contacting student groups at the universities and advertising on our website as well as social media. Partnering with other neighborhoods that have a stronger Asian American presence to see if resources and familiarity can be shared. Flyers with Neighborhood Organization information. Resources and materials in native languages to help inform and educate constituents. Attracting more board members and volunteers that are East Asian. Availability to staff and members of the city to help facilitate and answer questions regarding certain issues. As well as current contact information. Annual multicultural dinner that brings together all cultures in the neighborhood to share food, discuss the community, and learn about one another</p>	<p>Connect with property managers/owners, Identify resident leaders for multi-unit buildings, Door-knocking, social media campaign. Proper translators who are unbiased. Partnering with neighboring associations and pooling resources and information as well as social media outreach. Flyers with Neighborhood Organization information. Resources and materials in native languages to help inform and educate constituents. Attracting more board members and volunteers that are East African. Availability to staff and members of the city to help facilitate and answer questions regarding certain issues. As well as current contact information. Resources like tablets to help educate elders on the uses of electronics and showing them how they can access resources on social media. Annual multicultural dinner that brings together all cultures in the neighborhood to share food, discuss the community, and learn about one another</p>	<p>Connect with property managers/owners, Identify resident leaders for multi-unit buildings, Door-knocking, social media campaign. resources in demographics native language, attracting more board members representing particular demo. Partnering with associations and other latinx owed businesses in the metro to identify constituents and offer them resources. Resources and materials in native languages to help inform and educate constituents. Availability to staff and members of the city to help facilitate and answer questions regarding certain issues. As well as current contact information. Annual multicultural dinner that brings together all cultures in the neighborhood to share food, discuss the community, and learn about one another</p>

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Demographic group	Asian/Pacific Islander	East African	Hispanic/LatinX
Resources needed	<p>Social media account and manager of the account, contact information for property owners/managers, Wages for door-knockers, Door-knocking logs, Flyers with neighborhood organization information in native language across all groups in the demo, Tablets or cheap PCs for things like surveys and educating elders on tech and social media, access to translators. Availability to staff and members of the city to help facilitate and answer questions regarding certain issues. As well as current contact information. Help with equipment and resources when it comes to things like planning a community garden or safety walks and neighborhood cleanups. Resources to help business in the area who are Asian owned to do more outreach.</p>	<p>Social media account and manager of the account, contact information for property owners/managers, Wages for door-knockers, Door-knocking logs, Flyers with neighborhood organization information in native language across all groups in the demo, Tablets or cheap PCs for things like surveys and educating elders on tech and social media, access to translators. Availability to staff and members of the city to help facilitate and answer questions regarding certain issues. As well as current contact information. Help with equipment and resources when it comes to things like planning a community garden or safety walks and neighborhood cleanups. Resources to help business in the area who are East African owned to do more outreach.</p>	<p>Social media account and manager of the account, contact information for property owners/managers, Wages for door-knockers, Door-knocking logs, Flyers with neighborhood organization information in native language across all groups in the demo, Tablets or cheap PCs for things like surveys and educating elders on tech and social media, access to translators. Availability to staff and members of the city to help facilitate and answer questions regarding certain issues. As well as current contact information. Help with equipment and resources when it comes to things like planning a community garden or safety walks and neighborhood cleanups. Resources to help business in the area who are Hispanic and Latinx owned to do more outreach.</p>

EXHIBIT C

Partners in the work			
	PUC (Pillsbury United Communities)	PUC (Pillsbury United Communities)	PUC (Pillsbury United Communities)
	WBBA (West Bank Business Association)	WBBA (West Bank Business Association)	WBBA (West Bank Business Association)
	People Center Clinic and Services	People Center Clinic and Services	People Center Clinic and Services
	League of Women Voters	League of Women Voters	League of Women Voters
	Mixed Blood Theater	Mixed Blood Theater	Mixed Blood Theater
	West Bank Community Development	West Bank Community Development	West Bank Community Development
	U of M	U of M	U of M
	Augsburg University	Augsburg University	Augsburg University
	Local businesses, business owners, and staff	Local businesses, business owners, and staff	Local businesses, business owners, and staff
	Riverside Plaza Management	Riverside Plaza Management	Riverside Plaza Management
	Fairview Health Systems	Fairview Health Systems	Fairview Health Systems
	Community Mediation and Restorative Services	Community Mediation and Restorative Services	Community Mediation and Restorative Services
	Friends of the Falls	Friends of the Falls	Friends of the Falls
	Surrounding Neighborhood Associations	Surrounding Neighborhood Associations	Surrounding Neighborhood Associations
	Trinity Lutheran Church	Trinity Lutheran Church	Trinity Lutheran Church

EXHIBIT C

Demographic group	Asian/Pacific Islander	East African	Hispanic/LatinX
		Surrounding Neighborhood Associations	
Person(s) responsible	Staff Identified on per project basis, and board members, contractors and volunteers.	Staff Identified on per project basis, and board members, contractors and volunteers.	Staff Identified on per project basis, and board members, contractors and volunteers.

EXHIBIT C**Timeline**

Jan.-March: Send letters to property managers and/or owners and recruit resident door-knocking staff, hire social media management, draw up plans for community garden, Discuss safety walks. Begin Planning for the multicultural dinner

April: Follow-up phone calls; set up date/time to door-knock buildings, Flier and canvass neighborhoods. Speak with garden planners and draw up plans. Start advertising safety walks and spring cleanups. Hopefully will have the Multicultural Dinner (Postponed from November) depending on COVID restrictions

May-July: Door-knock identified buildings, find volunteers for various community events, Plan summer events to draw people into community events.

August-November: implementations of neighborhood walks and cleanups, maintaining of community garden. Identifying more neighborhood constituents.

December: Verifying work, preparing for year's end and annual meeting.

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Ongoing throughout the year we will be meeting with Organizational and neighborhood leaders regarding opioid efforts. Writing up plans to

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Demographic group	Asian/Pacific Islander	East African	Hispanic/LatinX
	All other timelines for projects are ongoing and we continue to do the same scope of work through the entire year	<p>help misplaced youth and drug addicts for work programs and resources for recovery</p> <p>All other timelines for projects are ongoing and we continue to do the same scope of work through the entire year</p>	<p>December: Verifying work, preparing for year's end and annual meeting.</p> <p>All other timelines for projects are ongoing and we continue to do the same scope of work through the entire year</p>

EXHIBIT C**Quantitative goals**

Postcard, online and in person engagements of all constituents for general outreach and engagement

Outreach through social media platforms as well as engagement on dedicated Website

Mailing of 3000 known addresses to constituents in the 55454 area code

Reaching at least 75-80 percent of constituents with mailings and tabling events.

Reaching at least 35-50 percent of the other constituents with canvassing

Obtain contact information from at least 50 percent of tenants and residences during events like safety meeting and de-escalation training.

Reaching a large portion of community members through de-escalation events and safety walks.

Reach a large majority of youth and elders through engagement programs and social events.

Collectively choose and endorse a community driven projects to which all stakeholders pledge to work together to advocate or advance to

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Reach a large majority of youth and elders through engagement programs and social events.

Collectively choose and endorse a community driven projects to which all stakeholders pledge to work together to advocate or advance to make it happen in the coming year/s.

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Demographic group	Asian/Pacific Islander	East African	Hispanic/LatinX
	<p>make it happen in the coming year/s.</p> <p>Encourage participation in community events and decision making by attendees.</p>	<p>Encourage participation in community events and decision making by attendees.</p>	<p>Collectively choose and endorse a community driven projects to which all stakeholders pledge to work together to advocate or advance to make it happen in the coming year/s.</p> <p>Encourage participation in community events and decision making by attendees.</p>

EXHIBIT C**Qualitative goals**

<p>Bring all the multicultural community groups which include residents, business owners, institutions, state, county and city elected officials and their employees, and other service providers who are living, learning, and working in the Cedar Riverside</p> <p>Identify Issues that need attention</p> <p>Learn about what tenants care about in the neighborhood</p> <p>Address the needs and concerns of the community</p> <p>Trying to bridge cultural and multi generation gaps</p> <p>Strengthen partnerships with local nonprofits, businesses, residents, institutions, and government officials.</p> <p>Encourage participation in community events and decision-making forums</p> <p>Help community members navigate through certain aspects that are common to some but native to others. This includes legal help, rent help and giving resources so that they can learn to service</p>	<p>Bring all the multicultural community groups which include residents, business owners, institutions, state, county and city elected officials and their employees, and other service providers who are living, learning, and working in the Cedar Riverside</p> <p>Identify Issues that need attention</p> <p>Learn about what tenants care about in the neighborhood</p> <p>Address the needs and concerns of the community</p> <p>Trying to bridge cultural and multi generation gaps</p> <p>Strengthen partnerships with local nonprofits, businesses, residents, institutions, and government officials.</p> <p>Encourage participation in community events and decision-making forums</p> <p>Help community members navigate through certain aspects that are common to some but native to others. This includes legal help, rent help and giving resources so that they can learn to service themselves (non-City funds for ineligible activities).</p>	<p>Bring all the multicultural community groups which include residents, business owners, institutions, state, county and city elected officials and their employees, and other service providers who are living, learning, and working in the Cedar Riverside</p> <p>Identify Issues that need attention</p> <p>Learn about what tenants care about in the neighborhood</p> <p>Address the needs and concerns of the community</p> <p>Trying to bridge cultural and multi generation gaps</p> <p>Strengthen partnerships with local nonprofits, businesses, residents, institutions, and government officials.</p> <p>Encourage participation in community events and decision-making forums</p> <p>Help community members navigate through certain aspects that are common to some but native to others. This includes legal help, rent help and giving resources so that they can learn</p>
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EXHIBIT C

Demographic group	Asian/Pacific Islander	East African	Hispanic/LatinX
	<p>themselves (non-City funds for ineligible activities).</p> <p>Empowering our constituents with the knowledge and power as well as a platform to converse with city officials, officers, and business owners to help directly affect their situation.</p>	<p>Empowering our constituents with the knowledge and power as well as a platform to converse with city officials, officers, and business owners to help directly affect their situation.</p>	<p>to service themselves (non-City funds for ineligible activities).</p> <p>Empowering our constituents with the knowledge and power as well as a platform to converse with city officials, officers, and business owners to help directly affect their situation.</p>

EXHIBIT C

Outcome of engagement			
More representation of tenants on neighborhood board and/or committees	More representation of tenants on neighborhood board and/or committees	More representation of tenants on neighborhood board and/or committees	More representation of tenants on neighborhood board and/or committees
More tenants receive neighborhood organization updates, newsletters and other information	More tenants receive neighborhood organization updates, newsletters and other information	More tenants receive neighborhood organization updates, newsletters and other information	More tenants receive neighborhood organization updates, newsletters and other information
Tenants have the knowledge and ability to become involved in the organization and in decision-making	Tenants have the knowledge and ability to become involved in the organization and in decision-making	Tenants have the knowledge and ability to become involved in the organization and in decision-making	Tenants have the knowledge and ability to become involved in the organization and in decision-making
Issue is identified in the community	Issue is identified in the community	Issue is identified in the community	Issue is identified in the community
Tenants are more empowered and willing to do things on their own	Tenants are more empowered and willing to do things on their own	Tenants are more empowered and willing to do things on their own	Issue is identified in the community
More focus on public safety and a better understanding of public works and access to city officials.	More focus on public safety and a better understanding of public works and access to city officials.	More focus on public safety and a better understanding of public works and access to city officials.	Tenants are more empowered and willing to do things on their own
Provide education, outreach, and access to resources to Asian/Pacific Islanders residents in our community and the Twin Cities metro area on behalf of COVID public health guidance, mitigation/food insecurity, testing, and vaccination with both governmental and foundation support	Provide education, outreach, and access to resources to East African people in our community and the Twin Cities metro area on behalf of COVID public health guidance, mitigation/food insecurity, testing, and vaccination with both governmental and foundation support	Provide education, outreach, and access to resources to East African people in our community and the Twin Cities metro area on behalf of COVID public health guidance, mitigation/food insecurity, testing, and vaccination with both governmental and foundation support	More focus on public safety and a better understanding of public works and access to city officials.
Bring youth and elders together for a common purpose and bridging the generational gap to give everybody a better understanding	Bring youth and elders together for a common purpose and bridging the generational gap to give everybody a better understanding	Bring youth and elders together for a common purpose and bridging the generational gap to give everybody a better understanding of experiences	Provide education, outreach, and access to resources to East African people in our community and the Twin Cities metro area on behalf of COVID public health guidance, mitigation/food insecurity, testing, and vaccination with both governmental and foundation support

EXHIBIT C

Demographic group	Asian/Pacific Islander	East African	Hispanic/LatinX
	<p>of experiences and strife's coming up in the community.</p> <p>Being a source where community members can come to us for help regarding neighborhood resources and advocacy on issues plaguing the community.</p> <p>Being a staple in this community and working with everyone to make this a place that everybody is proud to be a part of.</p>	<p>and strife's coming up in the community.</p> <p>Being a source where community members can come to us for help regarding neighborhood resources and advocacy on issues plaguing the community.</p> <p>Being a staple in this community and working with everyone to make this a place that everybody is proud to be a part of.</p>	<p>Bring youth and elders together for a common purpose and bridging the generational gap to give everybody a better understanding of experiences and strife's coming up in the community.</p> <p>Being a source where community members can come to us for help regarding neighborhood resources and advocacy on issues plaguing the community.</p> <p>Being a staple in this community and working with everyone to make this a place that everybody is proud to be a part of.</p>

EXHIBIT C

Demographic group	Asian/Pacific Islander	East African	Hispanic/LatinX
Next steps	When this is all said and done, we hope to identify and help Asian American cultures throughout Cedar Riverside to feel welcome and at home. With resources like a community garden to help with mental wellbeing and physical rehabilitation for elders to more programs and events that focus around the east Asian culture, we hope that this will help the East Asian community feel more included and represented in a community that doesn't have a lot of representation in the first place.	Being that the East African Community is the majority of the population in Cedar Riverside yet still feels like they are underrepresented is saying a lot. We hope to give help and resources to the homeless and addicted youth so that they may see that there is more out there for them. Giving them opportunities and chances in the work force to become better people for themselves and their community. Also, we hope to bridge that cultural and generation gap between youth and elders so that we all may better understand the strife we are going through in the same community and we can work towards a solution to better understanding.	One of the most underrepresented groups in Cedar Riverside is also the least prevalent. However, they are still present. We hope to bring members of this community to the forefront to help better represent the small community living here already but perhaps to also help bring others so that Cedar Riverside will be the ultra-diverse melting pot that it once was.

Cedar Riverside Community Council (CRCC) is to support residents and stakeholders of the West Bank neighborhood by providing culturally appropriate tools and resources in order to promote civic engagement, leadership development, and equitable access to economic and educational opportunities for all its constituents. When this is all said and done, we wish to have community conversations around issues identified by the public and to have discussions to further improvements as well as come up solutions and possible program implementations that will fit and be aware of all cultures that reside in the Cedar Riverside Neighborhood. Cedar-Riverside Neighborhood student, resident, and business members are the heart of our community. Our members are a valuable resource for our fast-growing, fast-paced neighborhood. We hope that we will be a source for this community in the upcoming years for help with whatever the neighborhood calls for. Whether that be rent help, opioid education and resources, volunteering and help with programs as well as bridging the gap across cultures and generations. The CRCC exists to serve the Cedar-Riverside Neighborhood specifically – our mission is to serve the residents, businesses, workers, and youth who live and experience our neighborhood every single day