

Engagement Plan

Neighborhood Organization

Downtown Minneapolis Neighborhood Association representing the Downtown East and Downtown West neighborhoods

Time frame

January – December 2023 and 2024:

Work summary

The Downtown Minneapolis Neighborhood Association will continue to strive to develop and implement outreach and public participation strategies that help increase the demographic diversity and sustained engagement of our volunteer base. We will endeavor to establish new partnerships with organizations doing complementary work with our hard-to-reach populations such as renters, the BIPOC community, people living below the poverty line or transitioning out of homelessness, millennials, people living with disabilities, and families. Our overall goal is to improve the livability of the downtown community for everyone who lives, works or owns property here.

Plan detail

Demographic group	<i>Renters</i>	<i>BIPOC Community</i>	<i>People living below the poverty line or transitioning out of Homelessness.</i>
Numbers or percentage	<i>Downtown East = 63.4%</i> <i>Downtown West = 64.3%</i>	<i>Downtown East = 36.6%</i> <i>Downtown West = 35.2%</i>	<i>Downtown East = 20%</i> <i>Downtown West = 17.8%</i>
Initiative, activity, project or program	<i>Renters Outreach</i>	<i>BIPOC Outreach</i>	<i>Homeless Outreach</i>

Barriers to engagement

<p><i>Accessing secure apartment building</i></p>	<p><i>No knowledge of the neighborhood association or our activities</i></p>	<p><i>Transient population</i></p>
<p><i>Transient population</i></p>	<p><i>Organization doesn't seem relevant or accessible</i></p>	<p><i>Participating in neighborhood association activities is low priority</i></p>
<p><i>No knowledge of the neighborhood association or our activities</i></p>	<p><i>No specific invite to participate in meetings or events</i></p>	<p><i>No knowledge of the neighborhood association or our activities</i></p>
<p><i>Organization doesn't seem relevant or accessible to renters</i></p>	<p><i>Feeling unwelcome at meetings</i></p>	<p><i>Organization doesn't seem relevant</i></p>
<p><i>No specific invite to participate in meetings or events</i></p>		<p><i>Feeling unwelcome at meetings</i></p>
<p><i>Feeling unwelcome at meetings</i></p>		<p><i>Busy working (sometimes multiple jobs)</i></p>
<p><i>Busy with work and social life</i></p>		
<p><i>Busy with family commitments</i></p>		
<p><i>No ability to get to in-person meetings</i></p>		

Outreach and engagement strategies

Continue outreach to property managers via emails and our weekly e-newsletter.

Invite participation on committees via website, social media and e-newsletter

Approve Renters Advisory Group Committee Charter

Recruit members to our newly established Renters Advisory Group

Convene first meeting of the Renters Advisory Group

Develop a renters' survey and distribute through property managers. The survey would ask renters what their specific issues and concerns. "What can the DMNA do for you.

Explore the possibility of hosting special forums or meetings that address issues of concern to renters.

Build upon new connection with the YWCA Racial Justice and Public Policy Team

Host a town hall event in partnership with the YWCA and the North Loop neighborhood around DEI

Continue the Native Lands work started in the fall of 2022 with the Guthrie Theater, the Falls Initiative, and members of the local Native American community to develop a land acknowledgement project, which would include banners noting residents and visitors to the downtown community are on native land.

Build upon new connection with the Red Lake Nation College.

Host an event that celebrates the Native American community and its rich history in the downtown community

Establish relationship with the new staff person coordinating the [Chameleon Consortium](#).

Continue partnerships with St. Stephen's Human Services, Mad Dads, YouthLink and the Minneapolis DID to provide street outreach and social worker support.

Continue to invite organizations that provide services to the homeless to provide updates at DMNA Board meetings

Plan and implement a fundraiser or two that supports youth and families experiencing homelessness

Host a National Night Out event that celebrates the diversity of the downtown community

Seek to host a Chameleon Consortium pop-up event(s) in the Downtown East neighborhoods.

Host a National Night Out event that celebrates the diversity of the downtown community

Demographic group	Renters	BIPOC Community	People living below the poverty line or transitioning out of Homelessness.
Resources needed	<p><i>Funding for DMNA staff</i></p> <p><i>Possibly funding for the Peoples Canvas</i></p> <p><i>Funding for communication tools, including website, printing and postage of flyers and mailers</i></p> <p><i>Funding to support events</i></p> <p><i>Updated / current contact information for rental property owners/managers</i></p>	<p><i>Funding for DMNA staff</i></p> <p><i>Funding to support work with the YWCA</i></p> <p><i>Funding for communication tools, including website, printing and postage of flyers and mailers</i></p> <p><i>Funding to support events</i></p> <p><i>Information on BIPOC businesses in the community</i></p>	<p><i>Funding for DMNA staff</i></p> <p><i>Funding for Street Outreach</i></p> <p><i>Funding for communication tools, including website, printing and postage of flyers and mailers</i></p> <p><i>Contact information for outreach staff at the organizations that provide service to the homeless</i></p>
Partners in the work	<p><i>City of Minneapolis, RS Eden, Sherman Associates, FS Residential, property owners / managers,</i></p>	<p><i>YWCA Racial Justice and Public Policy Team, Red Lake Nation College, Native Advisory Council, Guthrie Theater, Chameleon Consortium, East Town Business Partnership, Minneapolis Downtown Council, Churches, possibly collaborate with the other downtown neighborhood organizations</i></p>	<p><i>Current Street Outreach Partners: St. Stephen’s Human Services, People Serving People, Mad Dads, YouthLink, and the Minneapolis DID</i></p> <p><i>Additional social service-related partners: Catholic Charities, Mile in My Shoes, Churches, Be That Neighbor</i></p> <p><i>It would also be good to collaborate with the other downtown neighborhood organizations on addressing the issue of homelessness</i></p>

Demographic group	<i>Renters</i>	<i>BIPOC Community</i>	<i>People living below the poverty line or transitioning out of Homelessness.</i>
Person(s) responsible	<p><i>DMNA Executive Director</i></p> <p><i>DMNA Board of Directors</i></p> <p><i>Board liaison to the Renters</i></p> <p><i>DMNA Renters Advisory Group members</i></p> <p><i>DMNA Civic Engagement Committee</i></p> <p><i>DMNA Public Safety Committee</i></p>	<p><i>DMNA Executive Director</i></p> <p><i>DMNA Board of Directors</i></p> <p><i>DMNA Civic Engagement Committee</i></p>	<p><i>DMNA Executive Director</i></p> <p><i>DMNA Board of Directors</i></p> <p><i>DMNA Civic Engagement Committee</i></p> <p><i>DMNA Public Safety Committee</i></p> <p><i>Volunteers</i></p>

Timeline

1st Quarter	1st Quarter	1st Quarter
<p><i>Continue outreach to property managers via emails and our weekly e-newsletter.</i></p> <p><i>Invite participation on DMNA committees via website, social media, e-newsletter, and possibly mailer to downtown zip codes</i></p> <p><i>Approve Renters Advisory Group Committee Charter</i></p> <p><i>Recruit members to our newly established Renters Advisory Group, possibly through a target mailer to rental buildings</i></p>	<p><i>Build upon new connection with the YWCA Racial Justice and Public Policy Team</i></p> <p><i>Build upon new connection with the Red Lake Nation College.</i></p> <p><i>Continue work started in the fall of 2022 with the Guthrie Theater, the Falls Initiative, and members of the local Native American community to develop a land acknowledgement project, which would include banners noting residents and visitors to the downtown community are on native land.</i></p>	<p><i>Meet with the MDC-DID to plan for street outreach work in 2023</i></p>
2nd Quarter	2nd Quarter	2nd Quarter
<p><i>Convene first meeting of the Renters Advisory Group</i></p> <p><i>Develop a renters’ survey and distribute through property managers. The survey would ask renters what their specific issues and concerns. “What can the DMNA do for you.”</i></p>	<p><i>Establish relationship with the new staff person coordinating the Chameleon Consortium.</i></p> <p><i>The Chameleon Consortium is a private-public group dedicated to the experiential and economic vitality of downtown Minneapolis. Their purpose is to create vibrant downtown experiences by transforming empty retail spaces</i></p>	<p>3rd Quarter</p> <p><i>Host National Night Out event that celebrates the diversity of the downtown community</i></p> <p><i>DMNA Civic Engagement Committee, HOA Advisory Group, and Renters Advisory Group will host a “back to school” fundraiser to provide support for children living at People Serving People</i></p>
4th Quarter	4th Quarter	4th Quarter
		<p><i>DMNA Civic Engagement Committee, HOA Advisory Group, and Renters Advisory Group will organize a holiday “toys for tots” or some variation to provide support for children living at People Serving People</i></p>

Demographic group	Renters	BIPOC Community	People living below the poverty line or transitioning out of Homelessness.
	<p style="text-align: center;">3rd Quarter</p> <p><i>Host National Night Out event that celebrates the diversity of the downtown community</i></p> <p><i>Explore the possibility of hosting special forums or meetings for renters that address their issues of concern.</i></p>	<p><i>into equity opportunities for BIPOC- and women-owned businesses. They have hosted successful shops in the Downtown West neighborhood that we would like to expand to vacant spaces in Downtown East.</i></p> <p>https://www.chameleonconsortium.com/</p> <p style="text-align: center;">3rd Quarter</p> <p><i>Host joint town hall event on racial equity, inclusion and belonging in partnership with the YWCA and the North Loop Neighborhood</i></p> <p><i>Host National Night Out event that celebrates the diversity of the downtown community</i></p> <p style="text-align: center;">4th Quarter</p> <p><i>Host a Chameleon Consortium pop-up event(s) in the Downtown East neighborhoods.</i></p>	

Demographic group	<i>Renters</i>	<i>BIPOC Community</i>	<i>People living below the poverty line or transitioning out of Homelessness.</i>
Quantitative goals	<p><i>Establish a Renters Advisory Group</i></p> <p><i>Establish Public Safety Committee</i></p> <p><i>Reignite the DMNA Civic Engagement Committee</i></p> <p><i>Host a successful National Night Out event that is well attended by the community – At least 500 people</i></p> <p><i>Host a successful annual meeting that is well attended by the community – At least 75 people</i></p> <p><i>Increase the number of renters on the DMNA Board</i></p>	<p><i>Host a successful event that celebrates the Native American community</i></p> <p><i>Host a successful DEI Town Hall with the YWCA and the North Loop neighborhood association that is well attended by the community</i></p> <p><i>Host a successful National Night Out event that is well attended by the community - At least 500 people</i></p> <p><i>Host a successful annual meeting that is well attended by the community - At least 75 people</i></p> <p><i>Increase the number of BIPOC representatives on the DMNA Board</i></p>	<p><i>Organize at least one fundraiser event that supports youth and families experiencing homelessness</i></p> <p><i>Host a successful National Night Out event that is well attended by the community – At least 500 people (including families from People Serving People)</i></p>

EXHIBIT C

Demographic group	<i>Renters</i>	<i>BIPOC Community</i>	<i>People living below the poverty line or transitioning out of Homelessness.</i>
Qualitative goals	<p><i>More knowledge about what renters care about in the neighborhoods</i></p> <p><i>Identify issues that need attention</i></p> <p><i>More knowledge about the DMNA within the community</i></p>	<p><i>More knowledge about what people of color care about in the neighborhoods</i></p> <p><i>Identify issues that need attention</i></p> <p><i>More knowledge about the DMNA within the community</i></p>	<p><i>Increase the number of downtown residents who volunteer with organizations that provide services to the homeless and those transitioning out of homelessness.</i></p> <p><i>More knowledge about the organizations that provide services to the homeless, people transitioning out of homelessness, and people living below the poverty line.</i></p> <p><i>More knowledge about the needs of people living below the poverty line or transitioning out of homelessness</i></p> <p><i>Those downtown residents with the ability to provide help know the best ways to go about doing so.</i></p>

Demographic group	<i>Renters</i>	<i>BIPOC Community</i>	<i>People living below the poverty line or transitioning out of Homelessness.</i>
Outcome of engagement	<p><i>More representation of renters on neighborhood board and committees</i></p> <p><i>More diversity of opinions and ideas within the DMNA organization as a whole.</i></p> <p><i>More renters receive neighborhood organization updates, newsletters and other information</i></p> <p><i>Renters have the knowledge and ability to become involved in the organization and in decision-making</i></p> <p><i>Renters feel a better sense of community living downtown</i></p>	<p><i>More representation of people of color on neighborhood board and committees</i></p> <p><i>More diversity of opinions and ideas within the DMNA organization as a whole.</i></p> <p><i>More people of color receive neighborhood organization updates, newsletters and other information</i></p> <p><i>People of color have the knowledge and ability to become involved in the organization and in decision-making</i></p> <p><i>People of color feel a better sense of community living downtown</i></p>	<p><i>People living below the property line or transitioning out of homelessness feel a sense of belonging in living the downtown community. They have more information about where they can find help.</i></p> <p><i>There is a better sense of interconnectedness between all downtown residents regardless of income levels.</i></p>

EXHIBIT C

Demographic group	<i>Renters</i>	<i>BIPOC Community</i>	<i>People living below the poverty line or transitioning out of Homelessness.</i>
Next steps	<p><i>Monitor and evaluate the outreach and engagement strategies. Determine what works and what can be done differently.</i></p> <p><i>Take a look at the updated 2020 Census Data and see if it provides any new insights.</i></p>	<p><i>Monitor and evaluate the outreach and engagement strategies. Determine what works and what can be done differently.</i></p> <p><i>Take a look at the updated 2020 Census Data and see if it provides any new insights.</i></p>	<p><i>Monitor and evaluate the outreach and engagement strategies. Determine what works and what can be done differently.</i></p> <p><i>Take a look at the updated 2020 Census Data and see if it provides any new insights.</i></p>

2025 Amendment

Downtown East, West

TIMELINE

Host at least three Service Saturdays: May, July, and September

Host a Personal Safety Workshop in June

Host another robust National Night Out celebration in August

Host a well attended Annual Meeting in October

Host a Public Safety Forum in the 2nd or 4th quarter of the year

Host a City Council Candidates Forum in collaboration with the Minneapolis League of Women Voters, North Loop Neighborhood Association and the Citizens for a Loring Park Community in the 3rd quarter of the year

Host a renters specific event in the 2nd or 3rd quarter of the year

GOALS

1. Increase Diverse Resident Participation: Engage 50 residents from historically underrepresented communities (BIPOC, renters, and low-income households) through community events and focus groups by December 2025. Possibly establish a rental building ambassador program or renter advisory group.
2. Expand Digital Communication: Grow the association's email newsletter subscription list by 25% (from 1,300 to 1,625 subscribers) by September 2025 through targeted outreach efforts, such as in-person events, social media campaigns, and website promotions.
3. Host Culturally Relevant Workshops: Organize and facilitate 2 culturally relevant events that focus on housing, public safety, and economic opportunities, with at least 50 participants per event by December 2025.
4. Partner with Local Businesses: Establish formal partnerships with at least 2 local minority-owned businesses to sponsor community events and engagement activities by December 2025.
5. Increase Social Media Engagement: Boost social media engagement by 25% (measured in likes, shares, and comments) across platforms like Facebook and Instagram by December 2025, through interactive content, polls, and live event streaming.
6. Foster Volunteerism: Recruit and engage 10 new volunteers, with at least 50% coming from underrepresented groups, to participate in neighborhood cleanups and events by October 2025.
7. Increase Stakeholder Meetings: Host at least one stakeholder meeting with local nonprofits, community organizations, and advocacy groups by June 2025 to coordinate efforts around equitable community development initiatives. Possibly host a volunteer recruitment / networking for local nonprofits. Speed-dating for nonprofits.