

Engagement Plan

Neighborhood
East Phillips

Time frame
2023-2024

Plan detail

Demographic group	Black, indigenous and people of color (BIPOC) neighbors	Neighbors whose primary language is not English	Neighbors who face barriers to housing (disabled neighbors, LGBTQIA neighbors, those who have historically been impacted by red lining etc.)
Numbers or percentage	Black or African American neighbors (1,227 neighbors or 26.4% of the neighborhood), Indigenous neighbors (456 neighbors or 9.8% of the neighborhood), Somali neighbors (no specific information for this demographic) and Latinx neighbors (1,780 neighbors or 38.2% of the neighborhood)	2,496 neighbors speak a language other than English, 1,157 neighbors speak English less than very well	Hard to quantify exact number. Renter-occupied units: 873 or 60%

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Initiative, activity, project or program	Outreach	Multilingual outreach workers	Outreach
	Micro Partnership Program	Interpretation at meetings and events	Micro Partnership Program
	Block Party Reimbursement Program (as allowed, or using non-City funds)	Micro Partnership Program	Block Party Reimbursement Program (as allowed, or using non-City funds)
	New Neighbor Welcome Program	Block Party Reimbursement Program (as allowed, or using non-City funds)	New Neighbor Welcome Program
	Community Meeting and Event Program	New Neighbor Welcome Program	Community Meeting and Event Program
	Community Gathering Infrastructure Program	Community Meeting and Event Program	Community Gathering Infrastructure Program
	Developing our org-to take out educational/cultural biases/barriers out of organization	Community Gathering Infrastructure Program	Community Org/religious institution mapping
	Community Org/religious institution mapping	Developing our org-to take out educational/cultural biases/barriers out of organization	EPIC Garden Program
		Community Org/religious institution mapping	

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Barriers to engagement	<p>Lack of trust, for example in the past neighbors have approached EPIC seeking funding, but our rules and/or process turned people away;</p> <p>Long and sometimes boring meetings;</p> <p>Lack of childcare at meetings;</p> <p>Lack of opportunities to engage in topics or decision making outside of attending community meetings;</p> <p>Organizational norms that have white supremacist tendencies;</p>	<p>Lack of translation services for outreach as well as at meetings and events;</p> <p>Long and sometimes boring meetings;</p> <p>Lack of childcare at meetings;</p> <p>Lack of opportunities to engage in topics or decision making outside of attending community meetings;</p>	<p>Lack of representation from tenants at community meetings leads to lack of action on the part of EPIC on issues important to tenants, which in turns leads to lack of trust or willingness to engage;</p> <p>Long and sometimes boring meetings;</p> <p>Lack of childcare at meetings;</p> <p>Lack of opportunities to engage in topics or decision making outside of attending community meetings;</p>
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Outreach and-engagement strategies	<p>Targeted outreach efforts based on information gathered by Knock Knock LLC; as well as reaching those who did not respond to outreach consultants;</p> <p>Community org, religious institution mapping, looking at organizations doing work in the community, networking with them, connecting neighbors to their resources, connecting orgs to EPIC to in turn connect their members to EPIC;</p> <p>Establishing outdoor community gathering spaces to gather or meet with people on ‘common ground’ (Community Gathering Infrastructure Program);</p> <p>Micro Partnership program;</p> <p>New Neighbor Welcome Program</p> <p>Community Meeting and Event Program: childcare for events and meetings; artists; healers; body work (as allowed, or using non-City funds)</p> <p>Development work - working to take white supremacist tendencies out of our org - workshops/trainings or work with a consultant;</p> <p>Block Party Reimbursement Program (as allowed, or using non-City funds)</p>	<p>Targeted outreach efforts based on information gathered by Knock Knock LLC; as well as reaching those who did not respond to outreach consultants; hiring multilingual people to help engage in this work;</p> <p>Community org, religious institution mapping, looking at organizations doing work in the community, networking with them, connecting neighbors to their resources, connecting orgs to EPIC to in turn connect their members to EPIC;</p> <p>Establishing outdoor community gathering spaces to gather or meet with people on ‘common ground’ (Community Gathering Infrastructure Program);</p> <p>Micro Partnership program;</p> <p>New Neighbor Welcome Program</p> <p>Community Meeting and Event Program: childcare for events and meetings; artists; healers; body work; interpreters (as allowed, or using non-City funds)</p> <p>Development work - working to take white supremacist tendencies out of our org - workshops/trainings or work with a consultant;</p>	<p>Targeted outreach efforts based on information gathered by Knock Knock LLC; as well as reaching those who did not respond to outreach consultants;</p> <p>Community org, religious institution mapping, looking at organizations doing work in the community, networking with them, connecting neighbors to their resources, connecting orgs to EPIC to in turn connect their members to EPIC;</p> <p>Establishing outdoor community gathering spaces to gather or meet with people on ‘common ground’ (Community Gathering Infrastructure Program);</p> <p>Micro Partnership program;</p> <p>New Neighbor Welcome Program</p> <p>Community Meeting and Event Program: childcare for events and meetings; artists; healers; body work (as allowed, or using non-City funds)</p> <p>Block Party Reimbursement Program (as allowed, or using non-City funds)</p> <p>EPIC community garden - providing land to cultivate to neighbors who do not have access to space to grow food;</p>
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		Block Party Reimbursement Program (as allowed, or using non-City funds) Interpreters for events and community meetings;	
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Resources needed	<p>Infrastructure for community gathering spaces (Community Gathering Infrastructure Program);</p> <p>Money for Micro Partnership Program and Block Party Reimbursements (as allowed, or using non-City funds)</p> <p>Gift cards and the purchase (using non-City funds) of an item from a local business for the New Neighbor Welcome Program</p> <p>Development - workshops/trainings or work with consultant on taking white supremacist tendencies out of org;</p> <p>Communications: Zoom subscription; more community bulletins to share community resources, updates and meeting/event announcements; the Alley; KALY Radio; flyers; banners; Google Voice; Mighty Networks</p> <p>Community Meeting and Event Program: childcare; money to compensate artists for incorporating art into community meetings/events; money to compensate healers and people doing body work (i.e. chair massage at meetings/events - as allowed, or using non-City funds);</p> <p>Outreach materials (including door knocking logs, flyers with neighborhood</p>	<p>Infrastructure for community gathering spaces (Community Gathering Infrastructure Program);</p> <p>Money for Micro Partnership Program and Block Party Reimbursements (as allowed, or using non-City funds)</p> <p>Gift cards and the purchase (using non-City funds) of an item from a local business for the New Neighbor Welcome Program</p> <p>Development - workshops/trainings or work with consultant on taking white supremacist tendencies out of org;</p> <p>Communications: Zoom subscription; more community bulletins to share community resources, updates and meeting/event announcements; the Alley; KALY Radio; flyers; banners; Google Voice; Mighty Networks</p> <p>Community Meeting and Event Program: childcare; money to compensate artists for incorporating art into community meetings/events; money to compensate healers and people doing body work (i.e. chair massage at meetings/events - as allowed, or using non-City funds);</p> <p>Outreach materials (including door knocking logs, flyers with neighborhood</p>	<p>Infrastructure for community gathering spaces (Community Gathering Infrastructure Program);</p> <p>Money for Micro Partnership Program and Block Party Reimbursements(as allowed, or using non-City funds)</p> <p>Gift cards and the purchase (using non-City funds) of an item from a local business for the New Neighbor Welcome Program</p> <p>Communications: Zoom subscription; more community bulletins to share community resources, updates and meeting/event announcements; the Alley; KALY Radio; flyers; banners; Google Voice; Mighty Networks</p> <p>Community Meeting and Event Program: childcare; money to compensate artists for incorporating art into community meetings/events; money to compensate healers and people doing body work (i.e. chair massage at meetings/events - as allowed, or using non-City funds);</p> <p>Outreach materials (including door knocking logs, flyers with neighborhood resources and EPIC contact information; subscription to OpenTable);</p> <p>Staff time to: find a way for community members to contribute to community</p>
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<p>resources and EPIC contact information; subscription to OpenTable);</p> <p>Staff time to: find a way for community members to contribute to community decisions without having to attend community meeting; develop Micro Partnership Program; secure childcare partnership; finding artists and body workers; networking with community based orgs, religious institutions etc.; targeted outreach (phone calls, door knocking); outreach to those who didn't respond to outreach consultants (doorknocking);</p>	<p>resources and EPIC contact information; subscription to OpenTable);</p> <p>Staff time to: find a way for community members to contribute to community decisions without having to attend community meeting; develop Micro Partnership Program; secure childcare partnership; finding artists and body workers; networking with community based orgs, religious institutions etc.; targeted outreach (phone calls, door knocking); outreach to those who didn't respond to outreach consultants (doorknocking);</p> <p>Interpretation services for events and meetings;</p> <p>Outreach workers who are multilingual;</p>	<p>decisions without having to attend community meeting; develop Micro Partnership Program; secure childcare partnership; finding artists and body workers; networking with community based orgs, religious institutions etc.; targeted outreach (phone calls, door knocking); outreach to those who didn't respond to outreach consultants (doorknocking);</p> <p>EPIC Community garden: upkeep (fencing, replacement hoses, care for fruit trees); possibly part time garden coordinator; compensate people to conduct workshops on topics related to the garden (i.e. composting, Indigenous food sovereignty etc.);</p> <p>Securing access to larger apartment buildings (focusing first on the 4 properties with 20 units or more) and the townhomes along 24th Street (outreach)</p>
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Partners in the work	<p>Harrison Neighborhood Association - they have done a microgrant program similar to what EPIC is interested in implementing;</p> <p>Mercy Center Masjid al-rahmah; Isuroon; the Somali Museum of Minnesota; Somali Success; South East Homes Somali Recovery;</p> <p>Little Earth of United Tribes;</p> <p>East Phillips Park Cultural and Community Center;</p> <p>Lake Street Council;</p> <p>Four Sisters, Dream of Wild Health, NACDI other organizations doing Indigenous food sovereignty;</p> <p>Phillips Garden;</p> <p>Comunidades Latinas Unidas En Servicio; Latino Economic Development Center;</p>	<p>Harrison Neighborhood Association - they have done a microgrant program similar to what EPIC is interested in implementing;</p> <p>Mercy Center Masjid al-rahmah; Isuroon; the Somali Museum of Minnesota; Somali Success; South East Homes Somali Recovery;</p> <p>Little Earth of United Tribes;</p> <p>East Phillips Park Cultural and Community Center;</p> <p>Lake Street Council;</p> <p>Four Sisters, Dream of Wild Health, NACDI other organizations doing Indigenous food sovereignty;</p> <p>Phillips Garden;</p> <p>Comunidades Latinas Unidas En Servicio; Latino Economic Development Center;</p>	<p>Harrison Neighborhood Association - they have done a microgrant program similar to what EPIC is interested in implementing;</p> <p>Mercy Center Masjid al-rahmah; Isuroon; the Somali Museum of Minnesota; Somali Success; South East Homes Somali Recovery;</p> <p>Little Earth of United Tribes;</p> <p>East Phillips Park Cultural and Community Center;</p> <p>Four Sisters, Dream of Wild Health, NACDI other organizations doing Indigenous food sovereignty;</p> <p>Phillips Garden;</p> <p>Comunidades Latinas Unidas En Servicio; Latino Economic Development Center;</p> <p>PRG; City of Lakes Community Land Trust; Inquilinxs Unidxs Por Justicia; Center for Energy and Environment; Match House and other housing co-ops;</p>
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Person(s) responsible	Executive Coordinator	Executive Coordinator	Executive Coordinator
	Legal/Finance Department	2 Multilingual Outreach Workers	EPIC Garden Coordinator
	Community and Board Engagement Department	Interpreters	Legal/Finance Department
	Vision Department	Legal/Finance Department	Community and Board Engagement Department
		Community and Board Engagement Department	Vision Department
		Vision Department	

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Timeline

Jan-April: targeted **outreach** efforts using information gathered from Knock Knock LLC; begin planning and outreach/notification of first of three larger community meetings (childcare, healer, interpreters, artist etc.); find a way for community members to contribute to community decisions without having to attend community meeting; develop **Micro Partnership Program**; purchase gift cards and item for **New Neighbor Welcome Program**

June-July: **Community org, religious institution mapping**; begin planning for second of three larger community meetings; begin planning for larger community gathering/event; build **community gathering space infrastructure**; **outreach** - reaching those who did not respond to outreach consultants, include notification of **Micro Partnership Program** and **Block Party Reimbursement Program**;

August-September: begin planning for third of three larger community meetings (secure healer, artist etc.); continue outreach efforts

October-Dec: development - work on taking White Supremacist tendencies out of org;

Jan-April: targeted **outreach** efforts using information gathered from Knock Knock LLC; utilize multilingual **door knocking with Banyan**; begin planning and outreach/notification of first of three larger community meetings (childcare, healer, interpreters, artist etc.); find a way for community members to contribute to community decisions without having to attend community meeting; develop **Micro Partnership Program**; purchase gift cards and item for **New Neighbor Welcome Program**

June-July: **Community org, religious institution mapping**; begin planning for second of three larger community meetings; begin planning for larger community gathering/event; build community gathering space infrastructure; outreach - reaching those who did not respond to outreach consultants include notification of **Micro Partnership Program** and **Block Party Reimbursement Program**;

August-September: begin planning for third of three larger community meetings; continue outreach efforts

October-Dec: development - work on taking White Supremacist tendencies out of org;

Jan-April: targeted outreach efforts using information gathered from Knock Knock LLC; strategic planning for EPIC garden; find a way for community members to contribute to community decisions without having to attend community meeting; develop Micro Partnership Program; send letters and emails to property managers/owners to the 4 properties with 20+ units; recruit part time EPIC garden coordinator; purchase gift cards and item for **New Neighbor Welcome Program**

June-July: **Community org, religious institution mapping**; begin planning for second of three larger community meetings; build community gathering space infrastructure; **outreach** - reaching those who did not respond to outreach consultants include notification of **Micro Partnership Program** and **Block Party Reimbursement Program**;

August-September: begin planning for third of three larger community meetings (secure healer, artist etc.); continue outreach efforts

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Quantitative goals	<p>People contributing to decision making processes in East Phillips is representative of our community demographics.</p> <p>10 neighbors are connected with a committee or action group that is either formally tied to EPIC or that EPIC helped to pull together. These groups are neighbor led and are based on common interests, such as community safety or housing.</p>	<p>People contributing to decision making processes in East Phillips is representative of our community demographics.</p> <p>10 neighbors are connected with a committee or action group that is either formally tied to EPIC or that EPIC helped to pull together. These groups are neighbor led and are based on common interests, such as community safety or housing.</p>	<p>People contributing to decision making processes in East Phillips is representative of our community demographics.</p> <p>10 neighbors are connected with a committee or action group that is either formally tied to EPIC or that EPIC helped to pull together. These groups are neighbor led and are based on common interests, such as community safety or housing.</p>
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Qualitative goals	Community members feel more supported by their neighborhood organization than they did before EPIC put this equitable engagement plan into action - information about this will be gathered via informal conversations with neighbors	Community members feel more supported by their neighborhood organization than they did before EPIC put this equitable engagement plan into action - information about this will be gathered via informal conversations with neighbors	Community members feel more supported by their neighborhood organization than they did before EPIC put this equitable engagement plan into action - information about this will be gathered via informal conversations with neighbors
	Community members’ needs are met or they have access to resources to meet their needs.	Community members’ needs are met or they have access to resources to meet their needs.	Community members’ needs are met or they have access to resources to meet their needs.
	There will be an increase in usage of our networks, including Facebook and Mighty Networks, as well as an increase in positive and healthy interactions on these platforms.	There will be an increase in usage of our networks, including Facebook and Mighty Networks, as well as an increase in positive and healthy interactions on these platforms.	There will be an increase in usage of our networks, including Facebook and Mighty Networks, as well as an increase in positive and healthy interactions on these platforms.
	There will be an increase in EPIC membership as well as an increase in first time participants with EPIC, including community meetings, EPIC sponsored events, committees, work groups etc.	There will be an increase in EPIC membership as well as an increase in first time participants with EPIC, including community meetings, EPIC sponsored events, committees, work groups etc.	There will be an increase in EPIC membership as well as an increase in first time participants with EPIC, including community meetings, EPIC sponsored events, committees, work groups etc.

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Outcome of engagement	<p>More Black, Indigenous and people of color contributing to community decisions; attending community meetings; engaged in committees or work groups;</p> <p>EPIC engaging in issues that BIPOC community members identify as important</p>	<p>More people whose primary language is not English contributing to community decisions; attending community meetings; engaged in committees or work groups;</p> <p>EPIC engaging in issues that people whose primary language is not English identify as important</p>	<p>More people who face barriers to housing contributing to community decisions; attending community meetings; engaged in committees or work groups;</p> <p>EPIC engaging in issues that people who face barriers to housing identify as important</p>
Next steps	<p>Targeted outreach efforts</p> <p>Community Org/religious institution mapping</p>	<p>Targeted outreach efforts - including keeping an ear out for anyone who might be interested in multilingual outreach positions</p> <p>Community Org/religious institution mapping - including ask for any recommendations for multilingual outreach positions</p>	<p>Targeted outreach efforts</p> <p>Community Org/religious institution mapping</p>

2025 Amendment

East Phillips

TIMELINE

February

Phillips History - 1st Story

Community Event: Winter Social at the American Swedish Institute

March

Phillips History - 2nd Story

Community Event: Renters Rights Training

April

Clean & Green - Trash Can Deployment

Earth Day Clean Up

Community Event: Urban Farm Tours (2x)

May

Community Event: Seedling Giveaway

Phillips History - Oral History Booth

June

Community Event: Phillips Bike-to-Farm Tour

Community Events: Greenway Gathering

Phillips History - Oral History Booth

Clean & Green - Trash Can Decoration

July

Community Event: Renters Rights Training

August

Community Event: Back to School Backpack Giveaway

Phillips History - Oral History Booth

September

Community Event: Phillips West Fall Fest

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Phillips History - Oral History Booth

October

Community Event: Clean Sweep (second Saturday in October): For over 20 years, our neighborhood organizations have already collaborated on Clean Sweep, Minneapolis's largest cleanup event. We will continue to collectively work to increase participation, reduce waste, and increase safety in our neighborhoods through our Clean Sweep initiative.

November

Community Event: Renters Rights Training

Phillips History - 3rd Story

December

Phillips History - 4th Story

GOALS

1. Community Events across the Phillips neighborhood

- Host three renters rights trainings
- Host three other meetings/events on topics of interest (e.g. land-use development)

2. Clean & Green

- Identify and activate 6 neighborhood businesses or organizations to host and sponsor neighborhood trash cans
- Work with a neighborhood arts organization to decorate 3+ newly installed neighborhood trash cans.

3. Connect and initiate resource sharing between Phillips urban farms.

- Three tours of urban farms and gardens (West, Midtown, East) with presentations on how the gardens operate to inform neighboring garden coordinators.

4. Partner Development

- Connect with ten organizations/businesses across the Phillips neighborhood about ways that they would like to support neighborhood development, be connected with neighbors, and collaborate with other organizations/businesses in the neighborhood.

5. Phillips History - Cross publish stories/histories in the Alley Newspaper and an audio podcast

- Publish 2 personal histories about community organizing in the Phillips Neighborhood.
- Publish 2 recent stories about community organizing in the Phillips Neighborhood.