

Engagement Plan

Logan Park

2023-2024

Plan detail

Demographic group	<i>Renters</i>	<i>Black, Indigenous, & People of Color (BIPOC)</i>	<i>Non-English speaking</i>	<i>People making less than the poverty level</i>
Numbers or percentage	55.6%	32.5%	21.8%	36.3%

Demographic group	<i>Renters</i>	<i>Black, Indigenous, & People of Color (BIPOC)</i>	<i>Non-English speaking</i>	<i>People making less than the poverty level</i>
Barriers to engagement	<p><i>Accessing apartment buildings to distribute the Logan Ledger</i></p> <p><i>Residents not living in location for an extended amount of time</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 connection or relationship with anyone in the neighborhood association</i></p> <p><i>Misunderstanding that meeting topics are not applicable to renters</i></p>	<p><i>While we currently have two BIPOC members on our board and co-chair of our EEP committee, we have been struggling in gathering data in a timely fashion on our BIPOC residents.</i></p> <p><i>We currently have our canvasser working at this time to obtain this data to ensure BIPOC members are aware and able to take advantage of our services.</i></p>	<p><i>Language barriers, need more family friendly events, meetings are not hybrid, not everything is translated</i></p>	<p><i>Resource constraints, meetings may not be easily accessible (time, location, format).</i></p>

<p>Outreach and engagement strategies</p>	<p><i>Continue building relationship with property managers</i></p> <p><i>Mail the Logan Ledger (rather than drop off) to ensure it reaches all mailboxes</i></p> <p><i>Host meet and greet events at Timber and Tie, Jackson Flats, and Holland High Rise apartment buildings with free food (as allowed, or using non-City funds)</i></p> <p><i>Door knocking (as needed) based on existing 2022 door knocking success</i></p> <p><i>Tabling at park events, events that identified from our canvassing, setting up tables at apartments and neighborhood gathering places, door knocking with a survey, Lights of Logan, mailing a monthly newsletter, sending regular e-newsletters, community meetings with topics of interest to our targeted demographic groups. hosting meetings in apartment buildings. Board training on effective equitable engagement strategies.</i></p>	<p><i>We are wanting to utilize our door knocking data to ensure we are creating activities and events that are inclusive to our residents in the neighborhood. Our data focus continues to be our target groups.</i></p> <p><i>Reconnect with Christ Family Kingdom Center, Antioch Community Church, and Compassionate Ocean Zen Center staff to discuss the possibility of using the Logan Park Pavilion for existing activities and events</i></p> <p><i>Learn about other existing local cultural events and attend for visibility and connecting with community members</i></p>	<p><i>Tabling at park events, setting up tables at apartments and neighborhood gathering places, door knocking with a survey, Lights of Logan, mailing a monthly newsletter, sending regular e-newsletters, community meetings with topics of interest to our targeted demographic groups. hosting meetings in apartment buildings. Board training on effective equitable engagement strategies, translate more documents and event communications.</i></p>	<p><i>Tabling at park events, setting up tables at apartments and neighborhood gathering places, door knocking with a survey, Lights of Logan, mailing a monthly newsletter, sending regular e-newsletters, community meetings with topics of interest to our targeted demographic groups. hosting meetings in apartment buildings. Board training on effective equitable engagement strategies.</i></p>
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		<p><i>Tabling at park events, setting up tables at apartments and neighborhood gathering places, door knocking with a survey, Lights of Logan, mailing a monthly newsletter, sending regular e-newsletters, community meetings with topics of interest to our targeted demographic groups.</i></p>		
Resources needed	<p><i>Wages for additional outreach staff, supplies for tabling including Logan park materials, funding for a mailed newsletter, event supplies, tools for hybrid meetings</i></p>	<p><i>Wages for additional outreach staff supplies for tabling including Logan park materials, funding for a mailed newsletter, event supplies, tools for hybrid meetings</i></p>	<p><i>Outreach staff, supplies for tabling including Logan park materials, funding for a mailed newsletter, event supplies, tools for hybrid meetings, translation funds.</i></p>	<p><i>Outreach staff, supplies for tabling including Logan park materials, funding for a mailed newsletter, event supplies, tools for hybrid meetings</i></p>

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Partners in the work	<p><i>Property manager at Timber and Tie building</i></p> <p><i>Property management company at Artspace Jackson Flats building, and Artspace Jackson Flats resident Gallery Committee</i></p> <p><i>Property manager at Holland Highrise and Minneapolis Highrise Representative Council</i></p> <p><i>Partners at Minneapolis Park Board</i></p>	<p><i>Christ Family Kingdom Center</i></p> <p><i>Antioch Community Church</i></p> <p><i>Compassionate Ocean Zen Center</i></p> <p><i>Rescue now</i></p> <p><i>Property manager at Holland Highrise and Minneapolis Highrise Representative Council</i></p> <p><i>Property manager at Timber and Tie building</i></p>	<p><i>Property manager at Holland Highrise and Minneapolis Highrise Representative Council</i></p> <p><i>Partners at Minneapolis Park Board</i></p>	<p><i>Christ Family Kingdom Center</i></p> <p><i>Antioch Community Church</i></p> <p><i>Compassionate Ocean Zen Center</i></p> <p><i>Rescue now</i></p> <p><i>Elim Church</i></p> <p><i>Property manager at Holland Highrise and Minneapolis Highrise Representative Council</i></p>
Person(s) responsible	<p><i>LPNA Staff + Outreach staff</i></p> <p><i>Volunteers and LPNA board members</i></p>	<p><i>LPNA Staff + Outreach staff</i></p> <p><i>Volunteers and LPNA board members</i></p>	<p><i>LPNA Staff + Outreach staff</i></p> <p><i>Volunteers and LPNA board members</i></p>	<p><i>LPNA Staff + Outreach staff</i></p> <p><i>Volunteers and LPNA board members</i></p>

Demographic group	<i>Renters</i>	<i>Black, Indigenous, & People of Color (BIPOC)</i>	<i>Non-English speaking</i>	<i>People making less than the poverty level</i>
Timeline	<p><i>Jan.-March: Reconnect with property managers and schedule dates for meet and greet events</i></p> <p><i>April-June: Host meet and greet events at apartment buildings , find tabling opportunities</i></p> <p><i>July-December: Execute at least one new event and/or program identified by renters in meet and greet events. Lights of Logan Event</i></p> <p><i>Monthly: newsletter</i></p>	<p><i>Jan-Mar: Analyze data collected from canvassing to curate potential events and activities.</i></p> <p><i>Apr.-May: Reconnect with churches and other cultural groups in Northeast Minneapolis</i></p> <p><i>June-September: Host performances at the Park Pavilion and events based on discussions and feedback</i></p>	<p><i>Jan.-March: Reconnect with property managers and schedule dates for meet and greet events</i></p> <p><i>April-June: Host meet and greet events at apartment buildings , find tabling opportunities</i></p> <p><i>July-December: Execute at least one new event and/or program identified by renters in meet and greet events. Lights of Logan Event</i></p> <p><i>Monthly: newsletter</i></p>	<p><i>Jan.-March: Reconnect with property managers and schedule dates for meet and greet events</i></p> <p><i>April-June: Host meet and greet events at apartment buildings , find tabling opportunities</i></p> <p><i>July-December: Execute at least one new event and/or program identified by renters in meet and greet events. Lights of Logan Event</i></p> <p><i>Monthly: newsletter</i></p>
Quantitative goals	<p><i>Have at least 5 renters attend each meet and greet event</i></p> <p><i>Host at least 3 events or performances that are centered around the data collected specifically from our target groups.</i></p>	<p><i>Host at least 3 events or performances that are centered around the data collected specifically from our target groups.</i></p>	<p><i>Engage at least 5 non English speakers</i></p> <p><i>Host at least 3 events or performances that are centered around the data collected specifically from our target groups.</i></p>	<p><i>Host at least 3 events or performances that are centered around the data collected specifically from our target groups.</i></p>

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Qualitative goals	<p><i>Increase awareness of LPNA with renters</i></p> <p><i>Identify issues that LPNA may be able to address</i></p>	<p><i>Increase awareness of LPNA with BIPOC</i></p> <p><i>Create a more welcoming local community environment for BIPOC</i></p>	<p><i>Find ways to partner with and better serve non English Speaking neighbors</i></p>	<p><i>Find ways to partner with and better serve people making less than the poverty level</i></p>
Outcome of engagement	<p><i>More representation of renters on the LPNA board and/or committee membership</i></p> <p><i>Increased attendance at general meetings</i></p> <p><i>Renters have the knowledge and ability to become involved in the organization and in decision-making</i></p> <p><i>New programming ideas that are inclusive to renters</i></p>	<p><i>More representation of BIPOC on the LPNA board and/or committee membership</i></p> <p><i>Increased attendance at general meetings</i></p> <p><i>Identify best practices to facilitate events in the Park Pavilion</i></p>	<p><i>More representation of Non-English speaking neighbors at our events or using our programs</i></p> <p><i>Increased attendance at general meetings</i></p> <p><i>New programming ideas that are inclusive to non-English speaking neighbors.</i></p>	<p><i>More representation of people making less than the poverty level at our events or using our programs</i></p> <p><i>Increased attendance at general meetings</i></p> <p><i>New programming ideas that are inclusive to people making less than the poverty level.</i></p>

Next steps	<i>Engage new volunteers to lead projects that address issues discussed at meet and greet events. Hire additional outreach staff.</i>	<i>Implement an annual schedule of multicultural events at the Logan Park Pavilion Hire additional outreach staff.</i>	<i>Hire additional outreach staff.</i>	<i>Hire additional outreach staff.</i>
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2025 Amendment

Logan Park

TIMELINE

Timeline included in above goals

GOALS

Logan Park Neighborhood Association 2025 Goals

Website Updates

Goal: Update the website to increase website traffic by 20% by December 31, 2025.

Metrics: Track website analytics to measure visitor numbers and engagement.

Goal: Review translation options for website by October 15, 2025.

Metrics: Monitor website usage statistics to assess the effectiveness of language options.

Goal: Create and publish a clear explanation of the board's roles and responsibilities on the website by November 1, 2025.

Metrics: Measure website traffic to the board information page.

Renter Engagement Events

Goal: Host at least two renter engagement events with resources and activities at different apartment buildings by December 31, 2025.

Metrics: Track attendance and feedback from event participants.

Community Events

Goal: Organize a bike rodeo in June 2025, Clothing Swaps in spring and fall 2025, and Lights of Logan in December 2025.

Metrics: Track attendance and participation rates for each event.

Underserved Population Engagement

Goal: Partner with local organizations to engage underserved community members, including the unhoused and people making less than the poverty level.

Metrics: Track attendance and feedback from event participants.

Youth Engagement Events

Goal: Collaborate with local organizations to host at a minimum of one joint community program by December 31, 2025.

Metrics: Measure event attendance and participation rates.