

Marshall Terrace Neighborhood Engagement Plan 2023-2024

Two-year plan

The Marshall Terrace Neighborhood Organization (MTNO) will use all resources available to engage with all residents and businesses to increase and enhance full participation in neighborhood activities and issues.

Demographic group	Tenants	Non-English-speaking Residents	Seniors Residents	Disabled Residents
Numbers or percentage	346	159	424	253
Initiative, activity, project or program	<i>Landlord/Tenant Engagement Program</i>	Community Engagement Committee	Community Engagement Committee	Community Engagement Committee
Barriers to engagement	<i>Difficulty accessing apartments</i> <i>Lack of communication with Landlords</i> <i>Tenants feeling unwelcome at meetings</i>	Language, communication challenges	Physical challenges Communication challenges	Physical challenges Communication challenges

<p>Outreach and engagement strategies</p>	<p><i>Connect with property managers/owners</i></p> <p><i>Door-knocking to every rental property</i></p> <p><i>Surveys</i></p> <p><i>Welcome packet to every rental property</i></p> <p><i>Letter writing</i></p> <p><i>Yard signs</i></p> <p><i>Newsletter to every rental property</i></p> <p><i>Website</i></p> <p><i>Facebook, Twitter, Instagram</i></p> <p><i>Email</i></p> <p><i>Create events & workshops</i></p> <p><i>Marshall Terrace Neighborhood Community Extravaganza</i></p>	<p>Translator & Interpreter</p> <p><i>Door-knocking to every door</i></p> <p><i>Surveys</i></p> <p><i>Welcome packet in multi languages</i></p> <p><i>Letter writing</i></p> <p><i>Yard signs</i></p> <p><i>Newsletter</i></p> <p><i>Website</i></p> <p><i>Facebook, Twitter, Instagram</i></p> <p><i>Email</i></p> <p><i>Create events & workshops</i></p> <p><i>Reach out to the Islamic & Buddhist Center</i></p> <p><i>Marshall Terrace Neighborhood Community Extravaganza</i></p>	<p><i>Door-knocking to every door</i></p> <p><i>Surveys</i></p> <p><i>Welcome packet to every household</i></p> <p><i>Letter writing</i></p> <p><i>Yard signs</i></p> <p><i>Newsletter to every household</i></p> <p><i>Website</i></p> <p><i>Facebook, Twitter, Instagram</i></p> <p><i>Email</i></p> <p><i>Create events & workshops</i></p> <p><i>Ensure adequate accessibility</i></p> <p><i>Offer Metro Mobility</i></p> <p><i>Marshall Terrace Neighborhood Community Extravaganza</i></p>	<p>Ensure adequate accessibility</p> <p>Coordinate with disability office of the City of Minneapolis to what resources are available</p> <p>Offer Metro Mobility</p> <p><i>Marshall Terrace Neighborhood Community Extravaganza</i></p>
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<p>Resources needed</p>	<p><i>Recruit Volunteers</i></p> <p><i>Social media information resource list</i></p> <p><i>Financial support</i></p> <p><i>IT support</i></p> <p><i>Printing resources</i></p> <p><i>Census information</i></p>	<p><i>Recruit Volunteers</i></p> <p><i>Translation resources</i></p> <p><i>Interpretation resources</i></p> <p><i>Financial support</i></p> <p><i>IT support</i></p> <p><i>Printing resources</i></p> <p><i>Census information</i></p>	<p>Recruit Volunteers</p> <p>Information about ADA compliance</p> <p><i>Financial support</i></p> <p><i>IT support</i></p> <p><i>Printing resources</i></p> <p><i>Census information</i></p>	<p>Recruit Volunteers</p> <p>Information about ADA compliance</p> <p><i>Financial support</i></p> <p><i>IT support</i></p> <p><i>Printing resources</i></p> <p><i>Census information</i></p>
<p>Partners in the work</p>	<p><i>City of Minneapolis Landlord/Tenants Division</i></p> <p><i>Hennepin County Housing</i></p> <p><i>Attorneys/Legal Aid</i></p>	<p>Eastside Neighborhood Services</p> <p>Minnesota Interpreter and Translator Cooperative</p> <p>City of Minneapolis</p> <p>Metro Mobility</p> <p>Local Organizations that serve these populations</p>	<p>Eastside Neighborhood Services</p> <p>Senior LinkAge Line</p> <p>City of Minneapolis</p> <p>Metro Mobility</p> <p>Local Organizations that serve these populations</p>	<p>Eastside Neighborhood Services</p> <p>Senior LinkAge Line</p> <p>City of Minneapolis</p> <p>Metro Mobility</p> <p>Local Organizations that serve these populations</p>
<p>Person(s) responsible</p>	<p><i>Board of Directors with committees, Community Coordinator & Media Manager</i></p>	<p><i>Board of Directors with committees, Community Coordinator & Media Manager</i></p>	<p><i>Board of Directors with committees, Community Coordinator & Media Manager</i></p>	<p><i>Board of Directors with committees, Community Coordinator & Media Manager</i></p>

Timeline	<i>Jan.-Feb.: Reinvigorate the Community Engagement Committee. March: Task force to meet and create a plan/goal and update social media of resources. Send letters to property managers and/or owners and recruit resident door-knocking volunteers. April: Follow-up phone calls from the phone numbers provided; set up date/time to door-knock buildings. May-July: Door-knock identified buildings and distribute welcome packet & resources. Aug. do any follow-ups of missed tenants. Sept.-Dec.: Collect and enter data. Revise the plan and goals.</i>	<i>Jan.-Feb.: Reinvigorate the Community Engagement Committee. March: Task force to meet and create a plan/goal and gather resources. Contract with an interpreter. Update social media with multi- language. April-July.: Implementation plan. Create a workshop Aug. do any follow-ups Sept.-Dec.: Collect and enter data. Revise the plan and goals.</i>	<i>Jan.-Feb.: Reinvigorate the Community Engagement Committee. March: Update residential mailing list and recruit a task force. Meet and create a survey & welcome packet. Research for any programs. April-May Recruit and train volunteers to distribute survey & welcome packet. Update social media with resources. June-Aug.: Door knock. Sept.-Dec.: Collect and enter data. Revise the plan and goals.</i>	<i>Jan.-Feb.: Reinvigorate the Community Engagement Committee. March: Update residential mailing list and recruit a task force. Meet and create a survey & welcome packet. Research for any programs. April-May Recruit and train volunteers to distribute survey & welcome packet. Update social media with resources. June-Aug.: Door knock. Sept.-Dec.: Collect and enter data. Revise the plan and goals</i>
Quantitative goals	<i>Connect with 40% of tenants and have 25% of surveys completed</i>	<i>Connect with at least 50% of identified non-English speaking and have 30% of surveys completed</i>	<i>Connect with at least 50% of Seniors and have 30% of surveys completed</i>	<i>Connect with at least 50% of Disabled and have 30% of surveys completed</i>
Qualitative goals	<i>Improve inclusivity of Landlord and Tenant properties. More participation at meetings.</i>	<i>Improve inclusivity of non-English speaking residents. More participation at meetings.</i>	<i>Improve inclusivity of senior residents. More participation at meetings.</i>	<i>Improve inclusivity of disabled residents. More participation at meetings.</i>

<p>Outcome of engagement</p>	<p><i>More Landlord/Tenants receive neighborhood organization updates, newsletters, and other information</i></p> <p><i>More representation of Landlord/Tenants on neighborhood board and/or committee membership</i></p> <p><i>Landlord/Tenants have the knowledge and ability to become involved in the organization and the city and in decision-making</i></p>	<p><i>More non-English speaking receives neighborhood organization updates, newsletters, and other information</i></p> <p><i>More representation of non-English speaking on neighborhood board and/or committee membership</i></p> <p><i>Non-English speaking have the knowledge and ability to become involved in the organization and the city and in decision-making</i></p>	<p><i>More Seniors receive neighborhood organization updates, newsletters, and other information</i></p> <p><i>More representation of Seniors on neighborhood board and/or committee membership</i></p> <p><i>Seniors have the knowledge and ability to become involved in the organization and the city and in decision-making</i></p>	<p><i>More Disabled receive neighborhood organization updates, newsletters, and other information</i></p> <p><i>More representation of Disabled on neighborhood board and/or committee membership</i></p> <p><i>Disabled have the knowledge and ability to become involved in the organization and the city and in decision-making</i></p>
<p>Next steps</p>	<p><i>Community conversations around issues identified to develop, plan & implement solutions</i></p>	<p><i>Community conversations around issues identified to develop, plan & implement solutions</i></p>	<p><i>Community conversations around issues identified to develop, plan & implement solutions</i></p>	<p><i>Community conversations around issues identified to develop, plan & implement solutions</i></p>

2025 Amendment

Marshall Terrace

TIMELINE

Q1 - Host Heritage Potluck, community outreach with emails gathered at 2024 events - surveys, volunteer opportunities, plan 2025 events as a Board

Q2 - Host Annual Meeting, Participate in Earth Day, Neighborhood door knocking Survey (300 min homes/businesses), Follow up with Metro Blooms for the Rain Garden project.

Q3 - Host NNO, Autumn Neighborhood Clean-up, Neighborhood door knocking Survey (300 min homes/businesses)

Q4 - Host Harvest Festival, plan 2026 events based on door knocking results, continue additional door knocking if needed.

GOALS

1. Door knocking survey throughout MT completed by November 2025.
2. Set-up our neighborhood w/translations of notices for residents.
3. Start mailing quarterly updates to MT residents and businesses.
4. Volunteer as a Board with other neighborhood, local businesses for events and non-profits throughout 2025.
5. Follow-up with the Park Board re: new swing set for the park and maintenance needed.
6. Overhaul our website.