

Engagement Plan Template

Neighborhood

Folwell

Time frame

2026-2028

Work summary

Community gardens, monthly community meetings, clean sweeps, community gatherings, resource fairs, mutual aid events, access to fresh food and water, opportunities to improve our physical surroundings

Scope of work, outcomes and goals

An increase to our monthly email newsletter, the board stabilization to continue and remain representative of our neighborhood, safer and cleaner streets and perception change about our neighborhood.

<i>Demographic group</i>	African American / 2 or more races	Youth	Renters
<i>Numbers or percentage</i>	40.8%	28.6%	28.5%
<i>Initiative, activity, project or program</i>	<ul style="list-style-type: none"> • Homeowner resources, especially for first-time home buyers • Business development • Continued cultivation of green space and fresh food for enjoyment and health • Continued leadership on the FNA Board 	Establish long-term investment in youth, whether through our own programming, or by supporting partners already doing youth work in Folwell	<ul style="list-style-type: none"> • Engage renters so they know where to get resources when they need them • Make renters feel valued and included in the neighborhood and within the neighborhood association • Ensure safe and comfortable surroundings so renters want to remain in Folwell

<i>Barriers to engagement</i>	Mistrust, lack of access to information, inconvenience	Limited funding to hire qualified youth workers and oversight to ensure proper behavior	Lack of time, interest and awareness of possibilities within the FNA
<i>Outreach and engagement strategies</i>	<ul style="list-style-type: none"> ● Community events ● Email newsletter ● Door-knock to engage residents ● Improve Board onboarding ● Neighborhood-wide mailings ● Publish information in neighborhood publications 	<ul style="list-style-type: none"> ● Presence at Folwell Park ● Provide mentorship opportunities ● Promote youth events and opportunities ● Social media 	<ul style="list-style-type: none"> ● Mailed flyers ● Have third spaces available ● Social media ● Provide access to homebuyer and renter resources
<i>Resources needed</i>	<ul style="list-style-type: none"> ● Partnerships and collaborations ● Funding 	<ul style="list-style-type: none"> ● Funding ● Qualified, safe adult mentors 	<ul style="list-style-type: none"> ● Translation services ● Regulatory services and police to ensure safe living spaces
<i>Partners in the work</i>	<ul style="list-style-type: none"> ● MN Dept of Agriculture ● City of Minneapolis ● Hennepin County 	<ul style="list-style-type: none"> ● Neighborhood HealthSource ● Folwell Recreation Center 	<ul style="list-style-type: none"> ● City of Minneapolis Regulatory Services ● MN Dept of Agriculture
<i>Person(s) responsible</i>	<ul style="list-style-type: none"> ● Board ● Contractors 	<ul style="list-style-type: none"> ● Board ● Contractors 	<ul style="list-style-type: none"> ● Board ● Contractors

<i>Timeline</i>	Ongoing	<p>2026</p> <ul style="list-style-type: none"> ● Small-scale projects ● Grant writing <p>2027</p> <ul style="list-style-type: none"> ● Assess what did and didn't work in 2026 ● Apply lessons learned to continue building youth outreach 	Quarterly mailings to their homes with information on how to get involved
<i>Quantitative goals</i>	<ul style="list-style-type: none"> ● 50% increase in overall attendance at community meetings ● At least 4 mailings to all Folwell residents ● Maintain 60-80% board membership representing neighborhood demographics 	<ul style="list-style-type: none"> ● At least 5 youth engaged consistently ● Increase funding for youth activities by 30% ● Partner with at least 1 new organization or youth worker 	<ul style="list-style-type: none"> ● 50% increase in overall attendance at community meetings ● At least 4 mailings to all Folwell residents ● At least one tenant board member or leadership role
<i>Qualitative goals</i>	<ul style="list-style-type: none"> ● Gun violence reduced ● Improved quality-of-life ● Improved narrative about the northside ● Cleaner streets ● More successful, sustained businesses 	<ul style="list-style-type: none"> ● Improved education through mentorship opportunities ● Promote youth mental health ● Increase local jobs and opportunities for youth 	<ul style="list-style-type: none"> ● Gun violence reduced ● Improved quality-of-life ● Improved narrative about the northside ● Cleaner streets ● More successful, sustained businesses

<i>Outcome of engagement</i>	Building more generational wealth and civic leadership from northsiders	Successful, scalable, youth programming increased in Folwell	Stable, safe living and long-term engagement
------------------------------	---	--	--