

Engagement Plan

Neighborhood  
Bottineau

Time frame  
2023-2024

Plan detail

Demographic group	Renters	Somali Community	Families	People with disabilities
Numbers or percentage  Total 2020 Census 1640	54.7% or 367/634 households  *MN Compass,2016-2020	27.1% or 441/16400 per capita  (Black or African American)  *MN Compass,2016-2020	47% or 300/634 households  **MN Compass,2016-2020	8% or 143/1627 per capita  **MN Compass,2016-2020

## EXHIBIT C

<b>Demographic group</b>	<b><i>Renters</i></b>	<b>Somali Community</b>	<b>Families</b>	<b>People with disabilities</b>
<b>Initiative, activity, project or program</b>	<p><i>Communicate &amp; interact so that the board can advocate for needs and decisions that affect our renters</i></p> <p><i>Ultimate goal is to have renters represented in our meetings/events and on our board to reflect the nature of our neighborhood</i></p> <p><i>Make renters aware of BNA and our activities</i></p>	<p><i>Find a more culturally appropriate way to get our Somali community involved in decisions that affect them</i></p> <p><i>Ultimate goal is to have Somali representation in our meetings/ events and on our Board</i></p>	<p><i>Communication &amp; Interaction</i></p> <p><i>Ultimate goal is for families to be represented in our meetings/events and on our Board</i></p>	<p><i>More accommodating Communication &amp; Interaction</i></p> <p><i>Ultimate goal is for PwD to be represented in our meetings/events and on our Board</i></p>

## EXHIBIT C

Demographic group	<i>Renters</i>	Somali Community	Families	People with disabilities
<b>Barriers to engagement</b>	<p><i>Difficulty reaching renters, especially new renters via email</i></p> <p><i>High renter/ mobility: difficult to access new residents</i></p> <p><i>Renters may not be aware of neighborhoods in general or what neighborhood they live in</i></p>	<p><i>Language barriers</i></p> <p><i>Culturally appropriate communications (</i></p> <p><i>Family friendly meetings and events</i></p>	<p><i>Accommodating meeting days and times for families, esp. with large number of single parent households</i></p> <p><i>Family friend activities during meetings and events</i></p> <p><i>Technology to hold live, virtual meetings that can be attended and interacting from home</i></p> <p><i>Finding inclusive space to hold meetings</i></p>	<p><i>Accommodating low mobility residents with live meetings and presentations via technology</i></p> <p><i>Technology to hold live, virtual meetings that can be attended and interacting from home</i></p> <p><i>Finding inclusive space to hold meetings and events</i></p>

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<b>Demographic group</b>	<b><i>Renters</i></b>	<b>Somali Community</b>	<b>Families</b>	<b>People with disabilities</b>
<b>Outreach and engagement strategies</b>	<p><i>Mail printed newsletters and Gazette; including events, invites, etc</i></p> <p><i>Increase social media reach</i></p> <p><i>Spread events more throughout neighborhood for added visibility, especially complexes that have high renter population</i></p> <p><i>Collect contact information during free events inc questionnaire about best meeting days/times</i></p> <p><i>Create a survey to identify renter's needs</i></p> <p><i>Create a new website that is easier to navigate, more accessible</i></p> <p><i>Create a new, eye catching logo</i></p>	<p><i>Create a survey to identify needs of the Somali community</i></p> <p><i>Translate written communications to Somali</i></p> <p><i>Spread events more throughout neighborhood for added visibility, inc The Commons &amp; Banaadir Elementary</i></p> <p><i>Create a new website that is easier to navigate, more accessible</i></p> <p><i>Partner with Banaadir Elementary School for programming</i></p>	<p><i>Collect contact information during free events inc questionnaire about best meeting days/times</i></p> <p><i>Spread events more throughout neighborhood for added visibility, inc The Commons &amp; Banaadir Elementary, Bottineau Park, A Chance to Grow, &amp; other large complexes frequented by families</i></p> <p><i>Create a survey to identify family needs</i></p> <p><i>Create a new website that is easier to navigate, more accessible</i></p>	<p><i>Offering our meetings in an electronic format that is live and interactive</i></p> <p><i>Mail printed newsletters and Gazette; including events, invites, etc</i></p> <p><i>Spread events more throughout neighborhood for added visibility</i></p> <p><i>Create a new website that is easier to navigate, more accessible</i></p>

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<b>Demographic group</b>	<b><i>Renters</i></b>	<b>Somali Community</b>	<b>Families</b>	<b>People with disabilities</b>
<b>Resources needed</b>	<p><i>Funding: print and mailing costs</i></p> <p><i>Funding: Staff costs to create and distribute the mailing and post on social media</i></p> <p><i>Funding: supplies and programming to make events enticing</i></p> <p><i>Variety of spaces to hold events (inc. some funding)</i></p> <p><i>Funding: Web design</i></p>	<p><i>Funding: children's activities at events and meeting</i></p> <p><i>Funding: Staff costs to create and distribute the mailing</i></p> <p><i>Funding: Web design</i></p>	<p><i>Funding: free events to draw in children (families) and open communications/visibility (ie; pumpkin giveaway, plant giveaway, etc)</i></p> <p><i>Funding: Staff costs to create and distribute the mailing</i></p> <p><i>Variety of spaces to hold events (inc. some funding)</i></p> <p><i>Equipment for hybrid meetings</i></p>	<p><i>Equipment for hybrid meetings</i></p> <p><i>Funding: Staff costs to create and distribute the mailing</i></p> <p><i>Variety of spaces to hold events (inc. some funding)</i></p> <p><i>Funding: Web design</i></p>

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<b>Demographic group</b>	<b><i>Renters</i></b>	<b>Somali Community</b>	<b>Families</b>	<b>People with disabilities</b>
<b>Partners in the work</b>	<i>East Mpls Exchange Club</i> <i>EastSide Meals on Wheels</i> <i>NorthEast CDC (in CA Bldg)</i> <i>MinnesotaUnite (works w/Darul-Qalam)</i> <i>NE Kiwanis</i> <i>Eastside Neighborhood Services</i> <i>NEMAA</i> <i>Marshall Terrace (neighboring associations)</i> <i>Sheridan Neighborhood (neighboring associations)</i> <i>Neighborhood Businesses</i>	<i>Commons Board</i> <i>Somali Museum</i> <i>Banaadir Elementary</i> <i>E African Community Specialist (works with NSR, per Steve)</i> <i>Eastside Neighborhood Services</i> <i>NE Kiwanis</i> <i>MinnesotaUnite (works with Darul Qalam)</i> <i>NorthEast CDC (in CA Bldg)</i>  <i>Neighborhood Businesses</i>  <i>Sheridan Neighborhood</i>	<i>Sentryz Market</i> <i>The NE Lions</i> <i>Bottineau Park</i> <i>Banaadir Elementary</i> <i>Commons Board</i> <i>California Bldg</i> <i>EastSide Meals on Wheels</i> <i>Exploration High School</i> <i>NE Kiwanis</i> <i>NorthEast CDC (in CA Bldg)</i> <i>Eastside Neighborhood Services</i> <i>Sheridan Neighborhood</i>	<i>EastSide Meals on Wheels</i>  <i>Exploration High School</i> <i>NorthEast CDC (in CA Bldg)</i> <i>NE Kiwanis</i> <i>A Chance to Grow; In home services (Partners with many NE groups)</i> <i>Eastside Neighborhood Services</i> <i>Sheridan Neighborhood</i>  <i>Neighborhood Businesses</i>

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<b>Person(s) responsible</b>	<i>Outreach &amp; Engagement Manager, Neighborhood Coordinator</i>	<i>Outreach &amp; Engagement Manager, Neighborhood Coordinator</i>	<i>Outreach &amp; Engagement Manager, Neighborhood Coordinator</i>	<i>Outreach &amp; Engagement Manager, Neighborhood Coordinator</i>

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<b>Demographic group</b>	<b><i>Renters</i></b>	<b>Somali Community</b>	<b>Families</b>	<b>People with disabilities</b>
<b>Timeline</b>	<p><i>Recurring monthly: newsletter/Gazette /social media</i></p> <p><i>January: Develop survey and start web design</i></p> <p><i>April: Earth Day Neighborhood Clean up, partner with youth clubs to increase participation</i></p> <p><i>May: Plant giveaway</i></p> <p><i>September: Annual Meeting + Ice Cream Social</i></p> <p><i>October: Pumpkin Giveaway</i></p>	<p><i>Recurring monthly: newsletter / Gazette /social media</i></p> <p><i>January: Develop survey and start web design</i></p> <p><i>April: Earth Day Neighborhood Clean up</i></p> <p><i>May: Plant giveaway</i></p> <p><i>September: Annual Meeting + Ice Cream Social</i></p> <p><i>October: Pumpkin Giveaway</i></p>	<p><i>Recurring monthly: newsletter/Gazette/ social media</i></p> <p><i>January: Develop survey and start web design</i></p> <p><i>April: Earth Day Neighborhood Clean-up, partner with youth clubs to increase participation</i></p> <p><i>May: Plant giveaway</i></p> <p><i>September: Annual Meeting + Ice Cream Social</i></p> <p><i>October: Pumpkin Giveaway</i></p>	<p><i>Recurring monthly: newsletter/Gazette /social media</i></p> <p><i>January: Develop survey and start web design</i></p> <p><i>April: Earth Day Neighborhood Clean-up, partner with youth clubs (accommodate and support requests from PwD for specific areas/yards/ streets)</i></p> <p><i>May: Plant giveaway</i></p> <p><i>September: Annual Meeting + Ice Cream Social</i></p>



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<b>Demographic group</b>	<b><i>Renters</i></b>	<b>Somali Community</b>	<b>Families</b>	<b>People with disabilities</b>
<b>Quantitative goals</b>	<p><i>Represented in our meetings and on our Board</i></p> <p><i>Engage with 15 renters quarterly, whether it be attendance at meeting/event, or electronic outreach</i></p> <p><i>Obtain contact information from 50 new neighbors at events/meetings.</i></p>	<p><i>Represented in our meetings and on our Board</i></p> <p><i>Increase attendance at the meetings from the Somali communities</i></p> <p><i>Get feedback from 25 families</i></p>	<p><i>Represented in our meetings and on our Board</i></p> <p><i>Distribute pumpkins to children</i></p> <p><i>Get feedback from 25 families</i></p>	<p><i>Represented in our meetings and on our Board</i></p> <p><i>Get feedback from 10 people</i></p>
<b>Qualitative goals</b>	<p><i>Learn about what tenants care about in the neighborhoods</i></p> <p><i>Identify issues that need attention</i></p>	<p><i>Find ways to effectively support the Somali community in efforts to connect with landlords and city officials</i></p> <p><i>Providing family friend meetings and events</i></p> <p><i>Create and maintain strong relationships</i></p>	<p><i>Learn more about family's needs from a neighborhood organization</i></p> <p><i>Providing family friendly meetings and events</i></p>	<p><i>Learn more about how we can accommodate low mobility community</i></p> <p><i>Find ways to include PwD in recurring events</i></p>

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<b>Demographic group</b>	<b><i>Renters</i></b>	<b>Somali Community</b>	<b>Families</b>	<b>People with disabilities</b>
<b>Outcome of engagement</b>	<p><i>More representation of tenants on neighborhood board and/or committee membership</i></p> <p><i>More tenants receive neighborhood organization updates, newsletters and other information</i></p> <p><i>Tenants have the knowledge and ability to become involved in the organization and in decision-making</i></p>	<p><i>More representation of Somali community members at meetings. Find ways to support the Somali community in efforts to connect with landlords and city officials.</i></p> <p><i>Have a partner to collaborate with on future opportunities</i></p>	<p><i>Meeting the interests of what the family needs are, including researching what nights and times work best with our families.</i></p> <p><i>Setting events at places and times that families can attend. Determine what makes a family friend event</i></p>	<p><i>Increase attendance at meeting</i></p> <p><i>Reduction in barriers that prevent people from attending</i></p> <p><i>Have a partner to collaborate with on future opportunities (ie: 2022 partnership grant)</i></p>
<b>Next steps</b>	<p><i>Reach out through our pumpkin give away and Plant Giveaway event for feedback</i></p> <p><i>Produce mailings and a survey</i></p> <p><i>Web design</i></p>	<p><i>Develop a survey and translate into Somali Web design</i></p>	<p><i>Host other family friendly events based on the feedback</i></p> <p><i>Web design</i></p> <p><i>Produce mailings and a survey</i></p>	<p><i>Find out more about how we can serve</i></p> <p><i>Produce mailings and a survey</i></p> <p><i>Web design</i></p>

## **2025 Amendment**

Bottineau

### **TIMELINE**

#### Engagement Activities Timeline

Goal 1: Collaborative Partnership for Inclusive Engagement on the Marshall Street Reconstruction Planning

Winter 2025: Identify key stakeholders within Hennepin County and establish initial communication channels.

Winter 2025: Conduct a needs assessment to identify specific strategies tailored to underrepresented communities.

Spring 2025: Contribute to the Hennepin County outreach plan and help implement targeted strategies.

Goal 2: Expand Community Outreach

Ongoing: Promote neighborhood events through social media, email, and direct outreach to apartment complexes, especially the Canvas building.

Summer 2025: Organize a targeted outreach campaign focused on reaching new residents in the Canvas building.

Ongoing: Track attendance at neighborhood events and identify opportunities to increase participation.

Ongoing: Evaluate the effectiveness of outreach efforts and adjust strategies as needed.

Goal 3: Increase Renter Engagement

Spring 2025: Tailor upcoming events to appeal to renters

Ongoing: Promote events through channels that reach renters directly

### **GOALS**

Goal 1: Collaborative Partnership for Inclusive Engagement on the Marshall Street Reconstruction Planning

Specific: Partner with Hennepin County to ensure that Marshall Street engagement efforts are inclusive of underrepresented communities.

Measurable: Collaborate with Hennepin County to develop and implement a joint outreach plan that includes at least three targeted strategies to engage underrepresented communities by the end of 2025.

Achievable: Identify key stakeholders within Hennepin County and establish regular communication channels. Conduct a needs assessment to identify specific strategies tailored to underrepresented communities.

Relevant: Partnering with Hennepin County can leverage their resources and expertise to reach a wider audience.

Time-bound: The goal is set for the end of 2025.

**Goal 2: Expand Community Outreach**

**Specific:** Establish contacts with 50 new neighbors through targeted outreach efforts.

**Measurable:** Increase the number of new contacts by at least 50 through active participation in neighborhood events (Earth Day Clean Up, Plant Giveaway, Pumpkin Giveaway, Ice Cream Social, and Annual Meeting) by the end of 2025.

**Achievable:** Develop a targeted outreach plan that includes promoting events through social media, email, and direct outreach to apartment complexes and community organizations, particularly to the new Canvas building.

**Relevant:** Expanding the network of engaged neighbors can strengthen community connections and support local initiatives.

**Time-bound:** The goal is set for the end of 2025.

**Goal 3: Increase Renter Engagement**

**Specific:** Enhance current events to attract and engage a larger number of renters.

**Measurable:** Increase renter attendance at neighborhood events by 25% by the end of 2025.

**Achievable:** Tailor event themes and activities to appeal to renters. Promote events through channels that reach renters directly.

**Relevant:** Engaging renters can help to address their specific needs and concerns, fostering a sense of belonging and community.

**Time-bound:** The goal is set for the end of 2025.