

Engagement Plan

Neighborhood: Corcoran Neighborhood

Neighborhood name(s) partnered with adjacent neighborhoods
(PPN, CANDO, BNO, LCC, Nokomis, Phillips)

Time frame

Year(s) 2023-24

Plan detail

| | | | |
|--|---|---|---|
| Demographic group | Black, Spanish speakers, Somali and other People of Color, County Supported community members | Black, Spanish speakers, Somali and other People of Color (BIPOC) (renters and homeowners) and low income community members | Black, Spanish speakers, Somali and other People of Color (BIPOC) (renters and homeowners) and low income community members |
| Numbers or percentage | 80,000 | 10,000 | 10,000 |
| Initiative, activity, project or program | Midtown Farmers Market / Community Events | C-Spot / Renters Support | Community (Civic) Activation/ Conversations |

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|-------------------------------|---|--|--|
| Barriers to engagement | Feeling unwelcome at the events/ farmers market Location of events Safety concerns Transportation to events or market Financial barriers COVID 19 Multi-cultural + multi-language communities w/ wide range of barriers | Financial COVID 19 Trust due to past mis-dealings Safety Multi-cultural + multi-language communities w/ wide range of barriers Rising cost of renting people are being priced out the neighborhood Funding for food and basic need support | Weather Technology Language barriers COVID 19 Trust due to past mis-dealings Safety Lack of representation Lack of information on how process works |

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|---|---|---|--|
| Outreach and engagement strategies | <p>Connect with community groups who serve racially and economically diverse communities adjacent to Corcoran</p> <p>Emails, flyers, web based: social media and connect person to person</p> <p>Utilize violence interrupters team to provide safety in partnership with community</p> <p>Host events in parks and activate public spaces/transit spaces</p> <p>Attending community events outside of Corcoran</p> | <p>Monthly community connection via constant contact</p> <p>Emails, flyers, web based: social media</p> <p>Door knocking in Corcoran</p> <p>Flyering at transit stations and posters in other public places</p> <p>Connect with property owners/management companies (zoom)</p> <p>Connecting with renter rights support groups</p> | <p>Monthly community connection via constant contact</p> <p>Emails, flyers, web based: social media</p> <p>Door knocking in Corcoran</p> <p>Street outreach and connection</p> <p>Engage POC to lead and plan</p> <p>Create 1 pagers for how to get engage</p> |

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|------------------------------|--|---|--|
| Resources needed | Social Media Manager Stipends for outreach workers Flyers Small postcards with contact info Branded table cloth Sponsors for meals and giveaways (non-City funds) | Stipends (non-City funds) Flyers and Lit for community and outreach Small incentives for community participation (non-City funds) Partnership with organizations with resources funding | Social Media Manager Flyers and Lit for community and outreach Small incentives for community participation (non-City funds) Spaces to gather with community Postcards with CNO info and how to get involved on board committees or events. Database for tracking |
| Partners in the work | PPNA, CANDO, BNO, LCC, T.O.U.C.H Outreach | T.O.U.C.H Outreach, PPNA, IX and property owners, residents, renters rights organizers | CNO, T.O.U.C.H Outreach and other agencies based on topic of discussion |
| Person(s) responsible | Alicia D. Smith CNO Staff and volunteers Contractor to be added CNO Board of Directors Community members | CNO Staff CNO volunteers Paid door knockers Violence Interrupters CNO Board of Directors Community members | CNO Staff CNO Board of Directors Volunteers Violence Interrupters Community members |

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| Timeline | <p>Ongoing all year</p> <p>Jan –April: outreach events, social media post</p> <p>May-October: MFM back in operation</p> <p>May- Spring cleaning day neighborhood wide</p> <p>July - violence prevention community event in park</p> <p>Aug- back to school event</p> <p>Nov- turkey giveaway</p> <p>Nov- winter clean up neighborhood wide</p> <p>Nov-Dec: Create content calendar and set event dates</p> | <p>Ongoing all year</p> <p>Jan –April: outreach events, social media post, 1:1 meetings and community events and forums</p> <p>May-October: Door knocking, phone calls, group texting to community, 1:1 meetings and community events and forums</p> <p>August-national night out neighborhood wide</p> <p>Nov-Dec: Create content calendar and set event dates. Door knocking, phone calls, group texting to community, community events and forums</p> | <p>Ongoing all year</p> <p>Jan – April meeting via zoom meetings</p> <p>May –October meetings in the park or community spaces neighborhood wide</p> <p>June- Community cookout</p> <p>Nov-December meeting via zoom</p> <p>Jan-Dec office hours at CNO for drop in questions or sharing ideas</p> |

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| Quantitative goals | <p>Connect and pass out events/MFM info to over 3000 people in the adjacent neighborhoods.</p> <p>Connect with 50% of attendees at community events</p> <p>Provide at least 150 prepared meals at community events.</p> <p>Increase shoppers of Color at the MFM</p> <p>Increase attendance at community events</p> | <p>Obtain contact information from 50% of neighbors (renters) whose doors were knocked and add them to the distribution list and volunteer base</p> <p>Increase People of Color in planning and participating in community events at CNO</p> | <p>Obtain contact information from 100% of neighbors who participate and those we have door knocked and add them to the contact list and volunteer base</p> <p>Hosting 50% culturally relevant events in partnership with neighbor's</p> <p>To work directly with neighbors throughout different processes to ensure that public concerns and aspirations are consistently understood and considered</p> <p>Support the priorities and ideas identified and led by the community</p> |
| Qualitative goals | <p>Identify issues that need attention</p> <p>Learn from community what they think about the MFM and CNO</p> <p>Learn from community what events they would like to see hosted</p> <p>Learn from community what resources are needed</p> | <p>Identify issues that need attention around renters and barriers to homeownership</p> <p>Learn from community what they think about what is transpiring in the rising cost of living in the city, neighborhood and community and what CNO can do to address certain issues</p> | <p>Identify issues that need attention</p> <p>Learn from BIPOC community members issues that keep them from engagement</p> <p>Learn from community what they think about what is transpiring in the city, neighborhood and community and what CNO can do to address certain issues</p> |

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| Outcome of engagement | <p>More people of Color and EBT recipient's shop at the MFM</p> <p>Increase in attendance at community events</p> <p>Culturally relevant food and experiences</p> <p>People of Color feel welcome at the MFM</p> <p>Increase use of EBT</p> <p>Increase feeling of safety in community</p> <p>Share information, listen for understanding, and answer questions for clarity</p> <p>Coordinated community-based programming implemented through the community events/ MFM</p> <p>Funded projects that create long-term positive change in the city</p> | <p>More representation of tenants of Color on neighborhood board and/or committee membership</p> <p>More tenants receive neighborhood organization updates, newsletters and other information</p> <p>People of Color feel considered and included in events, programs etc.</p> <p>Increased engagement of Spanish speaking neighbors</p> <p>Tenants have the knowledge and ability to become involved in the organization and in decision-making</p> <p>Issue is identified in the community</p> <p>Neighbors and others advocate for increased healthy housing options in neighborhood</p> | <p>We will work with neighbors to ensure that concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision</p> <p>Coordinated community-based programming implemented through the CNO</p> <p>We will look to BIPOC neighbors for advice on formulating solutions and incorporate recommendations into our decisions to the maximum extent</p> <p>Funded projects that create long-term positive change in the city</p> |

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| Next steps | <p>Community convos around food justice and the importance of the MFM and access for 6 months of the year</p> <p>Community convos around public safety and community engagement for all</p> <p>Resources fair with social services agencies</p> <p>Find additional funding</p> | <p>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation</p> <p>Long term partnership with corporate partner for funding</p> | <p>Neighborhood advisory committees, consensus- building, participatory decision-making</p> <p>Find additional funding</p> <p>Community convos around public safety, mental health support, unhoused neighbors and community engagement for all</p> |

2025 Amendment

Corcoran

TIMELINE

MIDTOWN FARMERS MARKET

Jan – Dec: Coordinate a range of activities that support the planning, execution and evaluation of the Midtown Farmers Market

May – Oct: Produce the Midtown Farmers Market in collaboration with farmers, vendors, artists, and other community partners

Nov – Dec: Utilize a series of evaluation tools to identify areas of opportunity in the program for future seasons.

ONE SOUTH

Jan – Dec: Support efforts to host first community meeting

May: Host 1st community meeting regarding initiative

Jun – Sep: Support efforts to host second community meeting.

Oct: Host 2nd community meeting regarding initiative

Dec: Determine next steps with partner staff and board members

VOLUNTEER ENGAGEMENT

Jan – Dec: Partner with volunteer coordinator contractor to reach volunteer recruitment goals

GOALS

- (1) Midtown Farmers Market: Grow vendor applicants by 10% over 2024. This will equate to applications from seventy-five farmers and makers.
- (2) Midtown Farmers Market: Secure funding from the Lake Street Fund being overseen by the John and Denise Graves Foundation to support engagement activities at each of the twenty-six market days during the season.
- (3) One South – A Project of Southside United Neighborhoods: Leverage funding support from the Target Foundation to cover costs associated with planned community engagement activities for this initiative, including community meetings and survey promotion, etc.
- (4) Volunteer Engagement: Grow access to volunteers who can support the Midtown Farmers Market to a minimum of twenty persons and attract a minimum of three additional community members who are eligible to advance their candidacy for the Board of Directors.