

Engagement Plan

Neighborhood

Cooper, Hiawatha, Howe, Longfellow

Time frame

2023-24

Plan detail

Demographic group	Renters	Low-income individuals and families	Communities of color	
Numbers or percentage	32% 3,213 (MNCompass reporting) 6,969 (Based on neighborhood population)	22% percent of households have an income of \$35,000 or below 2,249 (MNCompass reporting) 4,792 (Based on neighborhood population)	30% 6,551 (MNCompass reporting) 6,534 (Based on neighborhood population)	

Demographic group	Renters	Low-income individuals and families	Communities of color	
Initiative, activity, project or program	<p>Renter Ambassador Program</p> <p>Welcome packets</p> <p>Community mailer</p> <p>Community surveys (online and in-person via events and public gathering locations)</p> <p>Renter focused event (topics could include the rent control, communicating with your landlord, etc.)</p>	<p>Open access to free events and programming (child care, food access, etc.)</p> <p>Incentives/compensation for participation in community conversations(as allowed, or using non-City funds)</p> <p>Mutual aid efforts - e.g. clothing and household supplies drive/swap, food drive/meal exchange, plant seedling exchange etc. (as allowed, or using non-City funds)</p> <p>Welcome packets</p> <p>Community mailer</p> <p>Community surveys (online and in-person via events and public gathering locations)</p>	<p>Neighborhood booklets - could include cookbook, neighborhood history, neighborhood stories, etc</p> <p>Cultural food events with local restaurants (as allowed, or using non-City funds)</p> <p>Sponsor events hosted by other local organizations - Juneteenth, etc</p> <p>Welcome packets</p> <p>Community mailer</p> <p>Community surveys (online and in-person via events and public gathering locations)</p>	

Barriers to engagement	<p>Accessing apartments</p> <p>Numerous property management companies</p> <p>Transient population</p> <p>Unaware of LCC or programming and LCC may not be working on issues that are top priorities for this demographic group</p> <p>Lack of time to volunteer</p> <p>Sitting in Board meetings (or planning meetings) is unappealing</p> <p>Timing and format of meetings may be a barrier</p> <p>Robert's Rules of order vs. community conversation feel to meetings</p> <p>No access to internet or devices</p> <p>Language barriers</p> <p>Haven't historically engaged in large numbers</p> <p>Board and leadership have limited representation of renters</p>	<p>Lack of compensation for time (monetary, meals, childcare)</p> <p>Differences in cultural communication styles</p> <p>Transient population</p> <p>Unaware of LCC or programming and LCC may not be working on issues that are top priorities for this demographic group</p> <p>Lack of time to volunteer</p> <p>Sitting in Board meetings (or planning meetings) is unappealing</p> <p>Timing and format of meetings may be a barrier</p> <p>Robert's Rules of order vs. community conversation feel to meetings</p> <p>No access to internet or devices</p> <p>Language barriers</p> <p>Haven't historically engaged</p> <p>Board and leadership lacks sufficient representation</p>	<p>Differences in cultural communication styles</p> <p>Feeling welcomed</p> <p>Transient population</p> <p>Unaware of LCC or programming and LCC may not be working on issues that are top priorities for this demographic group</p> <p>Lack of time to volunteer and unaware of volunteer opportunities</p> <p>Sitting in Board meetings (or planning meetings) is unappealing</p> <p>Timing and format of meetings may be a barrier</p> <p>Robert's Rules of order vs. community conversation feel to meetings</p> <p>No access to internet or devices</p> <p>Language barriers</p> <p>Haven't historically engaged</p> <p>Board and leadership lacks sufficient representation</p>	
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Outreach and engagement strategies	<p>Connect with property managers/owners</p> <p>Designate resident leaders as “Building Ambassadors” for multi-unit buildings</p> <p>Regular communications about engagement opportunities sent by property managers or Building Ambassador to residents</p> <p>Translation services - for documents and at meetings/events</p> <p>Door-knocking</p> <p>Social media campaign on Facebook, Instagram and Twitter</p> <p>Regular website updates of resources available to renters</p> <p>Renter-focused Welcome Packets</p> <p>Build stronger relationships with partner organizations who have closer ties to this underserved population</p>	<p>Varying hours/dates/times of meetings and events to allow for different working schedules</p> <p>Develop new ways of doing LCC business; refine processes, such as the way the Board works, the way Committees functions</p> <p>Translation services - for documents and at meetings/events</p> <p>Door-knocking</p> <p>Social media campaign on Facebook, Instagram and Twitter</p> <p>Regular website updates of resources available to low-income residents</p> <p>Build stronger relationships with partner organizations who have closer ties to this underserved population</p>	<p>Identify cultural leaders to guide conversations and organizational changes</p> <p>Translation services - for documents and at meetings/events</p> <p>Door-knocking</p> <p>Social media campaign on Facebook, Instagram and Twitter</p> <p>Regular website updates with celebrations of and information specific to the diverse communities of color within Greater Longfellow</p> <p>Build stronger relationships with partner organizations who have closer ties to this underserved population</p>	
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Resources needed	<p>Staff and volunteer time for consistent engagement and to compile resources available to Greater Longfellow residents</p> <p>Social media accounts and manager for each account</p> <p>Contact information for property owners/managers</p> <p>Email template for management companies to use for their residents</p> <p>Updated map of Greater Longfellow including all rental properties</p> <p>Door-knocking plan and volunteer coordination</p> <p>Talking points for door knocking and tabling</p> <p>Survey questions to best engage renters</p> <p>Updated and verified postal-based address list</p> <p>Flyers, posters and welcome packets with neighborhood organization information</p> <p>Door hangers</p>	<p>Staff and volunteer time for consistent engagement and to compile resources available to Greater Longfellow residents</p> <p>Social media accounts and manager for each account</p> <p>Childcare services</p> <p>Mutual aid establishment and/or collaboration- e.g. clothing, household items, food access, etc. (as allowed, or using non-City funds)</p> <p>Survey questions to best engage residents</p> <p>Updated and verified postal-based address list</p> <p>Flyers, posters and welcome packets with neighborhood organization information</p> <p>Tabling materials</p> <p>Translation services</p>	<p>Staff and volunteer time for consistent engagement and to compile resources available to Greater Longfellow residents</p> <p>Social media accounts and manager for each account</p> <p>Survey questions to best engage communities of color</p> <p>Updated and verified postal-based address list</p> <p>Flyers, posters and welcome packets with neighborhood organization information</p> <p>Tabling materials</p> <p>Translation services</p>	
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Demographic group	Renters	Low-income individuals and families	Communities of color	
	Tabling materials Translation services			
Partners in the work	Tenant focused advocacy groups: Homeline, Renters United for Justice (Inquilinxs Unidxs Por Justicia), Alliance Housing, etc. Multifamily property owners Trinity Apartments	Public housing units DuNord Food Shelf Second Harvest Heartland Organizations providing services to low income populations (Mutual aid organizations) Job assistance programs Add People and Pets Together CAPI Community Emergency Services (CES)	Public housing units Local business owners Longfellow Businesses Association Surrounding neighborhood groups with similar populations to share translation services costs Churches and congregations CTUL (Centro de Trabajadores Unidos en Lucha) COPAL (Comunidades Organizando el poder y la accion) CLUES (Spanish for: Latino Communities United in Service) Black Table Arts Urban Bird Collective Better Futures Lake Street Council NCR Cultural Support Specialists	

Demographic group	Renters	Low-income individuals and families	Communities of color	
Person(s) responsible	<p>Communications - Andrea Tritschler</p> <p>Community Outreach - Wanja Kuria</p> <p>Administrative functions - Rachel Boeke</p> <p>Board committees: Events & Engagement, Equitable Housing and Development, Environment & River Gorge</p> <p>Volunteers</p>	<p>Communications - Andrea Tritschler</p> <p>Community Outreach - Wanja Kuria</p> <p>Administrative functions - Rachel Boeke</p> <p>Board committees: Events & Engagement, Equitable Housing and Development, Environment & River Gorge</p> <p>Volunteers</p>	<p>Communications - Andrea Tritschler</p> <p>Community Outreach - Wanja Kuria</p> <p>Administrative functions - Rachel Boeke</p> <p>Board committees: Events & Engagement, Equitable Housing and Development, Environment & River Gorge</p> <p>Volunteers</p>	

<p>Timeline</p> <p>2023-2024</p> <p>Timeline was created with quarterly activities and goals. If additional time is needed, activities will push into 2024. If not, a new work plan for 2024 will be created at the end of 2023.</p>	<p>January-March:</p> <ul style="list-style-type: none"> ● Create and distribute Welcome Packets ● Create survey questionnaires ● Develop community mailer content ● Update list of property manager contact information ● Begin monthly LCC update emails from property managers to residents ● Create the door knocking plan (timing, turf guide, volunteer recruitment, etc.) ● Create talking points for door knocking and tabling events ● Recruit renters to apply for a Board of Directors seat (elections held May 2024) ● Utilize social media, newsletter and website to regularly update the community on rental assistance or resources as they are made available ● Print posters and flyers ● Utilize time at regular Board and committee meetings to hear from renters 	<p>January-March</p> <ul style="list-style-type: none"> ● Determine best way to provide child care ● Determine what incentives/compensation for participation in community conversations should be to best meet needs ● Determine mutual aid efforts for the year ● Create resource list ● Determine food sharing partners ● Create and distribute Welcome Packets ● Create survey questionnaires ● Develop community mailer content ● Create the door knocking plan (timing, turf guide, volunteer recruitment, etc.) ● Create talking points for door knocking and tabling events ● Recruit low-income individuals to apply for a Board of Directors seat (elections held May 2024) ● Utilize social media, newsletter and website to regularly update the community ● Print posters and flyers 	<p>January-March</p> <ul style="list-style-type: none"> ● Identify talking group leaders ● Develop concepts for Neighborhood booklets (e.g., if cookbook- recipe submission and compiling information about food availability within the neighborhood) ● Make connections with local restaurants, set time and food themes for events ● Recruit residents to apply for a Board of Directors seat (elections held May 2024) ● Determine what translation services are needed & identify translation services ● Create survey questionnaires ● Develop community mailer content ● Create the door knocking plan (timing, turf guide, volunteer recruitment, etc.) ● Create talking points for door knocking and tabling events ● Utilize social media, newsletter and website to regularly update the community ● Print posters and flyers ● Utilize time at regular Board and committee meetings to hear from residents representing communities of color
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	<ul style="list-style-type: none"> ● Determine the best way to incorporate tenant issues into Board work (i.e., should there be a committee to focus on this population or should each committee structure itself to focus on this population) <p>April-June:</p> <ul style="list-style-type: none"> ● Distribute Welcome Packets ● Circulate community survey (online and in-person) ● Send community mailer ● Continue monthly LCC update emails from property managers to residents ● Confirm the door knocking plan (timing, turf guide, volunteer recruitment, etc.) ● Utilize social media, newsletter and website to regularly update the community on rental assistance or resources as they are made available ● Design and print door hangers ● Update posters and flyers 	<ul style="list-style-type: none"> ● Utilize time at regular Board and committee meetings to hear from this population ● Determine the best way to incorporate concerns and interests into Board work (i.e., should there be a committee to focus on this population or should each committee structure itself to focus on this population) <p>April-June:</p> <ul style="list-style-type: none"> ● Distribute Welcome Packets ● Circulate community survey (online and in-person) ● Send community mailer ● Organize mutual aid efforts ● Confirm the door knocking plan (timing, turf guide, volunteer recruitment, etc.) ● Utilize social media, newsletter and website to regularly update the community ● Update posters and flyers ● Utilize time at regular Board and committee meetings to hear from residents, including low income residents <p>July-September:</p> <ul style="list-style-type: none"> ● Distribute Welcome Packets 	<ul style="list-style-type: none"> ● Determine the best way to incorporate areas of concern and interest within these varied cultural groups into Board work (i.e., should there be a committee to focus on this population or should each committee structure itself to focus on this population) <p>April-June</p> <ul style="list-style-type: none"> ● Neighborhood collective booklet: (e.g. Cookbook: finalizing (April), printing (May), distribution (June)) ● Distribute Welcome Packets ● Circulate community survey (online and in-person) ● Send community mailer ● Confirm the door knocking plan (timing, turf guide, volunteer recruitment, etc.) ● Utilize social media, newsletter and website to regularly update the community ● Update posters and flyers ● Utilize time at regular Board and committee meetings to hear from residents, including communities of color <p>July-September</p>
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	<ul style="list-style-type: none"> Utilize time at regular Board and committee meetings to hear from renters <p>July-September</p> <ul style="list-style-type: none"> Distribute Welcome Packets Continue to circulate community survey (online and in-person) Hold one renter themed event Continue monthly LCC update emails from property managers to residents Implement door knocking campaign Utilize social media, newsletter and website to regularly update the community on rental assistance or resources as they are made available Distribute door hangers throughout Greater Longfellow rental properties Update posters and flyers Utilize time at regular Board and committee meetings to hear from residents, including renters 	<ul style="list-style-type: none"> Implement mutual aid events Continue to circulate community survey (online and in-person) Implement door knocking campaign Utilize social media, newsletter and website to regularly update the community Update posters and flyers Utilize time at regular Board and committee meetings to hear from residents, including low income residents <p>October-December:</p> <ul style="list-style-type: none"> Review and compile all survey results Identify needs within the Greater Longfellow low-income residents and families based on survey results and other information gathered Determine the best programming LCC can provide to meet those needs Outline a three-year strategic plan starting 2024 Distribute Welcome Packets 	<ul style="list-style-type: none"> Neighborhood collective booklet distribution Hold one food focused event Distribute Welcome Packets Continue to circulate community survey (online and in-person) Implement door knocking campaign Utilize social media, newsletter and website to regularly update the community Update posters and flyers Utilize time at regular Board and committee meetings to hear from residents, including communities of color <p>October-December:</p> <ul style="list-style-type: none"> Review and compile all survey results Identify needs with the Greater Longfellow community based on survey results and other information gathered Determine the best programming LCC can provide to meet those needs Outline a three-year strategic plan starting in 2024 Distribute Welcome Packets 	
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	<p>October-December:</p> <ul style="list-style-type: none"> ● Review and compile all survey results ● Identify needs within the Greater Longfellow rental community based on survey results and other information gathered ● Determine the best programming LCC can provide to meet those needs ● Outline a three-year strategic plan starting 2024 ● Distribute Welcome Packets ● Continue monthly LCC update emails from property managers to residents ● Utilize social media, newsletter and website to regularly update the community on rental assistance or resources as they are made available ● Update posters and flyers ● Utilize time at regular Board and committee meetings to hear from residents, including renters 	<ul style="list-style-type: none"> ● Utilize social media, newsletter and website to regularly update the community ● Update posters and flyers ● Utilize time at regular Board and committee meetings to hear from residents, including low-income residents 	<ul style="list-style-type: none"> ● Utilize social media, newsletter and website to regularly update the community ● Update posters and flyers 	
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Quantitative goals	<p>Place a door hanger on 75% of all rental properties (100% of doors within 6+ unit buildings)</p> <p>Door knock every rental unit door</p> <p>Provide LCC materials at every door - either in-hand or leave-behind</p> <p>Have conversations at 25% of all doors</p> <p>Add contact information from 40% of those conversations to our distribution list</p> <p>Distribute 1,000 renter-focused Welcome Packets</p> <p>Locate 25 building ambassadors</p> <p>Conduct 1 additional community survey</p> <p>Get responses to the survey from a sufficient number of renters in order to be consistent with the demographics of the Greater Longfellow community</p> <p>Add 500 names to our e-newsletter</p> <p>Increase Instagram followers by 15%</p>	<p>Host mutual aid event (as allowed, or using non-City funds)</p> <p>25% of events have child care or are located at kid-friendly locations</p> <p>50% of events/meetings have free food (as allowed, or using non-City funds)</p> <p>100% of General Membership meetings have child care and food</p> <p>Conduct 1 additional community survey</p> <p>Get responses to the survey from a sufficient number of low income residents in order to be consistent with the demographics of the Greater Longfellow community</p> <p>Add 500 names to our e-newsletter</p> <p>Increase Instagram followers by 15%</p> <p>Increase Facebook followers by 15%</p>	<p>Creation of a neighborhood collective booklet featuring recipes, stories, and/or art, etc from members of the community</p> <p>Host one or two food events with local restaurants (as allowed, or using non-City funds)</p> <p>Conduct 1 additional community survey</p> <p>Get responses to the surveys from a sufficient number of people of color in order to be consistent with the demographics of the Greater Longfellow community</p> <p>Add 500 names to our e-newsletter</p> <p>Increase Instagram followers by 15%</p> <p>Increase Facebook followers by 15%</p>	
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Demographic group	Renters	Low-income individuals and families	Communities of color	
	<p>Increase Facebook followers by 15%</p> <p>Distribute one community-wide mailer to every household</p>			
Qualitative goals	<p>Find out what are the most pressing issues for renters within the Greater Longfellow community</p> <p>Identify how LCC can best serve the needs of our renters</p> <p>Build stronger relationships with the various rental management companies within the Greater Longfellow community</p> <p>Help neighbors connect with one another and build a firm sense of community</p>	<p>Find out what are the most pressing issues for the low income households within the Greater Longfellow community</p> <p>Identify how LCC can best serve the needs of its low-income population</p> <p>Build stronger relationships</p> <p>Help neighbors connect with one another and build a firm sense of community</p>	<p>Find out what are the most pressing issues for communities of color within the Greater Longfellow community</p> <p>Identify how LCC can best serve the needs of our communities of color</p> <p>Build stronger relationships</p> <p>Help neighbors connect with one another and build a firm sense of community</p>	

Outcome of engagement	<p>Ensure that the percentage of renters on our Board and committees is closer to the demographics of the neighborhood</p> <p>Ensure that renters know what LCC does, the programming we provide and how they can get involved</p> <p>Create an environment that is welcoming to new volunteers</p> <p>Find out what “welcoming environment” means to the different populations within the Greater Longfellow community</p> <p>Create non-judgemental space that does not make assumptions about the views people will bring to the table</p> <p>Ensure LCC’s events and meetings are open to hearing all perspectives</p> <p>Learn, as a whole, that conflict is not inherently negative - it can lead to change and innovation</p> <p>Develop a culture that allows for open and respectful discussions, especially in times when people don’t agree</p>	<p>Ensure that the percentage of low-income residents on our Board and committees is closer to the demographics of the neighborhood</p> <p>Ensure that low-income residents know what LCC does, the programming we provide and how they can get involved</p> <p>Create an environment that is welcoming to new volunteers</p> <p>Find out what “welcoming environment” means to the different populations within the Greater Longfellow community</p> <p>Create non-judgemental space that does not make assumptions about the views people will bring to the table</p> <p>Ensure LCC’s events and meetings are open to hearing all perspectives</p> <p>Learn, as a whole, that conflict is not inherently negative - it can lead to change and innovation</p> <p>Develop a culture that allows for open and respectful discussions, especially in times when people don’t agree</p> <p>Create a willingness to adapt to new ideas as we grow</p>	<p>Ensure that the percentage of people of color on our Board and committees is closer to the demographics of the neighborhood</p> <p>Ensure that communities of color in the neighborhood know what LCC does, the programming we provide and how they can get involved</p> <p>Create an environment that is welcoming to new volunteers</p> <p>Find out what “welcoming environment” means to the different populations within the Greater Longfellow community</p> <p>Create non-judgemental space that does not make assumptions about the views people will bring to the table</p> <p>Ensure LCC’s events and meetings are open to hearing all perspectives</p> <p>Learn, as a whole, that conflict is not inherently negative - it can lead to change and innovation</p> <p>Develop a culture that allows for open and respectful discussions, especially in times when people don’t agree</p> <p>Create a willingness to adapt to new ideas as we grow</p>
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Demographic group	Renters	Low-income individuals and families	Communities of color	
	<p>Create a willingness to adapt to new ideas as we grow</p> <p>Develop true engagement with people on a person-by-person basis</p> <p>Build trust and relationships that last for years</p>	<p>Develop true engagement with people on a person-by-person basis</p> <p>Build trust and relationships that last for years</p>	<p>Develop true engagement with people on a person-by-person basis</p> <p>Build trust and relationships that last for years</p>	
Next steps	Develop a three-year strategic plan based on equitable engagement and the results of this new year of focused work.	Develop a three-year strategic plan based on equitable engagement and the results of this new year of focused work.	Develop a three-year strategic plan based on equitable engagement and the results of this new year of focused work.	

2025 Amendment

Longfellow

TIMELINE

Q1 (January-March)

- Start list of area organizations that connect with renter causes
- Update list of property manager contact information
- Arrange meetings with each identified renter-focused area organization
- Host Community Clean Up
- Use data to identify lower-income areas in Greater Longfellow

Q2 (April-June)

- Host Community Clean Up
- Arrange meetings with 10 property managers
- Host a block club leader meeting and training
- Collaborate with area's Crime Prevention Specialist to recruit 5 new block club leaders
- Purchase equipment and items to support block clubs
- Begin planning community event for unhoused neighbors with other neighborhood group(s) and local partners

Q3 (July-September)

- Create a digital Welcome Packet for the LCC website
- Host Community Clean Up
- Publicize new supports and equipment rentals to block club leaders
- Visit the block parties of the recently-recruited block leaders
- Host health equity event for unhoused neighbors

Q4 (October-December)

- Host Community Clean Up
- Create flyers, posts, and other marketing materials to publicize Welcome Packet
- Share the Welcome Packet with property managers to distribute to new tenants

GOALS

1. Create a list and establish relationships with renter-focused Longfellow organizations to help market future LCC renter events by March 2025.
2. Connect with at least 10 property managers/rental management companies in the Greater Longfellow Community to build stronger relationships and engage renters by April 2025.
3. Partner with at least one other neighborhood organization or community partner to hold a health equity event for unhoused neighbors by August 2025.

4. In anticipation of the 2025 National Night Out, work to recruit at least five Block Club Leaders in low-income areas and assist new Block Club Leaders in preparing for and hosting their first National Night Out by providing supplies, consultation, and outreach.
5. Create a digital “Welcome Packet” on the LCC website for new residents, particularly renters, by September 2025.