

Engagement Plan Template



Neighborhood

Bryant Neighborhood Organization

Time frame

2026

Work summary

BNO plans to reintroduce itself to the neighborhood after some time off. This includes expanding the board of directors, building a solid organizational foundation, canvassing the neighborhood, building on feedback from the neighborhood survey, developing a community-driven plan, and engaging neighbors in the work. Specific strategies will be developed early in 2026 and will focus on partnering with Phelps Park on community events, providing immigrant and renter-focused education for neighborhood residents, building neighborhood-level, block-based leadership, strengthening communication, preserving and promoting the history of the neighborhood, calming traffic, and figuring out how best to support George Floyd Square.

Scope of work, outcomes and goals

Overall scope of work, outcomes and goals across all activities and demographic groups. Show how your organization will engage historically under-engaged groups

<i>Demographic group</i>	<i>All residents-reintroduce BNO</i>	<i>Immigrants and renters</i>
<i>Numbers or percentage</i>	<p>2577 residents in 935 households.</p> <p>52% people of color.</p> <p>25% of residents are between the ages of 25-34.</p>	<p>23.5% of occupied housing units are renter-occupied and 18% of people in the neighborhood are foreign-born according to Minnesota Compass.</p>

<p><i>Initiative, activity, project or program</i></p>	<p>After surveying the neighborhood, hosting a community meeting, and facilitating a work session with interested neighbors, BNO came up with the following plan to engage residents in 2026.</p> <ol style="list-style-type: none"> 1. Partner with Phelp’s Park on community events: start a committee to co-plan the ice cream social and community resources fair, figure out ways to bring more neighbors into the park, and create more green space in the neighborhood. 2. Build neighborhood-level, block-based leadership. Connect with existing block club leaders, bring together smaller groups that formed in response to the uprising, and do outreach for National Night Out. 3. Strengthen neighborhood communication. Keep the website up to date, set a regular meeting 	<p>After surveying the neighborhood, hosting a community meeting, and facilitating a work session with interested neighbors, BNO came up with the following plan to engage and support immigrants and renters in 2026.</p> <ol style="list-style-type: none"> 1. Partner with Phelp’s Park on the Community Resources Fair and help promote the event. Share information and materials with residents who were not able to attend. 2. Provide immigrant and renter-focused education for neighborhood residents. Examples may include hiring experts to educate people on their rights, how to deal with ICE, and provide other resources for renters.
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	<p>schedule, use social media, door knock, post signs in the neighborhood, table at events, etc.</p> <p>4. Preserve and promote the history of the neighborhood. BNO volunteers will learn about the history of the park and the neighborhood, gather people’s stories of living here and participate in Southside Back in the Day.</p> <p>5. Calm traffic in the neighborhood. Speeding traffic was an issue that came up a lot in conversations with neighbors. Interested residents will develop specific strategies in 2026.</p> <p>6. Figure out how best to support George Floyd Square. BNO leadership will stay engaged in George Floyd Square conversations and development and determine an appropriate way for the neighborhood</p>	
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	organization to be involved.	
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<p><i>Barriers to engagement</i></p>	<p>Limited volunteer capacity.</p> <p>Don't know enough people in the neighborhood yet.</p> <p>Not enough people involved.</p>	<p>Fear within the community.</p> <p>Limited volunteer capacity.</p>
<p><i>Outreach and engagement strategies</i></p>	<p>Start an events committee with the park and invite people to participate.</p> <p>Invite new board members to join and host an election in the spring.</p> <p>Develop and implement a communications plan.</p> <p>Select a volunteer lead for the history project and develop a plan for engaging residents and collecting stories.</p> <p>Continue hosting monthly meetings where new volunteers can attend.</p>	<p>Use partnerships and existing communication channels to promote activities and events.</p> <p>Post yard signs around the neighborhood to promote events</p> <p>Doorknocking/flyering to invite people to get involved.</p>
<p><i>Resources needed</i></p>	<p>Volunteers</p> <p>Meeting space</p> <p>Communication tools and software</p> <p>Staffing for special projects (doorknocking, facilitation, event planning, etc)</p> <p>Event supplies</p>	<p>Volunteers</p> <p>Phelp's Park partnership and resources</p> <p>Expert trainers</p> <p>Meeting space</p> <p>Communications support</p> <p>Event supplies</p>

<i>Partners in the work</i>	Phelp's Park Block Club leaders Southside Back in the Day organizers George Floyd Square leaders	
<i>Person(s) responsible</i>	Board of Directors Volunteers	Board of Directors Volunteers

<p><i>Timeline</i></p>	<p>Q1 2026: Start an events group with Phelp’s Park. Create yard signs to promote BNO. Expand Board of Directors. Form a group to research neighborhood history and develop a plan to gather people’s stories.</p> <p>Q2 2026: Partner with Phelp’s Park on the Community Resource Fair. Identify and reach out to block club leaders. Host a block leader gathering. Post signs around neighborhood. Doorknock in advance of the annual meeting. Host annual meeting on May 2.</p> <p>Q3 2026: Partner with Phelp’s Park on an Ice Cream Social. National Night Out outreach and participation. Participate in Southside Back in the Day.</p> <p>Q4 2026: Engage neighbors on the plan for 2027-2028. Submit a new plan for Equitable Engagement to the City of Minneapolis.</p> <p>Ongoing: Website updates and improvements, social media posts, board and community meetings,</p>	<p>Q1 2026: Partner with Phelp’s Park to plan the Community Resource Fair. Host a training on how to deal with ICE.</p> <p>Q2 2026: Community Resource Fair. Neighborhood elections and annual meeting.</p> <p>Q3 2026: Host a Renters Rights educational forum.</p> <p>Q4 2026: Host and educational forum (topic TBD)</p>
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	attend meetings regarding George Floyd Square.	
<i>Quantitative goals</i>	<p>Increase Board of Directors to 5-7 members</p> <p>Increase core volunteers to 20</p> <p>Host/co-host 4 neighborhood events.</p> <p>Host 10 board meetings with space for community members to participate.</p> <p>Form groups to work on events and the history project.</p> <p>Increase email list by 100 people.</p>	<p>50 people participate in the Community Resource Fair.</p> <p>Host 3 opportunities for people to learn (renters rights, ICE response training, Community Resource Fair, etc.)</p> <p>Share available resources through communication channels.</p>
<i>Qualitative goals</i>	<p>More people feel connected to their neighborhood organization.</p> <p>People know how to connect with BNO.</p>	<p>People feel better equipped at knowing their rights, know what resources are available, and connected to their neighborhood organization.</p> <p>BNO builds new partnerships to better serve the neighborhood.</p>
<i>Outcome of engagement</i>	More people involved!	People are better informed about their rights!