

Engagement Plan

Neighborhood

East Phillips Improvement Coalition

Time frame

Year(s) **2026-2028**

Work summary

Summary of activities across all programs and demographic groups.

- **Key Programs:**
 - Public Safety and Community Healing (MPNAI+EPIC)
 - Cultivate Community Connections and Outreach (MPNAI+EPIC)
 - Community Healing and Food (EPIC)
- **Key Staff and abbreviated responsibilities:**
 - Executive Director - Responsible for organizational management, board support, and program oversight.
 - Outreach Manager - Responsible for community connections, community meeting hosting, and other program activities.
 - Communications Manager - Responsible for culturally and linguistically diverse communications.
 - Urban Agriculture Coordinator - Responsible for Foodways Initiatives
- **Calendar of Planned Events:**
 - Community Meetings/Connections (3rd Tuesdays of each month)
 - Neighborhoods Day (1st Saturday of May)
 - Annual Meeting (3rd Saturday of May)
 - Seedling Giveaway (3rd Saturday of May)
 - Bike to Farm Tour (mid-August)
 - Clean Sweep (2nd Saturday of October)
- **Key Demographic Groups For Equitable Engagement:**
 - Recent Immigrants & Residents born in another country
 - Little Earth and Indigenous Community
 - Black, Eastern African, and Latine neighbors
 - Neighbors whose primary language is not English

- Activities by Program

Program	Activities/ Projects	Description	Timeframes	Annual Hours Per Activity		
				Volunteer	Board	Staff
Safety and Healing - Public Safety and Community Healing (MPNAI+EPIC)	Bus Stop Guardians	The Bus Stop Guardians program is led by Kali Pliego, Crime Prevention Specialist for the City of Minneapolis, pays for background checks for volunteers to then walk bus routes in the Phillips neighborhoods to be a helpful presence and eye for children who don't have parents waiting with them and could be in dangerous situations. This gets more safe adults on the streets during these extremely important hours for kids. We will encourage additional volunteers through our neighborhood networks to sign up as volunteers for this program and do more outreach to share that it is happening with potential interested participants	Daily	1080	-	20
	Community Trainings	We will partner with other organizations to host community trainings related to ICE, mental health, addiction, environmental justice, violence prevention, equitable development, etc.	Monthly	4	40	120
	Emergency Connections	During emergency and tragic situations such as gun violence, overdoses, or ICE raids, East and Midtown Phillips will support other organizations with staff time to create space for residents to process, grieve, and access the resources they need. We will also encourage, promote, and host neighborhood conversations after the tragedies to give people space to be in community after a tragic event and strategize next steps.	As-needed	-	-	78
	Neighborhood Cleanup	East and Midtown Phillips will continue to fund the City of Minneapolis' trucks for Clean Sweep and the organizing and hosting work of Banyan Community for the Clean Sweep resource fair. In addition, staff will attend Clean Sweep planning meetings and help organize the event and contribute to finding other funders, conducting outreach, and identifying and getting volunteers for volunteer roles.	Annually/ Occasionally	460	32	67

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				Volunteer	Board	Staff
		In addition, we will co-host at least one other clean up in partnership with a community organization (e.g. CUHCC, Community-University Health Care Center) to have a community clean up day to get to know neighbors and make our community cleaner. Furthermore staff will support the city council members' Lake Street clean ups as well as encourage other corridor cleanups such as Bloomington or 26th and increase outreach and attendance for these cleanups. Finally, we will invite businesses to make annual commitments to sponsor trash cans in the neighborhood as part of the Clean & Green initiative .				
	Block to Block Connections	EPIC and MPNAI will work in tandem with Banyan Community and block leaders to host more block parties. We will also work to develop new block leaders on blocks that are currently not represented and provide resources to help them host parties and block off the streets on their block.	Annual National Night Out. Occasionally as requested	624	-	35
	Space Renewal & Developments	Residents have expressed a strong desire for more welcoming “third spaces” — places beyond home and work where people can safely gather, connect, and belong. We want to transform key corridors and gathering areas, particularly along Bloomington Avenue and within the Midtown Global Market, into vibrant, safe, and restorative spaces for the community to gather, shop, and joyfully walk through. This initiative focuses on beautification, revitalization, and public use of neighborhood spaces to promote both physical safety and emotional healing. By activating green spaces for community events, art installations, and cultural gatherings, the project will foster positive visibility, reduce feelings of isolation, build pride of place, and restore a sense of peace and belonging in public spaces. Snow removal projects can also improve winter accessibility of neighborhoods.	Annually/ Occasionally Land use meetings at monthly community meetings as needed.	156	-	60

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				Volunteer	Board	Staff
		Additionally, land use developments have significant impacts on the livability and well-being of the neighborhood, and facilitating neighbor awareness and input is critical.				
Community Connections - Cultivate Community Connections and Outreach (Joint)	Community Building Through Food, Music, and Art	Host culturally inclusive community events using food, music, and art as common ground. These events will serve as safe, joyful spaces for residents from all backgrounds to meet, share stories, and build trust while celebrating our cultural richness. This includes seasonal events like Neighborhoods Day and other neighborhood-wide meetings.	Monthly	96	36	240
	Communications	Recognizing that there is no one-size fits all method, we will develop systems and plans for multi-modal communications in our work of neighborhood organizing to reach diverse communities (i.e. age, language, culture, accessibility, etc) within the neighborhood. This will include development of language accessible communications, including but not limited to: Alley Newspaper, radio communications (KRSM and KALY-LP), print flyering and doorknocking, social media, e-newsletters, community text-groups, and word-of-mouth sharing.	Daily/ Weekly	-	60	676
	Volunteer Development	Our greatest neighborhood strength is our neighbors, who bring a rich diversity of cultures, perspectives, relationships, expertises, and creative capacities. We will cultivate on-ramps for how neighbors can volunteer in neighborhood outreach and event hosting. A specific area of need is for development-tracking volunteers (development watchdogs) who can stay up to date on local land use and development projects, and provide updates to the community.	Monthly	-	60	182
	Board and Staff Development	As a volunteer-led governing and guiding group for the neighborhood association, Board Members should represent the diversity of the neighborhood and be equipped with the knowledge and skills needed to oversee its programs and operations. This will require board recruitment, training on the duties of a non-profit board,	Daily/Weekly Support and Regular recruitment	-	60	528

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		<p>cultural competency training, and supporting and equipping officers in their duties.</p> <p>Staff, similarly, provide an important role in the work of the organization, seeking to connect and collaborate with neighbors and board members from diverse cultural backgrounds. Staff also require similar training on the work of neighborhood organizing and cultural competencies.</p>	Annual Trainings			
	Neighborhood Assets	Mapping of and building bridges with community institutions that are vital to the well-being and flourishing of the neighborhood, especially organizations that serve community building efforts in our neighborhood. Monthly meetings will be common ways to receive recommendations from neighbors. Through ongoing asset discovery, we will build a list of potential partners and assets neighbors should know about. Resources for residents will be shared through the Resource, Information, and History Hub(s) project.	Ongoing/ monthly	-	-	125
	Resource, Information, and History Hub(s)	<p>Development of United Phillips (unitedphillips.org) for Phillips-based and Phillips-relevant resources for our neighborhood. This includes continuing the communication of local events, and expanding the list of resources and assets for neighbors. Development of multi-lingual Welcome Kits for neighbors that introduces them to the community and local resources may be a means of physically getting goods into neighbors hands.</p> <p>Additionally, in partnership with UMN Engagement Hub, PWNO, and the Alley, we're continuing to collect stories of neighbors in the neighborhoods through the Oral History project (primarily funded through partner orgs).</p>	Ongoing/ Monthly	24	-	151
Foodways - Foodways for Community	Expanding bulk resource sharing for farms and	Apply for another grant that expands the work of our current Minnesota Department of Agriculture grant work to get needed resources to small and growing urban farms, gardens, and individual	Weekly	-	-	260

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Healing (EPIC)	garden in Phillips	gardeners in Phillips and to continue our staff position. We would like to be able to fund larger projects for farms and gardens like infrastructure costs and compost systems. We would also like to continue to build out ways gardens and farms can share bulk deliveries such as compost and soil as well as larger infrastructure orders.				
	Continued maintenance and development of seed and tool library	Continue stocking the seed library in partnership with the Native American Community Development Center (NACDI) with seeds and stories. There will also be regular weekly and monthly maintenance of the tool library to ensure tool rentals are operating smoothly. Both of these programs are extraordinarily helpful to our community in building food sovereignty and creating networks of sharing.	Weekly	20	-	78
	Continue fiscal sponsorship and support of Minneapolis Edible Boulevards	Continue to provide administrative and event support to Minneapolis Edible Boulevards to continue their cooking classes in East and Midtown Phillips as well as to see their expansion of boulevard gardens across Phillips.	Monthly	-	-	52
	Continue to bolster connections and relationships between urban farm and garden leaders	Through an email and text chain, farm leaders in Phillips coordinate events to avoid scheduling large events on the same day and to stay more involved in each other's activities. Each year, they collaboratively host one event—Bike-to-Farm—in partnership with participating farms and gardens.	Weekly/ Occasional Annual Event	-	-	312
	Community Engagement, Events and Development in Food Justice, Food	Through engagement events (like Bike to Farm, Seedling Giveaway educational workshops, etc) and community garden development, support, and coordination, this initiative builds relationships between residents, growers, and local organizations to strengthen neighborhood food systems and cultural connections to land.	Annual Events and One-Off events spread	16	16	416

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	Sovereignty, Healing Pathways, and Commons Stewardship	Activities promote hands-on learning, cooperative leadership, and collective stewardship of shared spaces, fostering a sense of belonging, healing, and empowerment rooted in food justice and community resilience.	throughout the warm months			

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.

- **Scope of Work Table**

<i>Demographic group</i>	<i>Recent immigrants & Residents born in another country</i>	<i>Little Earth and Indigenous Community</i>	<i>Black, Eastern African, and Latine neighbors</i>	<i>Neighbors whose primary language is not English</i>
<i>Numbers or percentage</i>	1,259 neighbors (25.1%) were born in another country. Accurate Statistics of recent immigration not available on neighborhood level. TC Metro accounts for +14,054 international migration to the area from April 1, 2020 to July 1, 2022. We know many immigrants come to our neighborhood.	According to mncompass.org , there are 393 indigenous residents (8.8%), but this is likely under accounted, because according to Little Earth , they have nearly 1000 residents, most who are under the age of 21.	Black or African American neighbors (1,993 neighbors or 39.7% of the neighborhood), Somali neighbors (no specific information for this demographic), and Latine neighbors (1,597 neighbors or 31.8% of the neighborhood)	2,178 neighbors (47.3%) speak a language other than English; 890 neighbors (19.3%) speak English less than very well
<i>Initiative, activity, project or program</i>	All program activities engage all population groups. See activities in Section E for more details on our three key program areas: <ul style="list-style-type: none"> • Public Safety and Community Healing • Cultivate Community Connections and Outreach • Foodways for Community Healing 			
<i>Barriers to engagement</i>	Limited pathways for volunteering, leadership, or influence in neighborhood organizing. Lack of child care or flexible meeting formats , further reducing accessibility for families Organizational norms reflecting white supremacist tendencies and/or lack of cultural competency that make participation uncomfortable or inaccessible.			
	Lack of trust in institutions or organizations due to overt political hostility, past experiences, or unfamiliarity with local processes. Limited access to information about community meetings and	Historical distrust of neighborhood organizations due to exclusionary practices or perceived inequities. Unengaging meetings that don't reflect communities priorities or lived experiences.	Historical distrust of neighborhood organizations due to exclusionary practices or perceived inequities ("our rules and/or process turned people away"). Unengaging meetings that don't reflect communities	Language barriers – absence of interpretation and translation services for meetings, outreach materials, and communications. Limited multilingual outreach staff or volunteers (only have

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	<p>decisions, especially for those without internet access or who use technology differently.</p> <p>Cultural differences/disconnect in expectations about leadership and participation, and lack of cultural competency on board and/or staff.</p> <p>Lack of representation in decision-making spaces, leading to feelings of exclusion or disinterest.</p>	<p>Lack of representation in decision-making spaces, leading to feelings of exclusion or disinterest.</p>	<p>priorities or lived experiences.</p> <p>Cultural differences/disconnect in expectations about leadership and participation, and lack of cultural competency on board and/or staff.</p> <p>Lack of representation in decision-making spaces, leading to feelings of exclusion or disinterest.</p>	<p>English and Spanish right now)</p> <p>Information delivery methods (emails, flyers, meetings) are difficult to design for accessibility or language diversity.</p> <p>Cultural discomfort or uncertainty about how to participate in English-dominant spaces.</p>
Outreach and engagement strategies	<p>Overall, the outreach strategy for 2026-2028 is geared towards creating opportunities and spaces for face to face relationships, and cultivating ownership of the activities and programs of the neighborhood organization. Annually we plan to:</p> <ul style="list-style-type: none"> • Community asset mapping to identify and partner with trusted organizations (e.g., Somali Success, NACDI, Isuroon, LERA, etc.). • Also encouraging staff and board members towards ongoing trust-building presence (e.g., at accessible events at mosques, churches, organizations, and schools beyond our organized events). • Develop a quarterly email series sent to neighborhood partners about upcoming events with printable promotion materials. • Create avenues for volunteer opportunities at events that foster relationships with diverse community members to better reflect the neighborhood and make them more welcoming (e.g. sign-ups for supporting event prep/clean-up) • Create a volunteer system for Staff and Board to flier for events and connect with local organizations who serve people in these demographics. 			
	<p>Create resources that specifically resource and welcome recently arrived immigrants.</p>	<p>Engagement of board members at LERA board or committee meetings.</p>	<p>Continue to build out board training and development so that involvement at the board level is accessible and desirable to a more diverse set of neighbors.</p>	<p>Door-to-door and face-to-face outreach in multiple languages through neighborhood connectors and volunteers.</p>

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		<p>Building urban ag program relationships with LERA urban farm and EPNI.</p> <p>Table at Four Sisters' farmers market with resources, seeds, and information about neighborhood gardens.</p>	<p>Nurture these relationships for leadership positions like block leaders, as board members, or bus stop guardians.</p>	<p>Finding anchor connections with bilingual community members to facilitate relationship building, cultivate leadership, and for more effective cross cultural communication.</p> <p>Reimagine community gatherings to better serve people who are English language learners that celebrate cultural and language differences.</p> <p>Implement multi-lingual multi-modal communications plan.</p>
<i>Resources needed</i>	<p>Space: Warm, hospitable spaces that neighbors feel welcome in gathering in, including green spaces.</p> <p>Time: Staff and Board Member time to invest in relationships, personal and organizational development, volunteer recruitment. Willing volunteers to bring their own perspective and creativity into the work.</p> <p>Sustained Connections: Building relationships with other organizations in the neighborhood, and then investing in and retaining those relationships and connections through retention of Board Members and Staff year over year.</p> <p>Software (Zoho) to streamline multi-modal communications.</p>			
				<p>Interpreters and translation technology.</p>
<i>Partners in the work</i>	<p>San Pablo, Waite House, Banyan, EPIC, PWNO, CLUES, Raizes Sagradas, Alley Newspaper, Tamales y Bicicletas, Bike Alebrijes, Minneapolis Edible Boulevards, EPNI, Welna, FABA, Lake Street Council, NACDI, Four Sisters Farm, Little Earth Farm, LERA</p> <p>Asset mapping is designed to continue to expand the list of partners that we have relationships with.</p>			

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<i>Person(s) responsible</i>	<ul style="list-style-type: none"> • Staff (See Section B) • EPIC Board of Directors 			
<i>Timeline</i>	<p>On an annual basis:</p> <ul style="list-style-type: none"> • Community Meetings/Connections (3rd Tuesdays of each month, starting in January or February) • Neighborhoods Day (1st Saturday of May) • Annual Meeting (3rd Saturday of May) • Seedling giveaway (3rd Saturday of May) • Bike to Farm Event (mid-August) • Clean Sweep (2nd Saturday of October) 			
<i>Quantitative goals</i>	<p>In the next year, our goals are to have:</p> <ul style="list-style-type: none"> • 25 additional non-english speaking participants in WhatsApp chat groups • 12 different blocks represented by block-parties in total • 4 small community gatherings/meetings focused on cultural exchange • 10 new volunteers engaged in community/annual meeting support • 5 neighbors freshly engaged in community gardening or land stewardship • Increase # of new board members representing immigrant or indigenous communities • 1 board and staff training on cultural competency • 24 meetings with 1-2 board members by staff for support and equipping 			
<i>Qualitative goals</i>	Participation in community activities by more immigrants.	Improved sense of trust and ability to collaborate between leaders of LERA and EPIC Board/Staff.	Community-driven initiatives that reflect the priorities of the community.	Participation in non-English dominant community activities.
<i>Outcomes of engagement</i>	<p>Community-driven initiatives that reflect the priorities of the community. Increased cross-engagement at events and rebuilding of trust. Increased relationships with people and organizations in the neighborhood that serve people of these demographics. Neighbors feel welcome by Staff and Board.</p>			