

Engagement Plan Template

## Neighborhood

Loring Park

## Time frame

Year(s) **2025-2028**

## Work summary

Summary of activities cross all programs and demographic groups.

Citizens for a Loring Park Community will be focusing work on the following under represented groups : - Outreach to Renters 76% - Outreach to Renters 76%, Black residents 11.5% and families with work focused on 3 areas: - Oak Grove, 1500 Nicollet, Nicollet & Grant - Outreach to Elders (25%) with focus on Booth Manor Elders and Russian Speakers - Outreach to Small Business Owners – minority, women, GLBTQ, family owned - Outreach to the Latino Community (5.7%) General Loring Park Neighborhood Demographics Population = 9,144 includes 358 children 6,891 housing units 6,383 are occupied Rental units = 76% Owner = 16.7% Cost burdened Households = -12.2 owner occupied households - 87.8 renter occupied households Average household size is 1.6 72% white 11.5% black 5.7% Latino 13.9 % Disabled 1 EXHIBIT C 25% Elders 35.3% 25-34 years 19.1% speak other than English 39.8% under \$35,000/yr 11.2% \$35,000-\$50,000/yr 51% of population under \$50,000/yr

## 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>Seniors and Russian Speakers</i>	<i>Renters</i>	<i>Latinos</i>	<i>Black Residents</i>	<i>Minority Business Owners</i>
<i>Numbers or percentage</i>	25%	76% (42.7% cost-burdened)	5.7%	11%	

<p><i>Initiative, activity, project or program</i></p>	<p>Outreach to Seniors and Russian speakers in Booth Manor</p>	<p>Host Community Meeting about Berger Fountain Renovations, and Community Safety</p> <p>Outreach to renters to conduct 2 mobile blood drives</p> <p>Hot 3 meet and greets in 3 of the new rental housing buildings</p>	<p>Outreach to Emerson School</p>	<p>Focused outreach, networking on Oak Grove, 1500 Nicollet, Nicollet &amp; Grant</p>	<p>Outreach to promote development, stronger economic opportunities, and safety for local small businesses with minority owners.</p> <p>Personal contact and relationship building with minority business owners.</p> <p>Provide support, information, and advocacy.</p> <p>Network to bring minority business owners into open spaces to strengthen job opportunities and the neighborhood economy.</p>
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					Organize & Host monthly meetings
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<p><i>Barriers to engagement</i></p>	<p>Non-Participating Property Mangers, COVID-19 Restrictions, language. Russian speakers may need translators</p>	<p>People’s limited time and capacity. Community safety</p>	<p>Issues of concern are current federal policies. Approval as a cultural corridor</p>	<p>Access to locked buildings – need partnership with property owners/managers</p>	<p>Time availability of minority owned businesses</p>
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<p><i>Outreach and engagement strategies</i></p>	<p>Focus on outreach to seniors who live in Booth Manor.</p> <p>Build relationships with building manager and with residents.</p> <p>Identify any Booth Manor residents CLPC is already connected with and ask for their support to build connections.</p> <p>Musical event in the park</p>	<p>Communicate invitation to participate broadly throughout the neighborhood.</p> <p>Invite engagement with person to person communication from project leaders and contacts within buildings.</p> <p>Ask property owners to issue invites to residents.</p> <p>Host gatherings in Buildings. Hold conversations with renters. Identify interests and issues of concern.</p> <p>Use CLPC website, e-newsletters to</p>	<p>Staff &amp; Neighbors to come together to build a network of neighborhood support.</p> <p>Invite engagement of Latino families and children and others to come together to address and resolve a neighborhood safety issue adverse</p>	<p>Identify resident leaders for multi unit buildings, other neighborhood organizations &amp; groups.</p> <p>Host Cluster Meetings on Safety</p>	<p>Retention of small businesses on Nicollet Ave / Eat Street. Enhanced safety, reduced crime. Business needs are heard by government, CPED. Eat Street added to Cultural Corridor designation. Recruit new minority owned businesses open in the neighborhood with job prospects and economic improvements.</p>
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		invite renter engagement.  Promote to property owners, residents, and businesses  Hand out flyers at community events.			
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<p><i>Resources needed</i></p>	<p>Access to the building through management and residents. Funds to support staff time and costs for building outreach Volunteers to assist with outreach hosting building gatherings. Translators Mechanisms to communicate with building residents.</p>	<p>Volunteers with capacity to participate. Meeting location  Communications  Funding for events  Volunteers to plan, staff events, and activiteis</p>	<p>Outreach staffing support Multi-lingual partners for translation Small business and organizational support for event refreshments. Volunteers  Outreach staffing support (Recruited)  Multi-lingual partners for translation (Recruited)  Small business and organizational support. (Obtained)</p>	<p>Identify resident leaders for multi unit buildings, other neighborhood organizations &amp; groups.    Host Cluster Meetings on Safety</p>	<p>Time from community partners. Staff time, Zoom Hosts, time of volunteer. Communications with area small business owners, residents</p>
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<i>Partners in the work</i>	Booth Manor management Leaders in Russian community and translators CLPC volunteers	Property Owners CLPC Board Friends of Loring Park Hennepin Avenue United Methodist Church	Area businesses, neighbors, CLPC, Faith based Organizations. Rayito de Sol, Emerson School, Miracle City Church, Businesses, Friends of Loring Park	Related Development Miracle City Church @ Music Box Volunteers of America Nationwide Management	Neighborhood small business owners. Miracle City Church (@Music Box) CPED Community Crime Prevention Specialist CLPC
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<p><i>Person(s) responsible</i></p>	<p>Jana Metge, CLPC Executive Director Volunteers (to be recruited)</p>	<p>Dave Hile, Friends of Loring Park Mary Bujold, Chair of Berger Task Force Jana Metge, CLPC  Jay Nurhing, CLPC Board  2 key property managers  Hennepin Avenue United Methodist Church</p>	<p>Emerson Staff contact Jana Metge, CLPC  Luis Fuentes, Rayito del Sol</p>	<p>Jana Metge  Trent Palmberg</p>	<p>Yoom Nguyen/The Lotus  Glenn Oslin/Bruhaven  Alex Heller/Loring Cornerstone  Trent Palmberg / Miracle City Church  Jana Metge / CLPC</p>
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<p><i>Timeline</i></p>	<p>January: Meet with Property manager  February – April: Organize 2 resident gatherings  May: Attend their WWII event  June – August: Invite engagement (participation, volunteering) in community events  Sept – November: Discuss next steps based on what has been learned.  December: Plan the 2023 year with Booth Manor leaders</p>	<p>January – March – Initiate Planning for Community Meetings, determine timing, location, format.  Identify 3 buildings and contact property managers.  Secure partnerships with property managers  Set dates for blood drive, build a volunteer team  March, April, May – Invite participation at CLPC Annual Mtg and summer events.  Communicate about blood drive  June end – Organize, invite renters to</p>	<p>January-March: Identify strategy  Host training.  March-April: Communication Network  Event logistics  May- August: Neighbors invited to participate.  Organize Neighborhood businesses to participate.  Organize Rayito de Sol to participate.  Event publicized in Spanish and English, Event held, includes a Resource Fair.  Publicized in Newsletter and City Depts.</p>	<p>Jan-May, Connect with Property Owners &amp; Managers for building access and partnership.  July-August – National Night Out  June-September, November Gatherings with 1500 Nicollet  January &amp; May, Plan and evaluate building outreach.  August &amp; September, Grant &amp; 14th Nicollet gatherings</p>	<p>Jan/December: 1 meeting/month for 11 months  Monthly: 5 businesses worked with individually each quarter.</p>
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		<p>participate in 2 Neighborhood Parties</p> <p>July – Organize, invite renters to Aquatennial Pre-Parade Party</p> <p>July end – Organize invite renters to participate / help with Loring Park Art Festival</p> <p>September, October– Evaluate, determine if future community information sessions will be needed, success of meet and greets</p>	<p>Promote fall event</p> <p>September – December: Fall event, Implement Plan, Evaluate results. Publicize activities in English and in Spanish.</p>		
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<p><i>Quantitative goals</i></p>	<p>2 community meetings on site at Booth Manor. 2 meetings with Property Manager. 4 Booth Manor residents attend each event. 10 Booth Manor residents added to e-newsletter list. Property Manager on e-newsletter list and joins Nicollet Safety Coalition.</p>	<p>Initiate, promote participation. Meet at least 20 new people at each event. Collect at least 20 new sign ups for the newsletter for future communication. Recruit 3 new volunteers to assist with future engagement.</p> <p>Initiate, promote and engage renters with 1 mobile blood drive.</p> <p>Initiate, promote and engage renters with 3 community events in Loring Park.</p> <p>Meet at least 20 new people at blood drive event</p>	<p>identify 10 volunteers from CLPC and 10 volunteers from Emerson.</p> <p>20 families &amp; youth participate</p> <p>10 neighborhood residents participate</p> <p>4 businesses/organizations participate</p>	<p>Organize 2 Community Mtgs</p> <p>Organize and Hold a National Night Out Party on Loring Hill and Nicollet</p> <p>20 people from these target areas / buildings added to newsletter list.</p> <p>Identify 5 new volunteers from these target areas / buildings.</p> <p>Recruit 1 potential new Board members.</p> <p>Partner with Miracle City</p>	<p>1:1 outreach to 4 small business owners / quarter.</p> <p>Develop a database of 30 small business owners.</p> <p>Invite, engage participation, and facilitate 10 meetings / year.</p> <p>Nicollet Avenue is included and added into the Cultural Corridor designation.</p> <p>Community Crime Prevention Specialist conducts 4 premise surveys and offers personal safety workshops in 4 businesses</p>
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		<p>Initiate, promote and engage renters with 3 community events in Loring Park.</p> <p>Recruit 3 new volunteers at each event to assist with future engagement opportunities.</p>			<p>Recruit potential CLPC Board members.</p>
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<p><i>Qualitative goals</i></p>	<p>Seniors invited to voice / share concerns and ideas. Invite seniors to sign up for newsletters to receive ongoing information. Community network expanded with seniors from Booth Manor and others they know in the neighborhood.</p>	<p>Invite people to meet each other and network. Invite attendees to get involved in community events and activities, and CLPC Board and neighborhood information sessions.</p> <p>Invite people to support the community by donating blood.</p> <p>invite renters to learn about Friends of Loring Park and CLPC and engage as organization leaders</p> <p>Activate renters through community events</p>	<p>CLPC builds partnerships with Emerson School staff and families. Emerson School</p> <p>Rayito de Sol strengthens their partnerships along Nicollet corridor.</p> <p>Rayito de Sol strengthens and develops new networks within the community.</p> <p>Businesses and Organizations learn about City Resources.</p>	<p>Residents meet each other. Corridors are strengthened because people know each other. Strengthen community and social capital Ideas and interests are shared. Needs and issues are shared. Connect with families at 1500 Nicollet and identify youth needs. Have discussions on rent affordability with Oak Grove participants which are in market rate, locally owned rental properties</p>	<p>supported /heard about how to create a safe, positive environment for their neighborhood customers, employees. Minority owned businesses and customers have CLPC as an advocate / resource if they experience violence or suffer property damage. Develop a communication and support network support for minority business owners / staff. Enhance safety and reduce crime. Businesses/employees have safer and healthier work</p>
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					<p>environment. Resources are researched and shared monthly. Advocate / promote small minority owned businesses in newsletter to increase neighborhood use. Engage small minority owned businesses to sponsor community events to bring neighbors together.</p> <p>Additional resources for our businesses</p> <p>Pursue that Nicollet Avenue is included as a City Cultural Corridor.</p>
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<p><i>Outcome of engagement</i></p>	<p>Relationships built to residents in Booth Manor to CLPC. Booth Manor residents remain on the mailing list. Ideas and issues of concern of Booth Manor residents are share. Number of Russian speaking seniors in Booth Manor are identified. Connections are made between Booth Manor residents and others in the neighborhood.</p>	<p>Stronger neighborhood relationships. CLPC and Friends of Loring gain a communication network and build new relationships with residents. Add names to newsletter lists to improve ongoing communications with renters, to invite their ideas, concerns and invite them into leadership. Add more volunteers for programs, events and projects.</p> <p>Invite people to support the community by donating blood.</p>	<p>Emerson Staff and families meet others in the community.</p> <p>Community network in place</p> <p>Build social capacity through working together</p>	<p>Gain specific input from families with some of the 358 children in Loring. Gain input about ideas and issues from new neighborhood resident. Enhance safety and reduce crime. Gain further breakdown and understanding of building demographics.</p>	<p>Safer neighborhood for residents, business owners, visitors</p>
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