

## Engagement Plan Template

### Neighborhood

Midtown Phillips Neighborhood Association

### Time frame

Year **2026**

### 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)
- Midtown Resident Driven Initiatives (MPNAI)

#### Calendar of Planned Events:

- Community Meetings/Connections (3rd Tuesdays of each month)
- Annual Meeting (Saturday, February 7th)
- Neighborhoods Day (1st Saturday of May)
- Clean Sweep (2nd Saturday of October)

#### Key Demographic Groups for Expanding Engagement:

- Black, East African, and Latine neighbors
- Neighbors who speak English “less than very well”
- Recent immigrants & Residents born in another country
- LGBTQIA+ Neighbors

**Activities by Program**

Program	Activities/ Projects	Description	Volunteer Hours	Board Hours	Staff Hours
Public Safety and Community Healing (MPNAI+EPIC)	Bus Stop Guardians	The <b>Bus Stop Guardians program</b> is led by Kali Pliego, Crime Prevention Specialist for the City of Minneapolis, <b>pays for background checks for volunteers</b> 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 people 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.	1080	-	20
	Community Trainings	We will partner with other organizations to host <b>community trainings</b> related to ICE, mental health, addiction, environmental justice, violence prevention, equitable development, etc.	4	40	120
	Emergency Connections	During emergency and tragic situations such as gun violence, overdoses, or 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.	-	-	78
	Neighborhood Cleanup	East and Midtown Phillips will continue to fund the City of Minneapolis' trucks for <b>Clean Sweep</b> as well as Banyan to organize 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.  In addition, we will co-host at least one other clean up in partnership with a community organization (like CUHCC) to have a community clean up day to get to know neighbors and make our community cleaner. Staff will support the city council members' <b>Lake Street clean ups</b> as well	460	32	67

		as encourage other corridor cleanups such as Bloomington or 26th and increase outreach and attendance for these cleanups. Additionally, the Clean & Green initiative invites businesses to sponsor trash cans in their neighborhood.			
	Block to Block Connections	EPIC and MPNAI will work in tandem with <b>Banyan Community</b> 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.	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 community spaces. 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. Additionally, land use developments have significant impacts on the livability and well-being of the neighborhood, and facilitating neighbor awareness and input is critical.	156	-	60
Cultivate <b>Community Connections</b> and Outreach (MPNAI+EPIC)	Community Building Through Food, Music, and Art	Host culturally inclusive <b>community events</b> 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.	96	36	240
	Communications	Recognizing that there is no one-size fits all method, we will develop systems and plans for <b>multi-modal communications</b> in our work of neighborhood organizing <b>to reach diverse communities</b> (age, language, culture, accessibility, etc) within the neighborhood. This will include	-	60	676

		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.			
	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 <b>development-tracking volunteers (development watchdogs)</b> who can stay up to date on local land use and development projects, and provide updates to the community.	-	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 <b>board recruitment, training on the duties of a non-profit board, cultural competency training, and supporting and equipping officers in their duties.</b> 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 <b>neighborhood organizing and cultural competencies.</b>	-	60	780
	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.	-	-	125
	Resource, Information, and History Hub(s)	Development of <b>United Phillips</b> ( <a href="http://unitedphillips.org">unitedphillips.org</a> ) 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 <b>Welcome Kits</b> for neighbors that introduces them to the community and local resources may be a means of physically getting goods into neighbors hands. Additionally, in partnership with UMN Engagement Hub, PWNO, and the Alley, we're continuing to collect stories of neighbors in the neighborhoods	24	-	151

		through the <b>Oral History</b> project (primarily funded through partner orgs).			
Building Community Agency (Midtown)	Empowering Resident-Led Collaboration	<p>We aim to seek out and meet our neighbors where they are at and let them lead the direction of engagement and event creation throughout the year, on their terms with our support.</p> <ul style="list-style-type: none"> <li>• Build up our neighbors to be in relationship with each other using capacity building strategies around language specific cultural competency.</li> </ul> <p>To work toward the goal of building neighborly relationships using language-specific cultural competency, we will focus on creating shared spaces and activities, leveraging trusted community members, and fostering open, non-judgmental communication. We will start by building personal connections through simple interactions, then use language and cultural learning as bridges for deeper understanding.</p> <ul style="list-style-type: none"> <li>• Seek community input in highlighting our community assets throughout the year so that residents are aware of available resources.</li> </ul> <p>We will collect and share information about community resources on an ongoing basis at community meetings and events that we are hosting.</p> <ul style="list-style-type: none"> <li>• Empower residents to take active roles in shaping the neighborhood's future, reducing isolation, and fostering long-term sustainability.</li> </ul> <p>To empower residents, we can create accessible platforms for dialogue and collaboration, and organize community projects that build social connections and a sense of shared responsibility. This includes hosting events to reduce isolation, establishing volunteer opportunities, and making sure resources are communicated through clear, diverse methods so residents can actively participate in shaping their neighborhood's future for long-term sustainability.</p>	18	12	36

		<p><b>Timeline:</b>  We will begin with our first regularly scheduled community meeting on the third Tuesday of the month by asking members what kind of events they would like to have happen and start building out a schedule and budget with them. They can sign up to volunteer to help support the efforts as well. We will encourage them to recruit friends, family and neighbors to join us. From there, we will continue to develop the timeline together.</p>			
	Fostering Connection and Trust	<p>The world today looks much different than it did a short time ago. Many of our community members are facing unprecedented fear and uncertainty to the well being of their futures. Establishing trust between neighbors is no small task, yet one we find essential as a basis for authentic community building.</p> <ul style="list-style-type: none"> <li>• Community building through connection with existing food, music and art resources in Midtown as a safe way to utilize common ground in building trust. The focus is on leveraging resources already present in the neighborhood (Midtown) rather than creating entirely new ones, which supports authenticity and existing community identity. Shared experiences like enjoying food, music, and art create neutral, safe spaces for interaction, which helps build social capital and trust among diverse residents. This approach aims to shift residents from passive members to active participants who shape their neighborhood's future, thereby increasing local ownership and long-term sustainability.</li> <li>• Establishing a “feast fund” to support community led multicultural holiday gatherings. These celebrations will bring people together across cultural and faith traditions to share meals and stories, especially supporting those who might feel isolated during the holidays.</li> </ul> <p><b>Timeline:</b> Again, we will look to community members to drive the timeline and decide what the events will look like/how many there should be etc. starting with and working out from our first community</p>	48	48	31

		meeting in January 2026 where we will present the possibilities and the available funding to support them.			
	Coffee and Conversation Series	<p>This is our opportunity to ask the question, “What is the world we want and how do we create it?” As trust has been identified as a core issue, we aim to break barriers through one on one or small group coffee meetings where we can be in conversation with community members who may not feel safe or just out of place showing up at a community meeting.</p> <p>The goal is for board members either one on one or in small groups to arrange coffee meetings throughout the year with residents, and local business owners or employees, or even someone they know that they want us to get to know too. We have a multicultural board, why not introduce us to some of your friends!</p> <p>These conversations will help board members get to know residents they may not otherwise ever meet and better understand their experiences and priorities. The hope is that it will build trust and new relationships.</p> <p><b>Timeline:</b> Board members can set their own pace. We currently have 5 board members. As a baseline, having each board member host 9 coffee dates throughout the year will give us 45 unique interviews from the rich diversity in Midtown Phillips to reflect on. If a board member wishes to exceed this baseline or is unable to achieve it that is just fine. The goal is to push ourselves out of our comfort zone a little and get to know our neighbors.</p>	-	144	-

## 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>Recent immigrants &amp; Residents born in another country</i>	<i>Black, East African, and Latine neighbors</i>	<i>Neighbors who speak English “less than very well”</i>	<i>LGBTQIA+</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. <a href="#">TC Metro accounts</a> for +14,054 international migration to the area from April 1, 2020 to July 1, 2022. We know many immigrants come to our neighborhood.	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	Precise data on the number or percentage of LGBTQ+ residents for the specific Phillips Midtown neighborhood is not available in publicly accessible census or demographic reports. Broader data for the region provides the following context: Twin Cities Metropolitan Area: Approximately 4.2% of the Twin Cities population identifies as LGBTQ+.
<i>Initiative, activity, project or program</i>	See program activities above: <ul style="list-style-type: none"> <li>• Public Safety and Community Healing</li> <li>• Cultivate Community Connections and Outreach</li> <li>• Building Community Agency</li> </ul>			
<i>Barriers to engagement</i>	<b>Limited pathways for volunteering</b> , leadership, or influence in neighborhood organizing. <b>Lack of child care or flexible meeting formats</b> , further reducing accessibility for families <b>Organizational norms reflecting white supremacist tendencies and/or lack of cultural competency</b> that make participation uncomfortable or inaccessible.			
	<b>Lack of trust</b> in institutions or organizations due to overt political hostility, past experiences, or unfamiliarity with local processes.  <b>Limited access</b> to information about	<b>Historical distrust</b> of neighborhood organizations due to exclusionary practices or perceived inequities (“our rules and/or process turned people away”).	<b>Language barriers</b> – absence of interpretation and translation services for meetings, outreach materials, and communications.  <b>Limited multilingual outreach</b> staff or volunteers (only have	<b>Fear of persecution</b> in the current political climate, especially for Transgender individuals, and there has been no formal invitation to participate from the MPNAI.

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	<p>community meetings and decisions, especially for those without internet access or who use technology differently.</p> <p><b>Cultural differences/disconnect</b> in expectations about leadership and participation, and lack of cultural competency on board and/or staff.</p> <p><b>Lack of representation</b> in decision-making spaces, leading to feelings of exclusion or disinterest.</p>	<p><b>Unengaging meetings</b> that don’t reflect community priorities or lived experiences.</p> <p><b>Lack of representation</b> in decision-making spaces, leading to feelings of exclusion or disinterest.</p>	<p>English and Spanish right now)</p> <p><b>Information delivery methods</b> (emails, flyers, meetings) are difficult to design for accessibility or language diversity.</p> <p><b>Cultural discomfort</b> or uncertainty about how to participate in English-dominant spaces.</p>	<p>Traditional barriers in general include:</p> <ul style="list-style-type: none"> <li>● <b>Lack of inclusive policies</b> can make neighbors feel unwelcome.</li> <li>● <b>Fear of harassment and discrimination</b> due to sexual orientation or gender identity is a significant barrier.</li> <li>● <b>Religious settings for meetings</b> can be discouraging for those with negative past experiences.</li> <li>● <b>Heteronormative assumptions</b> can feel unwelcoming and/or unsafe.</li> <li>● <b>Lack of diversity</b> in leadership and membership can lead to a failure to understand or address the needs of the LGBTQIA+ community.</li> </ul>

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<i>Outreach and engagement strategies</i>	<p>Overall, the outreach strategy for 2026 is geared towards creating opportunities and spaces for face to face relationships, and cultivating ownership of the activities and programs of the neighborhood organization.  <b>Community asset mapping</b> to identify and partner with trusted organizations (e.g., Somali Success, NACDI, Isuroon, LERA, etc.).  Also encouraging staff and board members towards <b>ongoing trust-building presence</b> (e.g., at accessible events at mosques, churches, organizations, and schools beyond our organized events).</p>			
	<p>More specifically, working with partners who are better connected within the community to gear our programming and resources within the existing networks.</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.  Developing relationships with volunteers so that they can build their own presence and ownership in the community and in the organized activities.</p>	<p><b>Door-to-door and face-to-face outreach in multiple languages</b> through neighborhood connectors and volunteers.  Finding anchor bilingual connections within under represented communities to facilitate relationship building.  Hosting community gatherings that celebrate cultural and language difference.  Implement multi-modal communications plan.</p>	<p>Connecting, listening and inclusively responding to what they say.</p>
<i>Resources needed</i>	<p><b>Space:</b> Warm, hospitable spaces that neighbors feel welcome in gathering in, including green spaces.  <b>Time:</b> 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.  <b>Sustained Connections:</b> Building relationships with other organizations in the neighborhood, and then retaining those through retention of Board Members and Staff year over year.  <b>Software</b> (Zoho) to streamline multi-modal communications.</p>			
			<p>Interpreters and translation technology.</p>	<p>Space to connect and a little time and money for coffee.</p>

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<b><i>Partners in the work</i></b>	San Pablo, Waite House, Banyan, EPIC, PWNO, CLUES, Raizes Sagradas, Alley Newspaper, Tamales y Bicletas, Bike Alebrijes, Minneapolis Edible Boulevards, EPNI, Welna, FABAs, Lake Street Council, Q Library. Asset mapping is designed to continue to expand the list of partners that we have relationship with.			
<b><i>Person(s) responsible</i></b>	<ul style="list-style-type: none"> <li>• Staff: Executive Director, Outreach Manager, Communications Manager</li> <li>• Midtown Phillips Board of Directors</li> </ul>			MPNAI Board Chair
<b><i>Timeline</i></b>	<ul style="list-style-type: none"> <li>• Community Meetings/Connections (3rd Tuesdays of each month)</li> <li>• Annual Meeting (Saturday, February 7th)</li> <li>• Neighborhoods Day (1st Saturday of May)</li> <li>• Clean Sweep (2nd Saturday of October)</li> <li>• Midtown Coffee Conversation Series (initiating in January)</li> </ul>			
<b><i>Quantitative goals</i></b>	<ul style="list-style-type: none"> <li>• 25 additional non-english speaking participants in WhatsApp chat groups</li> <li>• 12 different blocks represented by block-parties</li> <li>• 4 small community gatherings/meetings focused on cultural exchange</li> <li>• 10 new volunteers engaged in community/annual meeting support</li> <li>• 5 neighbors freshly engaged in community gardening or land stewardship</li> <li>• Increase # of new board members representing immigrant or indigenous communities</li> <li>• 1 board and staff training on cultural competency</li> <li>• 5+ Coffee Conversation Events</li> </ul>			
<b><i>Qualitative goals</i></b>	Regular and positive participation in community activities by more recent immigrants. Community-driven initiatives that engage incoming or recent immigrants.	Increased trust and cultural influence over the organization and its activities. Community-driven initiatives that reflect the priorities of the diverse community.	Participation in non-English dominant community activities. Neighbors feel welcome by Staff and Board.	LGBTQIA+ Neighbors feel welcome by Staff and Board, with increased participation in community.
<b><i>Outcomes of engagement</i></b>	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.			