

Engagement Plan

Neighborhood

North Loop Neighborhood Association – North Loop

Time frame

2026 to 2028

Work summary

The North Loop Neighborhood Association (NLNA) is committed to building an inclusive, safe, and thriving community for all residents, workers, and visitors in the North Loop neighborhood. NLNA’s programs and events are designed to reach historically underrepresented groups, including renters, BIPOC communities, families, and unsheltered neighbors. Through a mix of community events, educational forums, service projects, and targeted outreach, NLNA seeks to build stronger relationships, increase participation, and ensure diverse voices are heard in decision-making.

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:** Implement programs, events, and communications that intentionally include renters, BIPOC residents, families, and unsheltered residents.
- **Outcomes:** Increase participation of underrepresented groups in NLNA meetings, events, and activities, governance, and leadership roles. Increased trust in the NLNA as resources for support and community connection.
- **Goals:**
 - Foster trust through consistent, transparent communication.

- Reduce barriers to participation by offering free, family-friendly, and accessible events.
- Strengthen partnerships with local HOAs, businesses, nonprofits, and downtown neighborhood organizations.
- Create opportunities for residents to engage in decision-making through committees, forums, and annual meetings.
- Promote leadership pathways to ensure diverse voices are represented on the Board of Directors and committees.

<i>Demographic group</i>	<i>Demographic group 1</i> <i>Renters</i>	<i>Demographic group 2</i> <i>BIPOC</i>	<i>Demographic group 3</i> <i>Unsheltered</i>	<i>Demographic group 4</i> <i>Families</i>
<i>Numbers or percentage</i>	North Loop – 70.5%	North Loop – 29.9%	Hennepin County reported 3,078 people experiencing homelessness, with 2,651 in shelters and 427 unsheltered. These numbers include families and unaccompanied children.	North Loop – 4.8%

* Sources: MN Compass and Hennepin County

Demographic Groups

1. Renters

- **Initiatives/Programs:** Annual Meeting, Candy Grab, Earth Day cleanup, National Night Out, Food Truck Festival, Halloween event, Service Saturdays, Personal Safety Workshop, Candidate Forums, Community Meetings and Speakers Bureau.
- **Barriers:** High mobility, limited awareness of the neighborhood association, perception the neighborhood association only represents only homeowners, limited time/availability due to work schedules, language and cultural barriers.

- **Strategies:** Targeted outreach in rental buildings via the Speakers Bureau, outreach via North Loop events such as the Candy Grab, Halloween party, Service Saturdays, Food Truck Festival and Annual Meeting. Host meetings and events at different locations throughout the North Loop.
 - **Resources Needed:** Funding for outreach materials and volunteers.
 - **Partners:** Apartment building managers, HOAs, North Loop Business Group, Minneapolis Park and Recreation Board, Minneapolis League of Women Voters, City of Minneapolis.
 - **Responsible:** NLNA Board and Committees
 - **Timeline:** Ongoing through 2028.
 - **Quantitative Goals:** Host at least two renter-specific events. Target outreach at 3 rental buildings. Engage 150+ renters annually via events. Recruit at least 2 renters to participate in NLNA committees or in leadership roles. Increased newsletter subscribers and social media followers.
 - **Qualitative Goals:** Renters report stronger awareness of NLNA. Renters feel their concerns and needs are heard and are incorporated into NLNA planning. Residents view the NLNA as a trusted resource for support and neighborhood information.
 - **Outcome of Engagement:** Renters are more actively engaged and represented in the NLNA's programs, leadership, and decision-making processes. Increased renter participation at events and on committees leads to a more inclusive understanding of North Loop residents' priorities. The NLNA is recognized as a welcoming, accessible, and responsive organization.
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2. BIPOC Residents

- **Initiatives/Programs:** Annual Meeting, Candy Grab, Earth Day cleanup, National Night Out, Food Truck Festival, Halloween event, Service Saturdays, Personal Safety Workshop, Candidate Forums, Community Meetings and Speakers Bureau. Ongoing communication of neighborhood news via social media, e-newsletter and website.

- **Barriers:** Historic distrust of neighborhood organizations, lack of culturally relevant outreach, language barriers.
- **Strategies:** Include BIPOC-led organizations, highlight diverse local businesses at Food Truck Fair and Annual Meeting, ensure representation at Candidate Forums and Community Meetings, Speaker Bureau outreach. Host meetings and events at different locations in the North Loop.
- **Resources Needed:** Funding for outreach materials and volunteers.
- **Partners:** Minneapolis Park and Recreation Board, BIPOC-led nonprofits, BIPOC-owned businesses, Minneapolis League of Women Voters, City of Minneapolis.
- **Responsible:** NLNA Board and Committees
- **Timeline:** Ongoing through 2028.
- **Quantitative Goals:** Increase percentage of event attendees across NLNA events that identify as BIPOC. Increase the number of BIPOC residents that participate in NLNA committees or in leadership roles.
- **Qualitative Goals:** BIPOC residents feel welcomed and represented at NLNA meetings and events.
- **Outcome of Engagement:** Greater BIPOC resident involvement in leadership and program participation, reflecting the diversity of the North Loop, while also being inclusive of residents of different ages and sexual orientation.

3. Unsheltered Residents

- **Initiatives/Programs:** Hygiene kit distribution, Weekly litter pick-up with Avivo residents, outreach at Simpson Housing Services, National Night Out.
- **Barriers:** Lack of stable housing, limited access to communication tools, stigma/discrimination.

- **Strategies:** Partner with service providers, distribute hygiene kits, include outreach at neighborhood events.
 - **Resources Needed:** Funding for hygiene kits, outreach materials and volunteers.
 - **Partners:** Avivo, City of Minneapolis, Minneapolis Police Department, Metro Transit, Hennepin County, Simpson Housing Services.
 - **Responsible:** NLNA Board and Committees.
 - **Timeline:** Ongoing through 2028.
 - **Quantitative Goals:** Distribute 100+ hygiene kits annually.
 - **Qualitative Goals:** Build trust and connect unsheltered residents with services.
 - **Outcome of Engagement:** Unsheltered residents feel seen, respected, and included in the North Loop. Engagement efforts help connect residents to essential services and resources that support safety, stability, and dignity. The initiative fosters stronger collaboration between neighborhood stakeholders and service organizations, contributing to a more compassionate and coordinated approach to addressing homelessness.
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4. Families

- **Initiatives/Programs:** Candy Grab, Halloween Party, National Night Out, Food Truck Festival, Service Saturdays, Speakers Bureau.
- **Barriers:** Childcare needs, limited family-friendly programming, cost of activities.
- **Strategies:** Offer free, family-oriented events (Candy Grab, Halloween Party, National Night Out), provide food at gatherings, hold events at family-friendly times, target outreach in rental buildings via the Speakers Bureau. Host events at different locations throughout the North Loop.
- **Resources Needed:** Funding for outreach materials and volunteers.

- **Partners:** Minneapolis Park and Recreation Board, North Loop Business Group, Minneapolis Police Department
 - **Responsible:** NLNA Board and Committees.
 - **Timeline:** Candy Grab, Springtime; NNO, August; Halloween Party in October.
 - **Quantitative Goals:** Engage 100+ families through events and activities.
 - **Qualitative Goals:** Families view the NLNA as welcoming, supportive and fun.
 - **Outcome of Engagement:** North Loop families feel welcomed, connected, and supported through NLNA's inclusive programming and events. Consistent family-friendly engagement builds stronger relationships among neighbors, creating a sense of belonging and shared community pride. Through these efforts, the NLNA helps ensure that families see themselves reflected in the life of the neighborhood and recognize the organization as a trusted resource and advocate.
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Communication Methods

- **Websites:** Central location for information and resources.
- **E-newsletters:** Monthly updates reaching residents and stakeholders.
- **Facebook:** Event promotion, real-time updates, community connection.
- **Instagram:** Event promotion, real-time updates, community connection.
- **Postcard Mailers:** Annual Meeting: Targeted outreach to renters and households without digital access.
- **Yard Signs:** Community-wide event promotion for households without digital access.

- **Speakers Bureau:** Targeted outreach to rental buildings by board members. Simple 10–15-minute presentation that tells residents about the work of the neighborhood organizations and how they can get involved. It is also an opportunity to promote meetings, events and activities.