

Engagement Plan

Neighborhood

St. Anthony West



Time frame

2026-2028

Work summary

Summary of activities cross all programs and demographic groups.

The St. Anthony West Neighborhood Organization, Inc. (STAWNO) is the official “voice” of our neighborhood – tasked with liaising with the City and County governments on issues affecting our neighborhood, addressing resident concerns and building community through effective programming that positively impacts social needs, livability and drives civic involvement at the local level, while giving voice to all residents.

We intend to continue our core monthly Community & Board Meeting as our main opportunity for information sharing, issue discussions, and guest speaker time – with an emphasis on open resident time/issues. Our yearly Open House and Annual Membership Meeting will continue to include significant information sharing, community impact reporting, ‘active’ resident surveying, networking and recruiting opportunities in a social environment that is hands-on, welcoming and fun for all.

We are planning to enhance our website and social media for better STAWNO organizational branding, information sharing, outreach and visibility. Tabling at the NE Farmers Market is a great outreach example of **‘going where the residents are’** to reach the various demographic groups we would like to reach and activate.

Our Annual Summer Picnic, Movie in the Park and Historic Riverfront 5K Run/Walk fundraiser are growing in popularity and shall continue as part of our outreach efforts to draw the various demographic groups in our neighborhood.

At the same time we have and shall continue to develop new and innovative programs and activities that are ‘most likely’ to appeal to targeted demographic sub-groups, like renters, home owners, seniors, younger residents, families, and other populations that have historically been excluded from, or not seen themselves represented in, the membership and work of neighborhood organizations.

New 2025 popular initiatives included:

- co-sponsored issue forums like the Renters Rights Forum & Election Candidate Forum
- environment projects like Neighborhood Clean-ups, Plastic Recycling Challenge, Adopt-a-Drain, Save our Canopy
- park activation w/resident engagement like the NE Pickleball Tournament and Yoga in the Park
- resident engagement through competitions, like the Best Front Porch/Balcony/Garden Contest & Best Decorated Halloween House/Balcony Contest

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

STAWNO's historic goals include to amplify the 'voices' of the neighborhood in its dealings with City of Minneapolis and Hennepin County governments on issues that affect the neighborhood and its residents, especially those that include livability, safety, equitable services, housing development, infrastructure (e.g. roadways, high speed Wi-Fi access, park improvements) and representation, which makes living, working and playing in the neighborhood great.

Effective outreach to and engagement of ALL demographic groups of the neighborhood so their 'voice' can be included in STAWNO's community-building work and communication with local government is an important goal that we continue to build towards through our unique programs and activities, as highlighted in the details below. Improved representation on the Board of Directors that better reflects our demographics is challenging but achievable as we demonstrated in 2025 and remains a high priority for the next 3 years. Our 2025-2026 Board has better rental/owner resident representation, more age-diversity, adding new younger members, yet still retaining seniors with institutional neighborhood knowledge and experience. New leadership at the executive committee level has also drastically improved the Board and over all vitality of the organization. Our past experience has demonstrated that different populations within the St. Anthony West Neighborhood respond to different types of engagement efforts, and we continue to find that deliberate person-to-person outreach is the most successful way to engage members of populations that have been traditionally excluded from, or who does not as commonly see themselves reflected in, the membership and work of neighborhood associations.

Improved attendance of residents at our monthly Community & Board Meeting is also a key goal for the upcoming period, not only for better information sharing and addressing current issues, but for the varied experiences and viewpoints available from the various communities in our vibrant neighborhood, all of which leads to better decision-making. Re-structuring our monthly agenda to be more focused on community and less on admin issues has helped greatly.

Big picture STAWNO goals include better branding for awareness of what our neighborhood group does, a more active social media presence (measurable by app demographics), continued unique programming and initiatives that engage residents overall but also appeal to the various demographic sub-groups, and engagement of residents where they gather/go (and not expect they will come to us).

Co-sponsored events and activities with surrounding neighborhood groups, relevant organizations and the local business engagement will also be keys to our future success.

Changes hoped for are more diversity (including but not limited to race, ethnicity, gender, age, sexual orientation, ability/disability, family/household composition) more vitality, more engaged and actively participating residents, and all voices heard. The specific inputs/outputs to achieve this goal are highlighted below in the EE matrix.

Plan demographic detail (as of 10/25/2025): <https://www.mncompass.org/profiles/city/minneapolis/st-anthony-west>

<i>Demographic group</i>	Common to all 3 groups and all Residents/Renters	New Residents	Multi-family Housing Residents and Renters	Racially and Ethnically Diverse Residents
<i>Numbers or percentage</i>	<p>2588 Total Population (2019-2023)</p> <p>Residency: 655 (25.4%) of STAWNO residents moved from somewhere else in the last year</p> <p>Age Distribution: 18-24 years 261 10.1% 24-44 years 1156 44.7% 45-64 years 443 17.1% 65-older 622 24.0%</p> <p>Sex: Male 50.5% Female 49.5%</p> <p>Housing: 1606 Total Housing Units 167 Vacant/Seasonal Units 1440 Occupied Housing Units 483 Owner occupied 1002 Renter occupied</p> <p>Household: 1440 Total Households 389 Family Households 1051 Non-Family Households 737 Householder living alone 370 Household w/one or more people 65 years & over</p> <p>Population with a Disability 290 Median household income: (2023 dollars) \$92,685.</p>	<p>Between 2020 and 2023, 9 new market rate apartment buildings were built, resulting in: 634 new units</p> <p>Given a likely occupancy multiplier of 1.25-1.5 persons/unit, results in 1.25 x 634 = 792 new residents and/or upto: 1.50 x 634 = 951 new residents</p> <p>This does not include the multitude of owner occupied homes sold/converted to rental units which are harder to track.</p>	<p>See New Residents narrative. -50.3% (656) of housing units are rentals, with an average household size of 1.9 --> about 1,246 rental residents in the neighborhood. Median rent = \$1,507</p> <p>Housing: 1606 Total Housing Units 167 Vacant/Seasonal Units 1440 Occupied Housing Units 483 Owner occupied 1002 Renter occupied</p> <p>We also have 3 MPHA lower income rental buildings in the neighborhood, 1 large senior care facility and 1 senior independent living apt. building with 69 rental units.</p>	<p>Race & Ethnicity: 2100 White 81.1% 130 Black or African American alone 5% 123 Two or more races alone 4.7% ??? Hispanic or Latino, #'s suppressed</p> <p><u>From 2023 Compass:</u> 764 (28.6%) of STAWNO residents identify as people of color and/or Hispanic/Latino</p>

<p><i>Initiative, activity, project or program</i></p>	<p>STAWNO will identify/develop, implement & evaluate various initiatives, activities, projects or programs that will 'most likely' appeal and be most attractive to individuals in the various demographic groups in the neighborhood – making them more likely to participate. Once participating we can educate/inform them and keep in future contact.</p> <p>Programs that appeal to all 3 groups are to be given high priority.</p> <p>Programs can be:</p> <ul style="list-style-type: none"> - A physical activity - Competitive in nature - Environmental/ Sustainability in nature - Social in nature - Informational - Educational - Supportive of STAWNO - Volunteer Oriented - <p>2025 activities aimed at ALL: Open House w/food Annual Summer Picnic w/food Movie in the Park Neighborhood Cleanups Adopt-a-Drain (river pollution reduction) Plastic Recycling Challenge Save our Canopy (EAB) Project Historic River Front 5K Run/Walk Co-Sponsor LWV Candidate Forum</p> <p>Upcoming new activities: Safety Walking Groups</p>	<p>'Incentivized' Renters Engagement & Education Program</p> <p>New 2025 Activities included: NE Pickle Ball Tournament Yoga in the Park (free) Co-Sponsor Renter's Rights Forum Best Front Porch/Balcony Contest Best Halloween Decorated House/Balcony Contest</p>	<p>New Resident Outreach Existing Renter Outreach Existing Home Owner Outreach:</p> <p>'Incentivized' Renters Engagement & Education Program -a previous participant was recruited and actively serves on the 2025-2026 STAWNO Board</p> <p>New 2025 Activities included: NE Pickle Ball Tournament Yoga in the Park (free) Co-Sponsor Renter's Rights Forum Best Front Porch/Balcony Contest Best Halloween Decorated House/Balcony Contest</p> <p>STAWNO Home Loan Program (CEE)</p>	<p>Activities that are likely to draw families with children;</p> <p>Incorporate ethnically/culturally relevant foods and traditions (breaking bread together) into existing programs/activities, along with activities that may be more popular with racial and ethnic groups that have not been as intentionally included historically.</p> <p>Open House w/food Annual Summer Picnic w/food Movie in the Park</p> <p>Best Halloween Decorated House/Balcony Contest</p> <p>Offer services unique and valuable to a sub-group: -Translation work or outreach with other orgs who do that's Spanish-language focused. (ie., partner with Las Estrellas) - Language classes we could hold or sponsor</p>
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	<p>Future programs under evaluation/development:</p> <ul style="list-style-type: none"> -Pet oriented activity -Social Meet&Greet new residents activity -Develop a 'Speakers Series' that would be of interest to Residents -Develop educational courses that would be of interest to Residents (ie., cooking class, Quick Books class, computer graphics class, ...) -Develop programs to get residents more engaged with local businesses and vise versa, especially during slower months for business (mutual support model) <p>Standing Agenda Item at monthly STAWNO Community/Board meetings is the solicitation of ideas/needs from residents and Board members</p>			
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<p><i>Barriers to engagement</i></p>	<p>Residents don't know about STAWNO: -What the acronym 'STAWNO' means -In general, what neighborhood org's are or their mission; -What neighborhood they reside in -Residents don't know how (via multiple avenues) they can engage with STAWNO</p> <p>Effective and cost efficient ways to inform residents: -postcard mailers are very expensive -emails are hard to gather -Residents don't know STAWNO's social media contact point</p> <p>Difficult to identify residents in a timely manner</p>	<p>STAWNO does not know when/if a new resident moves in</p> <p>Difficult to identify new residents in a timely manner</p> <p>-New- to neighborhood & lack of knowledge of STAWNO/city</p> <p>-May feel unwelcome at meetings or events if they don't know other participants</p>	<p>Potentially Transient nature of Short-term Renters</p> <p>-Short term residents may not see the benefit of engaging if they know they're going to leave the neighborhood within the next year or two or worry that they will not be able to continue living in the neighborhood due to increasing rents</p> <p>-May feel unwelcome at neighborhood meetings/events when don't know others there and wonder if they should/can get involved</p> <p>-Renters tend to be younger and working, may have less time for neighborhood activities</p> <p>-Renters have historically not been valued comparably with homeowners by government and/or civic engagement efforts</p>	<p>-May feel unwelcome at meetings or events if they don't know other participants</p> <p>-Potential language barriers</p> <p>-May have lack of awareness of STAWNO because there is little representation on the board from many racial and ethnic communities</p>
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<p><i>Outreach and engagement strategies</i></p>	<p>Attractive STAWNO Programming: STAWNO will identify/develop, implement & evaluate various initiatives, activities, projects or programs that will <i>'most likely'</i> appeal and be <i>'most attractive'</i> to individuals in the various demographic groups in the neighborhood – making them more likely to participate. Once participating, we can educate/inform them and keep in future contact. Programs that appeal to all 3 groups are to be given high priority. Programs can be:</p> <ul style="list-style-type: none"> - A physical activity - Competitive in nature - Environmental/ Sustainability in nature - Social in nature - Informational - Educational - Supportive of STAWNO - Volunteer Oriented <p>Enhance Social Media content and frequency. Be more proactive!</p> <p>Go to where the Residents are! Tabling at community events/partnering with events in the area. -NE Farmers Market -Art-a-Whirl -NE Parade -Neighborhood Night Out -other gatherings/events TBD On-site: Hold activities/meeting at the larger apartment building's common rooms.</p> <p>Continual Promo/Adv of STAWNO mission, programs, meetings and events thru:</p>	<p>Create content aimed at new residents and distribute (Welcome Wagon Package): - Neighborhood Guide - Info on STAWNO and how to get engaged</p> <p>Engagement of New Residents thru attractive STAWNO Programming</p> <p>Social Media engagement -New residents tend to be younger and use social media extensively</p> <p>Tabling at Gathering Places -Tabling at NE Farmers Market (which attracts lots of new residents) multiples times during the summer -Tabling at the Winter NE Farmers Market</p> <p>Develop more social events to get people engaged with other residents and the neighborhood (eventual pipeline to board membership)</p> <p>-Hold gatherings at Apt Bldg Common Room.</p> <p>Keep an eye out for Moving Trucks Identify New Renter/Home Owner via their move in activity and engage them immediately with an Info Package. -Identify a upcoming vacant apt by a tenants move-out activity, leading to a move-in new renter</p>	<p>Engagement of Renters and Existing Residents thru attractive STAWNO Programming</p> <p>-Have events focused on renters and relevant topics for renters, encourage to be engaged & on board and clarify that ALL residents (both those that rent, own, and/or have a business in the neighborhood) are welcome engage at events and participate on the board</p> <p>-Continue to see if there are opportunities to door knock or table at new buildings (was not tried in 2025).</p> <p>-Continue to build relationships with property managers (have had limited success in previous years)</p> <p>-Build relationships with apartment building staff to collaborate on event promotion and disbursement of content</p> <p>-Link into Apt Buildings internal communications system for Tenants (ie., try and get building like Lucille, Francis to send out information on our events to residents - An engaged and supportive neighborhood org is a rental selling point of the neighborhood, after all)</p> <p>Continual Promo/Adv of STAWNO mission, programs, meetings and events specific to Renters, thru:</p> <p>-Social media channels</p>	<p>-Lower barrier to entry ways to get involved in the neighborhood (not just formal board meetings)</p> <p>-Explore other language and format options for meetings and communications</p> <p>-Continue to have events at the parks, where we tend to see the most diversity and POC in our neighborhood</p> <p>-Consider sponsoring or co-hosting events that diverse local residents are already hosting</p> <p>-Build relationships at places of worship in the neighborhood and surrounding neighborhood that are likely to have impacted residents -St. Cyril's Church -Mosque on 2nd St</p> <p>Deliberate "person to person" outreach and recruitment.</p>
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	<ul style="list-style-type: none"> -Website, email blasts & social media -Postcard mailers -Door Hanger flyering -Purchased Advertising -Free posting in Community Calendar of the local neighborhood newspaper -Posting on various neighborhood org's Facebook.com pages -Promo via Lawn signs at high traffic locations; Saturday NE Farmers Market, Dickman Park, sidewalk routes frequented by 'walkers' <p>Partner with local organizations/non profits:</p> <ul style="list-style-type: none"> -like Ukrainian Center that would help expand our awareness while learning more about communities in the area (cross awareness building) <p>Survey Residents for ideas on activities/programs/issues of concern at:</p> <ul style="list-style-type: none"> -gathering locations (NE Farmers Market, Dickman Park) -high traffic areas (walkways, parks) -Include a survey in the registration process for programs that need pre-registration for participation 		<ul style="list-style-type: none"> -Postcard mailers to rental properties in neighborhood -Flyering of vehicles parked on the streets around an apartment building 	
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<p><i>Resources needed</i></p>	<p>Adequate NNF and EFF City Funding to support STAWNO efforts to meet City of Mpls imposed goals and objectives of the NCR program</p> <p>Adequate numbers of Volunteers or STAWNO paid staff time to create and implement programs, content for neighborhood literature</p> <p>-Printing capabilities (printer, ink, paper, etc.) and expense reimbursements</p> <p>Volunteers to table at events</p> <p>Utilize participants in STAWNO's Renters Engagement/Education Program to accomplish outreach goals under Board member guidance/mentors.</p> <p>Reliable and effective Fundraising events</p> <p>Grants available for organization and programming</p> <p>Monetise appropriate programs when possible (ie., participation fee or free will donation)</p> <p>Program and activities financial Sponsors</p>			<p>-Contact information for community leaders who might be able to introduce POC to STAWNO</p> <p>- Volunteer time to conduct outreach</p> <p>- Translation capabilities to provide multi-lingual capabilities on our literature and website</p> <p>Cultural competency education for populations we're trying to build relationships with</p> <p>Funding to support/sponsor existing or new initiatives for BIPOC members of the neighborhood</p>
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<i>Partners in the work</i>	Property managers, building owners, organizers of area events, leadership of other community non-profits, churches, business owners, Instructors/subject matter experts (SME) Residents (renter and owners)		MPHA Use STAWNO's standing, position as the official neighborhood org. to bridge property managers/landlords with renters in the neighborhood.	BIPOC Neighborhood Leaders
<i>Person(s) responsible</i>	STAWNO Board Members, Staff member, recruited volunteers			

<p><i>Timeline</i></p>	<p>Continuously thru the year: -build social media following, -generate programming ideas -solicit from residents their program ideas and issues of neighborhood concerns -plan and prep year-long duration programs and activities -Hold monthly Community & Board Meeting -Apply for Grants as they are identified/available</p> <p>Jan-March: -generate new ideas / re-review findings from latest Open House on new types of activities/events to host -consider hosting new resident social hour -Hold Annual Meeting and Board Election to give new Board time to on-board and prep for summer programming -undertake BOD Development as needed</p> <p>March-May: -plan and prep all summer programs, related promo/outreach plans</p> <p>May-October: -launch and conduct summer programs</p> <p>May-October: -Table at NE Farmers Market monthly</p> <p>Sept-October: -Update EE Plan</p>	<p>May-October: -Table at NE Farmers Market monthly</p> <p>November-December: -evaluate for next year</p>	<p>May-October: -Table at NE Farmers Market monthly</p> <p>November-December: -evaluate for next year</p>	<p>Jan-March: -research and reach out to potential neighborhood leaders to partner with, see how they would like to engage with us</p> <p>April-August: -act on engagement strategies identified above</p> <p>November-December: -evaluate for next year</p>
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	<p>-Develop next year's Budget -File Funding Applications</p> <p>November-December: -evaluate programs for next year -take care of organizational admin needs (ie policy reviews, new requirements, ...)</p>			
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<p><i>Quantitative goals</i></p>	<p>Attendance at Community & Board monthly meeting: -Get at least 5 community members to attend at each Board Meeting to listen / voice concerns (currently typically have 2-3)</p> <p>Track Social Media Statistics: -other measures of increased awareness could be: increased social media followers, new visitors to the website (measure via analytics tools like google analytics)</p> <p>Track Volume of STAWNO Activities/Programs conducted in a year: -number of programs in various categories of resident interests -number of participants -cross referenced to demographic group affected</p>	<p>Track whether a person is a new resident at first point of contact with resident at the various activities/programs STAWNO conducts</p>	<p>Increase representation of renters on the board: -Majority of the 2025-2026 Board are renters.</p>	<p>Recruit board members who are more representative of the demographics of the community</p> <p>Conduct at least 1 event that focuses on traditionally excluded and under-represented residents</p>
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<p><i>Qualitative goals</i></p>	<p>STAWNO board members get to know more neighbors (direct interaction)</p> <p>Learn more about barriers to engagement</p> <p>Figure out which communication methods are the most effective</p> <p>More Co-sponsored Events: -The renter's rights forum at Broken Clock was an exceptional event that we sponsored. -Support 1-2 renter's education events</p> <p>Have 5 individuals from each category volunteering/participating at each of our events</p> <p>Providing Resource to the neighborhood that residents find meaningful thereby encouraging participation – TBD and further expanded upon this idea.</p>	<p>Engage with newer residents to the neighborhood</p>	<p>Encourage renters to become involved/invested in their neighborhood by making it as easy as possible and removing potential barriers</p> <p>Increase representation of renters on the board: -Majority of the 2025-2026 Board are renters. -A trend recognized for renters making up half the board, shows interest in the parks and local restaurants—need to translate that to community engagement by the wider demographic group</p>	<p>Make STAWNO a resource for neighbors of color when they have concerns or ideas for the neighborhood</p> <p>Identify ways to make STAWNO more welcoming to the traditionally excluded and underrepresented</p>
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<p><i>Outcome of engagement</i></p>	<p>By 2028, STAWNO board demographics are totally in line with the neighborhood --> more representative</p> <p>ALL Residents know what STAWNO does and why</p> <p>Neighbors know how to get in touch with STAWNO about neighborhood issues/ideas/comments</p> <p>Neighbors feel engaged and a part of the neighborhood</p> <p>More Resident participation at monthly Community & Board Meetings</p> <p>Programs and activities are identified that deliver intended results (non performing programs are culled)</p> <p>STAWNO is financially more stable for years to come (thru more sponsorship/donations, & grants/City Funding)</p>	<p>Easier to connect with New Residents in a timely manner</p>	<p>Tenants feel connected to the neighborhood (not just homeowners)</p> <p>Tenants feel connected to other tenants</p>	<p>By 2024, STAWNO board demographics are more in line with the neighborhood --> more representative</p> <p>Neighbors feel engaged and a part of the neighborhood</p>
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