

Engagement Plan Template

Neighborhood

Stevens Square-Loring Heights



Time frame

2026-2028

Work summary

Summary of activities across all programs and demographic groups.

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>Renter-Occupied Households</i>	<i>Low-Income Households</i>	<i>People of Color</i>
<i>Numbers or percentages</i>	<p>Approx. 2,053 households (66.3%) are renter-occupied.</p> <p>Information from MN Compass.</p>	<p>Approx. 952 households (35.3%) have an annual income of less than \$35,000.</p> <p>Additionally, approx. 1,232 people (30.6%) make less than 200% of the FPG annual income.</p> <p>Information from MN Compass.</p>	<p>Approx. 1,937 (47.8%) of neighborhood residents are BIPOC.</p> <p>Information from MN Compass.</p>
<i>Initiative, activity, project, or program</i>	<ul style="list-style-type: none"> - Rental Discount Program - (Bi-)Annual or Neighborhood-wide Neighborhood Mailer - Community surveys, active engagement, and discussion regarding neighborhood developments 	<ul style="list-style-type: none"> - Rental Discount Program - Collaboration around food access with Plymouth Congregational Church and Groveland Emergency Food Shelf - Achieve SNAP/EBT qualification at the new neighborhood farmers market 	<ul style="list-style-type: none"> - Prioritizing vendors from marginalized communities for Red Hot Art, new neighborhood farmers market, and similar events - Promoting and collaborating with local BIPOC-owned businesses - Translate more SSCO promotional materials
<i>Barriers to engagement</i>	<ul style="list-style-type: none"> - Physical access to apartment buildings - Various property owners throughout the neighborhood - High resident turnover 	<ul style="list-style-type: none"> - Lack of capacity to volunteer (time, childcare, etc.) 	<ul style="list-style-type: none"> - Feeling unwelcome or unheard at meetings and events - Need for translation for effective communication

<p><i>Outreach and engagement strategies</i></p>	<ul style="list-style-type: none"> - Connect with property managers and owners - Expand the number of property management companies participating in the Rental Rebate Program - Share renter resources on social media and on the website 	<ul style="list-style-type: none"> - Varying hours/dates/times of meetings and events to allow for different working schedules - Posting resource sheets and SSCO information in publicly accessible places 	<ul style="list-style-type: none"> - Partner with trusted organizations within that cultural community on events - Translation services for documentation and at meetings/events - Sharing BIPOC-specific resources and opportunities on social media and the website
<p><i>Resources needed</i></p>	<ul style="list-style-type: none"> - Contact information for more property owners/managers - Script and volunteer base for door-knocking outreach 	<ul style="list-style-type: none"> - Funds or volunteers for childcare providers during meetings 	<ul style="list-style-type: none"> - Funds for translation services, both for live community forums and for print materials and online promotion - List of BIPOC-owned local businesses
<p><i>Partners in the work</i></p>	<ul style="list-style-type: none"> - Property management companies (PMCs), primarily Mint Properties, Stevens Community Apartments, and Copenhagen Enterprises - Groups dedicated to organizing renters such as Homeline, Inquilinx Unidxs Por Justicia (Renters United for Justice), etc. 	<ul style="list-style-type: none"> - Healthcare providers such as Axis Medical and Family Tree Clinic - Plymouth Congregational Church and Groveland Emergency Food Shelf 	<ul style="list-style-type: none"> - Local business owners - NCR Cultural Support Specialists - Community organizations such as Black Visions, Native American Community Development Institute, etc.
<p><i>Person(s) responsible</i></p>	<p>SSCO staff, board members, and volunteers</p>	<p>SSCO staff, board members, and volunteers</p>	<p>SSCO staff, board members, and volunteers</p>

<p><i>Timeline</i></p>	<ul style="list-style-type: none"> - Jan-June 2026: Connect with at least one new PMC. - July-Dec 2026: Enter into negotiations with PMC(s) to join the rental discount program. - Jan-June 2027: Sign contract with at least one PMC to become part of the rental discount program. - July-Dec 2027: Continue outreach/negotiation with PMCs to join the rental discount program and look into funding sources or partnerships to begin tenant organizing. - Jan-June 2028: Continue rental discount program work and begin direct renter outreach. - July-Dec 2028: Continue rental discount program work and direct renter outreach and begin forming deliverables from outreach. 	<ul style="list-style-type: none"> - Jan-May 2026: Prepare for Red Hot Art and farmers market, and work w/ Plymouth Congregational Church to establish communal garden. - June-Sept 2026: Host Red Hot Art and farmers market and maintain PCC garden. - Oct-Dec 2026: Distribute leftover PCC garden harvest and reflect on and analyze Red Hot Art and farmers market operations. - Jan-May 2027: Prepare for Red Hot Art and farmers market and ready PCC garden. - June-Sept 2027: Host Red Hot Art and farmers market and maintain PCC garden. - Oct-Dec 2027: Distribute leftover PCC garden harvest and reflect on and analyze Red Hot Art and farmers market operations. - Jan-May 2028: Prepare for Red Hot Art and farmers market and ready PCC garden. - June-Sept 2028: Host Red Hot Art and farmers market and maintain PCC garden. 	<ul style="list-style-type: none"> - Jan-May 2026: Create list of local BIPOC-owned businesses, prepare for Red Hot Art and farmers market, and develop procedure for (volunteer) translation services. - June-Sept 2026: Host Red Hot Art and farmers market and start campaign promoting local BIPOC-owned businesses. - Oct-Dec 2026: Reflect on and analyze Red Hot Art and farmers market operations and continue BIPOC-owned businesses promotional campaign. - Jan-May 2027: Renew BIPOC-owned businesses promotional campaign and prepare for Red Hot Art and farmers market. - June-Sept 2027: Host Red Hot Art and farmers market and continue campaign promoting local BIPOC-owned businesses. - Oct-Dec 2027: Reflect on and analyze Red Hot Art and farmers market operations
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		<p>- Oct-Dec 2028: Distribute leftover PCC garden harvest and reflect on and analyze Red Hot Art and farmers market operations.</p>	<p>and continue BIPOC-owned businesses promotional campaign.</p> <p>- Jan-May 2028: Renew BIPOC-owned businesses promotional campaign and prepare for Red Hot Art and farmers market.</p> <p>- June-Sept 2028: Host Red Hot Art and farmers market and continue campaign promoting local BIPOC-owned businesses.</p> <p>- Oct-Dec 2028: Reflect on and analyze Red Hot Art and farmers market operations and continue BIPOC-owned businesses promotional campaign.</p>
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<i>Quantitative goals</i>	<ul style="list-style-type: none"> - Expand the number of properties participating in the rental discount program. - Get five new participants in the rental discount program each year. - Send out at least one neighborhood-wide mailer annually 	<ul style="list-style-type: none"> - Get five new consistent participants in the rental discount program each year. - 100% of quarterly and annual meetings have child-friendly activities 	<ul style="list-style-type: none"> - Increase in participation from BIPOC residents - Have at least half of the vendors at Red Hot Art and farmers market be from marginalized communities. - Translate all SSCO promotional and informational materials.
<i>Qualitative goals</i>	<ul style="list-style-type: none"> - Decrease resident turnover and increase resident retention. 	<ul style="list-style-type: none"> - Increase food security through PCC garden and a SNAP/EBT-eligible farmers market. 	<ul style="list-style-type: none"> - Develop a more welcoming environment within SSCO and the neighborhood at large.
<i>Outcome of engagement</i>	<ul style="list-style-type: none"> Strengthening community connections and encouraging people to put down roots in the neighborhood. 	<ul style="list-style-type: none"> Improving material conditions for residents and helping them create more stable households. 	<ul style="list-style-type: none"> Creating a more collaborative and diverse atmosphere, leading to more creative and inclusive programming.