

Engagement Plan

Neighborhood

West Maka Ska Neighborhood Council – West Maka Ska

Time frame

2026-2028

Work summary

WMSNC seeks to build equitable participation across the West Maka Ska neighborhood by expanding outreach and engagement opportunities that prioritize historically underrepresented residents, specifically renters, BIPOC residents, and unsheltered neighbors. Through targeted outreach, inclusive events, and accessible communications, WMSNC will ensure all residents have opportunities to participate in decision-making, community-building, and resource programs. Ultimately, ensuring a sense of community feeling for everyone who calls West Maka Ska home.

Scope of work, outcomes and goals

WMSNC will:

Scope

Implement programs, events, committees, and communications that intentionally include renters and BIPOC residents, ensuring that outreach strategies also address the needs of families, and older adults within these groups.

Outcomes

Increase participation of underrepresented groups in WMSNC meetings, events, activities, and leadership, ensuring neighborhood decision-making reflects the diversity of the neighborhood. Increased trust in WMSNC as a resource for support and community connection.

Goals

- Foster trust through consistent, transparent, and inclusive communication.
- Reduce barriers to participation by offering free, family-friendly, and accessible events and resources.
- Strengthen partnerships with local organizations, schools, cultural groups, and service providers.
- Create opportunities for residents to engage in decision-making through committees, forums, and the annual meeting.
- Promote leadership pathways to ensure diverse voices are represented on the WMSNC Board of Directors and committees.

<i>Demographic group</i>	Demographic group 1 Renters	Demographic group 2 BIPOC Residents	Demographic group 3 Unsheltered
<i>Numbers or percentage</i>	77.9%	14.8%	Hennepin County reported 3,078 people experiencing homelessness, with 2,651 in shelters and 427 unsheltered. These numbers include families and unaccompanied children.

* Data Source is MN Compass

* Data Source Hennepin County

1. Renters

- **Initiatives / Activities:** Earth Day, Neighborhood Day, Annual Meeting, Uptown Farmers Market, Safety Walks, Safety Whistles, Krav Maga Training, Candidates Forums, Community Happy Hours, Community Cleanups
- **Barriers to Engagement:** 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,

and competing family and social obligations.

- **Outreach and Engagement Strategies:** Targeted postcard mailers to rental properties. Door knocking and In-person conversations throughout the parks and neighborhood restaurants. Social media campaigns (Instagram, Facebook). Family-friendly and multigenerational programming. Translation and interpretation support for BIPOC and older adult renters. Renter-specific forums and resources. Increasing awareness of neighborhood within apartment buildings by connecting with property managers. Hosting meetings and events at locations throughout the West Maka Ska neighborhood, as well as offering a virtual option for meetings for those unable to attend in person.
- **Resources Needed:** Funding for outreach materials. Translation services. Volunteer and staff time for door-knocking. Event supplies for family-oriented engagement. Funds for food at events.
- **Partners:** City of Minneapolis, property managers, local tenant advocacy organizations, and other neighborhood organizations (East Bde Maka Ska, CIDNA, East Isles, Kenwood, Bryn Mawr).
- **Responsible:** WMSNC Board and Committees, and WMSNC Staff.
- **Timeline:** Ongoing through 2028 with targeted outreach before events.
- **Quantitative Goals:** 20% increase in renter participation at WMSNC meetings and events. Conduct outreach to at least 4 rental units annually. Host a minimum of x renter-focused events per year. Our current board is 45% renter, we would like to increase that by 2 member so that the board is represented by a majority of renters, to more statistically align with the neighborhood demographics.
- Recruit at least 2 renters to participate in a leadership role and increase committee participation by 6 renters.
- **Qualitative Goals:** Renters, including BIPOC, families, and older adults, feel their concerns are heard and incorporated into WSMNC planning.
- **Outcome of Engagement:** Greater renter involvement in leadership and program participation, reflecting neighborhood diversity. Increased trust in WMSNC as a resource for support and community connection.

2. BIPOC Residents

- **Initiatives / Activities:** Earth Day, Neighborhood Day, Annual Meeting, Southwest Farmers Market, National Night Out, Safety Walks, Safety Whistles, Candidates Forums, Community Happy Hours, Community Cleanups
- **Barriers to Engagement:** Distrust of neighborhood organizations, lack of culturally relevant outreach, language barriers.
- **Outreach and Engagement Strategies:** Targeted postcard mailers to rental properties. Door-to-door outreach and in-person conversations. Social media campaigns (Instagram, Facebook). Hosting meetings and events at locations throughout both the West Maka Ska neighborhood.
- **Resources Needed:** Funding for outreach materials, staff/volunteers for outreach, translation services if needed. Funding for childcare or kid-focused activities. Funding for food at events.
- **Responsible:** WMSNC Board and Committees, and WMSNC staff.
- **Timeline:** Ongoing through 2028 with target outreach before events.
- **Quantitative Goals:** 20% of the current board makeup identifies as BIPOC and increase to 25% of event attendees at WMSNC events identify as BIPOC. Also, recruit BIPOC residents to participate in WMSNC committees or in leadership roles.
- **Qualitative Goals:** BIPOC residents feel welcomed and represented at WMSNC meetings and events.
- **Outcome of Engagement:** Greater BIPOC resident involvement in leadership and program participation, reflecting the diversity of the neighborhoods. Increased trust in WMSNC as a resource for support and community connection.

3. Unsheltered Residents

- **Initiatives/Programs:** Hygiene kit distribution, Safety Walks, Community Cleanups, 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 festivals and meetings.
 - **Resources Needed:** Funding for hygiene kits. Funding for outreach materials, staff/volunteers for outreach, translation services if needed.
 - **Partners:** City of Minneapolis, Minneapolis Police Department—specifically crime intervention specialists, Hennepin County, Habitat for Humanity, nonprofit social service providers, adjacent neighborhood organizations, and the business community.
 - **Responsible:** WMSNC Board and Committees, and WMSNC staff.
 - **Timeline:** Ongoing through 2028.
 - **Quantitative Goals:** Distribute 50+ hygiene kits annually. Provide resource referrals for five unsheltered residents annually. Provide local businesses with the resources to safely connect with the unhoused population in the neighborhood.
 - **Qualitative Goals:** Build trust and connect unsheltered residents with services.
 - **Outcome of Engagement:** Consistent outreach and presence in the neighborhood.
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Communication Methods

- **Website:** Central location for information and resources.
- **E-newsletter:** Monthly updates reaching residents and stakeholders.
- **Facebook:** Event promotion, real-time updates, community connection.

- **Instagram:** Event promotion, real-time updates, community connection.
- **Postcard Mailers:** Targeted outreach to renters and households without digital access.
- **Business Flyers:** Outreach to locals and visitors within the neighborhood