

Engagement Plan

Neighborhood

Time frame

2023-24

Lowry Hill East Neighborhood Association

Plan detail

Demographic group	<i>Renters</i>	Seniors (55+)	BIPOC	Limited English Proficiency (LEP)
Numbers or percentage	82% (source: MN Compass)	10%	25%	21%
Initiative, activity, project or program	free tenant-landlord mediation; organics recycling program targeting residents in buildings with 4+ units; monthly renter socials; hosting community connection events at apartment complexes; Food Share grocery assistance program; community building blocks program; community conversations (racial/trauma healing circles); LHENA Volunteer Network; Restaurant Fan Club; Community Engagement Committee; National Night Out potluck in the park	Food Share grocery assistance program; Restaurant Fan Club; gardening crew; community building blocks program; community conversations (racial/trauma healing circles); hosting community connection events at apartment complexes; LHENA Volunteer Network; National Night Out potluck in the park	community pop-up markets; monthly renter socials; Food Share grocery assistance program; community building blocks program; community conversations (racial/trauma healing circles); hosting community connection events at apartment complexes; LHENA Volunteer Network; National Night Out potluck in the park	community pop-up markets; monthly renter socials; Food Share grocery assistance program; community building blocks program; community conversations (racial/trauma healing circles); hosting community connection events at apartment complexes; LHENA Volunteer Network; National Night Out potluck in the park

EXHIBIT C

Demographic group	<i>Renters</i>	Seniors (55+)	BIPOC	Limited English Proficiency (LEP)
Barriers to engagement	Not having building access; high turnover population; short-term residency	difficult to conduct targeted outreach not knowing where seniors specifically live; access to tech	difficult to conduct targeted outreach not knowing where BIPOC residents specifically live; lack of representation at LHENA; lack of programming specifically targeting BIPOC demographic; feeling unwelcome at neighborhood associations.	difficult to conduct targeted outreach not knowing where LEP folks specifically live; LEP folks having equitable access to tech; language; not aware of LHENA; cultural communication differences; LHENA not having bandwidth or funds for multilingual language and translation services

EXHIBIT C

Demographic group	<i>Renters</i>	Seniors (55+)	BIPOC	Limited English Proficiency (LEP)
Outreach and engagement strategies	develop strong ties w/building mgmt; develop relationships with individual tenants and have them help recruit fellow tenants; hosting monthly renters socials at various locations in the neighborhood; doorknocking; flyering; yard signs; recruitment through our LHENA Volunteer Network; get sign-ups to weekly e-newsletter; hosting multiple events in our neighborhood park for visibility/accessibility; Community Engagement Committee info gathering/info sharing; targeted recruitment for board and other leadership positions; futsal tournament	doorknocking; flyering; yard signs; maintain phone tree for Food share program; identifying senior living facilities in area and forming relationships w/mgmt; get seniors signed up to weekly LHENA e-newsletter; hosting multiple events in our neighborhood park for visibility/accessibility; Community Engagement Committee info gathering/info sharing; recruitment through our LHENA Volunteer Network	highlight multicultural events such as our community pop-up markets; hosting multicultural events; connecting w/businesses that are owned by and/or cater to BIPOC clientele; flyering; yard signs, doorknocking; sign ups to weekly e-newsletter; hosting multiple events in our neighborhood park for visibility/accessibility; targeted recruitment for board and other leadership positions; Community Engagement Committee info gathering/info sharing; recruitment through our LHENA Volunteer Network; futsal tournament	highlight citywide multicultural events; hosting multicultural events such as our community pop-up markets; connecting w/businesses that are owned by and/or cater to LEP clientele; recruiting multi-lingual volunteers to LHENA Volunteer Network; doorknocking; flyering (in multiple languages if possible); yard signs; Community Engagement Committee info gathering/info sharing; hosting multiple events in our neighborhood park for visibility/accessibility; targeted recruitment for board and other leadership positions; futsal tournament

EXHIBIT C

Demographic group	<i>Renters</i>	Seniors (55+)	BIPOC	Limited English Proficiency (LEP)
Resources needed	funding for food/beverage – as allowed, or using non-City funds, events, promo; event space; print materials, social media/newsletter accounts; property mgmt contact info; volunteer power	funding for food/beverage - as allowed, or using non-City funds; print materials, social media/newsletter accounts; phone lines; volunteer power	funding for food/beverage - as allowed, or using non-City funds, events, promo; event space; print materials, social media/newsletter accounts; volunteer power	funding for food/beverage- as allowed, or using non-City funds, events, promo; translation services; bilingual volunteers; print materials, social media/newsletter accounts; phone lines; volunteer power
Partners in the work	Conflict Resolution Center (mediation); Wedge Co-op (organics recycling program); property mgmt companies; Tenant Resource Center; Homeline; local businesses (hosting socials); Nokomis Energy (hosts monthly Food Share distribution); Mpls Parks and Rec; Futsal Society	Nokomis Energy (hosts monthly Food Share distribution); Mpls Parks and Rec	Minnesota Peacebuilding Leadership Institute; local BIPOC-owned businesses; Bread; Nokomis Energy (hosts monthly Food Share distribution); Mpls Parks and Rec; Futsal Society	Bread; local immigrant and BIPOC-owned businesses; Nokomis Energy (hosts monthly Food Share distribution); NCR(possibly? translation services); Mpls Parks and Rec; Futsal Society

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Demographic group	<i>Renters</i>	Seniors (55+)	BIPOC	Limited English Proficiency (LEP)
Person(s) responsible	LHENA Staff - Paul Shanafelt; LHENA Volunteer Network (100+ volunteers) and its leadership team; Futsal Society staff; Environmental Committee chairs (oversee organics recycling program); volunteer Joan Moser (oversees Food Share and Restaurant Fan Club); co-chairs of Community Engagement Committee; Eric Ortiz (volunteer organizer of community pop-up markets); leadership team (5 volunteers plus LHENA staff) of community building blocks program	volunteer Joan Moser (oversees Food Share and Restaurant Fan Club); LHENA Volunteer Network and its leadership team; co-chairs of Community Engagement Committee; Eric Ortiz (volunteer organizer of community pop-up markets); leadership team (5 volunteers plus LHENA staff) of community building blocks program	LHENA Staff - Paul Shanafelt; LHENA Volunteer Network (100+ volunteers) and its leadership team; Futsal Society staff; Environmental Committee chairs (oversee organics recycling program); volunteer Joan Moser (oversees Food Share); MN Peacebuilding Leadership Institute staff (community conversations co-host); co-chairs of Community Engagement Committee; Eric Ortiz (volunteer organizer of community pop-up markets); leadership team (5 volunteers plus LHENA staff) of community building blocks program	LHENA Staff - Paul Shanafelt; LHENA Volunteer Network (100+ volunteers) and its leadership team; Futsal Society staff; Environmental Committee chairs (oversee organics recycling program); volunteer Joan Moser (oversees Food Share); MN Peacebuilding Leadership Institute staff (community conversations co-host); co-chairs of Community Engagement Committee; Eric Ortiz (volunteer organizer of community pop-up markets); leadership team (5 volunteers plus LHENA staff) of community building blocks program

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Demographic group	<i>Renters</i>	Seniors (55+)	BIPOC	Limited English Proficiency (LEP)
Timeline	<p>Feb-March: board/leadership recruitment</p> <p>March: bowl-a-thon</p> <p>Jan-May: community conversations circles</p> <p>May-September: community pop-up markets</p> <p>September: futsal tournament</p> <p>Monthly: renters socials, Food Share; flyering; restaurant fan club</p> <p>Weekly: e-newsletter</p> <p>Ongoing: tenant mediation service, organics recycling program, community building blocks program; develop relationships with property mgmt; LHENA Volunteer Network recruitment</p>	<p>Jan-May: community conversations circles</p> <p>May-September: community pop-up markets</p> <p>Monthly: renters socials, Food Share; flyering; restaurant fan club</p> <p>Weekly: e-newsletter</p> <p>Ongoing: community building blocks program; develop relationships with senior property mgmt; LHENA Volunteer Network recruitment</p>	<p>Feb-March: board/leadership recruitment</p> <p>March: bowl-a-thon</p> <p>Jan-May: community conversations circles</p> <p>May-September: community pop-up markets</p> <p>September: futsal tournament</p> <p>Monthly: renters socials, Food Share; flyering</p> <p>Weekly: e-newsletter</p> <p>Ongoing: tenant mediation service, organics recycling program, community building blocks program; LHENA Volunteer Network recruitment</p>	<p>Feb-March: board/leadership recruitment</p> <p>March: bowl-a-thon</p> <p>Jan-May: community conversations circles</p> <p>May-September: community pop-up markets</p> <p>September: futsal tournament</p> <p>Monthly: renters socials, Food Share; flyering</p> <p>Weekly: e-newsletter</p> <p>Ongoing: tenant mediation service, organics recycling program, community building blocks program; LHENA Volunteer Network recruitment</p>

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Demographic group	<i>Renters</i>	Seniors (55+)	BIPOC	Limited English Proficiency (LEP)
Quantitative goals	add 200 renters to our e-news subscriber list; gain access to 5 multi-unit residential buildings in the neighborhood for door knocking; add 50 renter-volunteers to LHENA Volunteer Network; increase board/committee leadership renter representation to reflect neighborhood demographics; average 30+ attendees at monthly renter socials; flyer every multi-unit building in the neighborhood every other month; sign up 50 renters to organics recycling program	add 30 seniors to our e-news subscriber list; add 15 senior-volunteers to LHENA Volunteer Network; flyer every multi-unit building in the neighborhood every other month; add 15 seniors to Food Share recipient list	add 50 BIPOC residents/business owners to our e-news subscriber list; increase BIPOC representation in board/committee leadership; increase BIPOC vendors, artists, practitioners, nonprofit reps for community pop-up markets; flyer every multi-unit building in the neighborhood every other month; partner with BIPOC-owned businesses to host monthly socials; increase number of BIPOC residents to LHENA Volunteer Network	Increase number of LEP vendors, artists, practitioners, nonprofit reps for community pop-up markets; at least two flyers per year in two languages; increase board representation; partner with at least one immigrant-owned business to host a monthly social; increase number of LEP residents in LHENA Volunteer Network; increase number of LEP households to Food Share

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Demographic group	<i>Renters</i>	Seniors (55+)	BIPOC	Limited English Proficiency (LEP)
Qualitative goals	provide opportunities for feedback and involvement with LHENA. Renters feel supported by LHENA and its members.	provide opportunities for feedback and involvement with LHENA. Seniors feel supported by LHENA and its members.	provide opportunities for feedback and involvement with LHENA. Provide opportunities for BIPOC community members to share their voice; work with BIPOC business owners to run for the board seat from this demographic	provide opportunities for feedback and involvement with LHENA; recruit multi-lingual volunteers to help w/engagement (Spanish preferred based on numbers). LEP folks feel supported by LHENA and its members.

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Demographic group	<i>Renters</i>	Seniors (55+)	BIPOC	Limited English Proficiency (LEP)
Outcome of engagement	<p>Increased representation of renters on neighborhood board and/or committees, programs</p> <p>More renters subscribe to LHENA e-newsletter and follow on social media</p> <p>Renters have info necessary to get involved w/LHENA and their community</p> <p>Renter issues are identified</p> <p>LHENA Volunteer Network grows</p>	<p>More seniors subscribe to LHENA e-newsletter and follow on social media</p> <p>Seniors have info necessary to get involved w/LHENA and their community</p> <p>Seniors issues are identified</p>	<p>Representation of BIPOC residents on neighborhood board and/or committees better reflects percentage of population</p> <p>More BIPOC residents/business owners subscribe to LHENA e-newsletter and follow on social media</p> <p>BIPOC residents/business owners have info necessary to get involved w/LHENA and their community</p> <p>BIPOC resident/business owner issues are identified</p>	<p>Representation of LEP residents on neighborhood board and/or committees better reflects percentage of population</p> <p>More LEP residents/business owners stay in regular contact with multilingual volunteers.</p> <p>LEP residents/business owners have info necessary to get involved w/LHENA and their community</p> <p>LEP resident/business owner issues are identified</p>

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Demographic group	<i>Renters</i>	Seniors (55+)	BIPOC	Limited English Proficiency (LEP)
Next steps	Develop 2023 equitable engagement plan and frame future LHENA strategic plan based on renter input. Firmly establish community engagement committee. Ensure LHENA Volunteer Network has necessary resources. Secure grants to fund work.	Develop 2023 equitable engagement plan and frame future LHENA strategic plan based on senior input. Firmly establish community engagement committee. Ensure LHENA Volunteer Network has necessary resources. Secure grants to fund work.	Develop 2023 equitable engagement plan and frame future LHENA strategic plan based on BIPOC individuals’ input. Community conversations around issues of race, trauma, and healing. Firmly establish community engagement committee. Ensure LHENA Volunteer Network has necessary resources. Secure grants to fund work. Engage with Futsal Society and Bread for summer events.	Develop 2023 equitable engagement plan and frame future LHENA strategic plan based on LEP individuals’ input. Recruit and retain multilingual volunteers. Community conversations around issues of race, trauma, and healing. Firmly establish community engagement committee. Ensure LHENA Volunteer Network has necessary resources. Secure grants to fund work. Engage with Futsal Society and Bread for summer events.