

Engagement Plan

Neighborhood

Lowry Hill East

Time frame

2022

Work summary

LHENA will continue to offer existing programs/events that cater to underrepresented populations (LHENA Talk series, Small Sums grant program, organics recycling program, renters socials, Food Share, tenant mediation, Neighbors Helping Neighbors mutual aid program) while incorporating new ideas (community education, Freedom School, racial healing circles, affinity groups, multicultural events, hosting events/meetings at multi-unit buildings). Our work will focus on engaging BIPOC residents/business owners, Limited English Proficiency residents/business owners, seniors (55+), and renters.

Scope of work, outcomes and goals

LHENA will establish and enhance current programming to further its mission to equitably engage with underrepresented neighborhood stakeholders. LHENA has made great strides to increase renter participation over the last four years, and can now say that the majority of organizational leadership and volunteers are renters. We will continue our focus on this population, which largely includes the rest of the demographics we are going to target with this plan -- there will be significant overlap. We realize meeting people where they're at is key to effectively engaging neighbors, and with a high-turnover neighborhood we cannot simply rely on digital communication to reach our population. One-on-ones, door knocking, flyering, and mailers have shown to be highly productive to drive turnout and participation in our evaluations. In addition, meaningful relationships are the central component to *retain* participants -- whether that is staff/member or member/member relationships. LHENA still has a lot of work to do to develop relationships with underrepresented communities, and we hope our infrastructure will allow us to be successful in our intentions to do so. We hope the work we do in 2022 will help us establish the foundation for our next strategic plan and long-term equitable engagement.

Plan detail

Demographic group	Renters	Limited English Proficiency (LEP)	Seniors (55+)	BIPOC
Numbers or percentage	82% (source: MN Compass)	21.5%	10%	25.4%

Initiative, activity, project or program	free tenant-landlord mediation; organics recycling program targeting residents in buildings with 4+ units; renter socials; hosting community connection events at apartment complexes; Small Sums financial assistance program	adopted language access policy (note: done as of 7/2021); establish affinity groups; create multiple listservs; hosting multicultural events; community classes (learn how to use computer, etc.)	LHENA Neighbors Helping Neighbors mutual aid project; traveling nurse; community classes (learn how to use computer, fitness, etc.); Food Share delivery	Establish affinity groups; host multicultural events; collaborate w/MN Peacebuilding Leadership Institute to host racial healing circles; continue LHENA Talks series that prioritizes BIPOC speakers and issues; targeted grant programs; freedom school.
Barriers to engagement	Not having building access; high turnover population; short-term residency	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;	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.
Outreach and engagement strategies	develop strong ties w/building mgmt; develop relationships with individual tenants and have them help recruit fellow tenants; hosting targeted socials/apt. events that cater to renters.	sending LHENA e-news in multiple languages to listservs; highlight citywide multicultural events; hosting multicultural events; connecting	doorknocking; maintain/better promote phone tree for mutual aid and Food share programs; identifying senior living facilities in area and forming	highlight multicultural events; hosting multicultural events; connecting w/businesses that are owned by and/or cater to BIPOC clientele

		w/businesses that are owned by and/or cater to LEP clientele; recruiting multi-lingual volunteers	relationships w/mgmt; get seniors signed up to weekly LHENA e-newsletter	
Resources needed	event space; print promo materials, social media/newsletter accounts; property mgmt contact info	space for classes; teachers; print materials for promo/info; phone lines; social media/newsletter accounts	space for classes; teachers; print materials; phone lines; social media/newsletter accounts	space (or digital forums) for classes/events; teachers/facilitors; print materials; phone lines; social media/newsletter accounts
Partners in the work	Conflict Resolution Center (mediation); Wedge Co-op(organics recycling program); property mgmt companies (Mint, Hornig, etc.); Tenant Resource Center; Homeline	Mpls Community ed; Pueblos de Lucha y Esperanza; Cuernavaca-Minneapolis Sister Cities Organization	Mpls Community Ed; Walker Methodist Health Center	MN Peacebuilding Leadership Institute; American Friends Service Committee
Person(s) responsible	LHENA's Neighbors Helping Neighbors mutual aid group; LHENA executive director and community organizer (promo, grants, outreach), Mariah Weitzenkamp (organics recycling program); LHENA volunteers (coordinating socials)	LHENA staff (engagement, promo, admin), LHENA volunteers (coordination, outreach); interpreters/translators; Mpls Community Ed teachers	LHENA staff (promo, engagement, admin); Neighbors Helping Neighbors volunteers; Mpls Community Ed staff (if classes are offered); Food Share volunteers	Partner org. staff; LHENA staff; LHENA volunteers
Timeline	Jan.-March: develop relationships with property mgmt and tenants; coordinate spring/summer social events.	Jan-Feb: recruit multilingual volunteers. Work with Mpls community Ed to	Jan-Feb: identify where senior population lives.	Jan-March: coordinate with MN Peacebuilding Leadership Institute to establish racial healing circle events; continue

	<p>April - May: doorknock, flyering, get new tenants signed up for weekly e-newsletter</p> <p>June-October: host renter social events at event spaces such as LynLake Brewery; host community connection/LHENA info events at at least three apt. complexes.</p> <p>Ongoing: promote existing mutual aid, mediation, Small Sums, and organics recycling programs.</p>	<p>establish class offerings.</p> <p>March-May: targeted outreach and promotion; establish listserv in at least one other language.</p> <p>June-October: host at least one multicultural event; host at least two community education class offerings.</p> <p>Nov-Dec: establish at least one affinity group.</p>	<p>March-April: outreach/flyering.</p> <p>May-Nov: community ed classes</p> <p>Ongoing: Food Share/mutual aid</p>	<p>recruiting speakers for monthly LHENA Talk series; coordinate Freedom School event.</p> <p>April-June: host one Freedom School event; host at least two racial healing circles; targeted outreach to BIPOC residents/business owners.</p> <p>July-Nov: in partnership with BIPOC residents, establish one affinity group; in partnership with BIPOC residents, coordinate and host at least one multicultural event.</p> <p>Monthly: one LHENA Talk event per month; forming meaningful relationships w/BIPOC residents and business owners through one-on-one engagement.</p>
<p>Quantitative goals</p>	<p>add 250 renters to our database/e-news subscriber list; gain access to 15% multi-unit residential buildings in the neighborhood for door knocking.</p>	<p>25% community ed participants will be from the Wedge; host 4 multicultural events during the year; 22%</p>	<p>25% community ed participants will be seniors from the Wedge; 15% of food share and NHN</p>	<p>hosting 4 multicultural events during the year; start at least one affinity group with 10 core members;</p>

		<p>of LHENA Food Share program and Neighbors Helping Neighbors (mutual aid) recipients will be from this demographic</p>	<p>recipients will be from this demographic</p>	<p>host at least 4 racial healing talking circle; average 15 participants in monthly LHENA Talk series; host at least one freedom school event; establish one re-grant program that either a) impacts at least 25 BIPOC residents or b)provides funding to one BIPOC-led community project</p>
<p>Qualitative goals</p>	<p>provide opportunities for feedback and involvement with LHENA. Renters feel supported by LHENA and its members.</p>	<p>provide opportunities for feedback and involvement with LHENA; identify languages spoken in the Wedge -- recruit multi-lingual volunteers to help w/engagement. LEP folks feel supported by LHENA and its members.</p>	<p>provide opportunities for feedback and involvement with LHENA. Seniors feel supported by LHENA and its members.</p>	<p>provide opportunities for feedback and involvement with LHENA. Provide opportunities for community members to learn about racial disparities; recruit to fill LHENA's one business owner board seat from this demographic; connect business owners with resources for technical assistance, support any existing cultural initiatives business owners have,</p>

<p>Outcome of engagement</p>	<p>Increased representation of renters on neighborhood board and/or committees</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>representation of LEP residents on neighborhood board and/or committees relative to percentage of population</p> <p>More LEP residents/business owners stay in regular contact with multilingual staff and 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>	<p>representation of seniors on neighborhood board and/or committees relative to percentage of population</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 relative to 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>Next steps</p>	<p>Develop 2023 equitable engagement plan and frame future LHENA strategic plan based on renter outreach/input</p>	<p>Develop 2023 equitable engagement plan and frame future LHENA strategic plan based on renter outreach/input</p>	<p>Develop 2023 equitable engagement plan and frame future LHENA strategic plan based on renter outreach/input</p>	<p>Develop 2023 equitable engagement plan and frame future LHENA strategic plan based on renter outreach/input</p>