

Engagement Plan

Neighborhood / Lyndale (Lake Street to 36th and Lyndale to 35W)

Time frame / 2022-2024 (3 years)

Work summary

50% of Lyndale's the total population characterizes themselves as people of color. 65% of Lyndale neighborhood housing is rental housing. Although we can make assumptions about the overlap of these two percentages, the data does really not tell us what the overlap is so we are left to assume that at least half of the rental housing is also BIPOC, non-native English speakers, or non-USA born. However, to determine this, the first step will be to connect with the individuals living in these households. This work will begin with direct outreach through door knocking. We will do this through contacting building managers and rental property owners to allow us access to the building whenever possible. If we are limited in accessing properties we will look to other strategies: tabling at a nearby intersection, hosting a party at a nearby community garden, or even holding a block party to conduct more of a focus-group style interview with residents. We will utilize the staff that seems appropriate for each situation. LNA employs a Spanish speaking organizer, hired for this purpose, and a Somali speaking digital assistant who can be contracted with independently to assist.

The goal of this outreach is to make personal connections and to learn what is important to renters and what they want to engage with in their neighborhood. Through continued outreach we can further identify sub-groups of underrepresented populations in this larger group, and work alongside them to identify service gaps and opportunities, and eventually working alongside them to develop solutions to fill these needs. The outcome of this work will be issue-based, resident led work groups supported by LNA staff to create solutions to their own resident self-identified concerns.

Scope of work, outcomes and goals

We wrote this plan with the intent that the work will be continuous, and will follow arcs of engagement depending on the seasons and the engagement possibilities. In 2022, the LNA Board will be designing an Engagement Survey and this will be the primary tool used to gather data and make initial connections. We anticipate this being completed by Summer 2022 so that initial outreach can begin as the weather improves. We will use the input gathered on this survey to make sure that LNA is focusing their limited resources in the most effective way possible in involving residents and selecting actions.

Plan detail

Demographic group	Renters: <i>sub-set, Renters of Color</i>
Numbers or percentage	65% of housing is not owner-occupied. 50% of all residents identify as POC. We are sure there is overlap in these populations and further we know that many residents speak Spanish or Somali. We are also expecting an increase of 165 low-income families to the neighborhood in the next 2-3 years so know the population of the neighborhood, and these percentages are likely to increase.

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Initiative, activity, project or program	Initial outreach by LNA will gather ideas and needs. LNA will then focus on bringing renters together to discuss issues, and identify and work on solutions.
Barriers to engagement	<p>Accessing apartments</p> <p>Accessing public housing</p> <p>Less-stable population</p> <p>Less investment in the neighborhood</p> <p>Not aware of activities</p> <p>Assumptions that there are high numbers of non-native English speakers (we know that 30% of the current population speaks a language other than English but we don't know how many of these are renters except in some location like Horn Towers which is Public housing for a large number of Somali Families)</p> <p>Assumptions that there is a high number of cost-burdened households that are also renters</p> <p>Communicating: 1) May not have internet at home to get communications from LNA, 2) LNA communications are typically in English, 3) LNA is meeting via Zoom due to COVID and not doing very many in-person events</p>

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Outreach and engagement strategies	<p>Identify properties</p> <p>Connect with property managers/owners & establish communication plan with tenants including prevalent languages</p> <p>Identify resident leaders for multi-unit buildings to help reach out to other tenants</p> <p>Hold building focus-groups in dominant languages to discuss issues and ideas for tenants</p> <p>Direct outreach & Door-knock in multiple languages to determine priorities & to sign renters up for eNews or other communication methods</p> <p>Determine if there are other regular communication network systems that need to be established besides the eNews, and how to offer them in multiple languages if that is a need</p> <p>Tabling at nearby intersections</p> <p>Dual language social media and communications campaign</p>
Resources needed	<p>Social media account and manager of the accounts</p> <p>Multi-lingual outreach and organizing staffing</p> <p>Contact information for property owners/managers</p> <p>Outreach wages</p> <p>Door-knocking materials (clipboards, logs, pens, handouts and contact cards)</p> <p>Flyers with neighborhood</p> <p>Issue survey</p>
Partners in the work	<p>Property managers</p> <p>Property owners</p> <p>Minneapolis Public Housing</p> <p>Block Leaders</p>
Person(s) responsible	<p>Equity & Justice Organizer (part-time employee)</p> <p>LNA Engagement Team, volunteers</p>

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Timeline	<p>Winter: Develop survey, determine where rental property is located</p> <p>Engage property managers and/or property owners</p> <p>Spring: Follow-up phone calls to set up date/time to access and door-knock multi-unit buildings or set up tabling and outreach events</p> <p>Set up and host building focus-groups</p> <p>Summer: continue doorknocking scattered site rental housing</p> <p>Table to engage residents in areas with high number of rental units</p> <p>Fall-Winter: Bring renters together from different blocks to discuss concerns</p> <p>Launch Renter Identified Issues Campaign</p> <p>Work with Renters to develop and implement solutions to identified issues.</p> <p>Grow this group into an ongoing renter's-group working together to solve community issues</p>
Quantitative goals	<p>Knock on 150 doors over a minimum of 9 blocks.</p> <p>Hold a minimum of two tabling events in areas of high renters.</p> <p>Hold a minimum of 4 focus groups, by building (if large) or by block.</p> <p>Talk with a minimum of 30 neighbors who are also renters through these various methods.</p> <p>Add a minimum of 15 of these neighbors to the eNews.</p>
Qualitative goals	<p>Learn about what tenants care about in the neighborhood</p> <p>Identify what the barriers are to involvement in LNA</p> <p>Identify issues that need attention</p> <p>Develop an eNews or alternative communication system that might work better for non-English speakers to receive regular communications</p> <p>Establish communication methods to regularly reach these residents</p> <p>Start campaign based upon identified issue with renters</p>

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Outcome of engagement	<p>More representation of renters on neighborhood board, in committee membership, or on working groups</p> <p>More tenants receive neighborhood organization updates, newsletters and other information</p> <p>Tenants have the knowledge and ability to become involved in the organization and in decision-making</p> <p>Issues are identified in the community by the community</p>
Next steps	Community conversations involving renters around issues identified to discuss issue further, come up solutions and possible campaign development or project implementation