

## Engagement Plan

### Neighborhood

Loring Park

### Time frame

Year(s) 2021 - 2023

### Demographic Groups

Citizens for a Loring Park Community will be focusing work on the following under represented groups :

- Outreach to Renters 76%
- Outreach to Renters 76%, Black residents 11.5% and families with work focused on 3 areas:
  - Oak Grove, 1500 Nicollet, Nicollet & Grant
- Outreach to Elders (25%) with focus on Booth Manor Elders and Russian Speakers
- Outreach to Small Business Owners – minority, women, GLBTQ, family owned
- Outreach to the Latino Community (5.7%)

### General Loring Park Neighborhood Demographics

Population = 9,144                      includes 358 children

6,891 housing units                      6,383 are occupied

Rental units = 76%                      Owner = 16.7%

Cost burdened Households =

-12.2 owner occupied households

- 87.8 renter occupied households

Average household size is 1.6

72% white

11.5% black

5.7% Latino

13.9 % Disabled

25% Elders

35.3% 25-34 years

19.1% speak other than English

39.8% under \$35,000/yr

11.2% \$35,000-\$50,000/yr

51% of population under \$50,000/yr

## Engagement Plan: Neighborhood: Citizens for a Loring Park Community – Outreach to Renters

### 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.

### Plan detail

<i>Demographic</i>	<b>Renters</b>			
<b>Numbers or percentage</b>	76%			
<b>Initiative, activity, project or program</b>	<i>Outreach to renters using a multi-pronged approach. .</i>			
<b>Barriers to engagement</b>	<i>Funding MPRB Approval of proposals Pandemic impacts as it continues</i>			

<i>Demographic</i>	<b>Renters</b>			
<b>Outreach and engagement strategies</b>	<p><i>Identify renters and build a network of leaders by building.</i></p> <p><i>Invite engagement with person to person communication from project leaders and contacts within buildings.</i></p> <p><i>Identify property owners/ managers of buildings with renters. Ask property owners to support with communication through building communications to tenants.</i></p> <p><i>Use CLPC website, e-newsletters to invite renter engagement.</i></p>			
<b>Resources needed</b>	<p><i>Funding for Park Staff to keep Park buildings open as a place for renters to gather / work.</i></p> <p><i>Funding for Events</i></p> <p><i>Volunteers to plan staff events and activities</i></p>			

<i>Demographic</i>	<b>Renters</b>			
<b>Partners in the work</b>	<p><i>Minneapolis Park and Recreation Board and Park Staff</i></p> <p><i>Friends of Loring Park</i></p> <p><i>Minneapolis Downtown Council</i></p> <p><i>Property Owners</i></p>			
<b>Person(s) responsible</b>	<p><i>Facial Rayani</i></p> <p><i>Kate Olender</i></p> <p><i>Julie Sandin , Park Director</i></p> <p><i>Dave Hile, Friends of Loring Park</i></p> <p><i>Jana Metge, CLPC</i></p>			
<b>Timeline</b>	<p><i>January – April – Secure partnership with MPRB.</i></p> <p><i>June end – Organize, invite renters to participate Twin Cities PRIDE</i></p> <p><i>July – Organize, invite renters to Aquatennial Pre-Parade Party</i></p> <p><i>July end – Organize invite renters to participate / help with Loring Park Art Festival</i></p>			

<i>Demographic</i>	<b><i>Renters</i></b>			
<b>Quantitative goals</b>	<p><i>Initiate, promote and engage renters with 3 community events in Loring Park.</i></p> <p><i>Meet at least 20 new people at each event.</i></p> <p><i>Collect at least 20 new sign ups for the newsletter for future communication.</i></p> <p><i>Recruit 3 new volunteers to assist with future engagement</i></p>			

<i>Demographic</i>	<b>Renters</b>			
<b>Qualitative goals</b>	<p><i>Activate Loring Park through Community Events</i></p> <p><i>Activate Loring Park by adding picnic tables and grills</i></p> <p><i>Seek to add additional tables and chairs for outdoor gathering spots</i></p> <p><i>Work for expanded Park hours to create a workspace for Renters to come to the Park and have Internet access.</i></p> <p><i>Invite people to meet each other and network.</i></p> <p><i>Increase number of renters experiencing Loring Park.</i></p> <p><i>Invite renters to learn about Friends of Loring Park and CLPC and engage as organization leaders.</i></p>			

<i>Demographic</i>	<b>Renters</b>			
<b>Outcome of engagement</b>	<p><i>Loring Park is utilized by more Loring park renters.</i></p> <p><i>CLPC and Friends of Loring gain a communication network and build new relationships with renters.</i></p> <p><i>Add names to newsletter lists to improve ongoing communications with renters, to invite their ideas, concerns and invite them into leadership.</i></p> <p><i>Add more volunteers for programs, events and projects.</i></p>			
<b>Next steps</b>	<p><i>Organize and communicate with persons responsible to put plans in place and divide responsibilities.</i></p> <p><i>Identify renters already known by building and ask them to help formulate plans and network in their buildings.</i></p> <p><i>Ask for help from current leaders of Friends of Loring Park and CLPC.</i></p> <p><i>Identify timing, steps and contacts needed to gain MPRB support for plans.</i></p>			



**Engagement Plan: Neighborhood: Citizens for a Loring Park Community  
- Outreach to Renters, Black residents, and Families**

**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.

**Plan detail**

Demographic group	<i>Black residents</i>	<i>Demographic group 2 Renters</i>	Demographic group 3 Families	Demographic group 4
<b>Numbers or percentage</b>	11.5%	76% / Cost Burdened 42.7%)		
<b>Initiative, activity, project or program</b>	<i>Focused outreach, networking on Oak Grove, 1500 Nicollet, Nicollet &amp; Grant</i>			
<b>Barriers to engagement</b>	<i>Access to locked buildings – need partnership with property owners / managers</i>			
<b>Outreach and engagement strategies</b>	<i>Connect and invite participation of property managers/owners, and residents new to the neighborhood.  Work through renters and Black residents we know in these areas. Ask for their help to identify resident leaders for multi-unit buildings, other neighborhood organizations and groups.</i>			

Demographic group	<i>Black residents</i>	<i>Demographic group 2</i> <i>Renters</i>	Demographic group 3 <i>Families</i>	Demographic group 4
<b>Resources needed</b>	<i>Stipends to assist with building outreach</i>  <i>Volunteers to assist with community gatherings</i>  <i>Lead Volunteers for each event / gathering.</i>			
<b>Partners in the work</b>	<i>Dominium Properties</i>  <i>Related Development</i>  <i>Nicollet Diner</i>  <i>Wooddale Church @ Music Box</i>  <i>Dennis Investments</i>  <i>The Woman’s Club of Minneapolis</i>  <i>INVOLVE MN</i>  <i>Community Crime Prevention Specialist</i>			
<b>Person(s) responsible</b>	<i>Jana Metge</i> <i>Trent Palmberg</i> <i>Sheila Delaney</i>			

Demographic group	<i>Black residents</i>	<i>Demographic group 2</i> <i>Renters</i>	Demographic group 3 <i>Families</i>	Demographic group 4
<b>Timeline</b>	<p><i>Jan-March Connect with Property Owners &amp; Managers for building access and partnership.</i></p> <p><i>April – May Rayito del Sol planting day</i></p> <p><i>July-August – National Night Out</i></p> <p><i>June-September, November Gatherings with 1500 Nicollet</i></p> <p><i>January &amp; May Oak Grove Meetings</i></p> <p><i>August &amp; Sept. Grant &amp; Nicollet gatherings</i></p>			

Demographic group	<i>Demographic group 2</i>	Demographic group 3	Demographic group 4
<i>Black residents</i>	<i>Renters</i>	Families	

<p><b>Quantitative goals</b></p>	<p><i>Organize 2 Community Mtgs on Oak Grove</i></p> <p><i>Organize 2 Personal Safety Meetings in rental buildings and identify action steps to enhance safety and reduce crime.</i></p> <p><i>No gunfire on Oak Grove by year end.</i></p> <p><i>Organize and Hold a National Night Out Party on Oak Grove</i></p> <p><i>Organize 2 gatherings with 1500 Nicollet</i></p> <p><i>Recruit / invite 5 families from 1500 Nicollet to participate in planting day at Rayito Del Sol.</i></p> <p><i>20 people from these target areas/ buildings added to newsletter list.</i></p> <p><i>Identify 5 new volunteers from these target areas / buildings.</i></p> <p><i>Recruit 2 potential new Board members.</i></p> <p><i>1500 Nicollet organizes a national Night Out Party.</i></p> <p><i>Partner with Wooddale Church, build relationships with people at 1350 Nicollet &amp; 15 E. Grant.</i></p>			
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Demographic group	<i>Black residents</i>	<i>Demographic group 2</i> <i>Renters</i>	Demographic group 3 <i>Families</i>	Demographic group 4
<b>Qualitative goals</b>	<p><i>Residents meet each other.</i></p> <p><i>Corridors are strengthened because people know each other.</i></p> <p><i>Strengthen community and social capital</i></p> <p><i>Ideas and interests are shared.</i></p> <p><i>Needs and issues are shared.</i></p> <p><i>Connect with families at 1500 Nicollet and identify youth needs.</i></p> <p><i>Have discussions on rent affordability with Oak Grove participants which are in market rate, locally owned rental properties.</i></p>			

<p><b>Outcome of engagement</b></p>	<p><i>Gain specific input from families with some of the 358 children in Loring.</i></p> <p><i>Gain input about ideas and issues from new neighborhood resident.</i></p> <p><i>Enhance safety and reduce crime.</i></p> <p><i>Gain further breakdown and understanding of building demographics.</i></p>			
<p><b>Demographic group</b></p>	<p><b><i>Black residents</i></b></p>	<p><b><i>Demographic group 2</i></b></p> <p><b><i>Renters</i></b></p>	<p><b><i>Demographic group 3</i></b></p> <p><b><i>Families</i></b></p>	<p><b><i>Demographic group 4</i></b></p>
<p><b>Next steps</b></p>	<p><i>Organize with people responsible to plan.</i></p> <p><i>Invite partners to assist in fining other residents to assist.</i></p> <p><i>Invite participation on CLPC website, e-newsletter to see who self-identifies and is willing to help lead these efforts and invite others to participate.</i></p>			

**Engagement Plan: Neighborhood: Citizens for a Loring Park Community - Outreach to Neighborhood Elders at Booth Manor and Russian speakers.**

**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.

**Plan detail**

Demographic group	<i>Elders</i>	Demographic group 2 <i>Russian Speakers</i>	Demographic group 3	Demographic group 4
<b>Numbers or percentage</b>	25%			
<b>Initiative, activity, project or program</b>	<i>Outreach to Elders and Russian speakers in Booth Manor.</i>			
<b>Barriers to engagement</b>	<i>Non-Participating Property Mangers, COVID-19 Restrictions, language (Russian speakers may need translators, volunteers to assist</i>			



Demographic group	<i>Elders</i>	Demographic group 2 <i>Russian Speakers</i>	Demographic group 3	Demographic group 4
<b>Outreach and engagement strategies</b>	<p><i>Focus on outreach to elders and those who are disabled who live in Booth Manor.</i></p> <p><i>Build relationships with building manager and with residents.</i></p> <p><i>Identify any Booth Manor residents CLPC is already connected with and ask for their support to build connections.</i></p>			
<b>Resources needed</b>	<p><i>Access to the building through management and residents.</i></p> <p><i>Funds to support staff time and costs for building outreach</i></p> <p><i>Volunteers to assist with outreach hosting building gatherings.</i></p> <p><i>Translators</i></p> <p><i>Mechanisms to communicate with building residents.</i></p>			

Demographic group	<i>Elders</i>	Demographic group 2 <i>Russian Speakers</i>	Demographic group 3	Demographic group 4
<b>Partners in the work</b>	<i>Booth Manor management</i>  <i>Leaders in Russian community and translators</i>  <i>CLPC volunteers</i>			
<b>Person(s) responsible</b>	<i>Jana Metge, CLPC Executive Director</i>  <i>Volunteers (to be recruited)</i>			
<b>Timeline</b>	<i>January: Meet with Property manager</i>  <i>February – April: Organize 2 resident gatherings</i>  <i>May: Attend their WWII event on May 9<sup>th</sup></i>  <i>June – August: Invite engagement (participation, volunteering) in community events</i>  <i>Sept – November: Discuss next steps based on what has been learned.</i>  <i>December: Plan the 2023 year with Booth Manor leaders.</i>			

Demographic group	<i>Elders</i>	Demographic group 2 <i>Russian Speakers</i>	Demographic group 3	Demographic group 4
<b>Quantitative goals</b>	<p><i>Elders invited to voice / share concerns and ideas.</i></p> <p><i>Invite elders to sign up for newsletters to receive ongoing information.</i></p> <p><i>Community network expanded with elders from Booth Manor and others they know in the neighborhood.</i></p>			
<b>Qualitative goals</b>	<p><i>2 community meetings on site at Booth Manor.</i></p> <p><i>2 meetings with Property Manager.</i></p> <p><i>4 Booth Manor residents attend each event.</i></p> <p><i>10 Booth Manor residents added to e-newsletter list.</i></p> <p><i>Property Manager on e-newsletter list and joins Nicollet Safety Coalition.</i></p> <p><i>Recruit 1 potential CLPC Board member from Booth Manor.</i></p>			

Demographic group	<i>Elders</i>	Demographic group 2 <i>Russian Speakers</i>	Demographic group 3	Demographic group 4
<b>Outcome of engagement</b>	<p><i>Relationships built to residents in Booth Manor to CLPC.</i></p> <p><i>Booth Manor residents remain on the mailing list.</i></p> <p><i>Ideas and issues of concern of Booth Manor residents are share.</i></p> <p><i>Number of Russian speaking elders in Booth Manor are identified.</i></p> <p><i>Connections are made between Booth Manor residents and others in the neighborhood.</i></p>			
<b>Next steps</b>	<p><i>Outreach to property manager contact.</i></p> <p><i>Set up conversations with manager and seek their advice and input on this proposed 2022 idea.</i></p>			

**Engagement Plan: Neighborhood: Citizens for a Loring Park Community - Outreach to Small Businesses – Minority, Women, GLBTQ, Family Owned.**

**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.

**Plan detail**

Demographic group	<i>Minority small business owners</i>	Demographic group 2	Demographic group 3	Demographic group 4
<b>Numbers or percentage</b>				
<b>Initiative, activity, project or program</b>	<p><i>Outreach to promote development, stronger economic opportunities and safety for local small businesses with minority owners.</i></p> <p><i>Personal contact and relationship building with minority business owners.</i></p> <p><i>Provide support, information and advocacy.</i></p> <p><i>Network to bring minority business owners into open spaces to strengthen job opportunities and the neighborhood economy.</i></p>			

Demographic group	<i>Minority small business owners</i>	Demographic group 2	Demographic group 3	Demographic group 4
<b>Barriers to engagement</b>	<p><i>Lack of support to work with minority owned business on inclusion in original cultural corridor designation.</i></p> <p><i>Availability of sufficient government support for minority owned small businesses.</i></p> <p><i>Sufficient availability of Community Crime Prevention Specialist.</i></p> <p><i>Availability of 1<sup>st</sup> Precinct personnel to participate.</i></p>			
<b>Outreach and engagement strategies</b>	<p><i>Retention of small businesses on Nicollet Ave / Eat Street.</i></p> <p><i>Enhanced safety, reduced crime.</i></p> <p><i>Business needs are heard by government, CPED.</i></p> <p><i>Eat Street added to Cultural Corridor designation.</i></p> <p><i>Recruit new minority owned businesses open in the neighborhood with job prospects and economic improvements.</i></p>			

Demographic group	<i>Minority small business owners</i>	Demographic group 2	Demographic group 3	Demographic group 4
<b>Resources needed</b>	<p><i>Time from community partners.</i></p> <p><i>Staff time, Zoom Hosts, time of volunteer.</i></p> <p><i>Communications with area small business owners, residents.</i></p>			
<b>Partners in the work</b>	<p><i>Neighborhood small business owners.</i></p> <p><i>Wooddale Church (@Music Box)</i></p> <p><i>CPED</i></p> <p><i>Community Crime Prevention Specialist</i></p> <p><i>CLPC</i></p>			
<b>Person(s) responsible</b>	<p><i>Sam Turner/Nicollet Diner</i></p> <p><i>Trent Palmberg / Wooddale Church</i></p> <p><i>Jana Metge / CLPC</i></p>			

Demographic group	<i>Minority small business owners</i>	Demographic group 2	Demographic group 3	Demographic group 4
<b>Timeline</b>	<p><i>Jan-Dec 2021: 1 meeting/ month for 10 months</i></p> <p><i>Monthly: 5 businesses worked with individually each month.</i></p>			
<b>Quantitative goals</b>	<p><i>1:1 outreach to 5 small business owners / month.</i></p> <p><i>Develop a database of 30 small business owners.</i></p> <p><i>Invite, engage participation and facilitate 10 meetings / year.</i></p> <p><i>Nicollet Avenue is included and added into the Cultural Corridor designation.</i></p> <p><i>Community Crime Prevention Specialist conducts 5 premise surveys and offers Personal Safety Workshops in 5 businesses.</i></p> <p><i>Recruit 1 potential CLPC Board member in 2023.</i></p>			



**EXHIBIT C**

<b>Demographic group</b>		<b>Demographic group 2</b>	<b>Demographic group 3</b>	<b>Demographic group 4</b>
	<i>Minority small business owners</i>			

<p><b>Qualitative goals</b></p>	<p><i>Minority small business owners feel supported /heard about how to create a safe, positive environment for their neighborhood customers, employees.</i></p> <p><i>BIPOC, GLBTQ and other minority owned businesses and customers have CLPC as an advocate / resource if they experience violence or suffer property damage.</i></p> <p><i>Develop a communication and support network support for minority business owners / staff.</i></p> <p><i>Enhance safety and reduce crime. Businesses/employees have safer and healthier work environment.</i></p> <p><i>Resources are researched and shared monthly.</i></p> <p><i>Advocate / promote small minority owned businesses in newsletter to increase neighborhood use.</i></p> <p><i>Engage small minority owned businesses to sponsor community events to bring neighbors together.</i></p> <p><i>Advocate fto have Nicollet Avenue included in the City Cultural Corridor.</i></p>	
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Demographic group	<i>Minority small business owners</i>	Demographic group 2	Demographic group 3	Demographic group 4
<b>Outcome of engagement</b>	<i>Safer neighborhood for residents, business owners, visitors.</i>			
<b>Next steps</b>	<i>Identify minority business owners.</i>  <i>Build relationships, invite participation and leadership.</i>			

## Engagement Plan: Neighborhood: Citizens for a Loring Park Community

### 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.

### Plan detail

Demographic group	<i>Latino Community</i>	Demographic group 2	Demographic group 3	Demographic group 4
<b>Numbers or percentage</b>	5.7%			
<b>Initiative, activity, project or program</b>	<i>Community Safety and Engagement of Latino families through Environmental Design.</i>			
<b>Barriers to engagement</b>	<i>Approval of project funding from City of Minneapolis to accept this MNDOT project.</i>			
<b>Outreach and engagement strategies</b>	<i>Invite engagement of Latino families and children and others to come together to address and resolve a neighborhood safety issue adversely impacting children.</i>  <i>Use project (Planting Day) as a way to bring people together to work on a tangible project and solution to project children.</i>			

Demographic group	<i>Latino Community</i>	Demographic group 2	Demographic group 3	Demographic group 4
<b>Resources needed</b>	<i>Approval of project funding from MNDOT</i>  <i>Outreach staffing support</i>  <i>Multi-lingual partners for translation</i>  <i>Small business and organizational support for event refreshments.</i>  <i>Volunteers</i>			
<b>Partners in the work</b>	<i>Rayito Del Sol</i> <i>CLPC</i> <i>MNDOT</i> <i>MPRB</i> <i>Friends of Loring Park</i> <i>Loring Greenway Association</i> <i>Nicollet Diner</i> <i>Wooddale Church</i> <i>Basilica of Saint Mary</i>			
<b>Person(s) responsible</b>	<i>Luisa Fuentes, Rayito Del Sol</i> <i>MNDOT Lead Staff</i> <i>Terri Ashmore, CLPC</i> <i>Jana Metge, CLPC</i>			

Demographic group	<i>Latino Community</i>	Demographic group 2	Demographic group 3	Demographic group 4
<b>Timeline</b>	<p><i>January – March: Finalize landscaping plan, send community / MNDOT Roadside Partnership Request through the City, Secure project resource of \$15,000</i></p> <p><i>March – April: Arts and School children develop multicultural mural design. Logistics planned for Planting Day.</i></p> <p><i>May – June: Planting Day scheduled, Neighbors invited to participate, help with planting, Organize Friends of Loring Park to participate. Organize Nicollet businesses and organizations to participate. Organize Rayito Del Sol families, children to participate, Organize MPRC Environmental Youth Job Participants to assist. Event publicized in English and in Spanish, Event Held to include Resource Fair with Partners, Event written up and published in neighborhood newsletter, other neighborhood publications in English an Spanish.</i></p>			

Demographic group	<i>Latino Community</i>	Demographic group 2	Demographic group 3	Demographic group 4
<b>Quantitative goals</b>	<p><i>20 Latino Families &amp; Youth participate in the planting project</i></p> <p><i>10 neighborhood residents participate in the planting project</i></p> <p><i>5 businesses / organizations participate in the planting project</i></p> <p><i>10 MPRB Youth / staff participate in the planting project</i></p> <p><i>40 youth engage in training about the plants with Dr. Lee Frelich, a neighborhood asset.</i></p>			

Demographic group	<i>Latino Community</i>	Demographic group 2	Demographic group 3	Demographic group 4
<b>Qualitative goals</b>	<p><i>Rayito Del Sol strengthens their partnerships along the Nicollet Corridor.</i></p> <p><i>Rayito Del Sol strengthens and develops new networks within the community.</i></p> <p><i>Families meet with the MPRB Youth and learn about employment through the Park.</i></p> <p><i>Families learn about Friends of Loring Park and the opportunity to be gardeners.</i></p> <p><i>Families learn about the Loring Park Urban Garden Program and how to sign up to grow their own food.</i></p>			



Demographic group	<i>Latino Community</i>	Demographic group 2	Demographic group 3	Demographic group 4
<b>Outcome of engagement</b>	<p><i>Families meet others in the community.</i></p> <p><i>Safety Hazards(discarded needles other dangerous refuse) are abated by Environmental Design.</i></p> <p><i>Community building through Planting Day Project.</i></p> <p><i>Nicollet Corridor beautification and Children learn about plants and how to care for them.</i></p> <p><i>Corridor partners tighten and build social capacity through working together on a visible project.</i></p>			
<b>Next steps</b>	<p><i>Secure City approval of project.</i></p> <p><i>When approval is security, start planning and engaging Latino families and neighbors in developing Planting Day.</i></p>			