

## Engagement Plan

Neighborhood: Bryant

Timeline: 2023-2024

<b>Demographic group</b>	African American, Hispanic community members, tenants, families with children, and non-renter community members	Black and Brown neighbors /Low Income families
<b>Numbers or percentage</b>	50%	25 households connected to land providers
<b>Initiative, activity, project or program</b>	<p>Bryant Block Organizing</p> <p>Bryant Neighbors Connect</p> <p>Bryant African American Leadership Development program</p> <p>South Central Minneapolis Anti Racism Collective</p> <p>Southside Speaks</p>	<p>Land and Food Justice Initiative</p> <p>Bryant Block Organizing</p>
<b>Barriers to engagement</b>	<p>Lack of accessibility to apartment complexes</p> <p>Transient population due to high rent cost/evictions</p> <p>Cultural disconnection at meetings due to lack of diversity in attendance and program leadership</p> <p>Language barriers for Spanish speaking community members Economic disconnect</p>	<p>Lack of accessibility to land</p> <p>Transient population due to high rent cost/evictions</p> <p>Cultural disconnection at meetings due to lack of diversity in attendance and program leadership</p> <p>Language barriers for Spanish speaking community members</p>
<b>Outreach and engagement strategies</b>	<p>Multi-lingual (Spanish / English) door knocking and flyer for block meetings/events</p> <p>Connect with property managers of buildings we need access to flyer</p> <p>Identify resident leaders for multi-unit building and connect them with block leaders (Bryant Block Organizing)</p> <p>Social media campaign; Host quarterly community building sessions for renters and homeowners. Build awareness of program/resources provided to community member with a targeted emphasis on marginalized renters.</p> <p>Contracting or hiring staff to identify and develop leadership skills in cohort of neighbors (Bryant African American Leadership Development Program)</p> <p>Collaboration with Latinx organizer</p>	<p>Host bi-lingual neighborhood meetings on the topic of land and food justice - Collab with PGS</p> <p>Door knocking and flyer</p> <p>Social media campaign</p> <p>Establishing group of neighbors from each block to focus on land and food justice (Bryant Block Organizing); Infomercial created for project to heightened project awareness throughout the community; Survey land for non traditional growth/land opportunities such as business, rooftops and/or green rooms. Center this project in healing and community building using urban farming as the connector. Create Black Urban farmer community group</p>

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<b>Resources needed</b>	<p>Social media account and manager of account</p> <p>Wages for staff</p> <p>Contact information of property managers</p> <p>Flyers with neighborhood organization information and block meeting information</p> <p>Mailing list, printing, and postage</p> <p>Translation- for flyers/social media/door knocking</p> <p>Food and supplies for Bryant Neighbors Connect event</p>	<p>Supplies/food for community event</p> <p>Distribution plan and materials</p> <p>Wages for staff, stipends for community partners and stewards</p> <p>Flyers + gardens start up resource kits in multiple languages; Spanish and Somali</p> <p>Water set up, compost, tools and sheds</p> <p>Partnership agreements with land owners + community groups + renters + businesses</p>
<b>Partners in the work</b>	<p>Residents and block leaders</p> <p>CURA</p> <p>South Central Minneapolis Anti Racism Collective</p>	<p>Residents, block leaders, community members</p> <p>Plant Grow Share</p>
<b>Person(s) responsible</b>	<p>Mickella Rolfes</p> <p>Base building staff</p> <p>Volunteers</p>	<p>Mickella Rolfes</p> <p>Base building staff</p> <p>Volunteers</p>

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<b>Timeline</b>	<p>Oct 2022: Sending out bilingual mailers - general introduction to BNO and existing/upcoming programing.</p> <p>Jan-Mar 2023: Hiring and training staff for Bryant African American Leadership Development program. Organizing blocks to sign up for door knocking in the spring, Referring to Neighborhood's Now training in April and Undoing Racism workshops, hosting community conversations (SCMARC), Bryant Block leader meeting. Collaboration with CANDO Latinx organizer</p> <p>April - Aug 2023: Neighborhood's Now training, Undoing Racism workshop(SCMARC), outreach and implementation of Bryant African American Leadership Development program, Door knocking/Flyering, Bryant Block leader meeting</p> <p>Aug 2023: Bryant Neighbors Connect</p> <p>Sept-Dec 2023: sending out bilingual mailers, African American Leadership Development Program, Block leader meeting</p> <p>Jan-Mar 2024: African American Leadership Development Program, Block Leader Meeting, Prepare for spring flyering, South Central Minneapolis Anti Racism Collective events and organizing</p> <p>April - Aug 2024: Bryant African American Leadership Development program, Door knocking and flyering, Block leader meeting.</p> <p>Aug 2024: Bryant Neighbors Connect</p> <p>Sept-Dec 2024: Bilingual neighborhood mailer, Bryant African American Leadership Development Program, Block leader meeting.</p>	<p>Jan - Mar: Work with CANDO to establish and strengthen our partnership - explore establishing official partnership with PGS and BNO</p> <p>Mar-April: Host all neighborhood meeting re: land and food justice, partner with PGS solidarity work and Land-Food Network programing</p> <p>April - Aug: Support the planting, growing, and distribution of food</p>
<b>Quantitative goals</b>	<p>Grow block groups by 50% with the inclusion of bipoc neighbors, renters, and families.</p> <p>Gain contact information of 50 tenants of who were door knocked or received mailers</p> <p>Establish African American Leadership cohort with at least 10 members</p> <p>See 25% increase in attendance in community conversations and events</p>	<p>Foster collaboration of 3 blocks groups in the network of community gardens</p> <p>Open communication network of at least 30 neighbors around the topic of food and land justice</p>

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<b>Qualitative goals</b>	<p>Provide equitable programming targeted to more demographics</p> <p>Deepen relationship between homeowners and renters;</p> <p>Learn about what tenants care about in neighborhoods and identify issues that need attention</p>	<p>Listen and learn about the challenges to land access + visions + dreams for future gardens in Bryant</p> <p>Assess + harness our power + articulate strategies that will prioritize urban food growing in Bryant neighborhood</p>
<b>Outcome of engagement</b>	<p>Build a more equitable community voice with a balance of homeowners and renters</p> <p>Invest in the development of leadership in our neighborhood</p> <p>Increase communication between Bryant neighborhood organization and Bryant neighbors</p>	<p>Newly connected and networked Bryant neighbors and growers</p> <p>Self-organized groups of neighbors tending to newly established gardens</p> <p>Increase in confidence + social capital + mutual aid systems + food growing skills</p>
<b>Next steps</b>	<p>Set up translation partnership and send out bilingual neighborhood mailer</p> <p>Meet with block leaders</p> <p>Hire staff</p>	Formalize partnership/collaboration with PGS