

## Engagement Plan

### Neighborhood

Kenwood

### Time frame

2023-24 (two-year plan)

### Work summary

Summary of activities cross all programs and demographic groups.

Kenwood Neighborhood Organization recognizes the need for our board to be more proactive in seeking participation, input, and ideas from underrepresented groups in our neighborhood and broader community, especially the BIPOC (Black, Indigenous and people of color), Youth and Renter populations addressed in this plan. Our neighborhood demographics are skewed to an older and whiter (>90% of Kenwood residents vs. ~60% for Minneapolis as whole) population which is reflected in KNO's current board composition.

Through this plan we hope to build on KNO's current engagement and outreach efforts, leveraging channels such as the KNO Newsletter and expanding upon our neighborhood events programming (e.g., events at East Cedar Lake Beach that reach a broader, more diverse metro population than Kenwood alone), with a focus on greater partnership and invitations to add new perspectives to KNO's forums, communications and community-building efforts.

In 2021 KNO started a Community Building initiative that seeks to bring events programming in 2022 and beyond that would increase the connection the Kenwood neighborhood has to the neighborhoods comprising our community pathway schools (Anwatin Middle School, North Community High School), particularly with North Minneapolis.

For this reason, we are putting a focus on both the BIPOC and Youth communities that the MPS Comprehensive District Design addresses with goals for greater integration and less racial isolation in our public schools. By bringing more diverse and underrepresented voices into the KNO board meetings and creating intentional social interactions that create new connections among and between our neighbors and the broader community.

Our work in implementing this plan will occur in three overlapping areas – communications, events and partnerships:

### Communications

KNO will continue to send out a print newsletter to all resident addresses in our neighborhood, perhaps the best way we can be sure we are reaching residents in the underrepresented groups identified in this plan. However, we will work to shift our focus to not only reach these

groups, but rather invite their participation and add their voices and perspectives to the newsletter itself and our board's other communications (e.g., eblasts, social media posts, etc.) and forums, especially our KNO board meetings.

A new initiative for the 2023-24 plan will be a targeted email communications campaign targeting rental unit owners available from the Active Rental Licenses database (available at [opendata.minneapolis.gov](https://opendata.minneapolis.gov)). KNO will pursue an email campaign including the distribution of online survey forms to gather feedback from both the rental unit owner population as well as a separate form to be forwarded by owner contacts to their tenants for KNO to receive contact information and perspectives on neighborhood priorities from our neighbors occupying rental units. Efforts will be made to appeal to renters to participate in KNO meetings and invite them to join our board, including sharing our engagement plan goals to increase participation and input from renters as well as younger residents and neighbors of color as key underrepresented groups.

### **Events**

In recent years, KNO has made significant progress on neighborhood engagement and quality of living through increased programming and events, particularly in working in partnership with City partners (e.g., MPRB, Park Police, etc.) and local businesses and artists to increase engagement and provide family-friendly programming at East Cedar Lake Beach. Music events, recreational offerings, volunteer programs and collaboration with the Kenwood Community School, Cedar Lake Park Association, and our local business community have given our neighbors and the broader community opportunities to come together and share ideas while also making one of our neighborhood's greatest park assets a safer and more welcoming place.

The Community Building concept is one that seeks to add to the successful KNO events programming by involving new partnerships and a reach beyond Kenwood to include northside neighborhoods. While KNO's work in 2022 included discussions with adjacent neighborhood leaders and local BIPOC community members and organizations to bring new perspectives and expertise in delivering events focused on creating social interactions across diverse populations, we are still at the early stages of developing this broader inter-neighborhood Community Building initiatives. In 2023 and beyond we will look to build on successes such as the partnership with Lowry Hill on DNR-supported recreation and education events to plan more events and involve a larger circle of neighborhood organizations and contacts in this effort.

### **Partnerships**

KNO will continue to leverage the strong partnerships that it has in working with our local businesses and organizations including the Kenwood Community School, the Kenwood Community Center, Cedar Lake Park Association and MPRB. In 2023 and 2024, KNO board members will continue to seek to build collaborative partnerships with adjacent neighborhood organizations (e.g., Lowry Hill, CIDNA, East Isles) as well as northside neighborhoods including Bryn Mawr Neighborhood Association, the Northside Residents Redevelopment Council (Near North, Willard Hay), and Harrison Neighborhood Organization.

We will also focus on leveraging our ongoing collaboration with staff and parent leadership at Kenwood Community School and build on our progress in 2022 in establishing connecting with staff and parent groups at Anwatin Middle School and North Community High School, including collaboration with parents and staff at North High on their new foundation initiative involving the Minneapolis Foundation..

### **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.

#### **Goals**

The Kenwood Neighborhood Organization's success with the implementation of our Engagement Plan will be measured by the inclusion of members of the identified underrepresented Group becoming active participants in the Kenwood Neighborhood Organization and our outreach/engagement efforts.

A primary goal will be to recruit residents from each of the Groups to run for election to the KNO Board of Directors, a goal partially achieved in 2022 with more diversity in our elected slate of board members. Through board member participation, we hope to gain new leadership and perspectives to refine our engagement strategies and bring in new ideas for priorities and initiatives.

We also hope to give greater voice to each of these underrepresented groups by seeking out and inviting residents to participate as guest contributors to the KNO Newsletter and other communications including our monthly eblasts.

#### **Newsletters and Email Communications**

As the primary means to reach all Kenwood residents, KNO will continue to look to leverage our print and email newsletters as key resources to address and invite greater participation from the underrepresented groups identified and targeted by this plan. In particular, we intend to invite guest contributors to help develop KNO newsletter and communications content with a focus on Youth experiences/perspectives. We hope to have at least four articles included from authors representing these underrepresented groups in 2022.

#### **Events Programming**

KNO will seek to leverage its ongoing events programming and new inter-neighborhood Community Building initiative as a key springboard to increase engagement with the targeted underrepresented groups and achieve our goals for more diverse board representation and communications. Our events will continue to leverage our existing partnerships (e.g., CLPA, MPRB, local businesses/artists), but will also expand our partnership focus to include adjacent neighborhoods and Kenwood's new pathway community schools that can help us forge greater connections, particularly with BIPOC and Youth residents.

**Outcomes**

Ultimately, under this plan KNO hopes to achieve greater resident participation in KNO board meetings from each of the identified underrepresented groups.

As a result of our targeted effort with our communications and adjustments to the content, collaborators and channels we will pursue, we aim to add BIPOC and Youth resident voices to the KNO newsletter and other communications, as well as leaders and contributors on our board.

**Plan detail**

Demographic group	BIPOC - Black, Indigenous and People of Color	Youth (18-24, 10-17)	Renters																																
<b>Numbers or percentage</b>	9% <i>Kenwood Demographics (<a href="#">source 1</a>, <a href="#">source 2</a>)</i>	5%, 3% <i>Kenwood Demographics (<a href="#">source 1</a>, <a href="#">source 2</a>)</i>	40% <i>(252 occupied housing units per <a href="#">MN Compass</a>)</i>																																
	<table border="1"> <caption>Racial Diversity</caption> <tr><td>White</td><td>92%</td></tr> <tr><td>Asian</td><td>3%</td></tr> <tr><td>Hispanic</td><td>1%</td></tr> <tr><td>African American</td><td>1%</td></tr> <tr><td>Hawaiian or other Pacific Islander</td><td>1%</td></tr> <tr><td>Two or more races</td><td>1%</td></tr> <tr><td>American Indian or Alaska native</td><td>0%</td></tr> <tr><td>Other race</td><td>0%</td></tr> </table>	White	92%	Asian	3%	Hispanic	1%	African American	1%	Hawaiian or other Pacific Islander	1%	Two or more races	1%	American Indian or Alaska native	0%	Other race	0%	<table border="1"> <caption>Age</caption> <tr><td>&lt;10 years</td><td>11%</td></tr> <tr><td>10-17 years</td><td>3%</td></tr> <tr><td>18-24 years</td><td>5%</td></tr> <tr><td>25-34 years</td><td>11%</td></tr> <tr><td>35-44 years</td><td>12%</td></tr> <tr><td>45-54 years</td><td>10%</td></tr> <tr><td>55-64 years</td><td>20%</td></tr> <tr><td>65+ years</td><td>29%</td></tr> </table>	<10 years	11%	10-17 years	3%	18-24 years	5%	25-34 years	11%	35-44 years	12%	45-54 years	10%	55-64 years	20%	65+ years	29%	
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<b>Demographic group</b>	<b>BIPOC - Black, Indigenous and People of Color</b>	<b>Youth (18-24, 10-17)</b>	<b>Renters</b>
<b>Initiative, activity, project or program</b>	<i>KNO Community Building events and forums</i>  <i>KNO Newsletter and eblasts</i>	<i>KNO Schools collaboration</i>  <i>KNO Newsletter and eblasts</i>	<i>KNO Newsletter and eblasts</i>  <i>KNO new resident Welcome Kit</i>
<b>Barriers to engagement</b>	<i>Limited current KNO Board representation</i>  <i>Feeling that KNO is not addressing the issues most relevant to BIPOC residents</i>	<i>Less likely to engage through traditional communication channels (e.g., print newsletters)</i>  <i>More transient population (e.g., living with parents vs. college, etc.)</i>	<i>Lack of current KNO Board representation</i>  <i>More transient population; less likely to be included on email distribution lists, etc.</i>

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<b>Demographic group</b>	<b>BIPOC - Black, Indigenous and People of Color</b>	<b>Youth (18-24, 10-17)</b>	<b>Renters</b>
<b>Outreach and engagement strategies</b>	<p><i>Include more relevant content in KNO newsletters that addresses this group (e.g., initiatives focused on addressing racial disparities/equity, cultural events, public safety reform/violence prevention, etc.)</i></p> <p><i>Invite community members to author communications content</i></p> <p><i>Seek partnerships with more diverse adjacent neighborhoods to co-sponsor Community Building events, particularly in North Minneapolis (e.g., NRRC, Harrison, Bryn Mawr, etc.)</i></p> <p><i>Seek partnerships with Kenwood’s new community public schools (Anwatin Middle School, North High School) to co-sponsor Community Building events</i></p>	<p><i>Include more relevant content in KNO newsletters that addresses this group (e.g., school initiatives, youth activities, etc.)</i></p> <p><i>Invite community members to author communications content</i></p> <p><i>Continue Kenwood Community School partnership, including collaboration with Kenwood Green Team and DNR School Forest initiatives; seek greater volunteer participation from Youth residents for participation/leadership</i></p>	<p><i>Develop a Welcome Kit that can provide resources to new residents and increase Renter engagement with KNO and our initiatives</i></p> <p><i>Increase KNO presence on social media and participate in community forums (e.g., NextDoor) where new Renter residents may be engaged</i></p>

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<b>Demographic group</b>	<b>BIPOC - Black, Indigenous and People of Color</b>	<b>Youth (18-24, 10-17)</b>	<b>Renters</b>
<b>Resources needed</b>	<p><i>KNO Newsletter content/publication/distribution</i></p> <p><i>KNO web site</i></p> <p><i>KNO social media (e.g., Facebook)</i></p> <p><i>Resident contact list</i></p> <p><i>Funding for events programming</i></p>	<p><i>KNO Newsletter content/publication/distribution</i></p> <p><i>KNO web site</i></p> <p><i>KNO social media (e.g., Facebook)</i></p> <p><i>Resident contact list</i></p> <p><i>Funding for events programming</i></p> <p><i>School communications/contact lists</i></p>	<p><i>KNO Newsletter content/publication/distribution</i></p> <p><i>KNO web site</i></p> <p><i>KNO social media (e.g., Facebook)</i></p> <p><i>Resident contact list</i></p>
<b>Partners in the work</b>	<p><i>Bryn Mawr Neighborhood Association</i></p> <p><i>Harrison Neighborhood Association</i></p> <p><i>Northside Residents Redevelopment Council (Near North and Willard Hay)</i></p> <p><i>Kenwood Community School</i></p> <p><i>Anwatin Middle School</i></p> <p><i>North Community High School</i></p>	<p><i>Kenwood Community School</i></p> <p><i>Anwatin Middle School</i></p> <p><i>North Community High School</i></p> <p><i>Kenwood Community Center</i></p>	<p><i>Kenwood Community Center</i></p>

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<b>Demographic group</b>	<b>BIPOC - Black, Indigenous and People of Color</b>	<b>Youth (18-24, 10-17)</b>	<b>Renters</b>
<b>Person(s) responsible</b>	<p><i>Community Building lead volunteer (Jim Barnett)</i></p> <p><i>Communications Coordinator (Amanda Vallone)</i></p> <p><i>KNO Board – Engagement Committee</i></p>	<p><i>Current Kenwood Youth board member (Melinda Platt)</i></p> <p><i>Communications Coordinator (Amanda Vallone)</i></p> <p><i>KNO Board – Engagement Committee</i></p>	<p><i>Communications Coordinator (Amanda Vallone)</i></p> <p><i>KNO Board – Engagement Committee</i></p>
<b>Timeline</b>	<p>1/2Q2023: Develop plan and partnerships for 2023 Community Building initiative event(s) calendar</p> <p>4Q2022: Add invitation for guest contributors to 2023 KNO newsletters and communications with focus on BIPOC experiences/perspectives</p> <p>May: KNO Board of Directors elections; goal to increase number of BIPOC resident board members</p>	<p>4Q2022: Add invitation for guest contributors to 2022 KNO newsletters and communications with focus on Youth experiences/perspectives</p> <p>Continue collaboration with Kenwood Community School (Principal Johnson) on priorities and events calendar</p> <p>Continue collaboration with North High parents and staff (Steve White, Delisa Grigsby, Spring Moody) to develop plan for North High engagement events</p> <p>May: KNO Board of Directors elections; goal to increase number of Youth resident board members</p>	<p>1Q2023: Execute email outreach campaign with online surveys to Active Rental License rental unit owner contacts</p> <p>1Q2023: Develop new resident Welcome Kit materials and resources</p> <p>2Q2023: Begin distribution of new resident Welcome Kits</p> <p>May: KNO Board of Directors elections; goal to increase number of Renter resident board members</p>



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<b>Demographic group</b>	<b>BIPOC - Black, Indigenous and People of Color</b>	<b>Youth (18-24, 10-17)</b>	<b>Renters</b>
<b>Quantitative goals</b>	<p><i>Increase representation of persons of color on the KNO Board of Directors in 2023</i></p> <p><i>At least 1 Community Building event co-sponsored with adjacent northside neighborhoods in 2023</i></p> <p><i>At least 1 Community Building event co-sponsored with new community public schools – Anwatin Middle School and North High School in 2023</i></p> <p><i>Increased number of newsletter articles authored by BIPOC residents in 2023</i></p>	<p><i>Increase representation of Youth (18-24) on the KNO Board of Directors in 2022</i></p> <p><i>At least 1 Community Building event co-sponsored with new community public schools – Anwatin Middle School and North High School in 2023</i></p> <p><i>Increased number of newsletter articles authored by Youth residents in 2023</i></p>	<p>Increase representation of renters on the KNO Board of Directors in 2023</p> <p>Increase KNO email distribution list with contacts for 20 or more Kenwood renters in 2023 (via online survey)</p> <p>Receive feedback on priorities for at least 20 renter respondents to 2023 online survey</p> <p>At least 10 new resident Welcome Kit deliveries made in 2023</p>
<b>Qualitative goals</b>	<p>Gain greater insight on the neighborhood/community concerns most important to BIPOC residents</p> <p>Understand the best channels and partners to reach BIPOC residents</p> <p>Add BIPOC resident voices and perspectives to KNO board meetings and communications</p>	<p>Gain greater insight on the neighborhood/community concerns most important to Youth residents</p> <p>Understand the best channels and partners to reach Youth residents</p> <p>Add Youth resident voices and perspectives to KNO board meetings and communications</p>	<p>Gain greater insight on the neighborhood/community concerns most important to Renters in Kenwood</p> <p>Understand the best channels and partners to reach Renter residents</p> <p>Add Renter resident voices and perspectives to KNO board meetings and communications</p>

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<b>Demographic group</b>	<b>BIPOC - Black, Indigenous and People of Color</b>	<b>Youth (18-24, 10-17)</b>	<b>Renters</b>
<b>Outcome of engagement</b>	<p><i>BIPOC resident participation in KNO board meetings</i></p> <p><i>Add BIPOC resident voices to the KNO newsletter and other communications</i></p> <p><i>Refine and develop KNO's engagement programming with new perspectives and leadership from BIPOC residents</i></p>	<p><i>Youth resident participation in KNO board meetings</i></p> <p><i>Add Youth resident voices to the KNO newsletter and other communications</i></p> <p><i>Refine and develop KNO's engagement programming with new perspectives and leadership from Youth residents</i></p>	<p><i>Renter resident participation in KNO board meetings</i></p> <p><i>Increase ability for KNO to add Renter contacts to communication distribution lists – via rental unit owner outreach, online tenant survey</i></p> <p><i>Refine and develop KNO's engagement programming with new perspectives and leadership from Renter residents</i></p>
<b>Next steps</b>	<ol style="list-style-type: none"> <li><i>1. Reset on partnership outreach and schedule regular Community Building network call</i></li> <li><i>2. Set Community Building event calendar for 2023</i></li> <li><i>3. Share goals and invite guest contributors in next edition of KNO newsletter</i></li> </ol>	<ol style="list-style-type: none"> <li><i>1. Leverage current collaboration with Kenwood Community School to expand contacts and coordination to include leadership from Anwatin Middle School and North High School</i></li> <li><i>2. Set Community Building event calendar for 2023</i></li> </ol>	<ol style="list-style-type: none"> <li><i>1. Execute communications outreach campaign leveraging Active Rental Licenses database to identify contacts and invite responses to online surveys for both rental unit owners and their tenants.</i></li> <li><i>2. Develop new resident Welcome Kit materials and resources</i></li> <li><i>3. Initiate KNO presence on NextDoor with invitation to connect with new residents</i></li> </ol>