

**Engagement Plan**

**Neighborhood**

Lyndale Neighborhood

**Time frame**

2023 and 2024

**Plan detail**

| <b>Demographic group</b>                        | <b>Somali Residents</b>  | <b>Low Income Residents</b>   | <b>Renters</b>                      |
|---|--|---|-------------------------------------|
| <b>Numbers or percentage</b>                    | 20% of the neighborhood's population is black, and many of these neighbors are concentrated in, and around, Horn Towers with many of the residents in the over 600 units are from Somalia. | 43% of renters are in cost-burdened households  | 65% of the neighborhood are renters |
| <b>Initiative, activity, project or program</b> | Engagement Program focused on building relationships with Somali neighbors where they live.  | Specific outreach and information on services to low-income residents, targeted, but not exclusive to, renters. | Tenant Outreach                     |

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|-------------------------------|--|--|---|
| <b>Barriers to engagement</b> | <p>Transportation</p> <p>Concerns over safety getting to meetings</p> <p>Language</p> <p>Technology (for notices and also for use at a meeting)</p> <p>Culturally different communication styles (oral vs written)</p> <p>Culturally different expectations about time and meeting agendas/flow</p> <p>Culturally different understandings about the gender roles co-mingling, co-leading, and speaking out in meetings/discussions</p> <p>Non-resident access to Horn Towers</p> <p>Childcare</p> | <p>Transportation</p> <p>Time</p> <p>Not aware of the opportunity to engage</p> <p>Issues with communication, notification, and possibly language</p> <p>Feeling uncertain that meetings pertain to them</p> <p>Childcare</p> <p>Feeling unwelcome at meetings.</p> <p>Meeting locations not close to their homes.</p> <p>Concerns over safety getting to meetings</p> | <p>Not aware of the opportunity to engage</p> <p>Issues with communication, notification, and possibly language</p> <p>Feeling uncertain that meetings pertain to them</p> <p>Less attachment to the community since they are not property owners</p> |

**EXHIBIT C**

| <b>Demographic group</b>                  | <b>Somali Residents</b>   | <b>Low Income Residents</b>   | <b>Renters</b>   |
|---|---|---|--|
| <b>Outreach and engagement strategies</b> | <p>Hold events and meetings at Horn Towers.</p> <p>Communicate with the elders to get more participation.</p> <p>Hold ELL &amp; Digital Literacy class at Horn Towers and invite students to events.</p> <p>Provide cost-effective internet and laptop information to residents.</p> <p>Work with FRAYEO to participate in Somali holidays and celebrations.</p> <p>Engage Somali residents in providing feedback on the Kmart / New Nicollet project</p> <p>Bring in speakers from the different city operations and organizations that appeal to Somali resident’s needs and concerns at general membership meetings.</p> | <p>Provide low cost garden plots and information on food shelves and other resources to cost-burdened neighbors.</p> <p>Provide cost-effective internet and laptop information to residents.</p> <p>Engage low income residents in providing feedback on the Kmart / New Nicollet project</p> <p>Bring in speakers from the different city operations that appeal to low-income resident’s concerns at general membership meetings.</p> | <p>Provide information on Renters Rights</p> <p>Provide voting location information to renters</p> <p>Engage renters in providing feedback on the Kmart / New Nicollet project</p> <p>Prioritize renters for plots in LNA’s community gardens</p> <p>Doorknock and flier for events on blocks with numerous multi-unit apartments.</p> <p>Hold block events on streets with numerous multi-unit apartments.</p> <p>Connect with property managers/owners to access multi-unit buildings.</p> <p>Bring in speakers from the different city operations or organizations that appeal to renter’s concerns at general membership meetings.</p> |

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|------------------------------|--|---|--|
| <b>Resources needed</b>      | <p>Transportation</p> <p>Childcare</p> <p>List of neighborhood businesses and contact information.</p> <p>Language translation services</p> <p>Money for food</p> <p>Money for Security (according to Horn Towers leadership)</p> <p>GOTV resources in multiple languages</p> <p>Funding for digital navigation instructors beyond June 2023</p> | <p>Transportation</p> <p>Childcare</p> <p>Money for food</p> <p>Funding for Community Garden Organizer</p> <p>Money to cover water and composting at three Community Gardens</p> <p>Culturally sensitive instructor on low-impact watering techniques</p> <p>Locks on water that limit access</p> | <p>Transportation</p> <p>Childcare</p> <p>Money for food</p> <p>Multi-language fliers</p> <p>Funding for postage</p> <p>List of rental building managers</p> <p>GOTV resources in multiple languages</p> |
| <b>Partners in the work</b>  | FRAYEO, SAWAC, Whittier Alliance, MPLS Elections Department, CPED  | Homeline, Hennepin County Master Gardeners, solid waste and recycling, CPED   | Homeline, MPLS Elections Department, CPED  |
| <b>Person(s) responsible</b> | <p>Executive Director</p> <p>LNA Board Members</p> <p>Teachers at Horn Towers</p>  | <p>Community Organizer</p> <p>LNA Board Members</p>   | <p>Community Organizer</p> <p>LNA Board Members</p>  |

|                        |   |  |   |
|------------------------|---|--|---|
| <p><b>Timeline</b></p> | <p><b>2023</b></p> <p>Jan-June: Hold ELL &amp; Digital Literacy class at Horn Towers, building relationships with tenants, and invite students to attend and plan a spring event.</p> <p>Jan-June: Provide information about cost-effective internet and laptop to residents in multiple languages.</p> <p>Jan- June: seek funding to continue the Digital Navigation Program.</p> <p>Spring or Summer: Work with FRAYEO to plan and host an Somali-focused celebration at, or near, Horn Towers and flier and door knock to invite residents</p> <p>Analyze effectiveness of sharing information in Horn Towers and find out how residents can best receive and understand information.</p> <p>Arrange two meetings/events at Horn Towers with information that would pertain to residents, including engaging Horn Tower residents in providing feedback on the Kmart / New Nicollet project.</p> <p>Fall: work with elections department on messaging for new voters and promote in Sept &amp; Oct. and work</p> | <p><b>2023</b></p> <p>Jan-June: Provide information about cost-effective internet and laptop to residents in multiple languages.</p> <p>Spring: Provide information on low-cost garden plots and on food shelves and other resources to cost-burdened neighbors.</p> <p>Spring &amp; Fall: Engage low-income residents in providing feedback on the Kmart / New Nicollet project.</p> <p>Ongoing: Bring in speakers from the different city operations that appeal to low-income resident’s concerns at general membership meetings.</p> <p><b>2024</b></p> <p>Work in 2023 will focus on 4 different initiatives to reach low-income residents: the Federal Connectivity Program, healthy food access strategies, input on community services and businesses needed in the area through engagement in the Kmart/New Nicollet Engagement process, and bringing in speakers to LNA meetings that speak more towards programs and services for low-income households. Each of these four target areas will be evaluated at the end of 2023 to see if the partners, or programs, have changed, and if these are the still the</p> | <p><b>2023</b></p> <p>Jan-June: Provide information about cost-effective internet and laptop to residents in multiple languages.</p> <p>Spring &amp; Fall: Engage renters in providing feedback on the Kmart / New Nicollet project.</p> <p>Spring: contact multi-unit building owners and managers about how best to engage with their residents.</p> <p>Spring: analyze voting turnout and make an outreach plan to targeted areas</p> <p>Summer: work with the MPLS elections department on messaging for new voters and promote in fall</p> <p>Summer and Fall: doorknock multi-unit buildings and share information on LNA, upcoming events, and GOTV.</p> <p>Summer: Hold a block party and target invitations to multi-unit blocks.</p> <p><b>2024</b></p> <p>Work in 2023 will focus on 3 different initiatives to reach renter residents: the Federal Connectivity Program, input on community services and businesses needed in the area through engagement in the Kmart/New Nicollet Engagement process, and sharing information</p> |
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|---------------------------|---|--|---|
|                           | <p>with volunteers to do outreach on election day at Horn Towers</p> <p><b>2024:</b><br/>Continue outreach and building on relationships to host regular meetings and events at Horn Towers that are also open to the surrounding neighbors.</p> <p>Have an established GOTV team dedicated to educating neighbors about where to vote, and thanking them for voting on election day.</p> | <p>needed areas of engagement that we which we will focus on moving forward into 2024.</p>   | <p>about voting locations and processes. These initiatives will be done in two ways: direct outreach on blocks with a lot of multi-family housing, and through the landlords of multi-family housing. Each of these target areas will be evaluated at the end of 2023 to see if the partners, or programs, have changed, and the methods of reaching people will also be analyzed so we can optimize our outreach energy in 2024.</p> |
| <b>Quantitative goals</b> | <p>Establish trusted relationships with 4 Somali residents, who are willing to help do outreach with LNA to their community members.</p> <p>Increase attendance by Somali neighbors at LNA meetings and events.</p> <p>Assist 25 neighbors to connect to the federal free broadband connectivity program</p> <p>Increase voter turnout</p>  | <p>Assist 20 neighbors to connect to the federal free broadband connectivity program</p> <p>Enroll 50% of available garden plots to renters</p> <p>Increase awareness, and access of local food shelves.</p> <p>Increase voter turnout</p> | <p>Distribute information in higher renter areas at least 6 times per year.</p> <p>Obtain contact information for 200 tenants and add them to the eNews distribution list</p> <p>Increase voter turnout</p>   |

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|------------------------------|--|---|--|
| <b>Qualitative goals</b>     | Learn about what Somali residents need and want in the neighborhood in relation to goods and services  | Learn about what low income residents need in the neighborhood in relation to goods and services  | Learn about what tenants want in the neighborhood in relation to goods and services  |
| <b>Outcome of engagement</b> | <p>More Somali residents are informed about LNA activities and City plan for the community</p> <p>Somali residents have the knowledge and ability to become involved in the organization and in decision-making</p> <p>More Somali residents feel comfortable reaching out to LNA or one of our trusted partners to get information they need</p> <p>Somali residents understand their voting rights, where to get information, and where to vote.</p> | <p>More low income receive neighborhood organization updates, newsletters and other information</p> <p>Low income residents have the knowledge and ability to become involved in the organization and in decision-making</p> <p>Low income households are healthier due to free access to healthy food from local food shelves and garden throughout the year</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>Tenants understand their voting rights, where to get information, and where to vote.</p> |

| <b>Demographic group</b> | <b>Somali Residents</b>   | <b>Low Income Residents</b>  | <b>Renters</b>   |
|--------------------------|---|--|--|
| <b>Next Steps</b>        | <p>Continue outreach and building on relationships to host regular meetings and events at Horn Towers that are also open to the surrounding neighbors.</p> <p>Have an established GOTV team dedicated to educating neighbors about where to vote, and thanking them for voting on election day.</p> | <p>Work in 2023 will focus on 4 different initiatives to reach low-income residents: the Federal Connectivity Program, healthy food access strategies, input on community services and businesses needed in the area through engagement in the Kmart/New Nicollet Engagement process, and bringing in speakers to LNA meetings that speak more towards programs and services for low-income households. Each of these four target areas will be evaluated at the end of 2023 to see if the partners, or programs, have changed, and if these are the still the needed areas of engagement that we which we will focus on moving forward into 2024.</p> | <p>Work in 2023 will focus on 3 different initiatives to reach renter residents: the Federal Connectivity Program, input on community services and businesses needed in the area through engagement in the Kmart/New Nicollet Engagement process, and sharing information about voting locations and processes. These initiatives will be done in two ways: direct outreach on blocks with a lot of multi-family housing, and through the landlords of multi-family housing. Each of these target areas will be evaluated at the end of 2023 to see if the partners, or programs, have changed, and the methods of reaching people will also be analyzed so we can optimize our outreach energy in 2024.</p> |