

Neighborhood

North Loop Neighborhood Association

Time frame

Year(s): 2023 and 2024

Work summary

Summary of activities cross all programs and demographic groups.

- Continue providing events designed to engage all North Loop residents (including Candy Grab (est. 2022 attendance 500, Food Truck Fair (est. 2022 attendance 8,000+), National Night Out (est. 2022 attendance 300), Halloween event (est. 2022 attendance 300), monthly board meetings (live and Zoom), January annual meetly-Live and via Zoom (est. 300+ attendees)
- Continue monthly Service Saturday events with board and volunteers (trash pickup, river cleanup and planting, voter registration, donation drives, blood drives, flu shot clinic, etc.) Continue to increase volunteer participation.
- Continue to engage volunteers (20+) throughout the neighborhood to water the trees around their neighboring properties. Continue annual volunteer inventoring of tree condition to provide info to Parks & Rec re new trees needed.
- Continue to expand our volunteer efforts to reclaim the Mississippi riverfront land from Hennepin Ave to Plymouth Ave (removing buckthorn, invasive species, weed trees; planting new trees and native plants. Continue to work with Friends of the Mississippi River and Mississippi River Watershed Management Organization and Parks & Rec.
- Continue to improve the dog park NLNA is currently overseeing, including the raising of funds for needed improvements (including replacement of the rock currently on the site) – working with dog-owning neighbors
- Continue working with 15-member Planning+Zoning volunteer committee to review proposed neighborhood developments and provide guidance to the developers and recommendations to City Planning.
- Expand our organics recycling program from the two newly established neighborhood drop-off locations to bringing to residential and business properties.
- Build on our growing relationship with Avivo Village (homeless neighborhood community with which NLNA has established a partnership/good neighbor agreement). Plan and execute our new agreement with Avivo Village to have residents participate with us in our neighborhood maintenance efforts (trash, weeds, graffiti, tree watering, etc.).
- Continue to engage with Metro Transit (The Metro Transit Police Department first launched its Homeless Action Team (HAT) in 2018. The department recognized the need to connect community members experiencing homelessness with a number of services. HAT has become a model for law enforcement agencies hoping to find a better way to help this underserved community.) In 2022, NLNA funded \$2,500 to supply essential care bags for the unhoused community in a partnership with Metro Transit.
- Continue to engage renters engagement through.
- Continue to supply books to our 6 Little Free Libraries.
- Continue all communications outreach ([website](#), [social media](#), monthly [newsletter](#), etc.
- Continue to engage with City Councilmembers, MPD, Hennepin County, etc. to improve the safety conditions of the neighborhood (dealing with new homeless encampment, pedestrian safety, increase in overall crime...)
- The BIPOC community has grown in the North Loop accounting for 24% of the population. For 2023 and 2024 NLNA plans to allocate our EEF funds to help engage this community. Multiple ideas are in early stages of development.

- More...

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.

Previously, the NLNA overall goal was to serve the needs of our neighborhood homeowners, renters and businesses, both existing and new to the community. While we plan to continue to foster our relationships with homeowners and businesses our goals going forward is to engage renters, the unhoused community and the BIPOC community within the North Loop. NLNA has historically been largely comprised of homeowners. We have placed significant and highly effective efforts towards building participation of our majority and ever-growing population of renters on the board, at events and on volunteer committees and activities. The North Loop has seen growth in the people of color now representing 24% of the community. Our goal is to create a heritage calendar and hold event to engage these demographic groups. The North Loop is home to homeless shelters, Avivo and Salvation Army, and Metro Transit has ended up being a shelter to the unhoused over the years. The NLNA has initiated to partner with Avivo and Metro Transit to offer grants to their existing programs that serve the under-served community.

Vision

Foster a strong community that is rich in the diversity of ideas, talents, people and property. Toward that end the Neighborhood shall promote a climate of safety, livability and improvement through public neighborhood meetings, communication, creation of programs that encourage community participation and advocacy with relevant municipal and county organizations.

Mission

The North Loop Neighborhood Association (NLNA) is an organization consisting of and conducted by the residents, property owners, and business owners of the North Loop Neighborhood. The purpose of the organization is to foster a strong community rich in diversity of ideas, talents, people and property. Toward that end, the NLNA shall promote a climate of safety, livability, and improvement through public neighborhood meetings and communication and advocacy with the relevant municipal and county organizations. Further, we shall:

Promote the idea of doing business with local merchants, restaurants, coffee shops, service providers, and others who help make the North Loop a vibrant community,

Encourage neighborhood engagement and participation,

Become the go-to informational resource for neighborhood residents and businesses, and

Engage and attract prospective residents and businesses

Plan detail

Demographic group	<i>Example: Tenants</i>	Renters	BIPOC Community	Un-Housed
Numbers or percentage	6,300	70% (est. 5,250)	24% (est. (1,500)	Estimate 7,900
Initiative, activity, project or program	<i>Tenant Engagement Program</i>	Renter Engagement Program	BIPOC Engagement Program	Unhoused Engagement Program
Barriers to engagement	<i>Accessing apartments</i> <i>Transient population</i> <i>Feeling unwelcome at meetings</i>	Accessing apartment buildings Transient population Totally reliant on board and volunteers No staff support	Lack of Trust Feeling unwelcome Totally reliant on board and volunteers no staff support	Lack of Trust Feeling unwelcome Health and Safety concerns
Outreach and engagement strategies	<i>Connect with property managers/owners</i> <i>Identify resident leaders for multi-unit buildings</i> <i>Door-knocking</i> <i>Social media campaign</i>	Connect with building management and boards Website & Social media (August website visits 19,000) Expand monthly newsletter email mailing list (now 2,300 subscriptions)	Events built around Heritage calendar. Website & Social media (August website visits 19,000) Expand newsletter email mailing list (now 2,300 subscriptions)	Partnerships with organizations that have established programs to help unhoused individuals including Metro Transit and Avivo.

Demographic group	<i>Example: Tenants</i>	<i>Renters</i>	<i>BIPOC Community</i>	<i>Un-Housed</i>
Resources needed	<i>Social media account and manager of the account</i> <i>Contact information for property owners/managers</i> <i>Wages for door-knockers</i> <i>Door-knocking logs</i> <i>Flyers with neighborhood organization information</i>	Contact information for property managers and owners	Contact information for property managers, and tenants	Connect community partners – Avivo, Metro Transit and Salvation Army
Partners in the work	<i>Homeline</i>	N/A	N/A	Metro Transit, Avivo, Salvation Army
Person(s) responsible	<i>Outreach staff name(s)</i> <i>Volunteers</i>	Board members Volunteers	Board members Volunteers	Board members Volunteers
Timeline	<i>Jan.-March: Send letters to property managers and/or owners and recruit resident door-knocking staff</i> <i>April: Follow-up phone calls; set up date/time to door-knock buildings</i> <i>May-July: Door-knock identified buildings</i>	Send newsletter monthly to all subscribers – promoting events and volunteer and committee opportunities Post events and information on the website (northloop.org) and social media daily	Send newsletter monthly to all subscribers – promoting events and volunteer and committee opportunities Post events and information on the website (northloop.org) and social media daily	November: Provide grant to Metro Transit to pay for overnight essential care bags for unhoused. January – March: Follow-up meetings to assess impact and how to foster a strong partnership.

Demographic group	<i>Example: Tenants</i>	<i>Renters</i>	<i>BIPOC Community</i>	<i>Un-Housed</i>
Quantitative goals	<p><i>Have conversations with 75% of tenants whose doors were knocked</i></p> <p><i>Obtain contact information from 50% of tenants whose doors were knocked and add them to the distribution list</i></p>	<p>Increase newsletter signups by 20%</p> <p>Increase website and social media visits by 10%</p> <p>Increase participation in NL committees by 10%</p>	<p>Increase newsletter signups by 20%</p> <p>Increase website and social media visits by 10%</p> <p>Increase participation in NL committees by 10%</p>	<p>Have conversations with Community Partners that have services that support the un-housed community.</p>
Qualitative goals	<p><i>Learn about what tenants care about in the neighborhoods</i></p> <p><i>Identify issues that need attention</i></p>	<p>Identify resident priorities and determine action plans (annual process)</p>	<p>Identify resident priorities and determine action plans (annual process)</p>	<p>Meet with community partners who have knowledge and programming that support un-housed community. Assess how to partner.</p>

Demographic group	<i>Example: Tenants</i>	Renters	BIPOC Community	Un-Housed
Outcome of engagement	<p><i>More representation of tenants on neighborhood board and/or committee membership</i></p> <p><i>More tenants receive neighborhood organization updates, newsletters and other information</i></p> <p><i>Tenants have the knowledge and ability to become involved in the organization and in decision-making</i></p> <p><i>Issue is identified in the community</i></p>	<p>Greater representation of residents on the neighborhood board and committees.</p> <p>More owners receive newsletters and information about the neighborhood.</p> <p>More owners are engaged with the community and willing to participate on committees, volunteer activities, the board, etc.</p>	<p>Greater representation of residents on the neighborhood board and committees.</p> <p>More residents receive newsletters and information about the neighborhood.</p> <p>More residents are engaged with the community and willing to participate on committees, volunteer activities, the board, etc.</p>	<p>Un-housed population to feel they're a part of the community and willing to engage in opportunities to participate in events, activities and committees.</p>
Next steps	<p><i>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation.</i></p>	<p>Prepare for January 2023 annual meeting where issues are identified, 2023 priorities established, and volunteers signed up.</p>	<p>Identify events for heritage calendar and how we want to recognize and engage these communities.</p>	<p>Continue engaging with businesses that have programing for the unhoused and reach out to them to understand their needs and issues.</p>

Timeline and Goals

Timeline:

Jan -

- > Host the annual meeting / elect new board members
- > 2025 board and committee meetings begin (Planning+Zoning, Parks+Public Art)

Feb -

- > New board member onboarding and responsibilities

Mar -

- > Business Social

Apr -

- > Kick-off monthly Service Saturday and James I. Park activities
- > Tree watering and maintenance begins

May -

- > Candy Grab

June -

- > Conduct Personal Safety Workshop with the DMNA

July -

- > Food Truck Fair

Aug -

- > National Night Out

Sept -

> Business Social

Oct -

> Halloween

Goals:

1. Create and deliver community events that engage neighborhood residents and businesses, including the 2025 annual meeting, Candy Grab, National Night Out, Food Truck Fair and Halloween.
2. Coordinate and deliver on nine monthly Service Saturdays, bringing together resident volunteers to pick up neighborhood trash.
3. Plan, organize and manage nine monthly James I. Rice Park and playground planting, cleanup and maintenance days for residents and other volunteers.
4. Hold at least four business socials to engage the North Loop business community.
5. Work with zAmya to create and deliver a theatre production focused on the North Loop and our underserved community - in collaboration with Avivo.

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