

Longfellow Community Council Engagement Plan

Neighborhood

Longfellow Community Council: Cooper, Hiawatha, Howe, Longfellow

Time frame

2026

Work summary

For 2026, the Longfellow Community Council (LCC) is committed to engaging three historically underrepresented demographic groups: renters, low-income individuals, and communities of color.

LCC will enhance its engagement strategies through two main approaches: reducing barriers to participation and building sustainable partnerships. Key initiatives to reduce barriers include creating a digital "Welcome Packet" to centralize resources, implementing accessibility measures (such as offering free youth activities and food) at LCC meetings, and increasing its reach on social media.

To build sustainable partnerships, LCC will focus on strengthening relationships with organizations that serve the identified underserved populations. This includes reallocating resources to sponsor and co-host events with culturally specific and mutual aid organizations.

By pursuing these goals, LCC aims to transform its culture, leadership, and service delivery to better reflect and serve the entire Greater Longfellow community.

Scope of work, outcomes and goals

Two Main Approaches

LCC's work for 2026 is structured around two main, interdependent strategies:

1. **Reducing Barriers to Participation:** This involves making LCC meetings and programming more accessible through initiatives like creating a digital "Welcome Packet," offering free youth activities and food at LCC meetings, and increasing its reach on social media.
2. **Building Sustainable Partnerships:** LCC will focus on strengthening relationships with organizations that already serve the identified underserved populations. This will be accomplished by reallocating resources to sponsor and co-host events with culturally specific and mutual aid organizations.

Big Picture Goals and Organizational Change

LCC aims for fundamental changes to how it operates and makes decisions, moving towards a truly equitable and representative model.

- **Reflecting Community Demographics in Leadership:** A primary outcome is to increase the percentage of renters, low-income residents, and BIPOC individuals on the LCC Board and committees to better reflect the demographics of the neighborhood.
- **Building Trust and Relationships:** LCC seeks to build trust and relationships that last for years with community members.
- **Creating a Welcoming and Non-Judgmental Culture:** The organization will focus on creating an environment that is welcoming to new volunteers and a non-judgemental space that is open to hearing all perspectives. This includes finding out what a "welcoming environment" means to different populations within the community.
- **Cultivating a Culture of Adaptability and Open Discussion:** LCC aims to foster an environment of open, respectful discussion and to cultivate a willingness to adapt to new ideas as the organization grows. The goal is to learn that conflict is not inherently negative and can lead to change and innovation.
- **Deepening Community Connection:** A key qualitative goal across all groups is to help neighbors connect with one another and build a firm sense of community.

Overall Quantitative and Qualitative Outcomes

The plan includes specific targets to measure progress towards these big-picture goals:

<u>Focus</u>	<u>Quantitative Goal Examples</u>	<u>Qualitative Goal Examples</u>
Data & Reach	Add 250 emails to the e-newsletter.	Find out the most pressing issues for each demographic group.
Gathering Voices	Obtain data from a representative sample of distinct renter voices, distinct low-income voices, and distinct BIPOC voices by the end of 2026.	Identify how LCC can best serve the needs of each population.
Events & Accessibility	Ensure 100% of General Membership meetings have childcare/youth activities. 50% of LCC public-facing events and meetings will provide free food.	Ensure each demographic knows what LCC does and how they can get involved.
Partnerships	Co-host at least two community events with culturally specific organizations by Q4 2026.	Build stronger relationships with community partners.

<i>Demographic group</i>	<i>Renters</i>	<i>Low-income</i>	<i>BIPOC</i>
<i>Numbers or percentage (data from MN Compass)</i>	30.9% of LCC’s service area population rents = 3,369 households = 6,969 individuals	18.9% of LCC households have an annual income of \$35,000 or below = 1,952 households = 4,092 individuals	29.4% of LCC’s service area population identifies as BIPOC = 6,452 individuals
<i>Initiative, activity, project or program</i>	<ul style="list-style-type: none"> ● Renter Engagement Advisory group ● Renter-focused events ● Digital Welcome Packet ● Community mailer (featuring welcome packet) ● Community feedback opportunities 	<ul style="list-style-type: none"> ● Accessible, free events and programming that include childcare and food ● Increased collaboration with partner organizations and groups for mutual aid efforts ● Digital Welcome Packet ● Community mailer (featuring welcome packet) ● Community feedback opportunities 	<ul style="list-style-type: none"> ● Prioritize locally-owned, culturally relevant businesses and restaurants, when applicable ● Sponsor and support BIPOC-run events and programs in Greater Longfellow (e.g. Soul of the Southside Festival) ● Digital Welcome Packet ● Community mailer (featuring welcome packet) ● Community feedback opportunities
<i>Barriers to engagement</i>	<ul style="list-style-type: none"> ● Accessing apartments ● Numerous property management companies ● May move frequently (contact info out of date) 	<ul style="list-style-type: none"> ● Lack of compensation for time (monetary, meals, childcare) ● Differences in cultural communication styles ● May move frequently (contact info out of date) 	<ul style="list-style-type: none"> ● Differences in cultural communication styles ● Feeling welcomed ● May move frequently (contact info out of date)

	<ul style="list-style-type: none"> ● Unaware of LCC or programming, and LCC may not be working on issues that are top priorities for this demographic group ● Lack of time to volunteer ● Sitting in Board meetings (or planning meetings) is unappealing ● The timing and format of meetings may be a barrier ● Robert’s Rules of order vs. community conversation feel to meetings ● Language barriers ● Haven’t historically engaged in large numbers ● Board and leadership have limited representation of renters 	<ul style="list-style-type: none"> ● Unaware of LCC or programming, and LCC may not be working on issues that are top priorities for this demographic group ● Lack of time to volunteer ● Sitting in Board meetings (or planning meetings) is unappealing ● Timing and format of meetings may be a barrier ● Robert’s Rules of order vs. community conversation feel to meetings ● Language barriers ● Haven’t historically been engaged by LCC ● Board and leadership lacks sufficient representation 	<ul style="list-style-type: none"> ● Unaware of LCC or programming, and LCC may not be working on issues that are top priorities for this demographic group ● Lack of time to volunteer and unaware of volunteer opportunities ● Sitting in Board meetings (or planning meetings) is unappealing ● Timing and format of meetings may be a barrier ● Robert’s Rules of order vs. community conversation feel to meetings ● No access to internet or devices ● Language barriers ● Haven’t historically engaged ● Board and leadership lacks sufficient representation
<p><i>Outreach and engagement strategies</i></p>	<ul style="list-style-type: none"> ● Connect with property managers/owners ● Regular communications about engagement opportunities sent/posted by property managers to residents 	<ul style="list-style-type: none"> ● Vary hours/dates/times of meetings and events to allow for different work schedules ● Consider/introduce different meeting styles or rules that encourage access 	<ul style="list-style-type: none"> ● Identify cultural leaders and partners ● Translation services - for documents and at meetings/events

	<ul style="list-style-type: none"> ● Translation services - for documents and at meetings/events ● Childcare at events, when possible (youth activities) ● Food ● Door-knocking ● Engagement at laundrymats and public spaces ● Social media campaign ● Regular website updates of resources available to renters ● Renter-focused digital Welcome Packets ● Build stronger relationships with partner organizations that have closer ties to this underserved population 	<ul style="list-style-type: none"> ● Translation services - for documents and at meetings/events ● Childcare at events, when possible (youth activities) ● Food ● Door-knocking ● Engagement at laundrymats and public spaces ● Social media campaign ● Regular website updates of resources available to renters ● Renter-focused digital Welcome Packets ● Build stronger relationships with partner organizations that have closer ties to this underserved population 	<ul style="list-style-type: none"> ● Childcare at events, when possible (youth activities) ● Food ● Door-knocking ● Engagement at laundrymats and public spaces ● Social media campaign ● Regular website updates of resources available to renters ● Renter-focused digital Welcome Packets ● Build stronger relationships with partner organizations that have closer ties to this underserved population
<p><i>Resources needed</i></p>	<ul style="list-style-type: none"> ● Staff and volunteer time for consistent engagement and to compile resources available to Greater Longfellow residents ● Contact information for property owners/managers ● Updated map of Greater Longfellow including all rental properties 	<ul style="list-style-type: none"> ● Staff and volunteer time for consistent engagement and to compile resources available to Greater Longfellow residents ● Childcare services ● Mutual aid establishment and/or collaboration- e.g. clothing, household items, food access, etc. 	<ul style="list-style-type: none"> ● Staff and volunteer time for consistent engagement and to compile resources available to Greater Longfellow residents ● Social media accounts and manager for each account ● Survey questions to best engage communities of color

	<ul style="list-style-type: none"> ● Updated map of Greater Longfellow including all rental properties ● Door-knocking plan and volunteer coordination ● Talking points for door knocking and tabling ● Feedback questions to best engage renters ● Updated and verified postal-based address list ● Flyers, posters and welcome packets with neighborhood organization information ● Door hangers ● Tabling materials ● Translation services ● Food for events ● Childcare for events 	<ul style="list-style-type: none"> ● Feedback questions to best engage residents ● Updated and verified postal-based address list ● Flyers, posters and welcome packets with neighborhood organization information ● Tabling materials ● Translation services ● Food for events ● Childcare for events 	<ul style="list-style-type: none"> ● Updated and verified postal-based address list ● Flyers, posters and welcome packets with neighborhood organization information ● Tabling materials ● Translation services ● Food for events ● Childcare for events
<p><i>Partners in the work</i></p>	<ul style="list-style-type: none"> ● Tenant-focused advocacy groups: Homeline, Renters United for Justice (Inquilinxs Unidxs Por Justicia), Housing Justice League, etc. ● Multifamily property owners 	<ul style="list-style-type: none"> ● Public housing units ● Eat for Equity ● Agate ● Seward/Longfellow Healthy Seniors 	<ul style="list-style-type: none"> ● Public housing units ● Local business owners ● Longfellow Businesses Association ● Surrounding neighborhood groups with similar populations

	<ul style="list-style-type: none"> Trinity Apartments, Minnehaha Commons, Alliance Housing, Agate 	<ul style="list-style-type: none"> Second Harvest Heartland Organizations providing services to low-income populations (Mutual aid organizations) Job assistance programs CAPI Community Emergency Services (CES) Seward Neighborhood Group Corcoran Neighborhood Organization 	<p>to share translation services costs</p> <ul style="list-style-type: none"> Churches and congregations COPAL (Comunidades Organizando el poder y la accion) CLUES (Spanish for: Latino Communities United in Service) Soul of the Southside Urban Bird Collective Lake Street Council NCR Cultural Support Specialists
<i>Person(s) responsible</i>	<ul style="list-style-type: none"> Communications - Community Engagement Coordinator Community Outreach - Neighborhood Equity Intern Administrative functions - Executive Director Board committees - current board members Volunteers 	<ul style="list-style-type: none"> Communications - Community Engagement Coordinator Community Outreach - Neighborhood Equity Intern Administrative functions - Executive Director Board committees - current board members Volunteers 	<ul style="list-style-type: none"> Communications - Community Engagement Coordinator Community Outreach - Neighborhood Equity Intern Administrative functions - Executive Director Board committees - current board members Volunteers
<i>Timeline</i>	<p>Q1 2026 (January-March)</p> <ul style="list-style-type: none"> Begin identifying and creating the contact list for the five renter-focused organizations 	<p>Q1 2026 (January-March)</p> <ul style="list-style-type: none"> Ensure 100% of General Membership meetings provide free childcare or youth 	<p>Q1 2026 (January-March)</p> <ul style="list-style-type: none"> Identify and initiate planning with the two culturally specific

	<p>and the ten rental management companies.</p> <p>Q2 2026 (April-June)</p> <ul style="list-style-type: none"> ● Create and publicly launch the "Digital Welcome Packet" on the LCC website by the end of Q2 2026. ● Initiate the process to connect with all ten rental management companies/property managers. <p>Q3 2026 (July-September)</p> <ul style="list-style-type: none"> ● Initiate relationship-building conversations with at least five renter-focused organizations. ● Focus efforts to add 250 emails to the e-newsletter, leveraging the new Digital Welcome Packet and partnerships. <p>Q4 2026 (October-December)</p> <ul style="list-style-type: none"> ● Successfully obtain qualitative and/or quantitative data from a representative sample of distinct renter voices by the end of 2026. 	<p>activities, and communicate this to the public.</p> <ul style="list-style-type: none"> ● Implement systems to ensure all events/meetings track compliance with 25% childcare/kid-friendly and 50% free food goals. ● Begin strategic efforts to achieve 15% Instagram and 5% Facebook follower increases. <p>Q2 2026 (April-June)</p> <ul style="list-style-type: none"> ● Finalize the partnership and all logistics for the one tangible resource- or mutual aid-focused event. ● event sign-ups and accessible meeting/event promotions. ● Conduct a mid-year check on progress toward the 25% and 50% event accessibility goals (childcare/food). <p>Q3 2026 (July-September)</p> <ul style="list-style-type: none"> ● Successfully plan and host the one tangible resource- or mutual aid-focused event. Ensure this event complies with 	<p>organizations for co-hosted events.</p> <ul style="list-style-type: none"> ● Identify and establish relationships with BIPOC-owned food businesses for LCC events ● Launch campaigns aimed at achieving 15% Instagram and 5% Facebook follower increases. <p>Q2 2026 (April-June)</p> <ul style="list-style-type: none"> ● Successfully co-host and co-promote the first of two community events with a culturally specific organization. ● Ensure the event features culturally relevant cuisine and supports a local, BIPOC-owned business ● Develop the tools and strategy needed to collect the 65 distinct BIPOC voices. <p>Q3 2026 (July-September)</p> <ul style="list-style-type: none"> ● Successfully co-host and co-promote the second of two community events with a culturally specific organization.
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	<ul style="list-style-type: none"> ● Achieve the target of 200 unique page views of the "Digital Welcome Packet" by the end of 2026. ● Finalize the relationship conversations with the five organizations and the connections with the ten rental companies. ● Final deadline for all remaining goals, including the 250 emails and all social media growth targets. ● Analyze data and partnership outcomes to inform 2027. 	<p>all accessibility policies (food, childcare/kid-friendly location).</p> <ul style="list-style-type: none"> ● Develop the methodology and tools (survey, interview questions, listening session structure) needed to capture the 40 distinct voices of low-income residents. <p>Q4 2026 (October-December)</p> <ul style="list-style-type: none"> ● Successfully obtain qualitative and/or quantitative data from a representative sample of distinct voices of low-income residents. ● Final deadline for all goals, including the 25% childcare, 50% food, 250 emails, and all social media growth targets. ● Analyze all data to inform 2027 strategies. 	<ul style="list-style-type: none"> ● Ensure the second event features culturally relevant cuisine and supports a local, BIPOC-owned business ● Focus efforts to add 250 emails to the e-newsletter, leveraging event attendance and new partnerships. <p>Q4 2026 (October-December)</p> <ul style="list-style-type: none"> ● Successfully obtain qualitative and/or quantitative data from a representative sample of distinct BIPOC voices by the end of 2026 ● Final deadline for all remaining goals, including the 250 emails and all social media growth targets. ● Analyze data and partnership outcomes to inform 2027.
<p><i>Quantitative goals</i></p>	<ul style="list-style-type: none"> ● Identify, create a contact list for, and successfully initiate relationship-building conversations with at least five local, renter-focused, and/or affordable housing organizations by Q4 2026. 	<ul style="list-style-type: none"> ● Partner with a neighborhood organization (non-LCC) or service provider to plan and host at least one tangible resource- or mutual aid-focused event in or near Greater Longfellow by Q4 2026. 	<ul style="list-style-type: none"> ● By Q4 2026, successfully co-host and co-promote at least two distinct community events with culturally specific organizations that serve the BIPOC residents of Greater Longfellow. ● Ensure that at least two 2026 LCC events feature culturally

	<ul style="list-style-type: none"> ● Connect with at least ten different rental management companies/property managers operating within Greater Longfellow by Q4 2026. ● Create and publicly launch the "Digital Welcome Packet" on the LCC website by the end of Q2 2026. ● Achieve 200 unique page views of the "Digital Welcome Packet" by the end of 2026. ● By the end of 2026, successfully obtain qualitative and/or quantitative data from a sample of 70 distinct renter voices. ● Add 250 emails to our e-newsletter. ● Increase Instagram followers by 15% ● Increase Facebook followers by 5% 	<ul style="list-style-type: none"> ● 25% of LCC-hosted events include child care or are intentionally family/kid-friendly. ● 50% of LCC public-facing events and meetings provide free refreshments or a light meal to attendees. ● 100% of General Membership meetings have child care or youth-friendly activities. ● By the end of 2026, successfully obtain qualitative and/or quantitative data from a sample of 40 distinct voices of low-income residents. ● Add 250 emails to our e-newsletter. ● Increase Instagram followers by 15% ● Increase Facebook followers by 5% 	<ul style="list-style-type: none"> ● relevant cuisine and support a local, BIPOC-owned business. ● By the end of 2026, successfully obtain qualitative and/or quantitative data from a sample of 65 distinct BIPOC voices. ● Add 250 emails to our e-newsletter. ● Increase Instagram followers by 15% ● Increase Facebook followers by 5%
<i>Qualitative goals</i>	<ul style="list-style-type: none"> ● Find out what are the most pressing issues for renters within the Greater Longfellow community 	<ul style="list-style-type: none"> ● Find out what are the most pressing issues for the low income households within the Greater Longfellow community 	<ul style="list-style-type: none"> ● Find out what are the most pressing issues for communities of color within the Greater Longfellow community

	<ul style="list-style-type: none"> ● Identify how LCC can best serve the needs of our renters ● Build stronger relationships with the various rental management companies within the Greater Longfellow community ● Help neighbors connect with one another and build a firm sense of community 	<ul style="list-style-type: none"> ● Identify how LCC can best serve the needs of its low-income population ● Build stronger relationships ● Help neighbors connect with one another and build a firm sense of community 	<ul style="list-style-type: none"> ● Identify how LCC can best serve the needs of our communities of color ● Build stronger relationships ● Help neighbors connect with one another and build a firm sense of community
<i>Outcome of engagement</i>	<ul style="list-style-type: none"> ● Ensure that the percentage of renters on our Board and committees is closer to the demographics of the neighborhood ● Ensure that renters know what LCC does, the programming we provide and how they can get involved ● Create an environment that is welcoming to new volunteers ● Create non-judgemental space that does not make assumptions about the views people will bring to the table ● Ensure LCC's events and meetings are open to hearing all perspectives ● Create a willingness to adapt to new ideas as we grow 	<ul style="list-style-type: none"> ● Ensure that the percentage of low-income residents on our Board and committees is closer to the demographics of the neighborhood ● Ensure that low-income residents know what LCC does, the programming we provide and how they can get involved ● Create an environment that is welcoming to new volunteers ● Find out what "welcoming environment" means to the different populations within the Greater Longfellow community ● Create non-judgemental space that does not make assumptions about the views people will bring to the table 	<ul style="list-style-type: none"> ● Ensure that the percentage of people of color on our Board and committees is closer to the demographics of the neighborhood ● Ensure that communities of color in the neighborhood know what LCC does, the programming we provide and how they can get involved ● Create an environment that is welcoming to new volunteers ● Find out what "welcoming environment" means to the different populations within the Greater Longfellow community ● Create non-judgemental space that does not make assumptions about the views people will bring to the table

	<ul style="list-style-type: none"> ● Build trust and relationships that last for years 	<ul style="list-style-type: none"> ● Ensure LCC's events and meetings are open to hearing all perspectives ● Learn, as a whole, that conflict is not inherently negative - it can lead to change and innovation ● Develop a culture that allows for open and respectful discussions, especially in times when people don't agree ● Create a willingness to adapt to new ideas as we grow ● Develop true engagement with people on a person-by-person basis ● Build trust and relationships that last for years 	<ul style="list-style-type: none"> ● Ensure LCC's events and meetings are open to hearing all perspectives ● Learn, as a whole, that conflict is not inherently negative - it can lead to change and innovation ● Develop a culture that allows for open and respectful discussions, especially in times when people don't agree ● Create a willingness to adapt to new ideas as we grow ● Develop true engagement with people on a person-by-person basis ● Build trust and relationships that last for years
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