

2026-2028 Engagement Plan

Neighborhood:

Lowry Hill East or “The Wedge”

Time Frame:

2026-2028

Work Summary:

Below is a brief catalog of a variety of programs/efforts that LHENA maintains:

- Building Ambassador Program (BAP)
- Harm Reduction Committee
 - o Harm Reduction Trainings and supply drop-offs
- Seasonal events such as, but not limited to:
 - o Halloween in the Park
 - o National Night Out
 - o Mega Mueller Mart
- LVN Food Share
- Environmental Committee
- Community and Economic Development Committee
- Technology Committee
- Get out the Vote!
- Flyering campaigns and E-News
- Uptown Farmers Market

Scope of work, outcomes and goals:

Demographic:

BIPOC residents: 38.1%

Hispanic or Latine (of any race): 7.7%

Barriers to engagement:

BIPOC folks live all across the Wedge, as a result targeted engagement doesn't look the same as it does for engaging renters or seniors. Intersectionality is a key consideration when it comes to engaging BIPOC residents, since structural factors and institutional violence have created a City where BIPOC residents are disproportionately represented in disadvantaged populations. As such, when designing all of LHENAs outreach efforts and programs it is important to consider how certain populations may be disproportionately represented within the community. To better create a neighborhood that is safe, livable, and comfortable for BIPOC residents, it is important that they be represented in the board and LHENA more broadly. Instead of assuming what is best for populations that have not traditionally been as robustly represented within LHENA, LHENA instead focuses on increasing participation from the populations themselves, so that ideas and solutions can come directly from our diverse community.

Initiatives:

- LHENA has partnered with groups like UNIDOS MN to host trainings that help educate the community on how best to help members of the BIPOC community that are targeted by federal immigration efforts.

Outreach & Engagement strategies:

- Identify opportunities to create programs that serve the unique interests and needs of the neighborhoods BIPOC community
- Creating equitable hiring policies and procedures to ensure equity is centered when making decisions about hiring within LHENA

Partners: None currently

People Responsible:

- Partner organization staff;
- LHENA staff;
- LHENA volunteers

Resources needed:

- More diverse involvement within LHENA and LVN
- In many cases, small businesses or institutions, serve as cultural centers for diverse groups, as such LHENA has made efforts to increase grant funding to commercial businesses in the neighborhood to ensure that no business owner who serves the community is forced to close due to disruptions from construction or the post-COVID economic downturn. It has been well documented that for intersectional reasons, COVID pandemic and its resulting impact on housing and the economy, has had a disproportionate impact on the country's BIPOC community, as such LHENA needs to do more to understand how our existing business and renter support programs can be modified to better serve these populations.

Timeline: 2026-2028

Qualitative goals:

Provide opportunities for feedback and involvement with LHENA. Provide opportunities for community members to learn about racial disparities; recruit to fill LHENA's one business owner board seat from this demographic; connect business owners with resources for technical and financial assistance, support any existing cultural initiatives business owners have.

Quantitative goals:

- Create at least one targeted outreach effort to reach BIPOC neighbors
- Increase participation of BIPOC neighbors who need Food Share services
- Host 1 event per year in partnership with UNIDOS

Outcome of engagement:

The outcomes of engagement will be a more involved and represented BIPOC population within Lowry Hill East and a board that is more attuned to the unique needs of the neighborhood's diverse communities. Of course, success is not only about involvement, ideally LHENA will be able to incorporate the unique needs and desires of our BIPOC population in a way that reflects in our offered programs and initiatives. Lowering the barriers to engagement will allow greater participation.

Demographic: Limited English Proficiency (LEP) - 3.5%*

**To determine the population of Lowry Hill East with LEP, the variable of “Speaks English less than ‘very well’” from the Language (2019 – 2023) section of MNCompass was used*

Barriers to engagement:

A language barrier is a significant hurdle when it comes to conducting outreach that is accessible to all residents of Lowry Hill East. In the past LHENA has not had a large staff presence, which made time and resource intensive activities such as translation difficult, especially when staff are not multi-lingual. Additionally, costs associated with translation services are often prohibitive for an organization with limited funding. On top of the language barrier, it is also difficult to conduct targeted outreach since it is not easy to determine where populations with LEP live within the neighborhood.

Initiatives:

LHENA is in the process of hiring a full time Executive Director. Having a full-time staffer will create more bandwidth for time and resource intensive activities like translation of outreach materials. LHENA has also worked closely with other neighborhood associations, like Whittier, to ensure that neighborhood events like the jointly hosted Ward 10 Candidate Forum had translators present. LHENA has also supported organizations that help populations with LEP, such as CTUL in their efforts to protect LEP workers from exploitation and wage theft. LHENA also worked with UNIDOS MN to help host an upstander training, where neighbors could go to learn about how best to support vulnerable LEP populations who are targeted by ICE activities.

Outreach & Engagement strategies:

- Sending e-news in multiple languages to listservs;
- Highlight multicultural events;
- Connecting with businesses that are owned by and/or cater to LEP clientele;
- Further explore translation tools and services

Partners:

- Other Neighborhood Associations with more robust translating/outreach initiatives
- UNIDOS MN

People Responsible:

- LHENA staff (engagement, promo);
- LHENA volunteers; interpreters/translators;
- Minneapolis Community Education teachers

Resources needed:

- Greater capacity for translation of print and virtual materials, as well as in-person translation services
- Greater staff capacity

Timeline: 2026-2028

Qualitative goals:

- Increase the involvement of multilingual neighbors in LHENA
- Identify all languages spoken across Lowry Hill East
- Create more targeted promotion and engagement materials to incentivize the involvement of multilingual neighbors with outreach activities
- Collect more detailed demographic data on those who are using LHENA and LVN programs

- Continue to partner with groups like UNIDOS to host events that aim to educate neighbors on how to help vulnerable LEP populations

Quantitative goals:

- Identify at least 1 consistent contact or group that can assist with translation services
- Identify areas of Lowry Hill East where more LEP neighbors live in order to facilitate more targeted outreach initiatives.
- Carry out at least 1 multilingual outreach campaign targeted at increasing involvement from neighbors who have LEP

Outcome of engagement:

The outcomes of engagement will be a more involved LEP population within Lowry Hill East. Of course success is not only about involvement, ideally LHENA will be able to incorporate the unique needs and desires of our multilingual population in a way that reflects in our offered programs and initiatives. Lowering the barriers to engagement, through increased access to translation services, will allow greater participation within LHENA by LEP populations within the neighborhood.

Demographic: Seniors (55+) – 7.6%

Barriers to engagement:

Older populations are often some of the most involved within volunteer based organizations such as LHENA, however there are also barriers that may prevent older folks from participating fully in the many programs and groups that LHENA organizes and manages. Some potential hurdles are included below:

- Mobility: Older populations often struggle with mobility, making it difficult to travel and attend events that may be further from their home.
- Awareness: Older populations tend to be less tech savvy, as a result virtual means of engagement may not reach them as effectively as in-person or print engagement.

Initiatives:

LHENA and our volunteer network (LVN) have a wide array of programs that cater to the elders within our community. Some of these programs are described below:

- Mutual Aid: LVN and LHENA manage a mutual aid network, wherein residences can request assistance with activities such as shopping or transportation. This network was more developed and utilized during the pandemic, but it is still in action today.
- Snow Shoveling: LVN and LHENA work with elders in the community to help shovel their homes during the winter. Additionally, LHENA is exploring partnering with the City of Minneapolis Department of Public Works to participate in the department's new snow clearance initiative.
- Food Share: LVN manages an extensive food share program that includes grocery delivery to neighbors, this service greatly benefits elders who struggle with mobility.

All of these programs will continue to operate in the following years, and LHENA will work to record better demographic information on the populations served so that a better understanding of usage among elders can be developed.

Outreach & Engagement strategies:

As referenced previously, older generations are less tech savvy, and thus more susceptible to physical and print outreach. LHENA and LVN carry out comprehensive flyer campaigns for many of our events,

where flyers are posted across multifamily buildings and the neighborhood more generally. LHENAs building ambassador program also ensures that flyers are placed indoor large multifamily buildings in accessible community spaces, this means that even elders, who may only rarely be able to leave their building, still have access to information about LHENA. LHENA has also undertaken massive mapping projects that have helped identify assisted living facilities, age restricted housing, or other buildings within the neighborhood that may have significant elderly populations, further informing efficient and targeted outreach. In addition to the information engagement strategies already detailed, LHENA has recently acquired a physical office space. This space increases opportunities for LHENA to host events and classes that cater to seniors, such as community education classes or technology workshops.

Partners:

- LVN
- City of Minneapolis Public Works (potentially)

People Responsible:

- LHENA board and staff coordinator
- LVN and Food Share volunteers

Resources needed:

- Volunteer capacity
- LHENA Staff

Timeline:

- 2026: Combine mapping data to create data on where elder populations are concentrated within the neighborhood. Use this knowledge to carry out more targeted in-person and print outreach. Gather information on participation within LHENA and LHENA activities and programs by elders within the neighborhood.
- 2027: Leverage data gathered to understand where gaps in access still exist. Additionally leverage the more robust engagement strategy from year 2026 to determine specific programs or events that would cater to the interests of neighborhood elders.
- 2028: Grow and develop programs identified in year 2027

Qualitative goals:

Build a more comprehensive picture of where elder residents live and what sort of activities or engagement they desire from LHENA and LVN.

Quantitative goals:

- Ensure that 100% of elders who need snow shoveling services or help are able to contact LHENA
- Create at least 1 event per year that caters to the specific needs of the elder population within the neighborhood or incorporate elements of such an event into one of LHENAs other yearly events or programs.

Outcome of engagement:

The outcome of the aforementioned engagement items would be a more active and involved elder population within Lowry Hill East. A more involved population means greater attendance at LHENA sponsored events or within LHENA programs, as well as a greater variety of programs that cater to the unique needs of elders within the neighborhood. The previously described quantitative and qualitative goals will be used to measure success across the 3-year budget cycle.

Demographic:

Renters - ~86.9%

Median Rent: \$1,479

Barriers to engagement: Renters are a difficult demographic to engage for multiple reasons. One of the primary reasons is the transient nature of renting as opposed to owning. Renters have higher turnover rates than owners and are thus often less incentivized to participate in programs or organizations that are place based. As such, more proactive means of engagement are required to reach this population. Renters are also difficult to reach because of the nature of multifamily buildings as opposed to single-family houses or townhomes. Whereas single family dwellings can be flyered directly, flyering within rental buildings requires coordination and access, things that are often difficult for a volunteer run organization to accomplish broadly.

Initiatives: Over the past year LHENA has greatly increased our efforts at engaging renters through the creation of new programs and initiatives specifically aimed at increasing renter involvement within the Neighborhood Association and neighborhood more broadly. In 2025 LHENA created a Community and Economic Development Committee (CED). This committee has worked to promote greater awareness of the organization among renters and has championed efforts that help renters. Below are a few ways that CED has worked to engage renters across Lowry Hill East:

- Creation of the Building Ambassadors Program (BAP): The BAP is a network of renters who raise awareness of LHENA and LHENA events among the residents of their multifamily buildings. BAPs post neighborhood flyers in building communal spaces and serve as points of contact for their neighbors to reach LHENA and be introduced to the neighborhood and neighborhood organization. Currently there are 22 ambassadors who cover over 500 units across the Wedge, or about 10% of all rental units in the neighborhood.
- Promotion of the City's 4d Tax Incentive program: Compared to other neighborhoods, LHENA has a relatively low amount of property owners enrolled in the City's 4d Tax Incentive program. This program is meant to preserve naturally occurring affordable housing (NOAH), and as such, greater participation in the program would benefit renters in the neighborhood, especially low to moderate income renters. CED conducted an outreach program, wherein informational fliers advertising the program and its benefits were sent to all 206 multifamily property owners in the neighborhood.
- Landlord Engagement: Currently CED is working on scheduling meetings with property owners/landlords in the neighborhood to better understand the issues they face with tenant turnover and leasing up their buildings. Hopefully this outreach will lead to the creation of new programs and initiatives that work to retain renters in the neighborhood for longer, while also creating novel ways to help subsidize rent for lower income renters.
- LHENA also actively promotes and fundraises (our 2025 GiveMN campaign) for the Powderhorn Renter Support Fund (RSF). The RSF is available to renters anywhere in Minneapolis and offers emergency financial relief to prevent eviction or other rental emergencies.
- CED reorganized LHENA's Home Improvement Loan offerings to create a loan for Multifamily properties in order to provide an option for buildings that are in need of work to improve livability or tenant experience.
- Free tenant-landlord mediation services
- Multifamily organics recycling

Outreach & Engagement strategies: Outreach and engagement strategies are included in the above section discussing LHENA and CED initiatives that are aimed at renters.

Partners:

- Conflict Resolution Center (mediation);
- Wedge Co-op/Environmental Committee (organics);
- property owners;
- [Tenant Resource Center](#);
- HOMELINE

People Responsible:

- LHENA
 - o CED (Program creation and management)
 - Building Ambassadors (flyering and engagement)
- LHENA Volunteer Network (LVN)

Resources needed:

- More accurate and direct contact information for multifamily property owners/landlords
- Greater access to multifamily buildings and tenants
- Greater incentives to be able to offer renters to encourage participation within LHENA
- Greater staff capacity to create programs and initiatives that would entice renters to participate more in LHENA

Timeline: 2026-2028

Qualitative goals:

- CED is currently in the first phase of LHENAs tentative renter engagement plan, this phase included the creation of CED and creation of the Building Ambassador Program. CEDs next goal is to begin meeting with property owners in the neighborhood to identify problems that lead to higher renter turnover.
- Continue to create programs that make it easier for renters to live and participate in their community in Lowry Hill East

Quantitative goals:

1. Grow our Building Ambassador Program by 20 ambassadors
2. Increase BAP coverage from 10.5% of rental units to 20%
3. Receive 1 Multifamily Property loan application

Outcome of engagement:

So far LHENAs engagement efforts have created 22 building ambassadors that work across over 600 rental units in the Wedge. It is the goal of LHENA to continue growing the reach of our renter engagement programs so that more renters are involved in LHENA, whether that be through volunteering, membership on the board, or participation in LHENA events. In the coming years we will work to gather more demographic information on those who attend LHENA events so that LHENA can have a better idea of how many renters are participating year over year.

Sources:

MNCompass