

Engagement Plan Neighborhood

Marshall Terrace



Time frame

2025-2026

Work summary

The Marshall Terrace Neighborhood Organization (MTNO) will use all resources available to engage with all residents and businesses to increase and enhance full participation in neighborhood activities, events, information and issues.

Scope of work, outcomes and goals

<i>Demographic group</i>	<i>Seniors Residents</i>	<i>Non-English-speaking Residents</i>	<i>Tenants</i>
<i>Numbers or percentage</i>	9.4%	6.3%	39.6%
<i>Initiative, activity, project or program</i>	Community Engagement Committee	Community Engagement Committee	Community Engagement Committee; Landlord/Tenant Engagement Program
<i>Barriers to engagement</i>	Physical challenges; Communication challenges	Language, communication challenges	Difficulty accessing apartments, Lack of communication with Landlords, Tenants feeling unwelcome at meetings. Growing fast – 209 unit opened within the last year
<i>Outreach and engagement strategies</i>	Door-knocking with surveys, Yard signs, USPS mailings, Create workshops for specific needs, Ensure adequate accessibility; ride share/Metro Mobility resources; organize yard services and snow removal	Translator & Interpreter services, Door-knocking with surveys, Yard signs, USPS mailings multi languages, letter writing, Yard signs, Website, social media, Email in multi languages, Create events workshops. Reach out to the Islamic , Hindu and Buddhist Centers	Connect with property managers/owners, Surveys mailed QR coded to rental residents. Yard signs. Mailing to every rental property. Website and social media updated, Create events & workshops- possible partner with other neighborhoods for workshops.

<i>Resources needed</i>	Volunteers, Information about ADA compliance, Financial support, IT support, Printing resources, Census information	Volunteers, Translation & Interpretation, Financial support, IT support, Printing resources, Census information	Volunteers, Website and social media information, resource list, mailings, Financial support, IT support, Printing resources, Census information
<i>Partners in the work</i>	Local Organizations that serve these populations, Metro Mobility, Eastside Neighborhood Services, Senior LinkAge Line, City of Minneapolis	Local Organizations that serve these populations, Eastside Neighborhood Services, City of Minneapolis	City of Minneapolis, Landlord/Tenants Division, Hennepin County Housing, Attorneys/Legal Aid, Partnership with other neighborhoods
<i>Person(s) responsible</i>	MTNO Board members and staff, Volunteers	MTNO Board members and staff, Volunteers	MTNO Board members and staff, Volunteers

<p><i>Timeline</i></p>	<p>Jan.-Mar: residential mailing list and recruit a task force. Update social media with resources. Meet and create a survey. Apr- Jun : Implement plan. Jul-Aug.: Door knock. Sept.- Dec.: Collect and enter data. Revise the plan and goals.</p>	<p>Jan.-Mar: Task force to meet and create a plan/goal and gather resources. Contract with an interpreter. Update social media with multi-language. April-Jun: Implement plan. Create a workshop Jil-Aug. do any follow-ups Sept.- Dec.: Collect and enter data. Revise the plan and goals.</p>	<p>Jan.-Mar: Task force to meet and create a plan/goal update social media and website of resources. Send letters/emails/mail ers to property managers and/or owners April-Jun: Follow-up with property owners/managers to; set up date/time to door-knock buildings. Jul-Aug: Implement plan. Door-knock identified buildings, Sep: follow-ups of missed tenants. Oct- Dec.: Collect and enter data. Revise the plan and goals.</p>
<p><i>Quantitative goals</i></p>	<p>Connect with an increased number of seniors and improve seniors' survey completion rate.</p>	<p>Connect with an increased number of non- English speaking residents and improve non-English speaking residents' survey completion rate.</p>	<p>Connect with an increased number of tenants and improve tenants' survey completion rate.</p>
<p><i>Qualitative goals</i></p>	<p>Improve inclusivity of senior residents. Offer seniors assistance with yard/snow maintenance. More attendance and participation at meetings and events.</p>	<p>Improve inclusivity of non-English speaking residents. More participation at meetings and events.</p>	<p>Improve inclusivity of Landlord and Tenant properties. More participation at meetings and events.</p>

<p><i>Outcome of engagement</i></p>	<p>More Seniors receiving neighborhood updates, mailings and other information, More representation of Seniors on neighborhood board and/or committees. Seniors have the knowledge and ability to become involved in the organization and the city and in decision-making.</p>	<p>More non-English speaking receiving neighborhood updates, mailings, Representation of non- English speaking on, neighborhood board and/or committee membership, Non-English speaking have the knowledge and ability to become involved in the organization and the city and in decision-making.</p>	<p>More Landlord/Tenants to receive neighborhood updates, mailers, More representation of Landlord/Tenants on neighborhood board and/or committee membership Landlord/Tenants have the knowledge and ability to become involved in the organization and the city and in decision-making.</p>
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