

<p><b>VENTURA VILLAGE ENGAGEMENT APPLICATION</b></p> <p><b>2026-2028</b></p> <p><i>Demographic group</i></p>	Renters	Somali	Latinx	Native American
<p><i>Numbers or percentage</i></p>	4,655 (78.7%) (number includes Somali, Latinx and Native American renters)	2,717 (44.6%) (number includes all black/African American)	1,536 (25.2%)	Suppressed

<p><i>Initiative, activity, project or program</i></p>	<p>1) Increase renter engagement through the development and implementation of a public safety plan. The plan will explore the following activities:</p> <p>a) Group contracting for security services &amp; products</p> <p>b) Creating a resident patrol to respond to requests for assistance</p> <p>c) Identifying and implementing security improvements (e.g., boulevard landscaping, fencing, window coverings, protecting cars, etc.)</p> <p>d) Organizing min-celebrations and other social activities that foster community building</p> <p>e) Other activities identified as project is implemented.</p>	<p>Increase Somali engagement through the development and implementation of a public safety plan. The plan will explore the following activities:</p> <p>a) Creating a resident patrol to respond to requests for assistance</p> <p>b) Identifying and implementing security improvements (e.g., boulevard landscaping, fencing, window coverings, protecting cars, etc.)</p> <p>c) Organizing min-celebrations and other social activities that foster community building</p> <p>d) Other activities identified through surveys</p>	<p>Increase Latinx engagement through the development and implementation of a public safety plan. The plan will explore the following activities:</p> <p>a) Creating a resident patrol to respond to requests for assistance</p> <p>b) Identifying and implementing security improvements (e.g., boulevard landscaping, fencing, window coverings, protecting cars, etc.)</p> <p>c) Organizing min-celebrations and other social activities that foster community building</p> <p>d) Other activities identified through surveys &amp; one-on-one conversations with Latinx neighbors</p>	<p>Increase Native American engagement through the development and implementation of a public safety plan. The plan will explore the following activities:</p> <p>a) Creating a resident patrol to respond to requests for assistance</p> <p>b) Identifying and implementing security improvements (e.g., boulevard landscaping, fencing, window coverings, protecting cars, etc.)</p> <p>c) Organizing min-celebrations and other social activities that foster community building</p> <p>d) Other activities identified through surveys&amp; one-on-one conversations with Native American neighbors</p>
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	<p>2) Increase renter engagement by holding activities that encourage socialization and community building</p> <p>a) Serving meals at general membership meetings</p> <p>b) Establishing block club gardens</p> <p>c) Participating in Clean Sweep</p>	<p>2) Increase Somali engagement by holding activities that encourage socialization and community building</p> <p>a) Serving meals at general membership meetings</p> <p>b) Establishing block club gardens</p> <p>c) Participating in Clean Sweep</p> <p>d) Establishing a Somali craft group</p>	<p>2) Increase Latinx engagement by holding activities that encourage socialization and community building</p> <p>a) Serving meals at general membership meetings</p> <p>b) Establishing block club gardens</p> <p>c) Participating in Clean Sweep</p>	<p>2) Increase Native American engagement by holding activities that encourage socialization and community building</p> <p>a) Serving meals at general membership meetings</p> <p>b) Establishing block club gardens</p> <p>c) Participating in Clean Sweep</p>
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<p><i>Barriers to engagement</i></p>	<p>1) Many renters work the night shift.</p> <p>2) Renters are already struggling to maintain a work/life balance between jobs and family.</p> <p>3) There is no one to watch the kids.</p> <p>4) Many buildings are difficult to get into to talk to tenants.</p> <p>5) Many renters do not see their current situation as permanent and therefore do not see a need to establish roots in the community or make connections to the neighborhood.</p> <p>6) Much of the rental housing in the neighborhood is supportive housing and is of short duration. (People move often.)</p>	<p>1) Somali residents face the same work/life balance issues that face renters.</p> <p>2) Some, especially older Somalis, do not speak English.</p> <p>3) Many Somalis do not leave their homes except to go to the store or to the Mosque. Most of what draws them out of their homes is not neighborhood specific.</p> <p>4) Somali women are focused on raising their children. After the children grow up, they are focused on establishing a career.</p> <p>5) It is difficult to connect into their social media world.</p> <p>6) Perception that the neighborhood is dangerous.</p> <p>7) Young Somali men are struggling and drug use is a problem</p> <p>8) Events held for this target group attract a large number</p>	<p>1) Latinx residents face the same work/life balance issues that face renters.</p> <p>2) Most organizations serving the Latinx community have a city-wide clientele that is not neighborhood specific.</p> <p>3) Latinx residents do not identify with neighborhoods but with their own community.</p> <p>4) There is a fear of ICE and anything that appears “governmental” that may be perceived as remotely connected.</p> <p>5) Lack of follow-through by our 2024 MOU partners.</p> <p>6) Events held for this target group attract a large number of people who are not Ventura Village residents.</p>	<p>1) Native American residents face the same work/life balance issues that face renters.</p> <p>2) Native Americans identify with their tribe and not with neighborhoods.</p> <p>3) Many of our Native American residents think that they live in East Phillips.</p> <p>4) Lack of follow-through by some our 2024 MOU partners.</p> <p>5) Events held for this target group attract a large number of people who are not Ventura Village residents.</p>
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<p><i>Outreach and engagement strategies</i></p>	<p>Renters will be reached through:</p> <ol style="list-style-type: none"> <li>1) Block clubs/ block contacts</li> <li>2) Existing resident groups</li> <li>3) Landlords</li> <li>4) Neighborhood wide and targeted mailings and flyering</li> <li>5) Social media (e.g., Facebook)</li> </ol>	<p>Somali residents will be reached through:</p> <ol style="list-style-type: none"> <li>1) Existing resident groups/ councils</li> <li>2) Partnering with Somali Community of Minnesota to conduct outreach to Hiawatha Towers (MOU)</li> <li>3) Direct one-on-one outreach to residents of Many Rivers East &amp; West, 2100 Bloomington, and other properties with a high Somali population</li> <li>4) Partnering with Somali Youth &amp; Family Development to conduct outreach to Somali women (MOU)</li> <li>4) Targeted mailings and flyering (in Somali)</li> <li>5) Social media (e.g., Facebook)</li> </ol>	<p>Latinx residents will be reached through:</p> <ol style="list-style-type: none"> <li>1) Current Spanish speaking members and neighbors</li> <li>2) Targeted mailings and flyering (in Spanish)</li> <li>3) Social media (e.g., Facebook)</li> </ol>	<p>Native American residents will be reached though:</p> <ol style="list-style-type: none"> <li>1) Landlords/tenants in apartment buildings with a Native American population (Many Rivers, new building at Bloomington Ave. and East 23<sup>rd</sup> Street, etc.)</li> <li>2) Partnering with Native American organizations (MOU's)</li> <li>3) Targeted mailings and flyering</li> <li>4) Social media (e.g., Facebook)</li> <li>5) Encourage property owners to appoint a representative as a Ventura Village member and/or to run for the board.</li> <li>6) Work with the Native American Cultural Corridor to involve residents in setting up a Special Service District.</li> </ol>
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<i>Resources needed</i>	Outreach workers Funding Volunteers	Somali speaking outreach worker Funding	Latin speaking outreach worker Funding	Outreach worker Funding Indian List Serve
<i>Partners in the work</i>	Resident councils Landlords/property managers Existing block contacts Crime Prevention Specialist (Kali Pliego)	Resident Councils Somali Community of Minnesota Somali Youth & Family Development	Existing Latinx block contacts & neighbors Area churches serving a Latinx population Centro Tyrone Guzeman Center	Property owners/managers of buildings with a concentration of Native American Residents Pow Wow Grounds/ NACDI Native American Cultural Corridor/Special Service District
<i>Person(s) responsible</i>	VV Board	Somali Community of Minnesota Somali Youth & Family Development VV Board	VV Board	VV Board Pow Wow Grounds/NACDI

<p><i>Timeline</i></p>	<p><u>Quarter 1:</u></p> <ol style="list-style-type: none"> <li>1) Establish coordinating committee</li> <li>2) Map out location &amp; names of existing members &amp; active block residents</li> <li>3) Identify the best way to organize a public safety plan (e.g., block by block, “super” blocks, or quadrants).</li> <li>4) Develop task list &amp; performance expectations for outreach worker.</li> </ol> <p><u>Quarter 2:</u></p> <ol style="list-style-type: none"> <li>1) Recruit, contract &amp; train outreach worker</li> <li>2) Contact active residents and discuss interest in working on public safety improvements in their area.</li> <li>3) Hold meetings to select public safety strategies needed for each area. Examples of strategies that will be evaluated include:</li> </ol>	<p><u>Quarter 1:</u></p> <ol style="list-style-type: none"> <li>1) Establish coordinating committee</li> <li>2) Develop survey for Somali residents and conduct survey.</li> <li>3) Meet with Somali elders to discuss participation in identifying and implementing public safety improvements.</li> <li>4) Develop task list &amp; performance expectations for outreach worker.</li> </ol> <p><u>Quarter 2:</u></p> <ol style="list-style-type: none"> <li>1) Recruit, contract &amp; train outreach worker</li> <li>2) Integrate Somali participation in the overall public safety plan.</li> <li>3) Recruit new Somali participants.</li> </ol> <p><u>Quarter 3:</u></p>	<p><u>Quarter 1:</u></p> <ol style="list-style-type: none"> <li>1) Establish coordinating committee</li> <li>2) Meet with Latinx block contacts &amp; neighbors to discuss participation in identifying and implementing public safety improvements and recruiting new VV members.</li> <li>3) Develop task list &amp; performance expectations for outreach worker.</li> </ol> <p><u>Quarter 2:</u></p> <ol style="list-style-type: none"> <li>1) Recruit, contract &amp; train outreach worker</li> <li>2) Integrate Latinx participation in the overall public safety plan</li> <li>3) Recruit new Latinx participants.</li> </ol> <p><u>Quarter 3:</u></p> <ol style="list-style-type: none"> <li>1) Implement Latinx participation in the public safety plan.</li> </ol>	<p><u>Quarter 1:</u></p> <ol style="list-style-type: none"> <li>1) Establish coordinating committee</li> <li>2) Meet with Property owners/ managers to discuss methods of reaching their tenants</li> <li>3) Contact Native American owners of property in VV and recruit VV member representative &amp; possible VV board member.</li> <li>4) Develop task list &amp; performance expectations for outreach worker.</li> </ol> <p><u>Quarter 2:</u></p> <ol style="list-style-type: none"> <li>1) Recruit, contract &amp; train outreach worker</li> <li>2) Integrate Native American participation in the overall public safety plan</li> <li>3) Recruit new Native American participants.</li> </ol> <p><u>Quarter 3:</u></p>
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	<p>a) Security patrols (walking clubs, rapid response volunteers, security escorts, etc.)</p> <p>b) Boulevard planting</p> <p>c) Group purchasing (fencing, window coverings, plants, etc.)</p> <p>d) Contracting professional security (partnering with businesses &amp; landlords)</p> <p>e) “mini” celebrations &amp; “block” parties</p> <p>f) Physical deterrents &amp; signage for “defensible” space.</p> <p>g) More outdoor activities that take ownership of spaces.</p> <p>4) Coordinate strategies between areas to ensure that strategies are working together.</p> <p>5) Collect data and resource information needed to implement plan (for example: businesses that offer security</p>	<p>1) Implement Somali participation in the public safety plan.</p> <p><u>Quarter 4:</u></p> <p>1) Continue implementation of public safety plan.</p> <p>2) Review progress in implementing the public safety plan including the involvement of new Somali residents.</p> <p>3) Develop Year 2 plan.</p>	<p><u>Quarter 4:</u></p> <p>1) Continue implementation of public safety plan.</p> <p>2) Review progress in implementing the public safety plan including the involvement of new Latinx residents.</p> <p>3) Develop Year 2 plan.</p>	<p>1) Implement Native American participation in the public safety plan.</p> <p>1) Continue implementation of public safety plan.</p> <p><u>Quarter 4:</u></p> <p>1) Continue implementation of public safety plan.</p> <p>2) Review progress in implementing the public safety plan including the involvement of new Native American residents.</p> <p>3) Develop Year 2 plan.</p>
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	<p>services, businesses that will sell plants wholesale, cost &amp; effectiveness of various deterrent products, etc.)</p> <p><u>Quarter 3:</u></p> <p>1) Identify areas where additional renter participation is needed and recruit new members to help refine and implement the public safety plan.</p> <p>2) Begin implementing the public safety plan area by area.</p> <p>3) Hold ongoing coordinating meeting with representatives from each implementation area.</p> <p><u>Quarter 4:</u></p> <p>1) Continue implementation of public safety plan.</p> <p>2) Review progress in implementing the public safety plan including the involvement of new renters.</p> <p>3) Develop Year 2 plan.</p>			
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<p><i>Quantitative goals</i></p>	<p>1) Recruit 50 new renters who are active in participating in safety program activities.</p> <p>2) Regular participation in VV meetings by 10 new renters.</p> <p>3) Two new renters on the VV Board.</p>	<p>1) Recruit 15 Somali residents who are participating in safety program activities.</p> <p>2) Regular participation in VV meetings by 3 new Somali VV members.</p> <p>3) One new Somali member of the VV board.</p>	<p>1) Recruit 5 Latinx residents who are participating in safety program activities.</p> <p>2) Regular participation in VV meetings by 1 new Latinx VV members.</p> <p>3) One new Latinx member of the VV board.</p>	<p>1) Recruit 2 Native American residents who are participating in safety program activities.</p> <p>2) Regular participation in VV meetings by 1 new Native American VV members.</p> <p>3) One new Native American member of the VV board.</p>
<p><i>Qualitative goals</i></p>	<p>1) Increased awareness of renters about the neighborhood organization.</p> <p>2) Increased perception that the neighborhood is safe and that renters are positively contributing to making it safe.</p> <p>3) Increased perception by renters that they are part of a community that cares and works together.</p>	<p>1) Increased awareness of Somali residents about the neighborhood organization.</p> <p>2) Increased perception that the neighborhood is safe and that Somali residents are positively contributing to making it safe.</p> <p>3) Increased perception by Somali residents that they are part of a community that cares and works together.</p>	<p>1) Increased awareness of Latinx residents about the neighborhood organization.</p> <p>2) Increased perception that the neighborhood is safe and that Latinx residents are positively contributing to making it safe.</p> <p>3) Increased perception by Latinx residents that they are part of a community that cares and works together.</p>	<p>1) Increased awareness of Native American residents about the neighborhood organization.</p> <p>2) Increased perception that the neighborhood is safe and that Native American residents are positively contributing to making it safe.</p> <p>3) Increased perception by Native American residents that they are part of a community that cares and works together.</p>

<p><i>Outcome of engagement</i></p>	<p>1) Increased engagement of renters with their neighbors.</p> <p>2) Increased engagement of renters in Ventura Village sponsored activities.</p> <p>3) Increased engagement of renters in promoting public safety within Ventura Village.</p> <p>4) Increased perception by renters that Ventura Village is safe and that they are empowered through joint efforts that have contributed to improved safety.</p> <p>5) Increased number of renters who attend Ventura Village sponsored meetings/activities and/or who serve on the Ventura Village Board.</p>	<p>1) Increased engagement of Somali residents with their neighbors.</p> <p>2) Increased engagement of Somali residents in Ventura Village sponsored activities.</p> <p>3) Increased engagement of Somali residents in promoting public safety within Ventura Village.</p> <p>4) Increased perception by Somali residents that Ventura Village is safe and that they are empowered through joint efforts that have contributed to improved safety.</p> <p>5) Increased number of Somali residents who attend Ventura Village sponsored meetings/activities and/or who serve on the Ventura Village Board.</p>	<p>1) Increased engagement of Latinx residents with their neighbors.</p> <p>2) Increased engagement of Latinx residents in Ventura Village sponsored activities.</p> <p>3) Increased engagement of Latinx residents in promoting public safety within Ventura Village.</p> <p>4) Increased perception by Latinx residents that Ventura Village is safe and that they are empowered through joint efforts that have contributed to improved safety.</p> <p>5) Increased number of Latinx residents who attend Ventura Village sponsored meetings/activities and/or who serve on the Ventura Village Board.</p>	<p>1) Increased engagement of Native American residents with their neighbors.</p> <p>2) Increased engagement of Native American residents in Ventura Village sponsored activities.</p> <p>3) Increased engagement of Native American residents in promoting public safety within Ventura Village.</p> <p>4) Increased perception by Native American residents that Ventura Village is safe and that they are empowered through joint efforts that have contributed to improved safety.</p> <p>5) Increased number of Native American residents who attend Ventura Village sponsored meetings/ Native American residents activities and/or who serve on the Ventura Village Board.</p>
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