

Engagement Plan Template



Neighborhood

Whittier

Time frame

2026

Work summary

Summary of activities across all programs and demographic groups.

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

<i>Demographic group</i>	<i>Neighbors experiencing homelessness or housing instability</i>	<i>Somali community</i>	<i>Latin community</i>
<i>Numbers or percentage</i>	Unknown – data not collected at neighborhood level	Unknown – data not collected at neighborhood level	15.4%
<i>Initiative, activity, project or program</i>	Continue to move forward with 2116 Nicollet housing project, which will build 53 units of deeply affordable housing in Whittier in partnership with Alliance Housing. We believe the project will be fully funded by the end of 2025, which would mean 2026 would have multiple	Reach Somali community members for safety programming, paid leave outreach, and small business outreach. Safety meetings occur on a quarterly basis, with the potential to build out Somali-specific safety meeting to address community concerns. Paid leave outreach will occur throughout the year, with potential for Somali-language events and	Reach Latin community members for safety programming, paid leave outreach, and small business outreach. Safety meetings occur on a quarterly basis, with the potential to build out Latin-specific safety meeting to address community concerns. Paid leave outreach will occur throughout the year, with potential for Spanish-language events and

	<p>opportunities for community engagement across the naming, design, and public art processes for the building. We are planning to create a paid focus group pool for the project, with a focus on participants who have experienced homelessness or housing instability.</p>	<p>Somali-language outreach. Small business outreach will include Somali-specific events with interpretation. We hope these grant-funded initiatives will serve to build relationships with the Somali community more broadly, and we are also continuing to work with partner organizations (Roots Connect, Isuroon, FRAYEO, Youth Legacy) that work more directly with the Somali community.</p>	<p>Spanish-language outreach. Small business outreach will include Spanish-specific events with interpretation. We hope these grant-funded initiatives will serve to build relationships with the Latin community more broadly, and we are also continuing to work with partner organizations (COPAL, Unidos, CTUL, IX) that work more directly with the Latin community.</p>
<p><i>Barriers to engagement</i></p>	<p>This is a highly transient population with the potential to have multiple identities or lived experiences that may create barriers to engaging with programming and providing feedback on 2116 decisions.</p>	<p>Somali community members may not speak or read English and may not read Somali. Some community members may have limited transportation. Some community members may not be familiar with Whittier Alliance, or may not be familiar with neighborhood organizations more broadly.</p>	<p>Latin community members may not speak or read English. Some community members may have limited transportation. Some community members may have concerns about ICE/revealing personally identifying information. Some community members may not be familiar with Whittier Alliance, or may not be familiar with neighborhood organizations more broadly.</p>

<p><i>Outreach and engagement strategies</i></p>	<p>Part of our strategy for making engagement possible with this group is to ensure that all engagement opportunities are paid. We also plan to partner with community organizations that work directly with folks in this community to ensure that we are able to tap into their networks and best practices for working with this group.</p>	<p>We plan to work with the existing Somali community organizations and institutions within Whittier for engagement around safety, small businesses, and paid leave. We plan to connect with the Karmel Business Association and with the owner and staff of Karmel to be able to better distribute information, including using the Karmel loudspeaker system. We plan to hire a contract outreach staff person who is fluent in Somali to support engagement work with this community.</p>	<p>We plan to work with Lake Street Council, which has existing relationships with Latin business owners along the Lake Street corridor, for our paid leave and small business outreach to Latin communities in 2026. We also plan to consult and collaborate with organizations that are doing direct ICE response network organizing work so that we can tap into their networks and ensure that our work aligns with best practices around data security and privacy. We currently have a PT outreach staff member who is fluent in Spanish.</p>
<p><i>Resources needed</i></p>	<p>We will need to work collaboratively with the partner organizations listed below to tap into their networks, as mentioned above. Funding from NCR will also support our ability to provide stipends to focus</p>	<p>We will need to create new relationships with Karmel contacts, as well as build upon existing relationships with FRAYEO and Youth Legacy. We are hoping that we will receive a grant from DEED to support the paid leave outreach work. We have a</p>	<p>We will build upon existing relationships with Lake Street Council, MIRAC, and Unidos. We are hoping that we will receive a grant from DEED to support the paid leave outreach work. We have a grant from the Minneapolis Foundation to</p>

	group participants.	grant from the Minneapolis Foundation to support our small business outreach.	support our small business outreach.
<i>Partners in the work</i>	Alliance Housing, Simpson Housing, Agate	FRAYEO, Youth Legacy, Karmel Business Association, Lake Street Council, Minneapolis Foundation	MIRAC, Unidos, Lake Street Council, Minneapolis Foundation
<i>Person(s) responsible</i>	Anna Schmitz, Alliance Housing partners	Anna Schmitz and TBD Somali contract engagement staff person	Anna Schmitz and Jesus Cazares-Reyes
<i>Timeline</i>	Throughout 2026	Throughout 2026	Throughout 2026
<i>Quantitative goals</i>	Create a focus group for 2116 work that has at least three participants who have experienced or are experiencing homelessness or housing instability. Solicit feedback from that group of participants 3-4 times throughout 2026. Ensure they are compensated in a timely fashion.	Conduct five or more paid leave outreach sessions specifically focused on Somali community members. Host two small business owner meetings focused on Somali small business owners. Host one safety meeting specifically focused on Somali community members and safety in the Karmel area.	Conduct five or more paid leave outreach sessions specifically focused on Latin community members. Host two small business owner meetings focused on Latin small business owners. Host one safety meeting specifically focused on immigration and ICE response.
<i>Qualitative goals</i>	Deepen our organizational relationships with organizations serving people experiencing homelessness or housing instability.	Expand awareness of paid leave among Somali small business owners and employees. Create spaces where Somali community members can share safety concerns	Expand awareness of paid leave among Latin small business owners and employees. Create spaces where Latin community members can share safety concerns

	Practice designing and running focus groups with the hope of developing organizational best practices around facilitating those spaces.	with City and County staff and elected officials. Build stronger relationships with Somali community members and increase awareness of Whittier Alliance as a resource in the community.	with City and County staff and elected officials, as well as connect with resources around ICE and immigration concerns. Build stronger relationships with Latin community members and increase awareness of Whittier Alliance as a resource in the community.
<i>Outcome of engagement</i>	Ensure that 2116 design, public, and naming processes have been conducted with the input of community members who are representative of future 2116 residents.	Deeper relationships with Somali community members, hopefully leading to future engagement as board or committee members, or Whittier Alliance event attendees.	Deeper relationships with Latin community members, hopefully leading to future engagement as board or committee members, or Whittier Alliance event attendees.