

Engagement Plan

South Uptown Neighborhood Association

Project #1 Work Summary

The South Uptown Neighborhood Association will implement a series of strategies to engage and involve renters with the organization. This includes direct outreach targeted to renters through a Hennepin County Green Partners grant which will involve pop-up events, door knocking and other efforts. South Uptown also intends to improve our website and social media strategy to reach the many young renters in the neighborhood.

Scope of Work Outcomes & Goals

The Goal of the South Uptown Organics Recycling project is to engage residents, with particular focus on renters, and facilitate their participation in disposal of organics materials outside the traditional trash disposal system, as well as involve participants in the organization.

Demographic Group: Renters

Numbers/ Percentage: 76% of resident households/ 70% of residents

Program: Renter Outreach Strategies

Barriers

- Renters on average live in South Uptown for shorter periods of time and often are unfamiliar with the South Uptown neighborhood and neighborhood association.
- Many larger apartment buildings have security access limiting ability to door knock.
- Many young renters in the neighborhood work evenings and weekends when neighborhood meetings and events take place.
- The COVID pandemic is unpredictable and may make it difficult to engage neighbors through in-person interactions.

Engagement Strategies

- - Neighborhood mailings, flyering and door knocking to reach renters with materials about South Uptown programs and activities.
- Partnering with apartment management companies to access buildings, drop materials and host pop-up events.
- Targeted renter outreach during South Uptown meetings, events and pop up opportunities.
- Conduct renter focus groups and/or surveys to determine concerns, barriers to participation and interests.

Resources

- Hennepin County Green Partners Environmental Education Grant
- Minneapolis Solid Waste & Recycling education materials

Partners

- Hennepin County Green Partners Staff
- Minneapolis Solid Waste & Recycling
- Apartment Owners/ Management Companies
- Minneapolis Parks/ Bryant Square Park.

- South Uptown Board of Directors
- South Uptown Livability & Engagement Committee
- South Uptown renters

Person Responsible: Scott Engel, Executive Coordinator

- Board of Directors
- Livability & Engagement Committee

Timeline 2022

January- March:

- Revise website and improve social media presence.
- Plan 2022 events and pop up opportunities.
- Make connections with rental property management companies.

April- September

- Target renters during outdoor events like neighborhood clean ups, park concerts and pop up opportunities.
- Utilize organics recycling outreach as an opportunity to engage renters and encourage participation with the South uptown organization.

September- December:

- Assess the success of engagement strategies and make changes for 2023 Equitable Engagement Plan.

Quantitative Goals

- Maintain strong renter participation on the South Uptown Board.
- Increase renter participation on South Uptown committees and during events.
- Sign up 100 renters for organics recycling.
- Engage with 400 renters about the organics recycling program and South Uptown Neighborhood Association.

Qualitative Goals

- Increase engagement with and awareness of the South Uptown Neighborhood Association.
- Build a sense of community and neighborhood identity for renters.
- Address issues identified by renters through engagement.

Outcomes

- More South Uptown neighbors, especially those who rent, recycle their organics material keeping it out of a landfill.
- More South Uptown renters are engaged and participate in the South Uptown Neighborhood Association.

Next Steps

- Program launches in fall 2021 with educational info through social media and other promotions.
- In winter/ spring 2022 South Uptown will begin to sign up neighbors for organics recycling at events and through social media. South Uptown makes connections with property management companies to allow access into large apartment buildings.

- Summer 2022: Door-knocking and tabling at events begins along with organics recycling training.
- Fall 2022: South Uptown assesses the success of the program including compiling metrics.

Project #2 Work Summary

Bryant Square Park is the heart of the South Uptown neighborhood hosting community gatherings and events, offering recreational activities and welcoming everyone. In recent years park patrons have become noticeably more diverse with significant numbers of LatinX and East African people using park facilities. South Uptown will partner with Bryant Square Park staff to meaningfully engage folks to determine what park amenities and activities are most desired and build relationships for on-going engagement.

Demographic Group

LatinX and East African Communities of color

Number/Percentages

Estimated to be 200-250 individuals who are regular customers. Anecdotally, this group of park patrons has been very diverse for at least the past five years, primarily East African/Somali and Latinx (estimated at 60% of all customers. Not all of this group are South Uptown residents and developing a finer grained estimate is one of the objectives of this project.

Barriers

- The Bryant Square Park recreation center remains closed due to COVID hobbling efforts to engage park patrons during winter months. Most in-person interactions will need to take place between spring and fall 2022.
- A language barrier exists for many of the patrons.
- There is an expectation that there will be some hesitancy of customers to specify their residency fearing that if they don't live in the neighborhood they won't be able to use park services and resources.
- COVID is unpredictable, and it remains unclear whether in person interactions will be possible.

Engagement Strategies

- Informal/semi-structured interviews conducted with language access/ translation providers to determine desired park amenities and activities.
- Gauge interest in being involved in an advisory role on the South Uptown Livability and Engagement Committee which is tasked with park improvements.
- (Explore the possibility of including a focus group of BSP stakeholders.
- Partner with MPRB to recruit LatinX and East African musicians to perform during summer concerts and use those events as an opportunity to engage with communities of color.

Resources

Equitable Engagement Funds
MPRB Cultural Staff
Language Translators

Partners

- Minneapolis Park Board/BSP staff
- Livability & Engagement Committee

- Spanish & Somali Language Access Support
- Area East African and LatinX Nonprofits

Person Responsible: Scott Engel, Executive coordinator

- South Uptown Livability & Engagement Committee
- Bryant Square Park Director

Timeline

- January — March 2022: Make connections with LatinX and East African organizations and language translation services in preparation for spring/ summer park activities.
- April- July 2022: Conducting informal/semi-structured interviews with LatinX and East African park patrons and focus groups, drafting recommendations based on interviews and including customer advisors in the regular business of the South Uptown Livability and Engagement Committee.
- August-December: Implementation and refinement of recommendations and assessment of needed changes. Developing a plan of work and budget for CY 2023.

Quantitative Goals

- Gain a better and more grounded understanding of the composition of the group, the number of regular park patrons, resources actually used, frequency of use and residency.
- Engage with 100 LatinX and East African park patrons.
- Sponsor at least one summer concert featuring LatinX or East African musicians.

Qualitative Goals

LatinX and East African park patrons feel welcome and empowered to express concerns and. LatinX and East African residents of South Uptown feel a sense of community and participate with the organization.

Outcomes:

- Develop a more detailed understanding of perceptions of the neighbors and an understanding of what needs to be done to increase feelings of safety and comfort in South Uptown/ Bryant Square Park.
- establish an advisory mechanism and platform to communicate concerns to the SouthUptown Neighborhood Association and Bryant Square Park staff.

Next Steps

- Fall 2021: Meet with BSP director and staff to review the work plan with a focus on implementation, specification of mutual roles and responsibilities and a clearer timeline of key project activities.
- Winter/ Spring 2022: Share information about the project with BSP patrons and during South Uptown meetings where additional input from residents and BSP patrons will be sought.
- Spring/ Summer: Conduct interview and focus groups to engage park patrons.

Project #3 Work Plan

In 2021 South Uptown developed a new mission statement: Improve the well-being of the South Uptown neighborhood by fostering a safe, equitable and connected community. The statement then guided development of a new Strategic Plan using safety, equity and community as guiding

principles. For 2022 and future years South Uptown will work to implement the Strategic Plan with efforts made to engage and involve people of color in the organization's work..

Demographic Group: people of Color

Number/ Percentages: People of color make up 18% of South Uptown residents. This includes about 6% African American, 6% LatinX, 4% Asian and 1% multi-racial.

Program: Implement the Equity section of the South Uptown Strategic Plan in order to engage and involve people of color.

Barriers:

- The new Neighborhoods 2020 program cuts the amount of City funding for the South Uptown organization by more than \$10,000 per year from the previous CPP program.
- It is not clear where individual people of color live in South Uptown as residents are spread throughout the neighborhood in hundreds of different homes, condos and apartment buildings.
- About 70% of South Uptown residents are renters who often live for short periods of time in the neighborhood.
- COVID is unpredictable and it has the potential to make in-person engagement difficult.

Engagement Strategies

- Implement Diversity, Equity & Inclusion training for the Board and assign a DEI Officer role per Strategic Plan recommendations.
- Work towards implementing the Equity priorities within the Strategic Plan including 1.) Addressing housing affordability, 2.) Increasing the diversity of the neighborhood, and 3.) Support locally and minority-owned businesses.
- Assess social media and the website to ensure it is up to date, includes resources relevant to people of color and is welcoming to all residents in South Uptown.
- Assess community events and meetings to make them more accessible and welcoming to people of color.
- Implement the Organics Recycling environmental education outreach engaging with renters, of which many are people of color.
- Implement the Bryant Square Park Patron Engagement program which focuses on assessing the impressions and desires of East African and LatinX park patrons.

Resources

- Neighborhoods 2020

Partners

- Hennepin /county Green Partners Staff
- Minneapolis Solid Waste & recycling Staff
- MPRB/ Bryant Square Park staff
- South Uptown Board and Committees
- Homeline and other nonprofits focused on renter resources.
- Neighborhood businesses

Person Responsible: Scott Engel, Executive Coordinator

- Board of Directors

- Board DEI Officer

Timeline

- Winter 2021/ 2022: Conduct DEI training. Designate DEI Officer. Review South Uptown website and social media.
- January- June 2022: Review the Equity section of the Strategic Plan and determine the first strategies to implement. Develop a Board survey to measure demographics and consider tactics for measuring participation by people of color within the organization.
- July- December 2022: Implement Equity strategies from the Strategic Plan. Engage people of color and work to recruit participation in the organization. Refine the Equitable Engagement Plan based on activities conducted in 2022.

Quantitative Goals

- Increase the number of people of color applying for and participating on the South Uptown Board/ Committees and attending events/ meetings.
- Develop Board demographic survey.

Qualitative Goals

- Become a more welcoming and inclusive organization.
- Increase the sense of community and neighborhood identity for all South Uptown residents.

Outcomes

- More people of color feel engaged and become involved with the South Uptown organization.

Next Steps

- Seek DEI training consultants.
- Assess the website and social media.
- Review the Equity section of the Strategic Plan and determine which strategies to work on first.
- Develop Board demographic survey.