

Engagement Plan

Central Area Neighborhood Development Organization

EXHIBIT C

Demographic group	Latin X, African American, Indigenous, low-income of Central Neighborhood	Latin X, African American, Indigenous, low-income and homeowners with land, businesses with adequate rooftops of Central Neighborhood	Businesses of Color, Residents, Non-Profit organizations
Numbers or percentage	100 Households	650	25 Businesses
Initiative, activity, project or program	Mpls Climate Action Solar Community Garden	People's Land Network (Central neighbors + growers)	Economic Development Plan
Barriers to engagement	<p>Covid-19</p> <p>Multicultural + multi-language communities w/ wide range of barriers. Large Spanish speaking communities with the lack of accessibility to resources / information around solar energy.</p> <p>Lack of Homeownership by marginalized communities</p> <p>Land Accessibility</p>	<p>Access to land + green spaces</p> <p>Multicultural + multi-language communities w/ wide range of barriers.</p> <p>Large Spanish/ Somali speaking communities with the lack of accessibility to land.</p> <p>Gentrification and costs of rent increases make it difficult to secure long-term access to empty lots with development from the city</p> <p>COVID challenges of hosting safe, multi-layered in person gatherings</p>	<p>Covid-19</p> <p>Multicultural + multi-language communities w/ wide range of barriers</p> <p>Lack of Commercial Property ownership</p> <p>Lack of Community assessment by new business</p> <p>Disconnection of community needs.</p>
Outreach and engagement strategies	<p>Tap into partnership to create awareness</p> <p>Create Cultural specific community engagement events</p> <p>Door Knocking</p> <p>Social Media</p>	<p>Tap into our established Plant Grow Share network of 7 years in the making</p> <p>Connect with local businesses + community groups + schools</p> <p>Social Media campaign</p>	<p>Bi-Monthly meetings</p> <p>Highlighting local business on social media platforms</p> <p>Monthly Community Connection via Constant Contact</p>

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Resources needed	<p>Multi language flyers</p> <p>Volunteers</p> <p>Wages for door knockers</p> <p>User friendly contact information system</p>	<p>Co-facilitators to create container for network to evolve and grow</p> <p>Coordinator for land share and food access points across Central</p> <p>Wages for facilitators, coordinator + community member stewards</p> <p>Flyers + gardens start up resource kits in multiple languages</p> <p>Water set up, tools and sheds</p> <p>Partnership agreements with land owners + community groups</p>	<p>Contact Log</p> <p>Flyers</p> <p>Stipend for community project leads</p> <p>Contact information for business</p>
Partners in the work	Lyndale Neighborhood Association	<p>Urban Ventures</p> <p>Hosmer Library</p> <p>Twin Cities Growers Network</p> <p>University of MN Geography + Social Justice professor + students</p>	<p>Seward Co-op</p> <p>Lake Street Guidance Council</p> <p>38th Street Black Business Coalition</p>
Person(s) responsible	<p>Christopher Ortiz</p> <p>Tommy McBrayer</p> <p>Carmen Means</p>	<p>Lane Brown</p> <p>Alisa Hoven</p> <p>Fernanda Sequieros</p> <p>Many community leaders + stewards</p>	<p>Christopher Ortiz</p> <p>Tommy McBrayer</p> <p>Carmen Means</p>

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Timeline	<p>Fall 2021- Create a work plan with neighborhood organizers for outreach and Community Solar Garden Model Creation. Door knocking</p> <p>Dec 2021-Apr 2022 Meet with cohort of neighbors to do energy literacy and Community Solar Garden Education</p> <p>May 2022-July 2022 Identify adequate locations for Solar Gardens</p> <p>Aug 2022-Oct 2022 Implement launch of the Community Solar Garden model using a guidebook created throughout the process</p> <p>Nov 2022-Dec 2022 Community Recap listening sessions</p>	<p>Fall-Host series of network events to connect people, map out land share opportunities</p> <p>Winter-Create virtual opportunities for network to continue to meet to align values + goals</p> <p>Spring-Support community stewards in garden installs</p> <p>Summer-Harvest shared food + celebrate the People's Land Network and the increase in gardens + land access</p>	<p>January - March 2021 Identify local businesses that are underrepresented and not connected</p> <p>JAN, MAR, MAY JUL, SEP, NOV meetings</p> <p>MAY 2022 BUSINESS NETWORK EVENT</p>
Quantitative goals	<p>Engage 100 households (50% renters) to increase energy and environmental justice literacy</p> <p>Provide neighbors with information to sign up for Community Solar Gardens and access other energy resources</p> <p>Create a replicable neighborhood-supported</p>	<p>Host network events with 30 people at each event</p> <p>Establish a contact list + communication channel for 50% of attendees from network events</p>	<p>Shoot local commercial highlighting businesses</p> <p>200% increase of our current business contact log</p> <p>Build Southside business collective</p>

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	Community Solar Garden model with neighborhood organizations as garden managers Create long term revenue stream from Community Solar Garden participation to support neighborhood organization funding		
Qualitative goals	Listen and learn about the environmental challenges I Assess + harness our power + articulate strategies that will prioritize the need for Community Solar Gardens in Central neighborhood	Listen and learn about the challenges to land access + visions + dreams for future gardens in Central Assess + harness our power + articulate strategies that will prioritize urban food growing in Central neighborhood	Learn individual needs of businesses Identify cultural barriers
Outcome of engagement	Decrease in marginalized families' utility bills More connected and networked Central neighbors and organizations Implement launch of Community Solar Gardens Increase in confidence + social capital	More connected and networked Central neighbors and growers Self-organized groups of community stewards tending to newly established gardens Increase in confidence + social capital + mutual aid systems + food growing skills	Deeper connection with local businesses and neighbors Increase of business visibility through social media platforms Increase of business revenue

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Next steps	Community conversations around climate issue and Community Solar Gardens	Network events Fall 2021 Debriefing network events and building network structures and communication channels Winter 2021	Business door knocking Business winter happy hour