

Engagement Plan

Neighborhood

Whittier

Time frame

January 1 - December 31, 2022

Work summary: Summary of activities across all programs and demographic groups.

Whittier Alliance has been and will continue in 2022 to carry out activities and initiatives related to addressing long-term systemic issues in the neighborhood centered on residential and commercial displacement. Though we have listed out Renters, Latinx Community, and Somali/East African Communities in their own sections, the programs, initiatives, and strategy work are all very much intersectional; that is the reason for the overlapping content in all four areas. We are also working in tandem with a larger effort of many other organizations and community planning, design, and engagement experts aimed at creating a broader vision for the Lake Street corridor. That work is getting underway right now, so the exact timeline and set of activities related to our shared goals are currently being articulated, planned, and calendared out. Whittier Alliance's Executive Director, Kaley Brown, is serving as a Project Team member for the Lake & Nicollet node and will be at the table to help guide the process and center our neighborhood's stakeholders.

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.

At its core, this plan features activities and initiatives that collectively work towards the preservation of affordable residential and commercial tenant opportunities. Whittier has been losing a significant portion of our N.O.A.H. property each year, and we are working to find creative avenues to interrupt those market forces. The ultimate outcome if we are successful would be to go beyond allowing community members the ability to stay in Whittier, but also to facilitate the creation of opportunities for upward mobility, wealth-building, and connected, healthy community members - to allow our neighbors to thrive, not just survive. With big changes likely ahead in years to come for Whittier with the Kmart area redevelopment, denser zoning on our commercial corridors as indicated by the 2040 plan, our goal is to ensure that current residents and businesses are the ones benefiting from new investments and opportunities, rather than being pushed out because of it. We are working to assist them with capacity building and context so that they may advocate for themselves and what they need in order to be successful in that.

Plan detail

Renters

Latinx Communities

East African Communities

Small Business Owners

<p>Demographic group #1</p>	<p><i>Renters</i></p>
<p>Numbers or percentage</p>	<p>85-88% of residents</p>
<p>Initiative, activity, project or program</p>	<ul style="list-style-type: none"> ● <i>Housing Navigation Program</i> ● <i>Outreach and engagement related to Lake & Nicollet area redevelopment (Kmart, SuperValue, Wells Fargo sites)</i> ● <i>Housing & Land Use Committee project work - (N.O.A.H. preservation strategies; eviction prevention strategy; influence & organizing around new development proposals; influence on transportation-related projects)</i> ● <i>Community Engagement Committee project work - (advocacy and implementation of new park amenities and investment;)</i> ● <i>Helping to establish and support tenant associations and/or cooperative ownership opportunities</i> ● <i>Assistance with accessing support for rent and bill pay - RentHelpMN, State of MN Energy Assistance Program, Hennepin County Emergency Assistance</i>
<p>Barriers to engagement</p>	<ul style="list-style-type: none"> ● <i>Accessing secured residential buildings can be difficult</i> ● <i>Transient population - renter turnover is high</i> ● <i>More likely than homeowners to have financial constraints limiting time available to volunteer/engage</i> ● <i>Lack of context for neighborhood organization work</i> ● <i>Lingering perception regarding historical prioritization of property owner interests within the organization</i>
<p>Outreach and engagement strategies</p>	<ul style="list-style-type: none"> ● <i>Partner with other organizations who serve or engage with renters</i> ● <i>Connect with property managers/owners to gain access to buildings & share WA info with tenants</i> ● <i>Table outside key businesses (Colonial Market, Karmel Mall, Shuang Hur, Good Grocer, Aldi, the Wedge) and apartment buildings</i> ● <i>WA digital communications channels: website (multilingual content available), social media, neighborhood Discord network, WhatsApp, e-newsletters</i> ● <i>Direct mailers</i> ● <i>Identify and work with resident leaders for multi-unit buildings to flyer, share info with interior neighbors, post on community boards, etc.</i> ● <i>Door-knocking + flyering</i> ● <i>Mass texting with Callfire software</i> ● <i>Continue contract with KRSM Community Radio to allow for 5 PSA spots per day in both Spanish and English; message changes monthly</i>

	<ul style="list-style-type: none"> ● <i>Plan and participate in culturally-relevant community events designed to bring a diverse set of neighbors out to meet one another and engage with WA</i>
<p>Resources needed</p>	<ul style="list-style-type: none"> ● <i>Multilingual staff conducting tenant outreach</i> ● <i>Staff dedicated to social media and communications work</i> ● <i>Contact information for property owners/managers</i> ● <i>Staff training and implementation support on new CRM platform (Salesforce)</i> ● <i>Training for staff and volunteers on TC Landlord Lookup tool and refining other outreach tools (MyMaps, GIS maps, etc.)</i> ● <i>Budget for contracted translators and interpreters to supplement staff and Board language abilities</i> ● <i>Research/budget for phone and app-based communications tools to improve multi-lingual conversations/outreach</i> ● <i>Stipends for volunteer leads, door-knockers, and/or child-care providers</i> ● <i>Outreach materials with organization information/resources/program or event details</i>
<p>Partners in the work</p>	<ul style="list-style-type: none"> ● <i>HOME Line</i> ● <i>Cultural Wellness Center</i> ● <i>Urban Strategies, Inc.</i> ● <i>FRAYEO</i> ● <i>Whittier Park, International School, Community Education</i> ● <i>Inquilinx Unidxs Por Justicia</i> ● <i>Residential Property Owners and Management Companies</i> ● <i>City of Lakes Community Land Trust</i> ● <i>Twin Cities Land Bank</i> ● <i>LISC</i> ● <i>Simpson Housing, St. Stephen’s Human Services, other subsidized housing providers (PPL, Alliance for Housing, etc.)</i> ● <i>Adjacent neighborhood organizations: Lowry Hill East, Lyndale, Phillips West, and Stevens Square-Loring Heights</i>
<p>Person(s) responsible</p>	<ul style="list-style-type: none"> ● <i>Outreach staff name(s) - Fartun Ismail (Outreach Specialist), 2022 AmeriCorps VISTA Tenant Organizer (service term starts March 2022), Marcus VanderSanden (Engagement Manager), Robb Larson (Communications & Admin Associate), Kaley Brown (Executive Director)</i> ● <i>Volunteers</i> ● <i>Board Members</i>

<p>Timeline</p>	<p><i>Nov 2021 -Feb 2022: Recruit and hire 2022-2023 VISTA Tenant Organizer; continue CRM implementation process and refine processes for tracking progress/effectiveness of interactions with historically under-engaged community members.</i></p> <p><i>Jan-Mar 2022: Next stage of Lake Street Alignment Process progression with fellow Lake & Nicollet Team members at Cultural Wellness Center, McKnight Foundation, Design by Melo, Urban Strategies, Inc., Urban Design Associates, & area stakeholder leadership</i></p> <p><i>Mar-Apr: Train VISTA Tenant Organizer and integrate into ongoing work/goals</i></p> <p><i>Apr-Oct: Review mapping tools and door-knocking conversation notes created by 2021 VISTA to identify specific multi-family buildings with data points suggesting:</i></p> <ul style="list-style-type: none"> <i>- possible issues with the landlord that indicate the tenant may need advocacy/organizing support;</i> <i>- that the building and current tenants may be vulnerable to sale to a developer based on 2040 zoning, age/condition of the property, other factors;</i> <i>- that the building is classified as Naturally Occurring Affordable Housing (N.O.A.H.) and may be of interest to the Land Bank or Commercial Land Trust for possible acquisition;</i> <i>- that the current owner may be community-minded and interested in ensuring their tenants are not evicted if they were to sell.</i> <p><i>WA staff and volunteers could then door-knock/flyer/mail to proactively make a connection with tenants and the owner to establish a relationship and inquire about current conditions and long-term plans for the property. The overall goal would be to identify opportunities to interrupt market forces causing displacement of low-income renters. Work towards building out a directory of points of contact in every multi-family building in Whittier.</i></p> <p><i>Oct-Dec: Conduct in-depth evaluation of progress toward the goals; identify areas to improve/amend approach or expand on strategies that were successful; and make programming and budgeting recommendations to the WA Board for 2023 and beyond.</i></p> <p><i>Housing Navigation Program - ongoing work throughout the year with most demand during April--September</i></p>
<p>Quantitative goals</p>	<ul style="list-style-type: none"> ● <i>Increase average monthly committee participation by 50% over average attendance at 2020 meetings</i> ● <i>Assist 20 families with accessing a new apartment lease in the Whittier Neighborhood</i> ● <i>Hold at least 1 tabling opportunity per month to connect with renters in person</i> ● <i>Make contact with someone at 25-50% of the properties we identify as possibly vulnerable to sale. (NOTE: I have no idea yet if this is reasonable, because we don't know how many properties fall into that category yet.)</i> ● <i>Recruit 50 new volunteers who want to engage with and support our anti-displacement and eviction prevention work</i>

	<ul style="list-style-type: none"> ● <i>Increase our e-news distribution list by 500 subscribers (about 30%) in the calendar year</i>
Qualitative goals	<ul style="list-style-type: none"> ● <i>Identify on an ongoing basis issues that need attention and have the volunteer structure in place to act on them</i> ● <i>Identify and effectively mobilize volunteer interests, skills, capacity</i> ● <i>Continue reaching and building relationships between WA and renters</i> ● <i>Facilitate connections between renters</i> ● <i>Build collective power among renters to advocate for themselves and prevent displacement</i> ● <i>Connect renters with other resources and opportunities outside of WA's programming/expertise</i>
Outcome of engagement	<ul style="list-style-type: none"> ● <i>Maintain or grow the representation of tenants on WA's Board and/or committee membership</i> ● <i>More tenants receive neighborhood organization updates, newsletters and other information</i> ● <i>The organization has broader notoriety among renters neighborhood-wide</i> ● <i>Renters have the knowledge and ability to become involved in the organization and in decision-making</i> ● <i>Issues and opportunities are identified in the community</i> ● <i>Renters are positioned to quickly act on collective purchase opportunities fostered by TOPA and other wealth-building opportunities</i> ● <i>Whittier remains racially, culturally, economically, and socially diverse</i>
Next steps	<ul style="list-style-type: none"> ● <i>Complete implementation process of Salesforce and train in all staff</i> ● <i>Identify and hire a new AmeriCorps VISTA Tenant Organizer</i> ● <i>Create a guide for utilizing the renter and property owner outreach tools created in 2021</i> ● <i>Increase digital mapping capacity for tracking rental properties</i> ● <i>Identify and connect with key businesses and buildings to plan tabling opportunities at</i> ● <i>Solidify process and create how-to guide(s) on eviction prevention activities</i>

Demographic Group #2	<i>Latinx Communities</i>
Numbers or percentage	<i>2,256 (16.0% of Whittier population)</i>

<p>Initiative, activity, project or program</p>	<ul style="list-style-type: none"> ● <i>Further expanding Spanish-language accessibility within the Whittier Alliance operations and activities</i> ● <i>Culturally relevant strategies to build capacity and garner input on land use / infrastructure projects</i> ● <i>Support for establishing effective Spanish-specific communication channels between WA and Latinx residents and/or organizations (both formal and informal)</i> ● <i>Identifying Latinx-led initiatives (formal and informal) already happening in Whittier to learn how WA can support</i>
<p>Barriers to engagement</p>	<ul style="list-style-type: none"> ● <i>Building relationships at the speed of trust can take a long time</i> ● <i>Lack widespread of context for neighborhood organization work, service on nonprofit boards</i> ● <i>More likely to lack experience/context on the impact of land use and infrastructure projects on the neighborhood and residents’ day to day lives</i> ● <i>Language barriers make meetings and other activities more difficult to follow / participate in</i>
<p>Outreach and engagement strategies</p>	<ul style="list-style-type: none"> ● <i>Establishing a Spanish-specific phone line or number associated with the WA office and not a specific staff or Board member</i> ● <i>Further solidify our internal volunteer management structure to identify and train volunteer leads for specific areas of work, ideally bringing geographically diverse representation from across the neighborhood; identify where stipends may be needed/effective</i> ● <i>Tabling/outreach at high traffic areas in the neighborhood for Latinx community members, such as Colonial Market, Marissa’s Bakery, Whittier Park and School</i> ● <i>Hold WA meetings / listening sessions in Spanish with some regularity to catch residents up on what we are doing, and give community space to share with us</i> ● <i>Continue contract with KRSM Community Radio to allow for 5 PSA spots per day in both Spanish and English; message changes monthly</i> ● <i>Plan and participate in culturally-relevant community events designed to bring a diverse set of neighbors out to meet one another and engage with WA</i>
<p>Resources needed</p>	<ul style="list-style-type: none"> ● <i>At least one staff member + volunteers with Spanish language skills</i> ● <i>Contact information for property owners/managers, other stakeholders</i> ● <i>Training for staff and volunteers on TC Landlord Lookup tool and refining other outreach tools (MyMaps, GIS maps, etc.), to use as door knocking logs as well</i> ● <i>Budget for contracted translators and interpreters to supplement staff and Board language abilities, as needed</i> ● <i>Research for phone and app-based communications tools to improve multi-lingual conversations/outreach</i> ● <i>Stipends for volunteer leads, door-knockers, tablers, and/or child-care providers</i> ● <i>Spanish accessible flyers and mailers with neighborhood organization information / resources / program or event details</i>

<p>Partners in the work</p>	<ul style="list-style-type: none"> ● <i>Local Latinx-owned businesses</i> ● <i>Whittier Clinic, other health services willing to collaborate</i> ● <i>HOME Line</i> ● <i>Inquilinxs Unidxs Por Justicia</i> ● <i>Cultural Wellness Center</i> ● <i>Whittier Park, International School, Community Education</i> ● <i>Residential Property Owners and Management Companies</i> ● <i>Residents/other stakeholders and orgs already doing work in supporting the Latinx community or other diversity efforts</i> ● <i>C.L.U.E.S.</i> ● <i>Churches in Whittier with significant Latinx representation in their congregations</i>
<p>Person(s) responsible</p>	<ul style="list-style-type: none"> ● <i>VISTA Tenant Organizer (Spanish language skills required for applicants) (lead)</i> ● <i>Kaley Brown, Executive Director (strategy and support)</i> ● <i>Volunteers</i>
<p>Timeline</p>	<p><i>Nov 2021 -Feb 2022: Recruit and hire 2022-2023 VISTA Tenant Organizer; continue CRM implementation process and refine processes for tracking progress/effectiveness of interactions with historically under-engaged community members. Establish a method for denoting language preferences, other demographic info on CRM contact records.</i></p> <p><i>Jan-Mar 2022: Next stage of Lake Street Alignment Process progression with fellow Lake & Nicollet Team members at Cultural Wellness Center, McKnight Foundation, Design by Melo, Urban Strategies, Inc., Urban Design Associates, & area stakeholder leadership</i></p> <p><i>Mar-Apr: Train VISTA Tenant Organizer and integrate into ongoing work/goals; schedule out tabling calendar at key businesses and buildings of interest.</i></p> <p><i>Apr-Oct: Review mapping tools and door-knocking conversation notes created by 2021 VISTA to identify specific multi-family buildings with data points of interest as explained above</i></p> <p><i>Oct-Dec: Conduct in-depth evaluation of progress toward the goals; identify areas to improve/amend approach or expand on strategies that were successful; and make programming and budgeting recommendations to the WA Board for 2023 and beyond with information gleaned from community interactions throughout the year.</i></p>
<p>Quantitative goals</p>	<ul style="list-style-type: none"> ● <i>Hold at least 1 tabling opportunity per month at key businesses and multi-family buildings with Spanish-speaking neighbors identified</i>

	<ul style="list-style-type: none"> ● Complete 2021 VISTA effort to door-knock 100% of properties in Whittier with active rental licenses and to help focus Latinx community engagement effectively (NOTE: Will not know how many are left until VISTA term ends Jan 2022) ● Set up one-on-one follow up conversations with 50% of residents spoken to while door-knocking ● Recruit 10 volunteers who want to engage with and support Latinx community engagement efforts ● Research and establish a method for Spanish-specific information distribution list
Qualitative goals	<ul style="list-style-type: none"> ● Continue identifying issues of concern among Latinx community members ● Build directory of interests, skills, capacity, relationships, within Whittier’s Latinx communities to leverage toward shared goals ● Further build out a comprehensive list of culturally responsive community resources based on interests and issues identified
Outcome of engagement	<ul style="list-style-type: none"> ● Latinx neighbors have better access to resources that create new opportunities for upward mobility and wealth-building ● Consistent Latinx representation on WA Board and/or committee membership year to year ● More Latinx residents receive neighborhood organization updates, newsletters and other information ● Broader awareness, understanding, and trust in WA among Latinx community members ● Issues and opportunities important to Latinx community members are clarified
Next steps	<ul style="list-style-type: none"> ● Complete implementation process of Salesforce and train in all staff ● Recruit for and hire VISTA organizer ● Create a guide for utilizing the renter and property owner outreach tools created in 2021 ● Increase digital mapping capacity for tracking rental properties ● Identify what WA meetings and events in 2022 can support these goals and build into the calendar other regular opportunities to fill gaps

Demographic Group #3	Somali/East African Communities
Numbers or percentage	<i>(Unknown) MN Compass Profile metrics account for “Black or African American alone” at 2,612 or 18.5% of the neighborhood, but we know many Somali and East African immigrants do not identify as Black or African American.</i>

	<p>We also have a metric for “Foreign-born residents” at 2,821 or 20.0% of the neighborhood. About 28% of residents speak a language other than English.</p> <p><i>**Any other ideas for how we might quantify this community, would be welcome!</i></p>
<p>Initiative, activity, project or program</p>	<ul style="list-style-type: none"> ● <i>Housing Navigation Program - support for individuals or families with cultural and language barriers seeking a new apartment in Whittier; includes setting up online searches, interpretation at showings and follow-up conversations, understanding lease terms, and other key details associated with securing new housing</i> ● <i>One on one support for residents to access external rental assistance, bill pay assistance, food access, and youth programming - RentHelpMN, Energy Assistance Program, mutual aid sites, etc.</i> ● <i>Culturally relevant outreach related to Kmart area redevelopment / Lake & Nicollet, specifically to multi-generation families living in the immediate area</i> ● <i>Continue identifying Somali-led initiatives (formal and informal) already happening in Whittier and support them</i>
<p>Barriers to engagement</p>	<ul style="list-style-type: none"> ● <i>Accessing apartments, communication barriers (written info/flyers are less effective)</i> ● <i>Cultural difference in the concept of volunteer work</i> ● <i>Caregiver responsibilities for children or elderly can make volunteer work inaccessible</i> ● <i>Vast majority in Whittier are renters and turnover frequently year to year</i> ● <i>Lack of context for neighborhood organization work</i>
<p>Outreach and engagement strategies</p>	<ul style="list-style-type: none"> ● <i>Establishing a Somali-specific phone line or number associated with the WA office and not a specific staff or Board member</i> ● <i>Word of mouth advertising & referrals from other trusted organizations like FRAYEO</i> ● <i>Create as many opportunities as possible to connect verbally with community members, whether face to face, over WhatsApp, or recorded videos to share on relevant channels</i> ● <i>Tabling around Karemal Mall and apartment buildings with significant population of Somali tenants</i> ● <i>Continuing to leverage and grow the WhatsApp group with Somali women residents to share resources, information, often via voice messages and recorded videos</i> ● <i>Utilizing ad placements on KALY Radio for broader scale events and programming</i> ● <i>Communication with Imams at neighborhood mosques to share accurate information</i> ● <i>Plan and participate in culturally-relevant community events designed to bring a diverse set of neighbors out to meet one another and engage with WA</i>
<p>Resources needed</p>	<ul style="list-style-type: none"> ● <i>Funding to maintain existing Somali staff with competitive hourly pay and supplemental benefits</i> ● <i>Stipends for child care or volunteer work to increase staff capacity and long-term sustainability of work</i>

	<ul style="list-style-type: none"> ● <i>Funding to hire interpreters/translators to supplement staff and board members with language skills</i>
<p>Partners in the work</p>	<ul style="list-style-type: none"> ● <i>HOME Line</i> ● <i>Cultural Wellness Center</i> ● <i>Urban Strategies, Inc.</i> ● <i>FRAYEO</i> ● <i>Whittier Park, International School, Community Education</i> ● <i>Imams at nearby mosques</i> ● <i>Residential Property Owners and Management Companies</i> ● <i>Futsal Society</i> ● <i>SAWAC</i> ● <i>Lyndale Neighborhood Organization</i>
<p>Person(s) responsible</p>	<ul style="list-style-type: none"> ● <i>Fartun Ismail- Community Outreach Specialist</i> ● <i>Robb Larson - Communications & Admin Associate</i> ● <i>2022-2023 AmeriCorps VISTA Tenant Organizer</i>
<p>Timeline</p>	<p><i>Nov 2021 -Feb 2022: Recruit and hire 2022-2023 VISTA Tenant Organizer; continue CRM implementation process and refine processes for tracking progress/effectiveness of interactions with historically under-engaged community members. Establish a method for denoting language preferences, other demographic info on CRM contact records.</i></p> <p><i>Jan-Mar 2022: Next stage of Lake Street Alignment Process progression with fellow Lake & Nicollet Team members at Cultural Wellness Center, McKnight Foundation, Design by Melo, Urban Strategies, Inc., Urban Design Associates, & area stakeholder leadership</i></p> <p><i>Mar-Apr: Train VISTA Tenant Organizer and integrate into ongoing work/goals; set them up with regular working meetings with our <i>Fartun Ismail (Outreach Specialist)</i> to conduct planning and strategy together, when possible.</i></p> <p><i>Apr-Oct: Review mapping tools and door-knocking conversation notes created by 2021 VISTA to identify specific multi-family buildings with data points suggesting:</i></p> <ul style="list-style-type: none"> - <i>possible issues with the landlord that indicate the tenant may need advocacy/organizing support;</i> - <i>that the building and current tenants may be vulnerable to sale to a developer based on 2040 zoning, age/condition of the property, other factors;</i> - <i>that the building is classified as Naturally Occurring Affordable Housing (N.O.A.H.) and may be of interest to the Land Bank or Commercial Land Trust for possible acquisition;</i> - <i>that the current owner may be community-minded and interested in ensuring their tenants are not evicted if they were to sell.</i>

	<p><i>WA staff and volunteers could then door-knock/flyer/mail to proactively make a connection with tenants and the owner to establish a relationship and inquire about current conditions and long-term plans for the property. The overall goal would be to identify opportunities to interrupt market forces causing displacement of low-income renters. Work towards building out a directory of points of contact in every multi-family building in Whittier with all staff/volunteers providing language skills and support.</i></p> <p><i>Oct-Dec: Conduct in-depth evaluation of progress toward the goals; identify areas to improve/amend approach or expand on strategies that were successful; and make programming and budgeting recommendations to the WA Board for 2023 and beyond with information gleaned from community interactions throughout the year.</i></p> <p><i>Housing Navigation Program - ongoing work throughout the year with most demand during April--September Direct support for residents completing unemployment and other emergency aid applications/paperwork - ongoing, year-round</i></p>
<p>Quantitative goals</p>	<ul style="list-style-type: none"> ● <i>Assist 20 families with accessing a new apartment lease in the Whittier Neighborhood</i> ● <i>Add 50 new people to the WhatsApp group of Somali women in Whittier and Lyndale</i> ● <i>Recruit and support at least one East African community member to run for a WA Board seat in 2022</i>
<p>Qualitative goals</p>	<ul style="list-style-type: none"> ● <i>Continue identifying issues of concern among Somali community members</i> ● <i>Build directory of interests, skills, capacity, relationships, within Whittier’s Latinx communities to leverage toward shared goals</i> ● <i>Further build out a comprehensive list of culturally responsive community resources based on interests and issues identified</i> ● <i>maintain existing relationships and establish new ones with community on a consistent basis</i> ● <i>share all important event with somali community</i> ● <i>honor the community by valuing their time and resources.</i>
<p>Outcome of engagement</p>	<ul style="list-style-type: none"> ● <i>Somali neighbors have better access to resources that create new opportunities for upward mobility and wealth-building</i> ● <i>Consistent representation on WA Board and/or committee membership year to year</i> ● <i>The number of East African neighbors receiving regular information and opportunities from WA via relevant channels continues to increase</i> ● <i>Broader awareness, understanding, and trust in WA and other community partner organizations among East African community members</i> ● <i>Issues and opportunities important to Somali community members are regularly identified and evaluated</i>
<p>Next steps</p>	<ul style="list-style-type: none"> ● <i>Complete implementation process of Salesforce and train in all staff</i> ● <i>Work with Comms & Admin Associate to be sure all WhatsApp group members are rolled into larger database and appropriate interests/skills tags are applied</i>

	<ul style="list-style-type: none"> ● Identify what WA meetings and events in 2022 can support these goals and build into the calendar other regular opportunities to fill gaps ● Ensure knowledge of existing relationships are documented and available to all staff to build upon
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Demographic Group #4	<i>Small Business Community</i>
Numbers or percentage**	<p>4 Great Street recognized Commercial Corridors- Lyndale, Nicollet, Franklin Aves and Lake St</p> <p>Priority eligible parcels at Lake St and Nicollet Ave K-Mart Site</p> <p>Commercial-designated mailing addresses in Whittier yields over 600 addresses (includes home-based LLCs)</p> <p>**NCR/Review team: if you have suggestions for how we might quantify this, we are open to ideas!</p>
Initiative, activity, project or program	<ul style="list-style-type: none"> ● K-Mart Site/Lake and Nicollet Area Redevelopment Engagement & Planning Work ● Displacement risk assessment for small businesses located on parcels vulnerable to sale/redevelopment ● Events and promotional materials highlighting small businesses ● Facade Improvement Matching Grant Program ● Grants and other direct assistance opportunities ● Networking opportunity/workshops ● Increase awareness of local and BIPOC businesses in Whittier to neighborhood at large
Barriers to engagement	<ul style="list-style-type: none"> ● Language ● Digital outreach capacity is limited ● Capacity of small business owners to engage/participate ● Connecting with landlord and commercial property managers can be difficult
Outreach and engagement strategies	<ul style="list-style-type: none"> ● Multilingual direct mailers ● Door-knocking and flyerling ● Mapping of all commercial addresses in Whittier neighborhood ● Social media campaigns highlighting small and immigrant owned businesses

	<ul style="list-style-type: none"> ● <i>Use of Community Engagement Committee platform to increase organizing and networking capacity within small business community</i>
Resources needed	<ul style="list-style-type: none"> ● <i>Outreach materials in multiple languages</i> ● <i>Access to volunteers/organizations to support ongoing business assistance needs</i> ● <i>On staff language assistance available for Spanish and Somali</i>
Partners in the work	<ul style="list-style-type: none"> ● <i>FRAYEO</i> ● <i>Lyn-Lake Business Association</i> ● <i>Lake Street Council</i> ● <i>Brave New Media, Zeus Jones</i> ● <i>MetroIBA</i> ● <i>Commercial Land Trust, Twin Cities Land Bank</i> ● <i>Commercial Property Owners</i> ● <i>City of Minneapolis - Small Business Team, CPED</i>
Person(s) responsible	<ul style="list-style-type: none"> ● <i>Kaley Brown, Executive Director</i> ● <i>Marcus VanderSanden, Engagement Manager</i> ● <i>Fartun Ismail, Outreach Specialist</i> ● <i>Robb Larson, Communications & Admin Associate</i>
Timeline	<p><i>Dec 2021-Mar 2022: Complete deliverables and reporting for City of Mpls Great Streets Grant focused on Lake & Nicollet area stakeholder identification and early stage displacement risk assessment work; work in tandem with Lake Street Alignment Process Project Team to conduct final stages of the 6 month alignment process (ends March 2022)</i></p> <p><i>Jan: Develop and launch a marketing plan to ensure businesses know about the Facade Improvement Matching Grant opportunity and we can get all of our remaining contract funds committed before the application opportunity for a renewed contract and pool of funding is opened again for 2023</i></p> <p><i>Mar-Sept: Planning and engagement for 2022 version of the Eat Street Festival, taking place on the 21st block of Nicollet Ave in 2022</i></p> <p><i>Jul-Aug: Complete updates to Eat Street and Whittier Neighborhood Dining Guide and mail out to all addresses</i></p> <p><i>Sept-Oct: Execution and follow-up/evaluation work for Eat Street Festival, including surveying participating businesses</i></p>

	<p><i>Oct-Dec: Conduct in-depth evaluation of progress toward the goals; identify areas to improve/amend approach or expand on strategies that were successful; and make programming and budgeting recommendations to the WA Board for 2023 and beyond with information gleaned from community interactions throughout the year.</i></p>
<p>Quantitative goals</p>	<ul style="list-style-type: none"> ● <i>50 one-on-one conversations with small businesses regarding Lake & Nicollet area redevelopment</i> ● <i>Distribute one direct mailer per year to all addresses in Whittier promoting neighborhood dining options and alternative food resources (food shelves, mutual aid sites, etc.)</i> ● <i>Monthly social media highlights of a small business in Whittier</i> ● <i>Complete an accurate, comprehensive database/directory of all Whittier businesses and establish an internal system to maintain it</i>
<p>Qualitative goals</p>	<ul style="list-style-type: none"> ● <i>Be able to identify all BIPOC and/or immigrant/refugee-owned small businesses in Whittier</i> ● <i>Establish an understanding of the business/commercial vacancy landscape in Whittier and increase our ability to recruit locally- and BIPOC-owned businesses to occupy those spaces</i> ● <i>WA is able to reliably identify issues that need attention for individual business and match with appropriate resources and organization for technical support</i>
<p>Outcome of engagement</p>	<ul style="list-style-type: none"> ● <i>WA can actively support the preservation of BIPOC and locally-owned small businesses in Whittier neighborhood</i> ● <i>We are able to help facilitate collective power to be built regarding influence over the future of K-Mart redevelopment process to ensure the opportunities and investments made are benefitting community members already here, first and foremost.</i> ● <i>Small business owners are able to thrive with opportunities for business, personal, and financial growth, rather than just getting by or needing to move locations to reach those goals.</i>
<p>Next steps</p>	<ul style="list-style-type: none"> ● <i>Track business engagements over 2021 Q3 & Q4 for 2022 follow ups and collective action on K-Mart Redevelopment</i> ● <i>Continue to identify relevant resources to promote and assist small business community</i> ● <i>Complete final steps of CRM system implementation and staff training</i> ● <i>Evaluate and complete alignment of goals and deliverables from 2021 Great Streets grant work with our Project Team outcomes for the Lake Street Alignment Process</i>