

## Neighborhood

Lind-Bohanon

## Time frame

2023-2024

## Work summary

As a Neighborhood Association, Lind-Bohanon Neighborhood Association (LBNA) strives to represent and engage our community. However, we have noticed that our current board and association members are not fully representative of the racial and economic demographics of our neighborhood. We have seen a much higher rate of engagement from homeowners who live in the Humboldt Greenway / Parkside Developments, a group of around 80 homes that were built over the past 15 years and are often owned by residents with much higher family incomes than the average income level of the area.

LBNA acknowledges these disparities and is committed to increasing engagement across the neighborhood, especially among communities of color and low-income communities. We plan to achieve these goals through: 1) Hiring a Neighborhood Outreach Coordinator (leveraged funds); 2) Increase LBNA engagement through door-knocking, collecting contact information, flyering, and boosting online presence through regular social media and website updates; 3) Connecting with local small businesses, churches, and schools to learn about current work they are doing in the neighborhood and how we might support them; 4) Organize at least two listening circles where members of the community share their vision of the neighborhood and what it might look like in the next 5 years; 5) Based off of listening circles and in partnership with community members, develop a strategic plan with concrete action items; and 6) Host at least one community event in the summer and a back-to-school event in the fall.

## Scope of work, outcomes and goals

By 2024, we are hoping that LBNA engagement will increase across the neighborhood, especially in historically underserved communities. We will be able to measure success by: 1) Contact information from at least 70% of the residents to be added on the email list, social media page, and accessing website; 2) increase number of low-income residents who access LBNA services; 3) at least one partnership developed with local community organization, business, or school; 4) Increase number of community members attending events; 5) Surveys indicate increased satisfaction with LBNA and understand the role of LBNA in the community. 5)Expand our safety committee engagement

## Plan detail

Demographic group	Low-Income Residents	Communities of Color	Local Businesses	Tenants
Numbers or percentage	48.8% or 2,597	57.2% or 3,046	Unknown – Neighborhood Outreach Coordinator to do research	35.4% or 611 Households
Initiative, activity, project or program	LBNA Services Engagement	Community Engagement Program	Strengthen Our Local Businesses Program	Tenant Engagement
Barriers to engagement	<p>Services are unknown</p> <p>Lack of advertising</p> <p>*Part of this plan will be identifying additional barriers to engagement</p>	<p>Services are unknown</p> <p>Lack of advertising</p> <p>*Part of this plan will be identifying additional barriers to engagement</p>	<p>Minimal interaction currently between LBNA and local organizations, businesses, churches, and schools</p> <p>Lack of awareness around services being offered</p>	<p>Isolation from neighborhood</p> <p>Lack of mobility and transportation</p> <p>Services are unknown</p>
Outreach and engagement strategies	<p>Increase LBNA engagement through door-knocking, collecting contact information, flyering, and boosting online presence through regular social media and website updates</p> <p>Host at least one community event in the summer and a back-to-school event in the fall</p>	<p>Organize at least two listening circles where members of the community share their vision of the neighborhood and what it might look like in the next 5 years</p> <p>Based off of listening circles and in partnership with community members, develop a strategic plan with concrete action items</p>	<p>Connecting with local small businesses, churches, and schools to learn about current work they are doing in the neighborhood and how we might support them</p>	<p>Increase LBNA engagement through door-knocking, collecting contact information, flyering, and boosting online presence through regular social media and website updates</p> <p>Host at least one community event in the summer and a back-to-school event in the fall</p>

<b>Demographic group</b>	<b>Low-Income Residents</b>	<b>Communities of Color</b>	<b>Local Businesses</b>	<b>Tenants</b>
<b>Resources needed</b>	Wages for Neighborhood Outreach Coordinator  Contact for doorknocking, flyering, etc.  Printing costs for flyers  Cost for website  Location for community event  Paper and online survey for collecting information	Wages for Neighborhood Outreach Coordinator  Location for Listening Circles  Facilitation Plan for Listening Circle	Wages for Neighborhood Outreach Coordinator	Wages for Neighborhood Outreach Coordinator  Volunteers for doorknocking, flyering, etc.  Printing costs for flyers  Cost for website  Location for community event  Paper and online survey for collecting information
<b>Partners in the work</b>	Unknown	Unknown	DEED Workforce Strategy Consultant – Adesewa Adesiji	CommonBond and Victory Health and Rehabilitation Center
<b>Person(s) responsible</b>	Neighborhood Outreach Coordinator with assistance from the LBNA Board and volunteer door knockers	Neighborhood Outreach Coordinator with assistance from the LBNA Board	Neighborhood Outreach Coordinator with assistance from the LBNA Board	Neighborhood Outreach Coordinator with assistance from the LBNA Board

Demographic group	Low-Income Residents	Communities of Color	Local Businesses	Tenants
<b>Timeline</b>	<p>Jan-Feb: Develop Outreach Plan, recruit volunteers, coordinate with board, design survey</p> <p>Mar-Apr: Door-knocking</p> <p>May: Compile information gathered and plan summer event</p> <p>June: Summer Kick-Off Community Event</p> <p>August: Back-to-School Community Event</p>	<p>Mar-Apr: Plan Listening Circle facilitation</p> <p>May-June: Invite community to Listening Circles</p> <p>July: Conduct Listening Circles</p> <p>Aug-Sep: Develop strategic plan for implementing information and feedback gathered, convene community meeting to revise plan</p> <p>Oct-Dec: Begin to implement strategic plan and systemic changes to LBNA as needed</p>	<p>Sep: Contact Workforce Strategy Consultant and develop outreach plan to local businesses</p> <p>Oct-Nov: Meet with local businesses and explore potential ways to partner in 2023</p> <p>Dec: Develop strategic plan to implement in 2023</p>	<p>Jan-Feb: Develop Outreach Plan, recruit volunteers, coordinate with board, design survey</p> <p>Mar-Apr: Door-knocking</p> <p>May: Compile information gathered and plan summer event</p> <p>June: Summer Kick-Off Community Event</p> <p>August: Back-to-School Community Event</p>
<b>Quantitative goals</b>	<p>4 Door-Knocking Volunteers will be recruited</p> <p>Contact information will be gathered by at least 150 low-income residents</p> <p>Over 50 people will attend community events</p>	<p>20 residents will participate in listening circles</p> <p>Strategic plan with actionable steps will be developed in partnership with community members</p>	<p>Partnership will be established with at least 2 local businesses</p>	<p>2 Door-knocking volunteers will be recruited</p> <p>Contact information will be gathered by at least 50 tenants</p> <p>Over 50 people will attend community events</p>

<b>Demographic group</b>	<b>Low-Income Residents</b>	<b>Communities of Color</b>	<b>Local Businesses</b>	<b>Tenants</b>
<b>Qualitative goals</b>	LBNA Board and membership will become more representative of community	Communities of color will express their concerns and desires for their neighborhood. They will partner with LBNA to make their neighborhood a safer and healthier place for all.	LBNA will build relationships and trust with Local Businesses, Churches, Organizations and Schools.	Tenants will participate in community events and access LBNA services.
<b>Outcome of engagement</b>	Low-income residents will be aware of all services provided from LBNA and will feel comfortable with accessing them. They will direct the goals and services of LBNA going forward.	Communities of color will be aware of all services provided from LBNA and will feel comfortable with accessing them. They will direct the goals and services of LBNA going forward.	Local Businesses, Churches, Schools and Organizations will be aware of services provided from LBNA and will direct ongoing referrals to LBNA. They will partner with LBNA to have a great impact in the community.	Tenants will be aware of all services provided from LBNA and will feel comfortable with accessing them. They will direct the goals and services of LBNA going forward.
<b>Next steps</b>	Continue to gain ongoing input from community members; increase opportunity for members to gather and meet	Implement Strategic Plan in 2023	Implement Strategic Plan in 2023	Continue to gain ongoing input from community members; increase opportunity for members to gather and meet

Note: Data is taken from <https://www.mncompass.org/profiles/city/minneapolis/lind-bohanon>

## **2025 Amendment**

Lind-Bohanon

### **TIMELINE**

Goal 1: Increase Outreach and Engagement with Underserved Communities

January-March 2025: Develop outreach strategies and partner with local organizations.

Ongoing: Conduct door-knocking campaigns, host tables at events, send email and physical mailings, and distribute flyers in targeted areas.

Ongoing: Organize community events and execute social media campaigns.

October-December 2025: Analyze outreach efforts and adjust strategies as needed.

Goal 2: Enhance Community Engagement and Collaboration

January 2025: Develop event planning and volunteer recruitment strategies.

Ongoing: Organize and promote community events.

March-July 2025: Facilitate listening circle discussions.

August-September 2025: Analyze feedback from events and listening circles.

Goal 3: Improve Access to Neighborhood Services

January-February 2025: Compile a comprehensive directory of neighborhood services.

March-April 2025: Design and distribute the directory through various channels.

May-June 2025: Monitor and evaluate the effectiveness of the directory.

July-September 2025: Update the directory as needed and explore additional distribution methods.

Goal 4: Develop and Implement a Youth Outreach Program

January-February 2025: Conduct a needs assessment to identify the specific needs and interests of youth in the neighborhood.

March-April 2025: Develop a comprehensive youth outreach program based on the needs assessment.

May-June 2025: Recruit and train youth program volunteers.

## **GOALS**

Goal 1: Increase Outreach and Engagement with Underserved Communities

Specific: Conduct outreach activities to reach at least 50 low-income residents and 30 individuals from communities of color by the end of 2025.

Measurable: Track the number of individuals reached through door-knocking, surveys, and community events.

Achievable: Implement targeted outreach strategies, such as partnering with local organizations serving underserved communities and using social media.

Relevant: This goal directly addresses the identified barriers of lack of awareness and isolation.

Time-bound: The deadline of the end of 2025 provides a clear timeframe for achieving this goal.

Goal 2: Enhance Community Engagement and Collaboration

Specific: Organize at least two community-wide events and one listening circle to gather feedback and foster collaboration among residents, businesses, and organizations.

Measurable: Track attendance at events and participation in listening circles.

Achievable: Develop a comprehensive event planning strategy and facilitate inclusive listening circle discussions.

Relevant: This goal aims to create a stronger sense of community and build partnerships.

Time-bound: The events and listening circles can be scheduled throughout 2025.

### Goal 3: Improve Access to Neighborhood Services

Specific: Develop a comprehensive directory of available neighborhood services and distribute it to residents through various channels.

Measurable: Track the number of residents who access services as a result of the directory.

Achievable: Partner with local organizations to compile a comprehensive list of services and utilize effective distribution methods.

Relevant: This goal addresses the identified barrier of residents being unaware of available services.

Time-bound: The directory can be developed and distributed by the end of 2023.

### Goal 4: Develop and Implement a Youth Outreach Program

Specific: Develop and implement a youth outreach program tailored to the needs and interests of local youth.

Measurable: Track the number of youth participating in program activities and the positive outcomes achieved.

Achievable: Conduct a needs assessment, recruit volunteers, and secure necessary resources.

Relevant: This goal directly addresses the needs of youth in the community.

Time-bound: The program can be developed and implemented throughout 2025.