

Engagement Plan: Neighborhood: Citizens for a Loring Park Community

Time frame

Year(s) 2023 - 2025

Demographic Groups

Citizens for a Loring Park Community will be focusing work on the following under represented groups :

- Outreach to Renters 76%
- Outreach to Renters 76%, Black residents 11.5% and families with work focused on 3 areas:
 - Oak Grove, 1500 Nicollet, Nicollet & Grant
- Outreach to Elders (25%) with focus on Booth Manor Elders and Russian Speakers
- Outreach to Small Business Owners – minority, women, GLBTQ, family owned
- Outreach to the Latino Community (5.7%)

General Loring Park Neighborhood Demographics

Population = 9,144 includes 358 children

6,891 housing units 6,383 are occupied

Rental units = 76% Owner = 16.7%

Cost burdened Households =

-12.2 owner occupied households

- 87.8 renter occupied households

Average household size is 1.6

72% white

11.5% black

5.7% Latino

13.9 % Disabled

25% Elders

35.3% 25-34 years

19.1% speak other than English

39.8% under \$35,000/yr

11.2% \$35,000-\$50,000/yr

51% of population under \$50,000/yr

Engagement Plan: Neighborhood: Citizens for a Loring Park Community - Outreach to Neighborhood Seniors at Booth Manor and Russian speakers.

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.

Plan detail

Demographic group	Demographic group 2	Demographic group 3	Demographic group 4
	<i>Seniors</i>	<i>Russian Speakers</i>	
Numbers or percentage	25%		
Initiative, activity, project or program	<i>Outreach to Seniors and Russian speakers in Booth Manor. Delayed due to pandemic.</i>		
Barriers to engagement	<i>Non-Participating Property Mangers, COVID-19 Restrictions, language. Russian speakers may need translators, volunteers to assist.</i>		

Demographic group	Seniors	Demographic group 2 <i>Russian Speakers</i>	Demographic group 3	Demographic group 4
Outreach and engagement strategies	<p><i>Focus on outreach to seniors who live in Booth Manor.</i></p> <p><i>Build relationships with building manager and with residents.</i></p> <p><i>Identify any Booth Manor residents CLPC is already connected with and ask for their support to build connections.</i></p>			
Resources needed	<p><i>Access to the building through management and residents.</i></p> <p><i>Funds to support staff time and costs for building outreach</i></p> <p><i>Volunteers to assist with outreach hosting building gatherings.</i></p> <p><i>Translators</i></p> <p><i>Mechanisms to communicate with building residents.</i></p>			

Demographic group	<i>Seniors</i>	Demographic group 2 <i>Russian Speakers</i>	Demographic group 3	Demographic group 4
Partners in the work	<i>Booth Manor management</i> <i>Leaders in Russian community and translators</i> <i>CLPC volunteers</i>			
Person(s) responsible	<i>Jana Metge, CLPC Executive Director</i> <i>Volunteers (to be recruited)</i>			
Timeline	<i>January: Meet with Property manager</i> <i>February – April: Organize 2 resident gatherings</i> <i>May: Attend their WWII event</i> <i>June – August: Invite engagement (participation, volunteering) in community events</i> <i>Sept – November: Discuss next steps based on what has been learned.</i> <i>December: Plan the 2023 year with Booth Manor leaders.</i>			

Demographic group	<i>Seniors</i>	Demographic group 2 <i>Russian Speakers</i>	Demographic group 3	Demographic group 4
Quantitative goals	<p><i>Seniors invited to voice / share concerns and ideas.</i></p> <p><i>Invite seniors to sign up for newsletters to receive ongoing information.</i></p> <p><i>Community network expanded with seniors from Booth Manor and others they know in the neighborhood.</i></p>			
Qualitative goals	<p><i>2 community meetings on site at Booth Manor.</i></p> <p><i>2 meetings with Property Manager.</i></p> <p><i>4 Booth Manor residents attend each event.</i></p> <p><i>10 Booth Manor residents added to e-newsletter list.</i></p> <p><i>Property Manager on e-newsletter list and joins Nicollet Safety Coalition.</i></p> <p><i>Recruit potential CLPC Board member from Booth Manor.</i></p>			

Demographic group	<i>Seniors</i>	Demographic group 2 <i>Russian Speakers</i>	Demographic group 3	Demographic group 4
Outcome of engagement	<p><i>Relationships built to residents in Booth Manor to CLPC.</i></p> <p><i>Booth Manor residents remain on the mailing list.</i></p> <p><i>Ideas and issues of concern of Booth Manor residents are share.</i></p> <p><i>Number of Russian speaking seniors in Booth Manor are identified.</i></p> <p><i>Connections are made between Booth Manor residents and others in the neighborhood.</i></p>			
Next steps	<p><i>Outreach to property manager contact.</i></p> <p><i>Set up conversations with manager and seek their advice and input on this proposed 2023 idea.</i></p>			

Engagement Plan: Neighborhood: Citizens for a Loring Park Community – Outreach to Renters and Seniors

Plan detail

<i>Demographic</i>	<i>Seniors & Renters</i>			
Numbers or percentage	<i>76% Renters</i>	<i>25% Seniors</i>		
Initiative, activity, project or program	<i>Host Community Meeting about Berger Fountain Renovations,</i>			
Barriers to engagement	<i>People’s limited time and capacity.</i>			
Outreach and engagement strategies	<p><i>Communicate invitation to participate broadly throughout the neighborhood.</i></p> <p><i>Invite engagement with person to person communication from project leaders and contacts within buildings.</i></p> <p><i>Ask property owners to issue invites to residents.</i></p> <p><i>Use CLPC website, e-newsletters to invite renter engagement.</i></p>			
Resources needed	<p><i>Volunteers with capacity to participate.</i></p> <p><i>Meeting location</i></p>			

<i>Demographic</i>	Seniors & Renters			
Partners in the work	<p><i>Friends of Loring Park</i></p> <p><i>Loring Greenway</i></p> <p><i>CLPC</i></p>			
Person(s) responsible	<p><i>Dave Hile, Friends of Loring Park</i></p> <p><i>Mary Bujold, Chair of Berger Task Force</i></p> <p><i>Jana Metge, CLPC</i></p>			
Timeline	<p><i>January – March – Initiate Planning for Community Meetings, determine timing, location, format.</i></p> <p><i>March, April, May – Invite participation at CLPC Annual Mtg and summer events.</i></p> <p><i>September, October– Evaluate, determine if future community information sessions will be needed.</i></p>			

<i>Demographic</i>	Seniors & Renters			
Quantitative goals	<p><i>Initiate, promote participation.</i></p> <p><i>Meet at least 20 new people at each event.</i></p> <p><i>Collect at least 20 new sign ups for the newsletter for future communication.</i></p> <p><i>Recruit 3 new volunteers to assist with future engagement.</i></p>			
Qualitative goals	<p><i>Invite people to meet each other and network.</i></p> <p><i>Invite attendees to get involved in community events and activities, and CLPC Board and neighborhood information sessions.</i></p>			

<i>Demographic</i>	Seniors & Renters			
Outcome of engagement	<p><i>Stronger neighborhood relationships.</i></p> <p><i>CLPC and Friends of Loring gain a communication network and build new relationships with residents.</i></p> <p><i>Add names to newsletter lists to improve ongoing communications with renters, to invite their ideas, concerns and invite them into leadership.</i></p> <p><i>Add more volunteers for programs, events and projects.</i></p>			
Next steps	<p><i>Organize and communicate with persons responsible to put plans in place and divide responsibilities.</i></p> <p><i>Explore best location / format.</i></p> <p><i>Ask for help from current leaders of Friends of Loring Park, Loring Greenway, and CLPC.</i></p> <p><i>Identify timing, steps and contacts needed to host successful gathering.</i></p>			

Engagement Plan: Neighborhood: Citizens for a Loring Park Community - Outreach to Latino Community, Emerson School

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.

Plan detail

Demographic group		Demographic group 2	Demographic group 3	Demographic group 4
	<i>Latino Community</i>			
Numbers or percentage	<i>5.7%</i>			
Initiative, activity, project or program	<i>Outreach to Emerson School.</i>			
Barriers to engagement	<i>None at this time</i>			
Outreach and engagement strategies	<p><i>Emerson has approached CLPC to determine how to connect with Parents and Staff to come together to build a network of neighborhood support. Explore issues of concern to Emerson staff and parents.</i></p> <p><i>Attend community gatherings offered by Emerson School to build relationships with parents and staff.</i></p>			

Demographic group		Demographic group 2	Demographic group 3	Demographic group 4
	<i>Latino Community</i>			
Resources needed	<i>Outreach staffing support</i> <i>Multi-lingual partners for translation</i> <i>Small business and organizational support for event refreshments.</i> <i>Volunteers</i>			
Partners in the work	<i>Area businesses, neighbors</i> <i>CLPC</i> <i>Wooddale Church and other area churches</i>			
Person(s) responsible	<i>Emerson Staff contact</i> <i>Jana Metge, CLPC</i>			
Timeline	<i>January – March: Identify contacts at Emerson School, CLPC</i> <i>March – April: Identify issues, and develop a plan for coming year.</i> <i>September – December: Implement Plan, Evaluate results. Publicize activities in English and in Spanish.</i>			
Quantitative goals	<i>Identify 10 volunteers from CLPC and 10 volunteers from Emerson.</i>			

Demographic group		Demographic group 2	Demographic group 3	Demographic group 4
Qualitative goals	<p><i>Latino Community</i></p> <p><i>CLPC builds partnerships with Emerson School staff and families.</i></p> <p><i>Emerson School staff and families have support from Loring neighborhood residents and businesses.</i></p>			
Outcome of engagement	<p><i>Emerson Staff and families meet others in the community.</i></p> <p><i>Build social capacity through working together.</i></p>			
Next steps	<p><i>Connect with Emerson School staff.</i></p> <p><i>Identify CLPC members interested.</i></p>			

Engagement Plan: Neighborhood: Citizens for a Loring Park Community - Outreach to Latino Community

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.

Plan detail

Demographic group		Demographic group 2	Demographic group 3	Demographic group 4
	<i>Latino Community</i>			
Numbers or percentage	5.7%			
Initiative, activity, project or program	<i>Community Safety and Engagement of Latino families through Environmental Design.</i>			
Barriers to engagement	<i>Approval of project funding from City of Minneapolis to accept this MNDOT project. (Achieved)</i>			
Outreach and engagement strategies	<p><i>Invite engagement of Latino families and children and others to come together to address and resolve a neighborhood safety issue adversely impacting children. (Completed)</i></p> <p><i>Use project (Planting Day) as a way to bring people together to work on a tangible project and solution to project children. (Completed)</i></p>			

Demographic group		Demographic group 2	Demographic group 3	Demographic group 4
Resources needed	<p><i>Latino Community</i></p> <p><i>Approval of project funding from MNDOT (Received)</i></p> <p><i>Outreach staffing support (Recruited)</i></p> <p><i>Multi-lingual partners for translation (Recruited)</i></p> <p><i>Small business and organizational support for event refreshments. (Obtained)</i></p> <p><i>Volunteers (Recruited)</i></p>			
Partners in the work	<p><i>Rayito Del Sol</i></p> <p><i>CLPC</i></p> <p><i>MNDOT</i></p> <p><i>MPRB</i></p> <p><i>Friends of Loring Park</i></p> <p><i>Loring Greenway Association</i></p> <p><i>Nicollet Diner</i></p> <p><i>Wooddale Church</i></p> <p><i>Basilica of Saint Mary</i></p>			
Person(s) responsible	<p><i>Luisa Fuentes, Rayito Del Sol</i></p> <p><i>MNDOT Lead Staff</i></p> <p><i>Terri Ashmore, CLPC</i></p> <p><i>Jana Metge, CLPC</i></p>			

<p>Timeline</p>	<p><i>January – March 2022: Finalize landscaping plan, send community / MNDOT Roadside Partnership Request through the City, Secure project resource of \$15,000 (Completed)</i></p> <p><i>March – April 2022: Arts and School children develop multicultural mural design. Logistics planned for Planting Day. (Completed)</i></p> <p><i>May – June 2022: Planting Day scheduled, Neighbors invited to participate, help with planting, Organize Friends of Loring Park to participate. Organized Nicollet businesses and organizations to participate. Organized Rayito Del Sol families, children to participate, Organize MPRC Environmental Youth Job Participants to assist. Event publicized in English and in Spanish, Event Held, included Resource Fair with Partners, Event written up and published in neighborhood newsletter, other neighborhood publications in English and Spanish. (Completed)</i></p> <p><i>Spring Summer, Fall 2023– Weed and maintain. Water the new pocket park which was completed last year.</i></p>			
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Demographic group		Demographic group 2	Demographic group 3	Demographic group 4
	<i>Latino Community</i>			
	<i>Spring, Summer 2023: Monitor Mural development and design processes.</i> <i>Fall 2023: Hold Community Event.</i>			

<p>Quantitative goals</p>	<p><i>20 Latino Families & Youth participate in the planting project (Completed)</i></p> <p><i>10 neighborhood residents participate in the planting project (Completed)</i></p> <p><i>5 businesses / organizations participate in the planting project (Completed)</i></p> <p><i>10 MPRB Youth / staff participate in the planting project (Completed)</i></p> <p><i>Judge Alan Page and Page Scholars participated (Completed)</i></p> <p><i>40 youth engage in training about the plants with Dr. Lee Frelich, a neighborhood asset. (Completed)</i></p> <p><i>2023 Mural completed</i></p> <p><i>Pocket Park maintained</i></p> <p><i>Building graffiti abated and prevented</i></p> <p><i>Fall event held with 50 in attendance to include neighbors and businesses on the corridor</i></p> <p><i>Mural celebration held</i></p>			
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Demographic group	<i>Latino Community</i>	Demographic group 2	Demographic group 3	Demographic group 4
Qualitative goals	<p><i>Rayito Del Sol strengthens their partnerships along the Nicollet Corridor. (Ongoing, and being leveraged for future joint projects)</i></p> <p><i>Rayito Del Sol strengthens and develops new networks within the community. (Ongoing)</i></p> <p><i>Families meet with the MPRB staff and learn about employment through the Park.</i></p> <p><i>Families learn about Friends of Loring Park and the opportunity to be gardeners. (Ongoing)</i></p> <p><i>Families learn about the Loring Park Urban Garden Program and how to sign up to grow their own food.</i></p>			

Demographic group	Demographic group 2	Demographic group 3	Demographic group 4
<p>Outcome of engagement</p>	<p><i>Latino Community</i></p> <p><i>Families meet others in the community. (Ongoing)</i></p> <p><i>Safety Hazards (discarded needles other dangerous refuse) are abated by Environmental Design. (Ongoing)</i></p> <p><i>Community building through Planting Day Project. (Ongoing)</i></p> <p><i>Nicollet Corridor beautification and Children learn about plants and how to care for them. (Ongoing)</i></p> <p><i>Building graffiti is abated and prevented.</i></p> <p><i>Corridor partners tighten and build social capacity through working together on a visible project. A wall mural is in the planning stages with local artist Charles Caldwell called "Bouquet of Humanity"</i></p>		

Demographic group		Demographic group 2	Demographic group 3	Demographic group 4
	<i>Latino Community</i>			
Next steps	<p><i>Maintain and build on relationships developed through Planting Day project.</i></p> <p><i>Continue work with Luisa Fuentes and Rayito Del Sol to care for the new pocket garden, and to build momentum to complete a mural celebrating humanity.</i></p>			

Engagement Plan: Neighborhood: Citizens for a Loring Park Community – Outreach to Renters Mobile Blood Drives

Plan detail

<i>Demographic</i>	<i>Renters</i>			
Numbers or percentage	76%			
Initiative, activity, project or program	<i>Community Engagement: Outreach to renters to conduct 2 mobile blood drives.</i>			
Barriers to engagement	<i>Finding Participant donors Finding location to sponsor blood mobiles</i>			
Outreach and engagement strategies	<i>Develop a write-up to have property owners and businesses post. Hand out flyers at community events. Work with Minneapolis College to invite student, faculty participation. Use CLPC website, e-newsletters to invite renter engagement.</i>			
Resources needed	<i>Location for blood drives Communications Volunteers to invite participation</i>			

<i>Demographic</i>	Renters			
Partners in the work	<p><i>American Red Cross</i></p> <p><i>Woman’s Club</i></p> <p><i>CLPC</i></p> <p><i>Minneapolis College</i></p> <p><i>Property Owners</i></p>			
Person(s) responsible	<p><i>Kevin Winge, Executive Director</i> <i>Woman’s Club</i></p> <p><i>Jana Metge, CLPC</i></p>			
Timeline	<p><i>January – March – Set dates, build a volunteer team.</i></p> <p><i>March – Communicate at Annual CLPC Mtg.</i></p> <p><i>April – May –Organize, publicize. Invite sign ups for participants</i></p> <p><i>Fall – offer a 2nd Blood Drive</i></p>			

<i>Demographic</i>	Renters			
Quantitative goals	<p><i>Initiate, promote and engage renters, students, faculty and employees with 2 mobile blood drives.</i></p> <p><i>Meet at least 20 new people at each event.</i></p> <p><i>Collect at least 20 new sign-ups for the newsletter for future communication.</i></p> <p><i>Recruit 3 new volunteers to assist with future engagement</i></p>			
Qualitative goals	<p><i>Activate residents and employees through Community Events</i></p> <p><i>Invite people to support the community by donating blood.</i></p> <p><i>Invite renters to learn about Friends of Loring Park and CLPC and engage as organization leaders.</i></p>			

<i>Demographic</i>	Renters			
Outcome of engagement	<p><i>New partnership with American Red Cross.</i></p> <p><i>Gain a communication network and build new relationships with residents and employees.</i></p> <p><i>Add names to newsletter lists to improve ongoing communications with renters, to invite their ideas, concerns and invite them into leadership.</i></p> <p><i>Add more volunteers for programs, events and projects.</i></p>			
Next steps	<p><i>Organize and communicate with persons responsible to put plans in place and divide responsibilities.</i></p> <p><i>Ask Property Managers to communicate with their residents and communicate in their buildings.</i></p> <p><i>Ask for help from current leaders of Friends of Loring Park and CLPC and identify a Minneapolis College contact.</i></p> <p><i>Identify timing, steps and contacts needed to communicate and gain sign ups for the blood drives.</i></p>			

Engagement Plan: Neighborhood: Citizens for a Loring Park Community – Outreach to Renters, Community Events in Loring Park

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.

Plan detail

<i>Demographic</i>	<i>Renters</i>			
Numbers or percentage	<i>76%</i>			
Initiative, activity, project or program	<i>Outreach to renters using a multi-pronged approach.</i>			
Barriers to engagement	<i>Funding</i> <i>Pandemic impacts as it continues</i>			

<i>Demographic</i>	Renters			
Outreach and engagement strategies	<p><i>Identify renters and build a network of leaders by building.</i></p> <p><i>Invite engagement with person to person communication from project leaders and contacts within buildings.</i></p> <p><i>Identify property owners/ managers of buildings with renters. Ask property owners to support with communication through building communications to tenants.</i></p> <p><i>Use CLPC website, e-newsletters to invite renter engagement.</i></p>			
Resources needed	<p><i>Funding for Events</i></p> <p><i>Volunteers to plan staff events and activities</i></p>			
Partners in the work	<p><i>Friends of Loring Park</i></p> <p><i>Minneapolis Downtown Council</i></p> <p><i>Property Owners</i></p>			
Person(s) responsible	<p><i>Dave Hile, Friends of Loring Park</i></p> <p><i>Jana Metge, CLPC</i></p> <p><i>Building / Property managers</i></p>			

<i>Demographic</i>	Renters			
Timeline	<p><i>January – April – Secure partnerships with property managers</i></p> <p><i>June end – Organize, invite renters to participate Twin Cities PRIDE</i></p> <p><i>July – Organize, invite renters to Aquatennial Pre-Parade Party</i></p> <p><i>July end – Organize invite renters to participate / help with Loring Park Art Festival</i></p>			
Quantitative goals	<p><i>Initiate, promote and engage renters with 3 community events in Loring Park.</i></p> <p><i>Meet at least 20 new people at each event.</i></p> <p><i>Collect at least 20 new sign ups for the newsletter for future communication.</i></p> <p><i>Recruit 3 new volunteers to assist with future engagement</i></p>			

<i>Demographic</i>	Renters			
Qualitative goals	<p><i>Activate renters through invitation to participate as volunteers in community events.</i></p> <p><i>Invite people to meet each other and network.</i></p> <p><i>Increase number of renters participating on CLPC board / volunteer for neighborhood organizations.</i></p> <p><i>Invite renters to learn about Friends of Loring Park and CLPC and engage as organization leaders.</i></p>			
Outcome of engagement	<p><i>CLPC and Friends of Loring gain a communication network and build new relationships with renters.</i></p> <p><i>Add names to newsletter lists to improve ongoing communications with renters, to invite their ideas, concerns and invite them into leadership.</i></p> <p><i>Add more volunteers for programs, events and projects.</i></p>			

<i>Demographic</i>	Renters			
Next steps	<p><i>Organize and communicate with persons responsible to put plans in place and divide responsibilities.</i></p> <p><i>Identify renters already known by building and ask them to help formulate plans and network in their buildings.</i></p> <p><i>Ask for help from current leaders of Friends of Loring Park and CLPC.</i></p> <p><i>Identify timing, steps and contacts needed to gain MPRB support for plans.</i></p>			

Engagement Plan: Neighborhood: Citizens for a Loring Park Community – Outreach to Renters, Pop Up Parties

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.

Plan detail

<i>Demographic</i>	<i>Renters</i>			
Numbers or percentage	76%			
Initiative, activity, project or program	<i>Outreach to renters using a multi-pronged approach including at least 2 Pop Up Parties</i>			
Barriers to engagement	<i>Ongoing challenges keeping people inside due pandemic, continue to monitor</i> <i>Contacts within high rise buildings</i> <i>Fear due to high crime incidence.</i>			
Outreach and engagement strategies	<i>Invite engagement with person to person communication from project leaders and contacts within buildings.</i> <i>Ask property owners to issue invites to residents.</i> <i>Use CLPC website, e-newsletters to invite renter engagement.</i>			

<i>Demographic</i>	Renters			
Resources needed	<i>Funding for Events</i> <i>Volunteers to plan staff events and activities</i>			
Partners in the work	<i>Wooddale Church</i> <i>Property Owners & residents</i> <i>CLPC</i>			
Person(s) responsible	<i>Trent Palmberg, Wooddale Church</i> <i>Jana Metge, CLPC</i>			
Timeline	<i>January – March – Initiate Planning</i> <i>April – May – Recruit volunteers, Secure other partners.</i> <i>Summer – Host Pop Up Parties and one in 2nd location (TBD).</i> <i>September – Evaluate, determine if events will be repeated next year.</i>			

<i>Demographic</i>	Renters			
Quantitative goals	<p><i>Initiate, promote and engage renters and businesses in 2-3 neighborhood locations (TBD).</i></p> <p><i>Meet at least 20 new people at each event.</i></p> <p><i>Collect at least 20 new sign ups for the newsletter for future communication.</i></p> <p><i>Recruit 3 new volunteers to assist with future engagement</i></p>			
Qualitative goals	<p><i>Invite people to meet each other and network.</i></p> <p><i>Invite attendees to get involved in community events and activities, and CLPC Board and neighborhood information sessions.</i></p>			

<i>Demographic</i>	Renters			
Outcome of engagement	<p><i>Stronger neighborhood relationships.</i></p> <p><i>CLPC and Friends of Loring gain a communication network and build new relationships with renters.</i></p> <p><i>Add names to newsletter lists to improve ongoing communications with renters, to invite their ideas, concerns and invite them into leadership.</i></p> <p><i>Add more volunteers for programs, events and projects.</i></p>			

<i>Demographic</i>	Renters			
Next steps	<p><i>Organize and communicate with persons responsible to put plans in place and divide responsibilities.</i></p> <p><i>Explore best location for 2-3 Pop Up events.</i></p> <p><i>Identify renters already known by building and ask them to help formulate plans and network in their buildings.</i></p> <p><i>Ask for help from current leaders of Friends of Loring Park and CLPC.</i></p> <p><i>Identify timing, steps and contacts needed to host successful gatherings.</i></p>			

Engagement Plan: Neighborhood: Citizens for a Loring Park Community - Outreach to Black Renters

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.

Plan detail

Demographic group	<i>Black Residents</i>	<i>Demographic group 2 Renters</i>	Demographic group 3	Demographic group 4
Numbers or percentage	11.5%	76% / Cost Burdened 42.7%)		
Initiative, activity, project or program	<i>Focused outreach, networking on Oak Grove, 1500 Nicollet, Nicollet & Grant (delayed due to pandemic).</i>			
Barriers to engagement	<i>Access to locked buildings – need partnership with property owners / managers.</i>			
Outreach and engagement strategies	<i>Connect and invite participation of property managers/owners, and residents new to the neighborhood. Work through renters and Black residents we know in these areas. Ask for their help to Identify resident leaders for multi-unit buildings, other neighborhood organizations and groups.</i>			

Demographic group	<i>Black Residents</i>	<i>Demographic group 2</i> <i>Renters</i>	Demographic group 3	Demographic group 4
Resources needed	<p><i>Stipends to assist with building outreach</i></p> <p><i>Volunteers to assist with community gatherings</i></p> <p><i>Lead Volunteers for each event / gathering.</i></p>			
Partners in the work	<p><i>Related Development</i></p> <p><i>Wooddale Church @ Music Box</i></p> <p><i>INVOLVE MN</i></p> <p><i>Volunteers of America</i></p> <p><i>Nationwide Management</i></p>			
Person(s) responsible	<p><i>Jana Metge</i></p> <p><i>Trent Palmberg</i></p>			
Timeline	<p><i>Jan-March, Connect with Property Owners & Managers for building access and partnership.</i></p> <p><i>July-August – National Night Out</i></p> <p><i>June-September, November Gatherings with 1500 Nicollet</i></p> <p><i>January & May, Plan and evaluate building outreach.</i></p> <p><i>August & September, Grant & Nicollet gatherings</i></p>			

Demographic group	<i>Black Residents</i>	<i>Demographic group 2</i> <i>Renters</i>	Demographic group 3	Demographic group 4
Quantitative goals	<p><i>Organize 2 Community Mtgs</i></p> <p><i>Organize and Hold a National Night Out Party on Oak Grove and Nicollet</i></p> <p><i>Organize 2 gatherings with 1500 Nicollet.</i></p> <p><i>20 people from these target areas / buildings added to newsletter list.</i></p> <p><i>Identify 5 new volunteers from these target areas / buildings.</i></p> <p><i>Recruit 2 potential new Board members.</i></p> <p><i>Partner with Wooddale Church, build relationships with people at 1350 Nicollet & 15 E. Grant.</i></p>			

Demographic group	<i>Black Residents</i>	<i>Demographic group 2</i> <i>Renters</i>	Demographic group 3	Demographic group 4
Qualitative goals	<p><i>Residents meet each other.</i></p> <p><i>Corridors are strengthened because people know each other.</i></p> <p><i>Strengthen community and social capital</i></p> <p><i>Ideas and interests are shared.</i></p> <p><i>Needs and issues are shared.</i></p> <p><i>Connect with families at 1500 Nicollet and identify youth needs.</i></p> <p><i>Have discussions on rent affordability with Oak Grove participants which are in market rate, locally owned rental properties.</i></p>			
Outcome of engagement	<p><i>Gain specific input from families with some of the 358 children in Loring.</i></p> <p><i>Gain input about ideas and issues from new neighborhood resident.</i></p> <p><i>Enhance safety and reduce crime.</i></p> <p><i>Gain further breakdown and understanding of building demographics.</i></p>			

Demographic group	<i>Black Residents</i>	<i>Demographic group 2 Renters</i>	Demographic group 3	Demographic group 4
Next steps	<p><i>Organize with people responsible to plan.</i></p> <p><i>Invite partners to assist in fining other residents to assist.</i></p> <p><i>Invite participation on CLPC website, e-newsletter to see who self-identifies and is willing to help lead these efforts and invite others to participate.</i></p>			

Engagement Plan: Neighborhood: Citizens for a Loring Park Community – Outreach to Renters

Plan detail

<i>Demographic</i>	<i>Renters</i>			
Numbers or percentage	76%			
Initiative, activity, project or program	<i>Outreach to renters using a multi-pronged approach – Host 3 Meet and Greets in 3 of the new rental housing buildings.</i>			
Barriers to engagement	<i>Connections with Property Managers, residents</i>			
Outreach and engagement strategies	<p><i>Hold conversations with renters. Identify interests and issues of concern.</i></p> <p><i>Build resident connections at each site. Invite engagement with person to person communication with contacts within buildings.</i></p> <p><i>Identify property owners/ managers of buildings with renters. Ask property owners to support with communication through building communications to tenants.</i></p> <p><i>Use CLPC website, e-newsletters to invite renter engagement.</i></p>			

<i>Demographic</i>	Renters			
Resources needed	<i>Funding for Events.</i> <i>Volunteers to plan, staff events and activities.</i>			
Partners in the work	<i>3 Building Property Managers</i> <i>CLPC</i>			
Person(s) responsible	<i>Property Managers</i> <i>Jana Metge, CLPC</i>			
Timeline	<i>January, February – Identify 3 buildings, contact Property Managers.</i> <i>March, April – Organize, invite renters to participate.</i> <i>September – Evaluate results, determine if more Meet and Greets should be held.</i>			

<i>Demographic</i>	Renters			
Quantitative goals	<p><i>Initiate, promote and engage renters with 3 community events in Loring Park.</i></p> <p><i>Meet at least 10 new people at each event.</i></p> <p><i>Collect at least 10 new sign ups at each event for the newsletter for future communication.</i></p> <p><i>Recruit 3 new volunteers at each event to assist with future engagement opportunities.</i></p>			
Qualitative goals	<p><i>Activate renters through Community Events.</i></p> <p><i>Invite people to meet each other and network.</i></p> <p><i>Invite renters to learn about Friends of Loring Park and CLPC and engage as organization leaders.</i></p>			

<i>Demographic</i>	Renters			
Outcome of engagement	<p><i>CLPC and Friends of Loring gain a communication network and build new relationships with renters.</i></p> <p><i>Add names to newsletter lists to improve ongoing communications with renters, to invite their ideas, concerns and invite them into leadership.</i></p> <p><i>Add more volunteers for programs, events and projects.</i></p>			
Next steps	<p><i>Organize and communicate with persons responsible to put plans in place and divide responsibilities.</i></p> <p><i>Identify renters already known by building and ask them to help formulate plans and network in their buildings.</i></p> <p><i>Ask for help from current leaders of Friends of Loring Park and CLPC.</i></p> <p><i>Identify timing, steps and contacts needed to host 3 successful Renter Meet and Greets.</i></p>			

Engagement Plan: Neighborhood: Citizens for a Loring Park Community - Outreach to Minority Business Owners

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.

Plan detail

Demographic group	<i>Minority business owners</i>	Demographic group 2	Demographic group 3	Demographic group 4
Numbers or percentage				
Initiative, activity, project or program	<p><i>Outreach to promote development, stronger economic opportunities, and safety for local small businesses with minority owners.</i></p> <p><i>Personal contact and relationship building with minority business owners.</i></p> <p><i>Provide support, information, and advocacy.</i></p> <p><i>Network to bring minority business owners into open spaces to strengthen job opportunities and the neighborhood economy.</i></p>			

Demographic group	<i>Minority business owners</i>	Demographic group 2	Demographic group 3	Demographic group 4
Barriers to engagement	<p><i>Lack of support to work with minority owned business on inclusion in original cultural corridor designation.</i></p> <p><i>Availability of sufficient government support for minority owned small businesses.</i></p> <p><i>Sufficient availability of Community Crime Prevention Specialist.</i></p> <p><i>Availability of 1st Precinct personnel to participate.</i></p>			
Outreach and engagement strategies	<p><i>Retention of small businesses on Nicollet Ave / Eat Street.</i></p> <p><i>Enhanced safety, reduced crime.</i></p> <p><i>Business needs are heard by government, CPED.</i></p> <p><i>Eat Street added to Cultural Corridor designation.</i></p> <p><i>Recruit new minority owned businesses open in the neighborhood with job prospects and economic improvements.</i></p>			

Demographic group	<i>Minority business owners</i>	Demographic group 2	Demographic group 3	Demographic group 4
Resources needed	<p><i>Time from community partners.</i></p> <p><i>Staff time, Zoom Hosts, time of volunteer.</i></p> <p><i>Communications with area small business owners, residents.</i></p>			
Partners in the work	<p><i>Neighborhood small business owners.</i></p> <p><i>Wooddale Church (@Music Box)</i></p> <p><i>CPED</i></p> <p><i>Community Crime Prevention Specialist</i></p> <p><i>CLPC</i></p>			
Person(s) responsible	<p><i>Sam Turner/Nicollet Diner and others</i></p> <p><i>Trent Palmberg / Wooddale Church</i></p> <p><i>Jana Metge / CLPC</i></p>			

Demographic group		Demographic group 2	Demographic group 3	Demographic group 4
Timeline	<p><i>Minority business owners</i></p> <p><i>Jan-Dec 2021: 1 meeting/ month for 10 months</i></p> <p><i>Monthly: 5 businesses worked with individually each month.</i></p>			
Quantitative goals	<p><i>1:1 outreach to 5 small business owners / month.</i></p> <p><i>Develop a database of 30 small business owners.</i></p> <p><i>Invite, engage participation, and facilitate 10 meetings / year.</i></p> <p><i>Nicollet Avenue is included and added into the Cultural Corridor designation.</i></p> <p><i>Community Crime Prevention Specialist conducts 5 premise surveys and offers Personal Safety Workshops in 5 businesses.</i></p> <p><i>Recruit potential CLPC Board members in 2023.</i></p>			

<p>Qualitative goals</p>	<p><i>Minority small business owners feel supported /heard about how to create a safe, positive environment for their neighborhood customers, employees.</i></p> <p><i>Minority owned businesses and customers have CLPC as an advocate / resource if they experience violence or suffer property damage.</i></p> <p><i>Develop a communication and support network support for minority business owners / staff.</i></p> <p><i>Enhance safety and reduce crime. Businesses/employees have safer and healthier work environment.</i></p> <p><i>Resources are researched and shared monthly.</i></p> <p><i>Advocate / promote small minority owned businesses in newsletter to increase neighborhood use.</i></p> <p><i>Engage small minority owned businesses to sponsor community events to bring neighbors together.</i></p>			
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Demographic group		Demographic group 2	Demographic group 3	Demographic group 4
	Minority business owners			
	<i>Advocate to have Nicollet Avenue included in the City Cultural Corridor.</i>			
Outcome of engagement	<i>Safer neighborhood for residents, business owners, visitors.</i>			
Next steps	<i>Identify minority business owners. Build relationships, invite participation and leadership.</i>			