



Lyndale Neighborhood Association

Strategic Plan

2023 – 2028

Adopted by the Lyndale Neighborhood Association in
Spring 2023

Lyndale Neighborhood Association

3537 Nicollet Ave

Minneapolis, MN 55409

612-824-9402

www.lyndale.org

Introduction

The Lyndale Neighborhood Association (LNA) is a community member led organization, established in 1992, with a remarkable story of success. Over the past 40 years, Lyndale community members have worked together to make our neighborhood better for all 7,400 residents through fighting crime, transforming our housing stock, initiating economic development, providing youth enrichment programs, promoting the arts, creating a more sustainable environment, and most importantly building community. By working together, Lyndale's community members have successfully leveraged over \$50 million of investment in their neighborhood and contributed their personal time, money, and resources that have all dramatically improved the neighborhood and community members' lives in countless ways.

LNA is focused on working with community members to use their time, energy, skills, and ideas to create a safe, vibrant, and sustainable community where everyone has the information, resources, and support they need to shape their community. To accomplish this work LNA provides support to community members to implement their ideas, partner with local government, public, and private organizations to help bring people together to take advantage of common opportunities and solve common problems. In essence, LNA strives to be the catalyst that makes everything in the community work.

As a neighborhood, Lyndale is one of the most diverse in Minneapolis with over half of our population being people of color and, according to 2015-2019 data), 25% of our community members being immigrants and refugees of Latino or Somali descent. Also based on 2015-2019 data, 21% percent of all families in Lyndale live below the poverty line, compared to 19% for all of Minneapolis and 35% of households overall are cost-burdened, meaning they spend over 30% of their income on housing . We also know that the neighborhood racial demographics and housing rents have continued to change dramatically since this time.

Vision

Engage our diverse community members to build a safe, vibrant, and sustainable neighborhood

Values

LNA's values represent the approach we bring to our work and are an important statement about how important community members are as people and a recognition of what they bring to the table.

Building a Working Multicultural Community

LNA believes the neighborhood's diverse population is an asset to the community that is best utilized when people understand each other and make connections across diverse communities. Building strong bonds and bridging relationships between community members makes the neighborhood healthier by allowing people to pool their resources to collectively improve their quality of life and address issues in the community.

Asset Based Organizing

LNA believes the most effective way to improve the neighborhood is to start with the assets that already exist in the community. Community members, through their ideas, time, and energy, are the neighborhood's most important asset. We reject traditional client service models that demean people in need, because we believe all community members bring skills and abilities to the table.

Mission

The Lyndale Neighborhood Association is the vehicle for our community members to shape their neighborhood

Civic

LNA believes all community members have the right and responsibility to be involved in determining the neighborhood's direction. Neighborhood organizations play a vital role in Minneapolis' civic ecosystem by providing a positive vehicle for people to channel their energy and ideas. Thus, LNA has an important role to play in shaping Minneapolis' future by acting as a bridge between residents and the city.

Engagement

Sustainability

LNA believes the organization has an important role in helping to create a more sustainable community where there is a balance between the resources we use and the resources we create, including human, environmental, housing, transportation, economic, and recreational resources.

Strategic Planning

Process

From Spring 2022 to Spring 2023, the LNA board sought out and assessed members' feedback to update the strategic plan to reflect members' current priorities and concerns. Board members gathered input from over 200 neighbors using an online and written survey, focus groups, door-knocking, and conversations at community events. While this was not necessarily a representative sample of the neighborhood, there were notable key themes that emerged:

- Safety
- Built environment/transportation
- Inclusion, equity & diversity
- Interfacing with government entities
- Community building
- Green environment/sustainability

Using these themes, values and historic priorities, the LNA Board crafted a new plan for 2023–2028. This plan ultimately seeks to ensure that LNA is an organization that allows members to collaboratively address their evolving priorities and concerns through engagement and community building.

Outcomes

Based on neighborhood priorities, LNA aims to achieve the following outcomes in the next 1–5 years.

LNA is a hub for neighborhood, wider community, and city resources

- LNA connects residents to one another
- LNA connects residents to neighborhood/community information and resources
- LNA connects residents to relevant city information and resources

LNA promotes community involvement representing the demographic make-up of the neighborhood

- Engage diverse communities/ethnic groups within neighborhood
- Reactivate build block clubs

Residents feel safe

- LNA leverages multiple mechanisms to promote resident safety
- Reactivate block clubs

LNA is a stable and sustainable organization

- Balanced budget
- Fully staffed

LNA properties are utilized in service of LNA community

- Thriving gardens or more gardens
- Analysis of which gardens are financially sustainable
- LNA leverages is main building for community benefit

Strategic Focus Areas

In order to achieve the above outcomes, LNA will focus on the following areas to shape its work.

Be the vehicle for community members to shape Lyndale's future.

- Community involvement increased
- Residents feel safer
- Built environment priorities like New Nicollet including a grocery store
- Green environment goals

Strategies	2 Year Success Indicators	1 Year Accomplishments
Both LNA and Lyndale members help identify neighborhood priorities and help organize and facilitate these projects.	Assist community members in facilitating an idea into reality. Staff and LNA board to provide support to members who have identified specific issues.	Create a project planning process to empower community members to work on neighborhood issues.
Community conversations and ongoing organizing work identifies neighborhood issues.	Create a community driven vision for the built environment. Support for existing standing committees and development of new committees	Through community outreach promote resident engagement in 2-3 projects related to Lyndale's built environment and development; assessing LNA's properties, Wells Fargo, KMart.
LNA assists in communication and outreach to align development and built environment with the community driven vision.	Support for existing standing committees and development of new committees	Four Direct mail postcard mailings and/or Newsletter mailing with LNA communication. Host annual meeting to collect community vision.
Coordinate information and action items regarding City or external initiatives that impact residents and neighborhood.	Include LNA Executive Committee in communication with Minneapolis Neighborhood Community Relations (NCR). Implement 1-2 programs and/or seek 1-2 grant awards as appropriate.	Working relationship established with Minneapolis NCR and LNA. Create an annual list/map of city projects occurring in the neighborhood and identify key City staff to build relationships with and create agreed-upon communications for residents.

Co-create programs that help strengthen community members' and the neighborhood capacity.

- Capacity building
- Support community-led projects
- Support residents immigrants
- Connect communication channels - ie Neighborhood email lists, , Next Door, and LNA e-news

Strategies	2 Year Success Indicators	1 Year Accomplishments
Support community-led projects	LNA viewed as a hub for connecting residents with services Annual repeat of at least 3 community events.	A starter set of "kits" to help residents get projects off the ground (gardening, housing, National Night Out)
Support and empower residents	More available volunteers	Host an exchange of needs and assets at a General Membership meeting.
Build organizational capacity	More available volunteers Identify volunteer targets for events and projects	LNA website has a functioning volunteer sign up page for events & activities. Sign up 10 new volunteers in 2023.
Support and encourage immigrant residents to be involved in LNA events and projects	Involve 2-3 of these businesses in 3 community events.	Use AI to communicate in Somali and Spanish. Support and maintain English Language Learning (ELL) program.

Build a neighborhood where community members from different backgrounds have meaningful relationships and connect with each other.

- Expand and connect block club leadership to LNA
- LNA is a trusted resource 4 local/ethnic business support and promotion
- Promote cross cultural connections
- Connect resident to each other

Strategies	2 Year Success Indicators	1 Year Accomplishments
Support intercultural relationships and community building in the neighborhood.	<p>Increased Board and staff diversity</p> <p>Identify various community and cultural leaders</p>	<p>Bring together community leaders to create a strategy that supports relationship building across different backgrounds.</p> <p>Host LNA General Membership meeting at Horn Towers once per year.</p>
Host, support, and promote events/holiday relating to a variety of cultural and ethnic groups.	Community led engagements that appeal to a variety of cultural identities	Create and/or integrate a calendar of cultural events with educational descriptions and communicate on social media.
Expand Block Clubs	<p>10 new Block clubs/leaders are established.</p> <p>Block Clubs are communicated with at least 2 times per year.</p>	LNA has gathered updated current Block Club contact lists.

Be the go-to resource for the neighborhood.

- Be the Hub clearinghouse for communications and provide info
- Support/empower/connect Somali/Lation Business and Residents
- More involvement with SW Biz Association
- Communicate with all residents

Strategies	2 Year Success Indicators	1 Year Accomplishments
Find and organize community resources (ways to get needs met)and information in an accessible way	Sustainable flow of new resource information and neighbors accessing the information	Establish a resource page on the website and/or link to the Street Guide pertinent information for Lyndale. Link to external lists of resources
Communicate and share these resources including on a well developed website	Create a plan for the maintenance of resources	Establish a small volunteer group to assist with website updates.
Be the go to resource for local, small, Latino, Somali, and other small businesses	Identify loan, grant or other supportive resources	Create and annually update a list of multicultural businesses in the neighborhood.

Have the human, financial, and organizational resources to accomplish our vision

- Financially sustainable gardens that contribute towards community building
- Organizational stability, staff & board
- Ensure fiscal stability

Strategies	2 Year Success Indicators	1 Year Accomplishments
Re-establish previous and develop of new community events to bring visibility to LNA and the work of LNA, both that are fundraisers and community enhancers	4 community events	2 community events in 2023 Establish events subcommittee with at least 4 members, 2 board members, 2 non-board members.
Increase the amount of communications between LNA and the neighborhood both with newsletters and other media, also focusing on sustaining memberships	15 new sustaining memberships (total 25 beyond 2022 number) 2 new avenues for communicating with the neighborhood at large	5-10 new sustaining memberships Maintaining E-newsletter and growing membership by 20% Ensure capacity for hybrid neighborhood meetings.
Investigate non-traditional funding avenues including properties held by LNA, round-up opportunities, and other similar options	Long terms plans identified for LNA held properties Explore and expand additional funding opportunities	Community Gardens have built strong relationships with LNA and each other. Community Gardens have developed plans to become more financially sustainable.