

**Longfellow Community Council**  
**Bridge Strategic Plan**  
**Date**

**Goal 1. Food Security & Other Basic Needs**

**Improve food security and assist residents with meeting other basic needs during the pandemic**

<b>Objectives</b>	<b>Strategy</b>	<b>Measurable Progress</b>
<p>1. Promote new and existing food distribution resources in and around Longfellow</p>	<ol style="list-style-type: none"> <li>1. Publicize locations, days, times of food distribution sites</li> <li>2. Direct residents to websites with maps or listings of food shelves and food distributions (e.g., Hunger Solutions, City of Minneapolis)</li> <li>3. Recruit volunteers to help at food shelves as needed</li> <li>4. Offer to support and/or host “food &amp; fund” drives for area food shelves</li> </ol>	<ul style="list-style-type: none"> <li>● Funded staffing and food costs at local food pantry to address emerging needs in the community.</li> <li>● Publicize volunteer needs, food needs and other requirements of the pantry.</li> </ul>
<p>2. Make connections with government &amp; nonprofit resources (e.g., housing &amp; energy assistance)</p>	<ol style="list-style-type: none"> <li>1. Provide a list of options for energy assistance available to the community through website, newsletter and social media channels.</li> <li>2. Provide a list of options for housing assistance available to the community through website, newsletter and social media channels</li> <li>3. Provide a list of options for unemployment assistance, financial support and other grants available to the community through website, newsletter and social media channels.</li> <li>4. Promote housing and energy assistance options to residents who live in affordable units (including landlords).</li> </ol>	<ul style="list-style-type: none"> <li>● Publicize information in LCC newsletters, social media and other resources.</li> <li>● Share information with community partners.</li> </ul>

<p>3. Facilitate new efforts to provide basic needs assistance in Greater Longfellow</p>	<ol style="list-style-type: none"> <li>1. Identify and contact nonprofits and other organizations that collect non-food necessities, to determine needs and how LCC can support; conduct non-food necessities drive as needed.</li> <li>2. Evaluate other neighborhood association’s work to support residents experiencing financial and food insecurity. Collaborate to provide non-food items as appropriate.</li> <li>3. Work with area food shelves to identify their capacity to provide non-food items</li> </ol>	<ul style="list-style-type: none"> <li>● Fund staffing and food costs at local food pantry to address emerging needs in the community.</li> <li>● Use existing connections with southside neighborhoods to share ideas and collaborate if appropriate.</li> </ul>
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**Goal 2. Public Safety & Security**

**Improve public safety and security for both individual residents and businesses**

Objectives	Strategy	Measurable Progress
<p>1. Provide support to homeowners and residents to protect their property.</p>	<ol style="list-style-type: none"> <li>1. Provide grants to homeowners to purchase security lighting.</li> <li>2. Publicize grant options</li> <li>3. Publicize ways to promote community safety--mobile health crisis teams, Minneapolis 311, United Way 211 etc.</li> </ol>	<ul style="list-style-type: none"> <li>● Develop grant programs, create grant applications, and publicize to the neighborhood.</li> <li>● Share information about community safety through social media, newsletter and other communication channels.</li> </ul>
<p>2. Provide support to local businesses to protect their property</p>	<ol style="list-style-type: none"> <li>1. Provide lighting grants</li> <li>2. Research opportunities for group purchasing of security services (e.g., alarms)</li> </ol>	<ul style="list-style-type: none"> <li>● Develop grant programs, create grant applications, and publicize to the neighborhood.</li> <li>● Complete research of options for security services.</li> </ul>
<p>3. Solicit input from community on policing and public safety and communicate findings to officials.</p>	<ol style="list-style-type: none"> <li>1. Create and distribute survey to the community</li> <li>2. If possible convene focus groups of people who are</li> </ol>	<ul style="list-style-type: none"> <li>● Conduct neighborhood wide surveys, distribute links and publicize results.</li> </ul>

	<p>most impacted by public safety issues (BIPOC residents, youth, low-income residents, people who've experienced crime, law enforcement, business owners ) and solicit their thoughts</p> <p>3. Share findings with LCC Board, elected representatives and community members</p>	<ul style="list-style-type: none"> <li>● Recruit focus group participants from diverse backgrounds.</li> <li>● Conduct focus groups, share findings with officials, Board, and community members.</li> </ul>
4. Improve physical safety during the winter.	<p>1. Organize snow and ice removal system for residents who require assistance.</p> <p>2. Connect residents to free sand and salt available in the neighborhood.</p> <p>3. Create system for neighbors to shovel for other neighbors.</p>	<ul style="list-style-type: none"> <li>● Created a survey for volunteers to sign up to shovel.</li> <li>● Match volunteers and residents in need.</li> </ul>

### Goal 3. Rebuilding & Business Support

**Assist residents in taking an active role to support rebuilding efforts in “Downtown Longfellow,” with priority given to rebuilding pre-existing businesses, especially those owned by and serving BIPOC and immigrant residents**

Objectives	Strategy	Measurable Progress
1. Ensure the City recognizes LCC and other community partners during decision making about rebuilding.	<p>1. Maintain regular communications with City reps and other community partners on all aspects of rebuilding efforts.</p> <p>2. Convene meetings and facilitate conversations through a variety of methods at decision-making points</p> <p>3. Promote coalition branding at every opportunity and elevate status of community partners other than LCC</p>	<ul style="list-style-type: none"> <li>● City Council passed a resolution recognizing the efforts of neighborhood organizations in the rebuilding planning process.</li> </ul>
2. Coordinate with other neighborhood organizations and stakeholders in planning and rebuilding efforts.	<p>1. Participate in Rebuilding Coalition</p> <p>2. Maintain regular communications with other neighborhood organizations</p>	<ul style="list-style-type: none"> <li>● Staff and board members attended community meetings around the rebuilding process. Provided input</li> </ul>

	<p>and stakeholders on rebuilding efforts</p> <p>3. Share regular updates to community members through newsletter, website and social media. Solicit ongoing responses from community members.</p>	<p>and guidance when necessary.</p> <ul style="list-style-type: none"> <li>● Share information about the rebuilding process with the community.</li> </ul>
<p>3. Promote existing businesses -- especially BIPOC and immigrant-owned businesses -- during the pandemic.</p>	<p>1. Provide outreach and support to BIPOC and immigrant businesses.</p> <p>2. Create special communications that highlight and elevate the services provided by BIPOC &amp; immigrant owned businesses</p> <p>3. Use proceeds from Longfellow Strong signs to provide small dollar grants to immigrant-owned and BIPOC-owned businesses</p> <p>4. Continue to promote all Longfellow businesses through existing channels through the LBA and Business Support Network</p>	<ul style="list-style-type: none"> <li>● Completed grant program for BIPOC businesses and other businesses impacted by the pandemic or civil unrest.</li> <li>● Publicize services provided by BIPOC and immigrant owned businesses and all Longfellow businesses.</li> <li>● Raised funds through Longfellow Strong signs.</li> </ul>
<p>4. Ensure that the community has opportunities to provide input on rebuilding efforts to LCC and government officials.</p>	<p>1. Create and distribute surveys to residents and businesses</p> <p>2. If possible convene focus groups of people who are most impacted by rebuilding issues (BIPOC residents, youth, low-income residents, and business owners) and solicit their thoughts</p> <p>3. Share results with LCC Board, elected representatives and residents.</p>	<ul style="list-style-type: none"> <li>● Conduct neighborhood wide surveys, distribute links and share results.</li> <li>● Recruit focus group participants from diverse backgrounds</li> <li>● Conduct focus groups, share findings with officials, Board, and community members.</li> </ul>