

Engagement Plan

Neighborhood

Armatage Neighborhood Association

Time frame

2022

Work summary

Summary of activities cross all programs and demographic groups.

The ANA will create a new project to engage seniors and residents with disabilities through a workshop series and surveys with the goal of designing and launching a new program to benefit these populations with direct input from these groups. The ANA will also hold 1-2 voter registration pop-up events targeted toward renters near the neighborhood's larger multi-family buildings to build connections with 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.

The primary goals of the Armatage 2022 Equitable Engagement Plan is to engage more renters, seniors, and residents with disabilities and give them a larger voice in directing the work of the organization. Other goals include developing stronger relationships with the organizations, property managers, and groups that already serve these populations and creating ongoing programs or projects to better reach these neighbors. In recent years, the ANA has welcomed more diverse, non-white voices to its Board and committees, which has resulted in a very welcome shift in the overall work of the organization. We hope that a key outcome of this plan will be to welcome renters, seniors, and residents with disabilities to the table and to authentically incorporate their input to further shape the ANA's work.

Plan detail

Demographic group	Example: Tenants	Demographic group 1: Seniors and Residents with Disabilities	Demographic group 2: Renters
Numbers or percentage	6,300	1,090 residents (of 5,252) are age 55 or older. 368 (or 6.9%) of residents have a disability.	10% of households (219 total households)

Demographic group	Example: Tenants	Demographic group 1: Seniors and Residents with Disabilities	Demographic group 2: Renters
Initiative, activity, project or program	<i>Tenant Engagement Program</i>	Seniors and Residents with Disabilities Engagement Program	Renter Outreach & Voter Registration Project
Barriers to engagement	<i>Accessing apartments</i> <i>Transient population</i> <i>Feeling unwelcome at meetings</i>	Ability to attend workshops and meetings (including technology barriers amplified by COVID) Feeling that most neighborhood events/meetings are geared toward kids and families. Income level may impact being able to participate in some programs.	Location of meetings/events Access to larger apartment buildings Transient population
Outreach and engagement strategies	<i>Connect with property managers/owners</i> <i>Identify resident leaders for multi-unit buildings</i> <i>Door-knocking</i> <i>Social media campaign</i>	Host a series of workshops in partnership with local agencies on community supports, home modification funding, meal and chore services, low-cost loans for repairs, and information targeted toward helping seniors and residents with disabilities. Block leader outreach to identify seniors on their blocks. Connect neighbors who can help with seniors in need on their blocks. Social media campaign. Survey seniors and residents with disabilities who attend workshops to give feedback on what how the ANA can better serve them, programs they'd like to see, and consider a leadership council.	Send a postcard to Armatage rental households Hold a pop-up event or two outside larger rental properties. Feature voter registration, renter resources, and ANA resources like the Safety Rebate program. Survey renters at events about their barriers to participating in the neighborhood and their needs. Reach out to property managers of larger MF buildings to start building a relationship. Create doorhangers to welcome new renters to be distributed by property managers that introduces the ANA and encourage them to join meetings/events.

Demographic group	Example: Tenants	Demographic group 1: Seniors and Residents with Disabilities	Demographic group 2: Renters
Resources needed	<p><i>Social media account and manager of the account</i></p> <p><i>Contact information for property owners/managers</i></p> <p><i>Wages for door-knockers</i></p> <p><i>Door-knocking logs</i></p> <p><i>Flyers with neighborhood organization information</i></p>	<p>Project staff time.</p> <p>Armatage social media, website and eNews accounts</p> <p>Contact information for residents age 55+ (we will build this through workshops)</p> <p>Flyers, signs, and postcards with neighborhood info</p> <p>ANA Cash Account (non-City funds) for refreshments at workshops</p> <p>Survey tools</p>	<p>Project staff time.</p> <p>Armatage social media, website and eNews accounts</p> <p>Contact information for rental properties and property managers</p> <p>Flyers, signs, and postcards with neighborhood info</p> <p>Renters' rights resources</p> <p>ANA Cash Account (non-City funds) to offer foodSurvey tools</p>
Partners in the work	<i>Homeline</i>	<p>Senior Community Services</p> <p>City of Minneapolis NCR Cultural Support Specialist for Seniors, Tina Kendrick</p> <p>Minneapolis Community Education</p> <p>Meals on Wheels</p> <p>TRUST, Inc.</p> <p>Hennepin County</p> <p>Homeline</p>	<p>Homeline</p> <p>City of Mpls rental records</p> <p>Voter Services</p>

Demographic group	Example: Tenants	Demographic group 1: Seniors and Residents with Disabilities	Demographic group 2: Renters
Person(s) responsible	<p><i>Outreach staff name(s)</i></p> <p><i>Volunteers</i></p>	<p>ANA Coordinator, Lauren Anderson</p> <p>Volunteers</p>	<p>ANA Coordinator, Lauren Anderson</p> <p>Volunteers</p>
Timeline	<p><i>Jan.-March: Send letters to property managers and/or owners and recruit resident door-knocking staff</i></p> <p><i>April: Follow-up phone calls; set up date/time to door-knock buildings</i></p> <p><i>May-July: Door-knock identified buildings</i></p>	<p>Jan-Feb: Ask for senior volunteers in neighborhood to assist the ANA in planning workshop series and then plan it. ©</p> <p>Mar-Jul: Hold workshops, classes, etc. targeted toward seniors and residents with disabilities. Survey attendees to identify what barriers exist to engage in the neighborhood and what are needs that ANA can help assist or coordinate.</p> <p>Aug-Sep: Continue to survey attendees, analyze survey data, consider forming a steering committee and formulate next steps.</p> <p>Oct-Nov: Start planning a new engagement program (snow help, classes, clubs, rebate program targeted to this population, etc.)</p>	<p>Jan-Mar: Reach out to larger building managers.</p> <p>Mar-Apr: Create a welcome door hanger for renters.</p> <p>Jun-July: Plan pop-up voter registration event(s).</p> <p>Aug: Mail postcard to renters in neighborhood inviting them to pop-up(s)</p> <p>Sept: Hold Fall Pop-up event(s) at larger multi-family buildings and survey attendees as well as renters in the community.</p> <p>Oct-Nov: Analyze survey data and plan next steps.</p>

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Quantitative goals	<p><i>Have conversations with 75% of tenants whose doors were knocked</i></p> <p><i>Obtain contact information from 50% of tenants whose doors were knocked and add them to the distribution list</i></p>	<p>Reach 50 seniors or residents with disabilities in the neighborhood through this project through workshops, surveys.</p> <p>Get input via survey responses from at least 30 seniors to be used to design a new program to serve seniors and residents with disabilities in the neighborhood.</p>	<p>Have conversations with 10-15 renters at Pop-up events.</p> <p>Obtain contact information for 10-15 renters.</p> <p>Get survey responses from 10-15 renters.</p>
Qualitative goals	<p><i>Learn about what tenants care about in the neighborhoods</i></p> <p><i>Identify issues that need attention</i></p>	<p>Offer workshops with community partners that offer services targeted to seniors and residents with disabilities.</p> <p>Learn what Armatage seniors and residents with disabilities need to thrive in their homes and apartments.</p> <p>Identify the gaps that exist, especially for those with lower incomes.</p> <p>Meaningfully engage seniors and residents in designing a new neighborhood program.</p>	<p>Develop stronger relationships with property managers and Armatage renters.</p> <p>Understand renters' needs and how the ANA can support them.</p> <p>Help more renters get registered to vote.</p>

Demographic group	Example: Tenants	Demographic group 1: Seniors and Residents with Disabilities	Demographic group 2: Renters
Outcome of engagement	<p><i>More representation of tenants on neighborhood board and/or committee membership</i></p> <p><i>More tenants receive neighborhood organization updates, newsletters and other information</i></p> <p><i>Tenants have the knowledge and ability to become involved in the organization and in decision-making</i></p> <p><i>Issue is identified in the community</i></p>	<p>More seniors and residents with disabilities are involved in the ANA and decision-making and program design of the organization.</p> <p>Seniors and residents with disabilities have greater awareness of community supports available to them.</p> <p>The ANA creates a plan for a new program to benefit seniors and residents with disabilities.</p> <p>The ANA has stronger partnerships with existing services like TRUST and Senior Community Services that service Armatage seniors and residents with disabilities in need of these services.</p>	<p>More renters attend ANA events and receive neighborhood organization updates.</p> <p>Stronger relationships with the managers of larger multi-family buildings in the neighborhood.</p>
Next steps	<p><i>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation.</i></p>	<p>Launch and refine program to benefit seniors and residents with disabilities.</p> <p>Consider creating some kind of steering committee or leadership group.</p>	<p>More renter representation on ANA Safety, Equity & Outreach Committee and hopefully Board.</p>