

Engagement plan template with example

Neighborhood

Bancroft

Time frame

2022

Work summary

BNA will adjust focus to engage more with renters, youth, and foreign-born individuals. Quantitative goals are laid out in the chart below.

Scope of work, outcomes and goals

Should there not be a current funding stream for programs/projects to engage the aforementioned groups, scopes of work will be created and submitted to NCR for use of city provided funds. Those scopes will include more specific outcomes and goals that build on those in the chart below.

Plan detail

Demographic group	Renters	Foreign-born individuals	Youth
Numbers or percentage	403 households or 26.2%	333 people or 9.4%	Roughly 8%
Initiative, activity, project or program	Block Club Program (not based on safety, but on community building)	Outreach to gain info on best way to engage	Youth-focused events, jobs, and training
Barriers to engagement	<p>Transient population</p> <p>Resident's time commitments (second jobs, childcare, etc.).</p> <p>Barriers for the org include accessing the condos/apartments, limited capacity, and limited funding</p>	<p>Finding people</p> <p>Political climate may make people not want to say they're foreign born</p> <p>Possibly language (Spanish speakers)</p>	<p>Making a plan that youth will want to partake in</p> <p>Barriers for the org include limited capacity, limited funding, and possibly employment red tape</p>
Outreach and engagement strategies	<p>Connect with property managers/owners</p> <p>Identify resident leaders for condo building</p> <p>Events to get people out and engaged (face-to-face)</p> <p>Social media campaign</p> <p>Host meetings at various locations around the neighborhood</p>	<p>Partner with orgs who work with foreign-born people</p> <p>Use current and new events to actively engage residents to learn their foreign-born status through questionnaires</p> <p>Work to tailor events to foreign-born individuals and families</p>	<p>Possible STEP-UP partnership for contacting local youth</p> <p>Partner with Bancroft Elementary</p> <p>Job projects during winter</p> <p>Host events at various locations around the neighborhood</p>
Resources needed	<p>Social media account and print newsletter</p> <p>Contact information for property owners/managers</p> <p>Money for events</p> <p>Door-knocking logs</p> <p>Flyers with neighborhood organization information</p>	<p>Social media account and print newsletter</p> <p>Survey cards</p> <p>Money for printing</p>	<p>Money for stipends and supplies</p> <p>More resources TBD once plan is drafted</p>

Demographic group	Renters	Foreign-born individuals	Youth
Partners in the work	<p>Homeline</p> <p>Housing Link</p> <p>United Renters for Justice</p>	<p>Various - need to make connections with local orgs</p>	<p>Mike (resident)</p> <p>Bancroft Elementary</p> <p>Local high schools</p> <p>STEP-UP</p>
Person(s) responsible	<p>Luke, Genola</p> <p>Board Members</p> <p>Volunteers</p>	<p>Luke, Genola</p> <p>Board Members</p> <p>Volunteers</p>	<p>Luke, Genola</p> <p>Board Members</p> <p>Volunteers</p>
Timeline	<p>Jan-April - Design Block Club Program, print information, and plan implementation.</p> <p>May-July - Have conversations with previous block club leaders (under MSP) and gauge interest. Publicize program and allow interested parties to sign up.</p> <p>July - Begin block club leader trainings (continue as needed)</p> <p>Aug - Assist with NNO</p> <p>September - End of summer block club event</p> <p>Nov/Dec - survey and assess block club program; tweak for 2023</p> <p>Ongoing - assist block club leaders with organizing, meeting, and holding events.</p>	<p>Jan-April - Make connections with local orgs who work with foreign-born ppl; create plan</p> <p>May-July - Implement plan with help of orgs</p> <p>Aug - Incorporate culturally-specific stuff at Ice Cream Social (City funds will not be used for food)</p> <p>Oct - possibly hold event specifically for foreign-born individuals</p> <p>Nov/Dec - survey and assess block club program; tweak for 2023</p> <p>Ongoing - build relationships</p>	<p>Oct-Dec - Write 2022 plan with Mike and enlist youth</p> <p>Jan - Begin plan implementation; tweak as needed</p> <p>May - assessment of winter programming</p> <p>June - implement summer programming</p> <p>September - assess summer programming; implement winter programming</p> <p>Nov/Dec - yearly wrap up with youth survey</p> <p>Throughout the year we will actively enlist more youth (as available)</p>

Demographic group	Renters	Foreign-born individuals	Youth
Quantitative goals	Have at least 5% of rental units engaged in a way that is meaningful for them by the end of 2022. This will be tracked by them offering contact information, attending a community meeting/event, or joining a committee or the board.	Get engagement from at least 5% of foreign-born individuals by the end of 2022. This will be tracked by them offering contact information, attending a community meeting/event, or joining a committee or the board.	Give youth a focus so they gain skills, learn, and stay out of trouble. BNA will engage at least 40 youth in meaningful programs and projects. This will be tracked by payroll, events, and volunteer hours (for high schools).
Qualitative goals	Learn about what renters care about in the neighborhood. Identify how BNA can help renters be more involved. Identify issues affecting renters that need attention. Increase representation on board.	Learn how to better support foreign-born individuals Have increased diversity of consistent voices in BNA to steer priorities into 2023 and beyond Increase representation on board.	Better learn about what youth want/ need and how BNA can be of help Look at BNA's programs/projects through a youth lens Increase representation on board.
Outcome of engagement	More representation of renters on neighborhood board and/or committees Tenants have the knowledge and ability to become involved in the organization and in decision-making	Build priorities based on information gathered	Youth will learn work skills Youth will earn money More youth will want to be involved

Demographic group	Renters	Foreign-born individuals	Youth
Next steps	<p>Issues identified are able to be elevated (whether that means BNA addresses them or engages partners with that focus and capacity).</p> <p>As this plan progresses, BNA will need to continually assess how we are serving the public and whether what we are doing is relevant.</p>	<p>Issues identified are able to be elevated (whether that means BNA addresses them or engages partners with that focus and capacity).</p> <p>As this plan progresses, BNA will need to continually assess how we are serving the public and whether what we are doing is relevant.</p>	<p>Tweak program to better fit the needs of youth and fundraise to continue implementation</p> <p>As this plan progresses, BNA will need to continually assess how we are serving the public and whether what we are doing is relevant.</p>