

## Engagement Plan

### Neighborhood

Beltrami Neighborhood Council

### Time frame

2022

### Work summary

BNC plans to increase our communications and outreach strategies in order to reach more renters, individuals from BIPOC communities, and residents 55+. We will have more print correspondence with the community in the forms of newsletters and postcards. Once COVID-19 restrictions are eased back, the goal is to embark on a door-knocking campaign as well. We will also have a more consistent online presence with our website and various social media platforms. Additionally, translation services will be utilized as needed.

### Scope of work, outcomes and goals

Through door-knocking and surveying we will have conversations with over 50% of our neighborhood renters, individuals from BIPOC communities, and residents 55+. We would like these groups to represent over 50% of the makeup on our Board and Committees, in order to have a true voice and be involved in the organization and in decision-making. We also hope to learn more about what’s important, what issues are being faced, and how we can best serve the entire Beltrami neighborhood.

### Plan detail

Demographic group	Renters	BIPOC Communities	Residents 55+
Numbers or percentage	578	448	184
Initiative, activity, project or program	Renter Education and Engagement Program	Diversity, Equity, and Inclusion Initiatives	Door-Knocking
Barriers to engagement	Accessing apartments Door-knocking challenges w/ COVID-19 Short-term residency	Time of meetings Door-knocking challenges w/ COVID-19 Virtual meeting accessibility	Most current Board/Committee members and volunteers are in 20’s and 30’s Door-knocking challenges w/ COVID-19 Virtual meeting accessibility

**EXHIBIT C**

<b>Demographic group</b>	<b>Renters</b>	<b>BIPOC Communities</b>	<b>Residents 55+</b>
<b>Outreach and engagement strategies</b>	<p>Mailing campaign – newsletters and postcards</p> <p>Door-knocking (when acceptable w/ COVID-19)</p> <p>E-newsletters, website, and social media</p> <p>Resident survey</p> <p>Neighborhood flyers</p>	<p>Mailing campaign – newsletters and postcards</p> <p>Door-knocking (when acceptable w/ COVID-19)</p> <p>E-newsletters, website, and social media</p> <p>DEI topics/discussion at each Board &amp; Community meeting</p> <p>Resident survey</p> <p>Neighborhood flyers</p>	<p>Mailing campaign – newsletters and postcards</p> <p>Door-knocking (when acceptable w/ COVID-19)</p> <p>Neighborhood flyers</p> <p>E-newsletters, website, and social media (strong Nextdoor presence)</p> <p>Resident survey</p>
<b>Resources needed</b>	<p>Individuals to door-knock</p> <p>Contact information for property owners/managers</p> <p>Funds for mailing campaign</p> <p>Consistent social media presence</p> <p>Develop survey</p>	<p>Individuals to door-knock</p> <p>Funds for mailing campaign</p> <p>Consistent social media presence</p> <p>Develop survey</p> <p>Consistent, quality DEI topics for discussion. May need to purchase books and/or other media</p>	<p>Individuals to door-knock</p> <p>Funds for mailing campaign</p> <p>Develop survey</p> <p>Training for virtual meetings</p>
<b>Partners in the work</b>	Other NE Neighborhoods	Other NE Neighborhoods	Other NE Neighborhoods
<b>Person(s) responsible</b>	<p>Newly hired door-knocker</p> <p>BNC Staff</p>	<p>Newly hired door-knocker</p> <p>BNC Staff</p>	<p>Newly hired door-knocker</p> <p>BNC Staff</p>

Demographic group	Renters	BIPOC Communities	Residents 55+
<b>Timeline</b>	<p>Jan.-April: Develop survey, hire door-knocker and/or recruit volunteers</p> <p>May-August: Door-knock neighborhood</p> <p>September-October: Analyze survey results, utilize renter feedback</p> <p>November-December: Implement new strategies and/or programming as a result of surveys and feedback</p>	<p>Jan.-April: Develop survey, hire door-knocker and/or recruit volunteers</p> <p>May-August: Door-knock neighborhood</p> <p>September-October: Analyze survey results, utilize renter feedback</p> <p>November-December: Implement new strategies and/or programming as a result of surveys and feedback</p>	<p>Jan.-April: Develop survey, hire door-knocker and/or recruit volunteers</p> <p>May-August: Door-knock neighborhood</p> <p>September-October: Analyze survey results, utilize renter feedback</p> <p>November-December: Implement new strategies and/or programming as a result of surveys and feedback</p>
<b>Quantitative goals</b>	<p>Have conversations with over 50% of renters whose doors were knocked, add them to distribution list</p> <p>Recruit 10 participants for program</p>	<p>Have conversations with over 50% of BIPOC neighbors whose doors were knocked, add them to distribution list</p> <p>Have 50% BIPOC representation on BNC Board and Committees</p>	<p>Have conversations with over 50% of 55+ neighbors whose doors were knocked, add them to distribution list</p> <p>Create new program and/or initiative geared at 55+ residents</p>
<b>Qualitative goals</b>	<p>Learn about what renters care about in the neighborhoods</p> <p>Identify issues that need attention</p>	<p>Get more involvement with BIPOC community</p> <p>Learn how BNC can best support DEI initiatives</p>	<p>Get more involvement with 55+ community</p> <p>Learn how BNC can best support our 55+ residents</p>

Demographic group	Renters	BIPOC Communities	Residents 55+
<b>Outcome of engagement</b>	<p>More renter representation on BNC Board and Committees</p> <p>New participants for renter program</p> <p>More renters receive neighborhood organization updates, newsletters and other information</p> <p>Renters have the knowledge and ability to become involved in the organization and in decision-making</p>	<p>More BIPOC representation on BNC Board and Committees</p> <p>More BIPOC receive neighborhood organization updates, newsletters and other information</p> <p>BIPOC have the knowledge and ability to become involved in the organization and in decision-making</p>	<p>More 55+ representation on BNC Board and Committees</p> <p>More 55+ receive neighborhood organization updates, newsletters and other information</p> <p>55+ have the knowledge and ability to become involved in the organization and in decision-making</p>
<b>Next steps</b>	<p>Community conversations around issues identified to discuss issues further.</p> <p>Establish new funding to sustain Renter Education and Engagement Program</p>	<p>Board and Committee recruitment</p> <p>Community conversations around issues identified to discuss issues further.</p>	<p>Board and Committee recruitment</p> <p>Community conversations around issues identified to discuss issues further.</p>