

Engagement Plan

Neighborhood

Bottineau Neighborhood Association

Time frame

2022

Work summary Due to the nature and safety concerns of the COVID-19 pandemic, Bottineau Neighborhood Association has lost much of the momentum we had worked so hard on to make sure that our Somali and lower mobility community members were represented in the processes of voting, decision making, planning and et cetera. Generally speaking, our Somali community appreciates more verbal and face-to-face forms of communication (versus written) and the inability to meet in person throughout the pandemic has exacerbated any fissures in our community. We are intending an overhaul of the way that we reach and react to our entire community, especially the four under-engaged groups listed within this grant, in an authentic effort to become a more inclusive neighborhood and association.

Scope of work, outcomes and goals As should be, BNA’s goal is for the board members to directly represent our community. To achieve this, we need better visibility and to be trusted as allies and advocates. We need to have more inclusive ways of communicating so that our decisions and efforts are reflective of our most under-engaged neighbors. Upon better communication, we can work towards meeting the needs of our community, including more culturally inclusive, family centered and accommodating events. In full circle, if we can get our community engaged in the fun events on a regular basis, our board and meetings will become more attractive to new members.

Plan detail

Demographic group	Renters	Somali Community	Families	People with disabilities
Numbers or percentage	52% or 361/696 households *MN Compass, 2015-2019	26% or 403/1500 per capita (Black or African American) *MN Compass, 2015-2019	51% or 330/640 households Note: 23.8% or 152/640 are single parent homes *MN Compass, 2015-2019	9% or 140/1500 per capita *MN Compass, 2015-2019

<p>Initiative, activity, project or program</p>	<p><i>Communicate & interact so that the board can advocate for needs and decisions that affect our renters</i></p> <p><i>Ultimate goal is to have renters represented in our meetings/events and on our board to reflect the nature of our neighborhood</i></p>	<p><i>Find a more culturally appropriate way to get our Somali community involved in decisions that affect them, including hiring Somali speaking staff/interns</i></p> <p><i>Ultimate goal is to have Somali representation in our meetings/ events and on our Board</i></p>	<p><i>Communication & Interaction</i></p> <p><i>Ultimate goal is for families to be represented in our meetings/events and on our Board</i></p>	<p><i>More accommodating Communication & Interaction</i></p> <p><i>Ultimate goal is for PwD to be represented in our meetings/events and on our Board</i></p>
<p>Barriers to engagement</p>	<p><i>Difficulty reaching renters, especially new renters via email</i></p> <p><i>High renter/ mobility: difficult to access new residents</i></p> <p><i>Technology to hold live, virtual meetings that can be attended and interacting from home</i></p> <p><i>Finding inclusive space to hold meetings within COVID/CDC safety guidelines</i></p>	<p><i>Language barriers</i></p> <p><i>Culturally appropriate communications (oral v written)</i></p> <p><i>Diverse daycare during meetings and events</i></p> <p><i>Finding inclusive space to hold meetings within COVID/CDC safety guidelines</i></p>	<p><i>Accommodating meeting days and times for families, esp. with large number of single parent households</i></p> <p><i>Diverse daycare during meetings and events</i></p> <p><i>Technology to hold live, virtual meetings that can be attended and interacting from home</i></p> <p><i>Finding inclusive space to hold meetings within</i></p>	<p><i>Accommodating low mobility residents with live meetings and presentations via technology</i></p> <p><i>Technology to hold live, virtual meetings that can be attended and interacting from home</i></p> <p><i>Finding inclusive space to hold meetings within COVID/CDC safety guidelines</i></p>

			COVID/CDC safety guidelines	
<p>Outreach and engagement strategies</p>	<p><i>Mail printed newsletters and Gazette; including events, invites, etc</i></p> <p><i>Spread events more throughout neighborhood for added visibility, especially complexes that have high renter population</i></p> <p><i>Collect contact information during free events inc questionnaire about best meeting days/times</i></p>	<p><i>Hire Somali speaking intern(s) from our community</i></p> <p><i>Hire Somali speaking teens (?) for daycare during events</i></p> <p><i>Engage the politically motivated Somali youth to use us as a platform</i></p> <p><i>Translate written communications to Somali</i></p> <p><i>Spread events more throughout neighborhood for added visibility, inc The Commons & Banaadir Elementary and other large complexes frequented by Somali community members</i></p> <p><i>Added verbal/ oral communication</i></p> <p><i>Board member, Dr. Rivera Lugo is the principal of the Banaadir Elementary</i></p>	<p><i>Collect contact information during free events inc questionnaire about best meeting days/times</i></p> <p><i>Spread events more throughout neighborhood for added visibility, inc The Commons & Banaadir Elementary, Bottineau Park, A Chance to Grow, & other large complexes frequented by families</i></p>	<p><i>Offering our meetings in an electronic format that is live and interactive</i></p> <p><i>Mail printed newsletters and Gazette; including events, invites, etc</i></p> <p><i>Spread events more throughout neighborhood for added visibility</i></p>

		<i>School, how can we utilize their modes of communication and common areas</i>		
Resources needed	<p><i>Funding: print and mailing costs</i></p> <p><i>Funding: mobile chairs/ tents etc for more accessible on-site events (storage costs?)</i></p> <p><i>Variety of spaces to hold events (inc. some funding)</i></p>	<p><i>Funding: Somali speaking interns to translate written material and door knock</i></p> <p><i>Funding: Somali speaking daycare during meetings</i></p> <p><i>Funding: East Side Neighborhood Services Inc spaces and resources</i></p> <p><i>Funding: Mobile chairs/ tents etc for more accessible on-site events</i></p> <p><i>E African Community Specialist (works for NCR)</i></p> <p><i>Variety of spaces to hold events (inc. some funding)</i></p>	<p><i>Funding: free events to draw in children (families) and open communications/ visibility (ie; pumpkin giveaway, butterfly garden kits, herb garden containers, etc)</i></p> <p><i>Funding: Day care during meetings and events, inc Somali speaking</i></p> <p><i>Funding: East Side Neighborhood Services Inc spaces and resources</i></p> <p><i>Funding: Mobile chairs/ tents etc for more accessible on-site events</i></p> <p><i>Variety of spaces to hold events (inc. some funding)</i></p>	<p><i>Funding: Technology (apps, laptop, camera, mic etc)</i></p> <p><i>Funding: training to make virtual, live, interactive meetings available</i></p> <p><i>Funding: Mobile chairs/ tents etc for more accessible on-site events</i></p> <p><i>(OWL LABS- camera and mic- other options)</i></p>

<p>Partners in the work</p>	<p><i>East Mpls Exchange Club</i></p> <p><i>EastSide Meals on Wheels</i></p> <p><i>NorthEast CDC (in CA Bldg)</i></p> <p><i>MinnesotaUnite (works w/Darul-Qalam)</i></p> <p><i>NE Kiwanis</i></p> <p><i>Eastside Neighborhood Services (use of dinosaur and the puppet stage we donated to)</i></p> <p><i>Sheridan Neighborhood (share interns?)</i></p> <p><i>NEMAA</i></p> <p><i>Marshall Terrace (neighboring associations)</i></p> <p><i>Sheridan Neighborhood (neighboring associations)</i></p>	<p><i>Commons Board</i></p> <p><i>Somali Museum</i></p> <p><i>Banaadir Elementary</i></p> <p><i>E African Community Specialist (works with NSR, per Steve)</i></p> <p><i>Eastside Neighborhood Services (use of dinosaur and the puppet stage we donated to)</i></p> <p><i>NE Kiwanis</i></p> <p><i>MinnesotaUnite (works with Darul-Qalam)</i></p> <p><i>NorthEast CDC (in CA Bldg)</i></p> <p><i>University Halal Meat Market</i></p> <p><i>EastSide Meals on Wheels</i></p> <p><i>Sheridan Neighborhood (share interns?)</i></p>	<p><i>Sentryz Market</i></p> <p><i>The NE Lions</i></p> <p><i>Bottineau Park</i></p> <p><i>Banaadir Elementary</i></p> <p><i>Commons Board</i></p> <p><i>California Bldg</i></p> <p><i>EastSide Meals on Wheels</i></p> <p><i>NE Kiwanis</i></p> <p><i>NorthEast CDC (in CA Bldg)</i></p> <p><i>Eastside Neighborhood Services (use of dinosaur and the puppet stage we donated to)</i></p> <p><i>Sheridan Neighborhood (share interns?)</i></p>	<p><i>Staff to operate meeting, possibly working with East Side Neighborhood Services Inc to make technology available for other groups</i></p> <p><i>EastSide Meals on Wheels</i></p> <p><i>NorthEast CDC (in CA Bldg)</i></p> <p><i>NE Kiwanis</i></p> <p><i>A Chance to Grow; In home services (Partners with many NE groups)</i></p> <p><i>Eastside Neighborhood Services (use of dinosaur and the puppet stage we donated to)</i></p> <p><i>Sheridan Neighborhood (share interns?)</i></p>
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<p>Person(s) responsible</p>	<p><i>Staff</i> <i>Volunteers</i> <i>*At this time, we do not have specific board members for each of these items.</i></p>	<p><i>Staff</i> <i>*At this time, we do not have specific board members for each of these items.</i></p>	<p><i>Staff + board volunteers</i> <i>*At this time, we do not have specific board members for each of these items.</i></p>	<p><i>Staff</i> <i>*At this time, we do not have specific board members for each of these items.</i></p>
<p>Timeline</p>	<p><i>Recurring monthly: newsletter/Gazette</i></p> <p><i>Jan/Feb 2022 Partnership Grant</i></p> <p><i>Mar 2022 trained and resourced for live virtual meetings (is this realistic- when do we get grant \$)</i></p> <p><i>April: Earth Day Neighborhood Clean-up, partner with youth clubs to increase participation</i></p> <p><i>May: Plant giveaway inc. Mother's Day window herb kits</i></p> <p><i>June: Find a way to celebrate YOUTH with summer fun (pet show? I loved this!)</i></p>	<p><i>Recurring monthly: newsletter/Gazette</i></p> <p><i>Jan/Feb 2022 Partnership Grant</i></p> <p><i>Jan/Feb 2022- call out for Somali daycare and speakers</i></p> <p><i>Mar 2022 (ongoing) Hire Somali Speakers for daycare and communication</i></p> <p><i>Mar 2022 trained and resourced for live virtual meetings</i></p> <p><i>April: Earth Day Neighborhood Clean-up, partner with youth clubs to increase participation</i></p> <p><i>May: Plant giveaway inc. Mother's Day window herb kits</i></p>	<p><i>Recurring monthly: newsletter/Gazette</i></p> <p><i>Jan/Feb 2022 Partnership Grant</i></p> <p><i>Mar 2022 trained and resourced for live virtual meetings</i></p> <p><i>April: Earth Day Neighborhood Clean-up, partner with youth clubs to increase participation</i></p> <p><i>May: Plant giveaway inc. Mother's Day window herb kits</i></p> <p><i>June: Find a way to celebrate YOUTH with summer fun (pet show? I loved this!)</i></p>	<p><i>Recurring monthly: newsletter/Gazette</i></p> <p><i>Jan/Feb 2022 Partnership Grant</i></p> <p><i>Mar 2022 trained and resourced for live virtual meetings</i></p> <p><i>April: Earth Day Neighborhood Clean-up, partner with youth clubs (accommodate and support requests from PwD for specific areas/yards/streets)</i></p> <p><i>May: Plant giveaway inc. Mother's Day window herb kits</i></p>

	<p><i>August National Night out (central location-city permit- big event)</i></p> <p><i>Oct: Pumpkin and decorating kit giveaway</i></p>	<p><i>June: Find a way to celebrate YOUTH with summer fun (pet show? I loved this!)</i></p> <p><i>August National Night out (central location-city permit- big event)</i></p> <p><i>Oct: Pumpkin and decorating kit giveaway</i></p>	<p><i>July: Movie at the dinosaur and stage at East Side Neighborhood Services Inc</i></p> <p><i>August National Night out (central location-city permit- big event)</i></p> <p><i>Oct: Pumpkin and decorating kit giveaway</i></p>	<p><i>June: Find a way to celebrate YOUTH with summer fun (pet show? I loved this!)</i></p> <p><i>August National Night out (central location-city permit- big event)</i></p> <p><i>Oct: Pumpkin and decorating kit giveaway</i></p>
<p>Quantitative goals</p>	<p><i>Substantially represented in our meetings and on our Board</i></p> <p><i>Engage with 15 renters quarterly, whether it be attendance at meeting/event, or electronic outreach</i></p> <p><i>Obtain contact information from 50 new neighbors at events/meetings.</i></p>	<p><i>Increased representation in our meetings and on our Board</i></p> <p><i>Increase attendance at the meetings from the Somali communities</i></p> <p><i>Get feedback on times and days they could come if daycare was provided to meetings from 25 families</i></p>	<p><i>Substantially represented in our meetings and on our Board</i></p> <p><i>Distribute pumpkins to children (last year we did 60- how many this year)</i></p> <p><i>Get feedback on times and days they could come if daycare was provided to meetings from 25 families</i></p>	<p><i>Increased representation in our meetings and on our Board</i></p> <p><i>Get feedback on times and days they could attend meetings from 10 people; how many could attend if we had a functional virtual option?</i></p>

<p>Qualitative goals</p>	<p><i>Learn about what tenants care about in the neighborhoods</i></p> <p><i>Identify issues that need attention</i></p>	<p><i>Find ways to effectively support the Somali community in efforts to connect with landlords and city officials</i></p> <p><i>Providing daycare to family during meeting and event times</i></p> <p><i>Create and maintain strong relationships</i></p>	<p><i>Learn more about families needs from a neighborhood organization</i></p> <p><i>Providing daycare to family during meeting and event times</i></p>	<p><i>Learn more about how we can accommodate low mobility community</i></p> <p><i>Find ways to include PwD in recurring events</i></p>
<p>Outcome of engagement</p>	<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><i>More representation of Somali community members at meetings. Find ways to support the Somali community in efforts to connect with landlords and city officials.</i></p> <p><i>Have a partner to collaborate with on future opportunities (ie: 2022 partnership grant)</i></p>	<p><i>Meeting the interests of what the family needs are, including researching what nights and times work best with our families.</i></p> <p><i>Setting meetings at places and times that families can attend, knowing there is daycare available if needed.</i></p>	<p><i>Increase attendance at meeting</i></p> <p><i>Reduction in barriers that prevent people from attending</i></p> <p><i>Have a partner to collaborate with on future opportunities (ie: 2022 partnership grant)</i></p>

EXHIBIT C

<p>Next steps</p>	<p><i>Reach out through our pumpkin give away event for feedback</i></p> <p><i>Look into common areas/facilities that we could use in high rent areas/complexes</i></p>	<p>Find out what it means to BNA to have paid interns/ daycare. Jess is able to be HR.</p> <p>* high school students should not be expected to function as contractors</p> <p>*state and federal taxes- how does sheridan neighborhood pay their intern?</p>	<p><i>Host other family friendly events based on the feedback</i></p> <p><i>find out what times and days work best, with or without daycare</i></p>	<p><i>Get a realistic idea of who would attend if we were to have virtual meetings</i></p> <p><i>Find out more about how we can serve</i></p> <p><i>Locate places that might have high number of PwD and see what we need to use nearby facilities/ common rooms, etc</i></p>
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