

## Engagement Plan

### Neighborhood

Corcoran Neighborhood

### Time frame

2021-2024

### Work summary

Summary of activities cross all programs and demographic groups.

### 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.

### Plan detail

Demographic group	BIPOC and White community members	BIPOC and low income community members	BIPOC, Renters, and homeowners
Numbers or percentage	70,000	5,000	3,000
Initiative, activity, project or program	Midtown Farmers Market	C-Spot / Renters Support	Community Conversations
Barriers to engagement	Feeling unwelcome at the market Transportation to market Being unsure if we accept EBT COVID 19 Multi-cultural + multi-language communities w/ wide range of barriers	COVID 19 Trust due to past mis-dealings Multi-cultural + multi-language communities w/ wide range of barriers Rising cost of renting people are being priced out the neighborhood Funding for food and basic need support	Weather Technology Language barriers COVID 19 Trust due to past mis-dealings

Demographic group	BIPOC and White community members	BIPOC and low income community members	BIPOC, Renters, and homeowners
<b>Outreach and engagement strategies</b>	<p>Connect with community groups who serve racially and economically diverse communities adjacent to Corcoran</p> <p>Emails, flyers, web-based: social media</p> <p>Attending community events outside of Corcoran</p>	<p>Monthly community connection via constant contact</p> <p>Emails, flyers, web-based: social media</p> <p>Door knocking in Corcoran</p> <p>Connect with property owners/ management companies</p>	<p>Monthly community connection via constant contact</p> <p>Emails, flyers, web-based: social media</p> <p>Door knocking in Corcoran</p>
<b>Resources needed</b>	<p>Social Media Manager</p> <p>Stipends for outreach workers</p> <p>Flyers with neighborhood and MFM info on it</p> <p>Branded table cloth</p>	<p>Stipends</p> <p>Flyers and Lit for community and outreach</p> <p>Small incentives for community participation (City funds would not be used for these incentives)</p>	<p>Social Media Manager</p> <p>Flyers and Lit for community and outreach</p> <p>Small incentives for community participation (City funds would not be used for these incentives)</p>
<b>Partners in the work</b>	<p>PPNA, CANDO, BNO, LCC, NACDI, CRCC</p>	<p>IX and property owners, residents</p>	<p>CNO and other agencies based on topic of discussion</p>

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<b>Person(s) responsible</b>	Alicia D. Smith Keeya Allen Molly Fleming Tobias Dryden Contractor to be added CNO Board of Directors	CNO Staff CNO volunteers Paid door knockers CNO Board of Directors	CNO Staff CNO Board of Directors
<b>Timeline</b>	Jan –April: outreach events, social media post May-October: MFM back in operation Nov-Dec: Create content calendar and set event dates	Jan –April: outreach events, social media post, 1:1 meetings and community events and forums May-October: Door knocking, phone calls, group texting to community, 1:1 meetings and community events and forums Nov-Dec: Create content calendar and set event dates. Door knocking, phone calls, group texting to community, community events and forums	Jan – April meeting via zoom meetings May –October meetings in the park or community Nov-December meeting via zoom

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<b>Quantitative goals</b>	<p>Connect and pass out MFM info to over 1000 people in the adjacent neighborhoods.</p> <p>Increase shoppers of Color at the MFM</p> <p>Increase vendors of Color at the MFM</p>	<p>Obtain contact information from 50% of neighbors (renters) whose doors were knocked and add them to the distribution list and volunteer base</p>	<p>Obtain contact information from 100% of neighbors who participate and those we have door knocked and add them to the contact list and volunteer base</p> <p>To work directly with neighbors throughout different processes to ensure that public concerns and aspirations are consistently understood and considered</p> <p>Support the priorities and ideas identified and led by the community</p>
<b>Qualitative goals</b>	<p>Identify issues that need attention</p> <p>Learn from community what they think about the MFM</p>	<p>Identify issues that need attention</p> <p>Learn from community what they think about what is transpiring in the rising cost of living in the city, neighborhood and community and what CNO can do to address certain issues</p>	<p>Identify issues that need attention</p> <p>Learn from community what they think about what is transpiring in the city, neighborhood and community and what CNO can do to address certain issues</p>

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<b>Outcome of engagement</b>	<p>More people of Color and EBT recipient’s shop at the MFM</p> <p>More people of Color feel welcome at the MFM</p> <p>Increase use of EBT</p> <p>Share information, listen for understanding, and answer questions for clarity</p> <p>Coordinated community-based programming implemented through the MFM</p> <p>Funded projects that create long-term positive change in the city</p>	<p>More representation of tenants on neighborhood board and/or committee membership</p> <p>More tenants receive neighborhood organization updates, newsletters and other information</p> <p>Tenants have the knowledge and ability to become involved in the organization and in decision-making</p> <p>Issue is identified in the community</p> <p>Neighbors and others advocate for increased healthy housing options in neighborhood</p>	<p>We will work with neighbors to ensure that concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision</p> <p>Coordinated community-based programming implemented through the CNO</p> <p>We will look to neighbors for advice on formulating solutions and incorporate recommendations into our decisions to the maximum extent</p> <p>Funded projects that create long-term positive change in the city</p>
<b>Next steps</b>	<p>Community convos around food justice and the importance of the MFM and access for 6 months of the year</p>	<p>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation</p>	<p>Neighborhood advisory committees, consensus- building, participatory decision-making</p>