

## Engagement Plan

### Neighborhood

East Bde Maka Ska (formerly ECCO)

### Time frame

2019+

### Work summary

In late 2019, our neighborhood association created the Culture Diversity & Inclusion committee which has served as a launch pad for learning and programming to fight racial inequities. For instance, in 2021 the committee hosted an interactive and facilitated conversation that surfaced racial topics by inviting Danger Boat Productions to produce Let’s Get Uncomfortable for the neighborhood. We also hosted a book club event with a local author and editor of the book A Good Time for the Truth and placed numerous copies of the book on the shelves of 11 Free Little Libraries dispersed around the neighborhood. The evaluation data suggests neighbors loved these events! And on a more systemic front, our neighborhood voted to change its name from ECCO to East Bde Maka Ska in 2021 too! Our board sees this committee’s work as an extension of the Equitable Engagement Fund and is committed to meaningful change with under-represented populations.

### Scope of work, outcomes and goals

It’s very clear to the neighborhood board that we are under-represented by our tenant population – currently less than 30% of our board is from the renter population despite it making up 62% of our neighborhood. We want to identify new ways of connecting with this population not only because they are disproportionately under-represented, but because this demographic is also more racially diverse, and our board currently contains no people of color (and only marginally at the committee level). We want to attract more renters of color to participate in the neighborhood, so our hope is to understand the needs of the tenant population using surveys and then use that data to create new communication pathways and create more access for this group to become more involved. Ultimately, we want our neighborhood’s welcoming intent to have meaningful and measurable impact as well!

### Plan detail

<b>Demographic group</b>	<b>Tenants</b>
<b>Numbers or percentage</b>	62% of occupied housing unit are rental (850)
<b>Initiative, activity, project or program</b>	Tenant Outreach Program

Demographic group	Tenants
<b>Barriers to engagement</b>	Accessing apartments Transient population Communication methods
<b>Outreach and engagement strategies</b>	Connect with property managers/owners Identify resident leaders for multi-unit buildings Neighborhood newsletter Social media campaign (Facebook, NextDoor, Website) Mailed / hand delivered survey In person listening event
<b>Resources needed</b>	Contact information for property owners/managers Wages for survey development Monetary resources for survey delivery Monetary resources for in person events (Daymark Fjordspace) Flyers with neighborhood organization information Consultant to help the board identify possible strategies Local restaurant gift cards (to encourage survey participation) (to be paid for with non-City funds or by donation)
<b>Partners in the work</b>	Owners/property managers of the rental properties
<b>Person(s) responsible</b>	Neighborhood board members (volunteers) Culture Diversity & Inclusion Committee members (volunteers) Neighborhood volunteers

<b>Demographic group</b>	<b>Tenants</b>
<b>Timeline</b>	<p>Jan – March: Create and send out survey (mailers and listening sessions).</p> <p>April – June: Analyze results, establish some initial ways to engage under-represented voices, set goals for board and committee representation.</p> <p>July – October: Create a marketing campaign for Fall board elections. Plan a social event directed towards neighborhood tenants (Daymark Fjord space).</p> <p>November – January: Review representation goals, identify additional ways to get under-represented populations involved, and set new goals.</p>
<b>Quantitative goals</b>	<p>Increase tenant board member representation</p> <p>Get responses from 25% of the tenant population (~200 residents)</p>
<b>Qualitative goals</b>	<p>Learn about what tenants care about in the neighborhoods</p> <p>Identify issues that need attention</p>
<b>Outcome of engagement</b>	<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>
<b>Next steps</b>	<p>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation</p>