

FRNNG Engagement Plan

Neighborhood

Field, Regina Northrop

Time frame

January 1 to December 31, 2022

Work summary

FRNNG reaches out to and involves residents through the following methods:

- Bi-monthly newsletter and postcards for major events and meetings;
- Outreach to three Under serve groups that includes African Americans, LatinX and Renters. Host meet and greets to encourage participation;
- Use of social media to reach renters and other groups in the neighborhood
- Meet and greets twice a year with church leaders and rental buildings to inform and recruit new participants
- Create a flyer for door-to-door flyering to involve more residents.
- Open forum meetings with guest speakers to inform residents of issues and that their voice makes a difference.
- Fundraising and community building events

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	African American	Latinx	Renters
Numbers or percentage	1,269 (13%)	564 (6%)	560 households (15%)
Initiative, activity, project or program			

.Barriers to engagement	Feeling unwelcome at meetings	Feeling unwelcome at meetings	Access to buildings
Outreach and engagement strategies	<p><i>Meet and greets at churches, schools, and McRae Park prior to major neighborhood events.</i></p> <p>Social media and website promotion, postcards and newsletters.</p> <p>Quarterly Zoom meetings for those not able to physically participate in Meet & Greet</p>	<p><i>Meet and greets at churches, schools, and McRae Park prior to major neighborhood events.</i></p> <p>Social media and website promotion, postcards and newsletters.</p> <p>Quarterly Zoom meetings for those not able to physically participate in Meet & Greet</p>	<p><i>Meet and greets at rental buildings, Turtle Bread, Sovereign Grounds and McRae Park prior to major neighborhood events.</i></p> <p>Social media and website promotion, postcards and newsletters.</p> <p>Quarterly Zoom meetings for those not able to physically participate in Meet & Greet</p>
Resources needed	<p><i>Funding for food and refreshments for meet and greets (non-City funds to be used). Funding for additional staff to do outreach.</i></p> <p><i>Funding for more frequent newsletters (monthly rather bi-monthly) and communication, postcards and social media.</i></p> <p><i>City respect for African-American resident and business input.</i></p>	<p><i>Funding for food and refreshments for meet and greets. (non-City funds to be used) Funding for additional staff to do outreach.</i></p> <p><i>Funding for more frequent newsletters (monthly rather bi-monthly) and communication, postcards and social media.</i></p> <p><i>City respect for Latinx resident and business input.</i></p>	<p><i>Funding for food and refreshments for meet and greets (non-City funds to be used). Funding for additional staff to do outreach.</i></p> <p><i>Funding for more frequent newsletters (monthly rather bi-monthly) and communication, postcards and social media.</i></p> <p><i>City respect for renter input.</i></p>
Partners in the work	New Creation Baptist Church, St Joan of Arc Church, St Peters AME, McRae Park.	Hiawatha Academy School (design for Latinx students), St Joan of Arc Church, McRae Park.	Property managers, St Joan of Arc Church, McRae Park
Person(s) responsible	<i>ED, Board and volunteers</i>	<i>ED, Board and volunteers</i>	<i>ED, Board and volunteers</i>

<p>Timeline</p>	<p>March: Meet & Greet at New Creation Baptist Church and McRae Park to promote Earth Day, Duck Race and neighborhood meetings.</p> <p>Zoom meeting.</p> <p>April: Meet & Greet to promote neighborhood celebration and neighborhood meetings</p> <p>June: Zoom meeting</p> <p>August: Meet & Greet to promote annual meeting</p> <p>September: Zoom meeting</p> <p>October: Meet & Greet to promote \$1 campaign</p>	<p>March: Meet & Greet at Hiawatha Academy and McRae Park to promote Earth Day, Duck Race and neighborhood meetings. Zoom Meeting.</p> <p>Zoom meeting</p> <p>April: Meet & Greet to promote neighborhood celebration and neighborhood meetings</p> <p>May: Participation in Cinco de Mayo on Lake Street</p> <p>June: Zoom meeting</p> <p>August: Meet & Greet to promote annual meeting</p> <p>September: Zoom meeting</p> <p>October: Meet & Greet to promote \$1 campaign</p>	<p>March: Meet & Greets at rental buildings, Sovereign Grounds, Turtle Bread and McRae Park to promote Earth Day, Duck Race and neighborhood meetings.</p> <p>Zoom meeting</p> <p>April: Meet & Greet to promote neighborhood celebration and neighborhood meetings</p> <p>June: Zoom meeting</p> <p>August: Meet & Greet to promote annual meeting and \$1 campaign</p> <p>September: Zoom meeting</p> <p>October: Meet & Greet to promote \$1 campaign</p>
<p>Quantitative goals</p>	<p>At least 3 meet and greets, Zoom meetings, contact with 30 new people.</p>	<p>At least 3 meet and greets, Zoom meetings, contact with 30 new people.</p>	<p>At least 3 meet and greets, Zoom meetings, contact with 30 new people.</p>
<p>Qualitative goals</p>	<p>Increase participation of African American residents in neighborhood events and annual meeting.</p>	<p>Increase participation of Latinx residents in neighborhood events and annual meeting.</p>	<p>Increase participation of renters in neighborhood events and annual meeting.</p>
<p>Outcome of engagement</p>	<p>Increase participation of African American residents in neighborhood events and annual meeting.</p>	<p>Increase participation of Latinx residents in neighborhood events and annual meeting.</p>	<p>Increase participation of renters in neighborhood events and annual meeting.</p>

Next steps	Reach out to New Creation and McRae Park to arrange Meet & Greets	Reach out to Hiawatha Academy and McRae Park to arrange Meet & Greets	Reach out to rental property owners, Sovereign Grounds, Turtle Bread and McRae Park to arrange Meet & Greets
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