

Engagement Plan

Neighborhood

Kenny Neighborhood (KNA)

Time frame

2022

Work summary

Our first year will be that of discovery: proactively connecting with our historically underrepresented and under-engaged communities and learning about their concerns, issues and preferred methods of engagement. To do this, we must first begin with better understanding the demographics of the entire neighborhood, the needs of different groups within the neighborhood, and what keeps them from engaging with us. Along with identifying the “why,” we can begin work on the “how” to bring underrepresented groups into the decision-making process.

KNA is also committed to creating a welcoming, diverse and inclusive culture within our organization and taking a deep look at our own processes that do not incorporate, either directly or indirectly, that goal.

Scope of work, outcomes and goals

We have already started this process by looking internally and have developed an Equity Statement. We will work on building trust within the underrepresented groups through outreach, one-on-one contacts, and making authentic connections. We will survey affected groups, through several means, to identify what we need to do and how we can better appeal to their needs and goals for their neighborhood. We will begin with efforts specifically for renters and expand to other groups in future years based on our information gathering results. All efforts will be viewed through a lens of diversity and inclusion.

Plan detail

Demographic group	Renters	Other underrepresented groups	KNA Board and Staff
Numbers or percentage	1,576 total housing units 129 renter-occupied units = 8%	Youth (15-17): 3.2% Senior (65+): 11% BIPOC: 15% Disabled: 8% Income (less than \$50K): 17%	Up to 16

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Initiative, activity, project or program	Renter Engagement Program	Neighborhood-wide and demographic-specific listening, engagement, and proactive seeking of input around decision-making and events.	Ongoing focus on equitable engagement, diversity and inclusion
Barriers to engagement	<p>Geographic: Renters are dispersed throughout the neighborhood. There are no apartment buildings; all rentals are duplex or single-family homes.</p> <p>Cultural: There may not be a sense of community among renters because they are not in close proximity with one another; and they may be moving to a new home in the short-term.</p> <p>Resistance to sharing</p>	<p>Resistance to sharing</p> <p>Unwillingness to complete survey or in-person listening</p> <p>Lack of trust</p>	<p>Resistance to Change</p> <p>Those who volunteer fit a narrow demographic profile, requiring proactive outreach (and possibly other changes)</p>

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<p>Outreach and engagement strategies</p>	<p>Use city database to identify property owners/managers. Outreach to develop a relationship and information sharing</p> <p>Direct outreach to rental properties to begin relationship building. This could include an introductory welcome packet, written communication, social media engagement, surveying and in-person contact through door knocking or focus groups.</p> <p>Create in-person events that specifically include renters and/or new neighbors that orient them to the neighborhood and KNA.</p> <p>Ask Block Leaders to help identify and make special efforts to address rental needs on their blocks. Before we can do this, we will need to build out a Block Leader list. This will include incentives and programs for Leaders to identify themselves to us.</p> <p>Provide educational information (through written communication, workshops or social events) specific to the needs and issues of renters.</p>	<p>Survey the entire neighborhood, including all of the under-represented groups, to better understand their connection to the neighborhood, to KNA and the intersectionality to each other.</p> <p>Understand how internal processes impact our outreach and engagement efforts, possibly through a diversity audit.</p>	<p>Apply the tenets of the KNA Equity Statement.</p> <p>Develop and implement a Diversity and Inclusion leadership position on the KNA Board through which we view all decisions, programs, communications and activities.</p>

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Resources needed	<p>Social media account and manager of the account</p> <p>Contact information for property owners/managers</p> <p>Postal records-based address list</p> <p>Welcome kit supplies with renter-specific introduction</p> <p>Flyers with neighborhood organization information</p> <p>Printing/mailing for surveying, etc.</p> <p>Gift cards for participation (paid for with non-City funds)</p> <p>Electronic tablets for tabling events to gather contact info and survey responses</p> <p>Utilization of Block Leaders</p> <p>Resources and educational information on requested topic areas</p>	<p>Postal records-based address list</p> <p>Printing, mailing, yard signs, etc. to promote survey</p> <p>Gift cards for participation (paid for with non-City funds)</p>	<p>Volunteer time</p>

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Partners in the work	City of Minneapolis Mailhouse (such as Do Good Biz) NCR/MPD for Block Leaders Homeline or other similar KORE (Kenny Organizing for Racial Equity) Minneapolis Park and Recreation Board	Survey generation, results and interpretation by a professional Mailhouse (such as Do Good Biz) KORE (Kenny Organizing for Racial Equity)	
Person(s) responsible	Paid Independent Contractor/Staff KNA Board and volunteers	Paid Independent Contractor/Staff KNA Board and volunteers	Paid Independent Contractor/Staff KNA Board

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Timeline	<p>Jan.-March: Draft language for flyer and letters; Send letters to property managers and/or owners; get rental mailing list. Generate survey. Outreach to Block Leaders.</p> <p>April-May: Outreach by flyer/mail, door knocking or focus groups to rental properties directly.</p> <p>June-August: In-person connections via events and special gatherings. Gather contact info and survey responses.</p> <p>ongoing: deliver welcome kits as new renters are identified</p> <p>April and ongoing: gather survey results and identify needs</p>	<p>Jan.-March: develop broad and demographics-specific survey(s).</p> <p>April and ongoing: gather survey results and identify needs.</p>	<p>Ongoing: implement Equity Statement</p> <p>Jan-March: identify KNA Diversity and Inclusion Leader</p>
Quantitative goals	<p>Make connections with 33% of property owners</p> <p>Obtain contact information for 33% of renters</p> <p>20% survey response rate</p>	20% survey response rate	Successfully put in place a Diversity and Inclusion Leader

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Qualitative goals	<p>Build authentic relationships with renters</p> <p>Learn about what tenants care about in the neighborhood</p> <p>Identify issues that need attention</p>	<p>Identify how various under-represented groups feel/act and use that information for future planning.</p>	<p>Better inclusion and focus by KNA.</p>
Outcome of engagement	<p>Understand barriers to engagement.</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>Issues are identified in the community</p>	<p>Understand barriers to engagement</p> <p>Preparation for active engagement with other under-represented groups in the neighborhood.</p>	<p>KNA Board strives to implement equity in all planning.</p>
Next steps	<p>Community conversations around issues identified, come up with solutions and possible program implementation.</p>	<p>Identify engagement outreach for other groups.¹³</p>	<p>Implementation of new processes.</p>