

Engagement Plan

Neighborhood

McKinley

Time frame

Jan. 1, 2022 to Dec. 31, 2022

Work summary

Summary of activities cross all programs and demographic groups.

Our overall goal is to increase community engagement and participation amongst the youth, renters and low-income residents in our community.

We will do this by increasing our in-person engagement efforts including door-knocking, tableing at other community events (churches, schools, and parks) and creating events that promote overall engagement and support amongst the community.

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.

Scope of work:

- Reach our historically under-engaged groups by increasing our in-person engagement efforts including door-knocking, tableing at other community events (churches, schools, and parks) and creating events that promote overall engagement and support amongst the community.
- Develop a robust Social Media and Online Presence that encourages engagement, remote participation and ease of access to information and resources.

Goals include:

- Increase our resident email list by 25%
- Increase overall participation in community meetings and events by 15%
- Increase our social media presence/reach on fb, Instagram and Nextdoor by 25% and Increase our website traffic by 20%

Planned Outcomes:

- More participation during community meetings and events
- Engage renters and youth in a way that helps them feel welcomed and truly apart of community.
- Understand the barriers to Home Ownership and offer resources to help Home Ownership be more attainable.

Plan detail

Demographic group	Youth	Renters	Low Income
Numbers or percentage	29% of residents are 17 or younger	42.2% of occupied housing units are renters	31% of our residents have incomes below the poverty level
Initiative, activity, project or program	Youth Engagement Program	Renter Engagement Homeownership Classes	Resource Connection Program
Barriers to engagement	Meetings are boring Feeling unwelcome at meetings Feeling disconnected from community	Revolving door on some rental properties Accessing apartments Shame of not being a homeowner Feeling like they are truly not a part of the community	Time to be involved Transient population? Feelings of not having much to contribute Bigger Needs not being addressed
Outreach and engagement strategies	Create youth focused events that will pique their interest. Connect with schools in the area to reach students Social media campaign	Door-knocking Connect with property managers/owners Identify resident leaders for multi-unit buildings	Provide resources and host supply giveaways as a way to connect and give back to the community that needs it the most.

Demographic group	Youth	Renters	Low Income
Resources needed	<p><i>Social media account manager</i></p> <p><i>Flyers with neighborhood organization information</i></p> <p><i>Ability to table at schools and at parks</i></p>	<p><i>Contact information for property owners/managers</i></p> <p><i>Wages for door-knockers</i></p> <p><i>Door-knocking logs</i></p> <p><i>Renter leader in each apartment building complex</i></p>	<p><i>Flyers with neighborhood organization information</i></p> <p>Volunteers, and incentives for people to volunteer</p> <p>Technology that allows people to participate remotely</p>
Partners in the work	<p><i>Cityview School, KMOJ, North Community YMCA, Boys & Girls Club</i></p>	<p>Homeline, Renter’s Assistance Groups, PRG, Home Stretch Classes, Urban League</p>	<p>Fellowship Church, Cityview School, Sheriff’s Department engagement crew</p>
Person(s) responsible	<p><i>Executive Director: Markella Smith</i></p> <p><i>Board Members/Volunteers</i></p>	<p>Executive Director: Markella Smith</p> <p>Board Members/Volunteers</p>	<p>Executive Director: Markella Smith</p> <p>Board Members/Volunteers</p>

Demographic group	<i>Youth</i>	<i>Renters</i>	<i>Low Income</i>
Timeline	<p><i>Jan.-March: Connect with schools in the community and establish ways to table at their school events. Connect with parks in the community as well as the North YMCA.</i></p> <p><i>April: Follow-up phone calls; Establish calendar of events to table at.</i></p> <p><i>May-July: Table at community/school events</i></p>	<p><i>Jan.-March: Send letters to property managers and/or owners and recruit resident door-knocking staff</i></p> <p><i>April: Follow-up phone calls; set up date/time to door-knock buildings</i></p> <p><i>May-July: Door-knock identified buildings</i></p>	<p><i>Jan.-March: develop newsletter to share via mail and online. Create sign-up forms.</i></p> <p><i>April: Establish timeline of marketing and supply events</i></p> <p><i>May-July: May-July: Table at community/school events, host resource events.</i></p>
Quantitative goals	<p><i>Connect with 100 youth from the community</i></p> <p><i>Establish a solid group of 20 youth that volunteer with the organization on a regular basis.</i></p>	<p><i>Have conversations with 40% of tenants whose doors were knocked</i></p> <p><i>Obtain contact information from 25% of tenants whose doors were knocked and add them to the distribution list</i></p> <p><i>Host one homeownership event with 25+ participants</i></p>	<p><i>Increase remote participation by 25%</i></p> <p><i>Build our email and communications database by 100 residents</i></p> <p><i>Increase participation at Supply Giveaways by 50% (Average of 75 people per event)</i></p>

Demographic group	<i>Youth</i>	Renters	Low Income
Qualitative goals	<p><i>Learn about what matters to the youth and how we can make them feel more connected to community</i></p> <p><i>Identify issues and concerns that need attention</i></p> <p><i>Remove barriers to participation</i></p>	<p><i>Learn about what tenants care about in the neighborhoods and ways to help them feel and be more involved.</i></p> <p><i>Identify issues that need attention</i></p> <p><i>Remove barriers to participation</i></p>	<p><i>Learn about what low-income residents need in terms of support and resources and then work to provide that.</i></p> <p><i>Remove barriers to participation</i></p> <p><i>Identify issues that need attention</i></p>
Outcome of engagement	<p><i>Youth feel more a part of the community and more connected</i></p> <p><i>Opportunities for youth to express themselves in positive ways means less destruction and more pride in community</i></p>	<p><i>More representation of tenants on neighborhood board and/or committee membership</i></p> <p><i>Tenants feel more apart of the community and therefore actively participate in decision making</i></p>	<p>More input about what needs are present in the community</p> <p>Meetings are more accessible, and tenants are able to engage in ways that fit their current life</p>
Next steps	<p>Programs are created to keep youth engaged. Partnerships are created with other organization to further support the youth.</p>	<p><i>Community conversations about identified problems and community focused solutions are implemented</i></p>	<p><i>Partnerships with other community organizations are established to bring more resources to community.</i></p> <p>Online platforms are created and maintained for ease of remote participation</p>