

## Engagement Plan

### Neighborhood

Nicollet Island-East Bank Neighborhood Association (NIEBNA)

### Time frame

2022

### Work summary

The Nicollet Island-East Bank neighborhood has experienced significant growth in the last ten years. In that time its population has nearly doubled. Much of this growth is generally limited to two broad categories: renters, and renters who are Seniors. There has been virtually no growth in number of condominium units (the only single-family units are found on Nicollet Island, which has experienced zero growth). Additionally, there are very few “families” that have moved into the neighborhood (in the loosest sense, where we find individuals with underage children permanently living with them).

Another “challenge” this neighborhood faces is that it doesn’t struggle with many of the traditional issues encountered in most other neighborhoods. The population is affluent, with a median household income over \$100,000. Retired Seniors do not rely on the same social services that other Seniors use throughout the surrounding communities. It is somewhat challenging to draw up a plan for equitable engagement in this neighborhood, as most of the people living and working within it are generally able to meet the challenges of the current Minneapolis sociocultural landscape with the resources they’ve been fortunate enough to amass.

Because of this, the work that the neighborhood association needs to be about is ensuring that all city, county, and state information is shared, that Association decisions about goals, priorities and aspirations are community based—not just the work of the current board of directors or committees of the board.

A recent placemaking initiative in the neighborhood doubled the size of NIEBNA’s membership in a matter of months. NIEBNA needs to spend the next year (this plan doesn’t go beyond 2022, simply because we need to evaluate how any of this may work, potentially reconfiguring it at the end the year) meaningfully and consistently interacting with these new members—letting them know about the benefits of being involved with the Association. Letting them know how the Association can positively impact their quality of life and letting them know that they all have an equal voice in determining what this *place* is.

### Scope of work, outcomes and goals

Staff and current board members must meet with the community, face to face, in their own buildings’ Community Rooms. This can only come about with cooperation with property management (again, there are no single-family homes on the East Bank of the neighborhood). Because there tends to be much less turnover in the neighborhood than in others, it *should be* easier to find building Ambassadors in each of the condominium / apartment buildings.

There are two main tasks that we envision for these Ambassadors, as they work with the Association. First, an Ambassador can be an onsite presence in these buildings (especially the newer ones like Rafter, Odin, Nordhaus, Red 20, Gibson, for example) – a person who can ensure that

information from the Association is reaching all the residents of the building. This needs to happen, as there are times in which property management cannot be fully relied upon to share information—especially if that information may benefit the residents over the management company. The other task these Ambassadors can do is to meet regularly (once a month, bimonthly, quarterly), to relay common issues across buildings. All too often, we find that each of these buildings within the neighborhood act their own borough, with little to no communication with the other boroughs surrounding them.

Implemented last year, NIEBNA will continue hosting quarterly Membership meetings beyond their regular monthly meetings. While the board is reasonably distributed well—there is proportional representation between those on the East Bank and those on Nicollet Island—there still needs to be an uptick in renter participation on the board. Renter participation on the board now stands at 20%, but the organization needs to strive to be at the neighborhood-wide percentage of 30.8% (this number is likely higher now based upon the increase in rental units in the neighborhood, but owner-occupied residency has traditionally stood at about 62%).

### Plan detail

Demographic group	Renters	Seniors
Numbers or percentage	1000	804
Initiative, activity, project or program	Renter Engagement Program	Senior Engagement Program
Barriers to engagement	New Residents (rapid population growth), quite unfamiliar with neighborhood  Accessing apartment buildings	Fears of being judged, overlooked, or not listened to  Accessing apartment / condo buildings
Outreach and engagement strategies	Continue fostering connections with property managers  Staff/Board Member leading building by building meetings, introducing the organization  More intentional social media campaign	Continue fostering connections with property managers  Ambassador Program (events in common areas)

Demographic group	Renters	Seniors
<b>Resources needed</b>	Maintain existing contact list of property mgmt./owners  Updated, tailored messaging flyers and postcards  Social media / E-Newsletter Specialist	Maintain existing contact list of property mgmt./owners  Updated, tailored messaging flyers and postcards  Social media / E-Newsletter Specialist
<b>Partners in the work</b>	Business Community (sponsorship of events, refreshments for in-person meet and greets)	Southeast Seniors
<b>Person(s) responsible</b>	Executive Director  Board Members  Volunteers	Executive Director  Board Members  Volunteers
<b>Timeline</b>	Jan.-Feb.: Send updated letters to property managers and/or owners  Mar-Apr: Meet with residents onsite  May-Aug: Hold monthly conversations / events in Chute Square / Father Hennepin Park / Nicollet Island	Jan.-Feb.: Send updated letters to property managers and/or owners  Mar-Apr: Meet with residents onsite  May-Aug: Hold monthly conversations / events in Chute Square / Father Hennepin Park / Nicollet Island
<b>Quantitative goals</b>	Have 1-2 appointed point people (beyond front office staff) to relay information	Have 1-2 appointed point people (beyond front office staff) to relay information
<b>Qualitative goals</b>	Identify unknown issues that need attention	Identify unknown issues that need attention

Demographic group	Renters	Seniors
<b>Outcome of engagement</b>	<p>Tenants have the knowledge and ability to become involved in the organization and in decision-making</p> <p>More tenants receive neighborhood organization updates, newsletters, and other information</p> <p>Lead to, minimally, 50% renter participation on the board</p>	<p>Tenants have the knowledge and ability to become involved in the organization and in decision-making</p> <p>More tenants receive neighborhood organization updates, newsletters, and other information</p> <p>Lead to, minimally, 50% renter participation on the board</p>
<b>Next steps</b>	<p>Feel uncomfortable talking about next steps without the active participation of the demographic group described above.</p>	<p>Feel uncomfortable talking about next steps without the active participation of the demographic group described above.</p>