



Engagement Plan

Neighborhood

St. Anthony East

Time frame

January 2022-December 2022

Work summary

SAENA will continue our work to engage residents that have been historically underrepresented in our work. These residents tend to hold multiple identities and their demographics hold an intersectionality that cannot be properly represented in the plan detail. The work SAENA will complete in 2022 will focus on general outreach and information gathering. We intend to connect with residents about meetings and events that we have planned, but we will also be having conversations with folks about 77

Scope of work, outcomes and goals

We will connect with residents about meetings and events that we have planned, but we will also be having conversations with folks about what matters to them and find ways we can elevate their vision for how St. Anthony East can be a more equitable and livable place. We will do this by door knocking, tabling, direct mailings- essentially meeting people where they are and already go. Our goal in 2022 is to define neighborhood priorities and a vision that deeply aligns with the needs and goals of residents in public housing, Latino and Spanish speaking residents, as well as renters with disabilities (all of whom make up a large portion of our renter population). We will utilize a racial justice framework when analyzing our priorities for the future of our organization and the neighborhood at large.

Plan detail

Demographic group	Residents in public housing	Renters	Latino and Spanish speaking residents	Residents with disabilities
Numbers or percentage	204 units	60%	8%	20%
Initiative, activity, project or program	Focus groups, building specific events, board game nights	General social gatherings with activities for people to meet each other- movie and games in the park, ice cream social, community meetings, Love Your Block Program	Tenant organizing to ensure and promote livability in multi-unit buildings	Engage residents in the work of our transportation and mobility committee
Barriers to engagement	Inaccessible, secure building Residents' basic needs aren't always being met so it's harder for them to identify ways they feel they can engage with us since they are trying to survive day-to-day	Accessing multi-unit apartment buildings Residents sometimes move frequently Engaging folks early when they move to SAE	Residents don't have a lot of extra time or energy to attend meetings Language barrier when advertising as well as engaging at the door	Transportation to events and meetings, even if it's a couple blocks away COVID-19 and illness concerns

EXHIBIT C

Demographic group	Residents in public housing	Renters	Latino and Spanish speaking residents	Residents with disabilities
Outreach and engagement strategies	Attend food distribution days to have casual conversation with residents Attend Resident Council meetings Door knocking Hold office hours in building specifically for residents	Connect with property managers/owners Identify resident leaders for multi-unit buildings Door knocking and tabling Direct mailings	Door knocking Many of our Latino residents are housed in multi-unit buildings, so identifying resident leaders would be helpful in this situation as well	Door knocking Form relationship with building owner of the mobility accessible 24-unit in SAE
Resources needed	Food for events in and outside of the public housing buildings (non-City funds)	Updated list of renter-occupied units Dedicated community outreach coordinator position (in progress)	Translation services for printed materials	
Partners in the work	Building manager Cynthia	Homeline	Homeline	Clare Housing Executive Director
Person(s) responsible	Community Outreach Coordinator, interested board members	Community Outreach Coordinator, Executive Director	Community Outreach Coordinator	Community Outreach Coordinator, Executive Director

Demographic group	Residents in public housing	Renters	Latino and Spanish speaking residents	Residents with disabilities
Timeline	<p>January-March: conduct survey by sending direct mail to MPHA building residents with information on how to contact us to complete it</p> <p>April-June: work with building manager to plan resident specific events</p> <p>July-September: survey follow up, door knocking, and focus group convenings</p> <p>October-December: work with board of directors to adopt priorities identified and allocate funds to continue work in the future</p>	<p>January: mail newsletter, host community meeting</p> <p>March: mail postcards, host community meeting</p> <p>April: mail newsletter</p> <p>May: host plant give-away</p> <p>June: host annual meeting</p> <p>July: host field day games</p> <p>August: host ice cream social</p> <p>October: host community meeting</p>	<p>January-March: send direct mail translated in Spanish to known multi-unit rental buildings that have majority Spanish speaking residents to introduce our organization</p> <p>March-May: door knock in buildings with translated neighborhood priority survey</p> <p>June-August: host event at buildings where we are connecting with residents the most, administer survey</p> <p>October-December: work with board of directors to adopt priorities identified and allocate funds to continue work in the future</p>	<p>January-March: conduct survey by sending direct mail to Minneapolis Manor and Clare Housing with information on how to contact us to complete it</p> <p>April-June: work with building managers to plan resident specific events</p> <p>July-September: survey follow up, door knocking, and focus group convenings</p> <p>October-December: work with board of directors to adopt priorities identified and allocate funds to continue work in the future</p>

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Demographic group	Residents in public housing	Renters	Latino and Spanish speaking residents	Residents with disabilities
Quantitative goals	<p>Organize two focus group meetings with 10 residents at each meeting</p> <p>Connect with 50% of residents through door knocking or hosting community events</p>	<p>Increase renter representation on SAENA’s board of directors</p>	<p>Identify and engage 1-2 resident leaders per multi-unit building for door knocking efforts</p>	<p>Connect with 50% of residents at Minneapolis Manor and Clare Housing through door knocking or hosting community events</p>
Qualitative goals	<p>To ensure that residents know we are a resource for them and they feel they can trust us to be partners in change that matters to them</p>	<p>To ensure that residents know we are a resource for them and they feel they can trust us to be partners in change that matters to them</p>	<p>To ensure that residents know we are a resource for them and they feel they can trust us to be partners in change that matters to them</p>	<p>To ensure that residents know we are a resource for them and they feel they can trust us to be partners in change that matters to them</p>
Outcome of engagement	<p>Make personal connections with residents so they feel seen and heard</p> <p>More residents will understand what our organization does and how it can be used as a resource for them</p>	<p>More representation of renters on neighborhood board and/or committees</p> <p>Renters have the knowledge and ability to become involved in the organization and in decision-making</p> <p>Issues of interest identified in the community</p>	<p>Overall greater connection and communication with Latinos in SAE</p> <p>Issues of interest identified in the community</p>	<p>Make personal connections with residents so they feel seen and heard</p> <p>More residents will understand what our organization does and how it can be used as a resource for them</p>

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Demographic group	Residents in public housing	Renters	Latino and Spanish speaking residents	Residents with disabilities
Next steps	<p>Community conversations around issues identified to discuss issues further</p> <p>Work with board of directors to adopt priorities identified and allocate funds to continue work in the future</p>	<p>Community conversations around issues identified to discuss issues further</p> <p>Work with board of directors to adopt priorities identified and allocate funds to continue work in the future</p>	<p>Community conversations around issues identified to discuss issues further</p> <p>Work with board of directors to adopt priorities identified and allocate funds to continue work in the future</p>	<p>Community conversations around issues identified to discuss issues further</p> <p>Work with board of directors to adopt priorities identified and allocate funds to continue work in the future</p>