

Engagement Plan

Neighborhood

Sheridan (primary), Bottineau

Time frame

2022

Work summary

The Sheridan Neighborhood in Northeast Minneapolis has a population of about 3,093 residents living in about 1,613 housing units. We have pinpointed four demographic groups to focus on outreach in 2022: Renter/Tenants, Immigrant/ESL, Youth, and Elderly & Disabled. Many residents in Sheridan fit into two or more of these demographics and are doubly difficult to engage, but we hope that with these combined outreach strategies, Sheridan Neighborhood Organization (SNO) will be able to incorporate their voices to shift and grow the organization to serve these groups to the best of our ability.

Activities will include contacting relevant institutions serving each group, building relationships, and working on ways to reach these groups in partnership. In the case of Renters, we will reach out to property managers and residents councils where they exist and discuss ways we can reach renters through door-knocking, attending council meetings, or building a rent discount program for involved renters. In the case of Immigrant/ESL community members, we will reach out and partner with culturally relevant institutions and leaders in the Somali and Latino communities in Sheridan such as religious institutions and service organizations to work on collaboration and relationship building. In the case of Youth, we will work to partner with local schools to both come into the classroom and to get youth out volunteering in the community. In the case of Elderly & Disabled populations, we will again partner with relevant institutions serving the elderly and disabled in Sheridan such as clinics, churches, and service organizations to collaborate on work in spaces that are accessible and familiar to this group.

Outreach plans for all groups entail doorknocking, tabling at events, and sharing print resources and information, but the locations and deliverables will be different based on the group. For Renters, we will target apartment buildings primarily, try to pinpoint resident leaders in each apartment, and host meetings/events in familiar community spaces as needed. For Immigrant/ESL populations, we will ensure we have Spanish and Somali speaking doorknockers in apartments where we know residents who speak English less than “very well” live, as well as having all materials translated into Spanish and Somali. Our paid Community Outreach interns are essential in this work because it is important to have people who know the language and culture of the community they are working with. For Youth, we hope our collaboration with local schools will connect us with engaged youth who would like to be Youth Interns for the summer who can help with summer outreach and events and help build a Neighborhood Youth Council to guide work moving forward. For Elderly & Disabled populations, we again plan to meet them where they are at to learn what barriers to engagement exist and how to make the NO a more accessible space to be engaged- this should culminate in an accessibility plan which can guide NO efforts into the future. We hope to end the year surveying all these groups to find out more in detail what they each envision for neighborhood work moving forward which can help dictate our next steps.

Ultimately, we know that these groups are often not engaged because of barriers outside of our control including having low-income, busy work and school schedules, and lack of energy or capacity to be involved. 450 or 29.5% of Sheridan households make less than \$35,000/year which includes 547 individuals or 17.7% of Sheridan residents with income below poverty. We hope to do what we can to ameliorate those needs by

providing stipends for engagement, food and supplies at community events, and support for transportation, childcare, or other accommodations as needed. As those needs are met, we hope these demographic groups will have greater capacity to be involved with the neighborhood organization in leadership and decision-making.

Scope of work, outcomes and goals

The overall scope of work for all of these demographics can be summarized by seeking out input from each group in spaces familiar and accessible to them, rather than waiting for them to show up to our meetings and spaces.

For Renters, we plan to knock on doors of all major apartment buildings in Sheridan, obtain contact information from 50% of renters whose doors were knocked and add them to the distribution list, and receive input from at least 200 renters on an end-of-year survey to guide future engagement. The goals from this outreach includes learning about what Sheridan renters consider primary concerns in the neighborhood, working towards serving renters in ways that have historically been overlooked, and identifying the location of the neighborhoods' renters to better serve them in the future by concentrating efforts in those spaces.

For Immigrant/ESL residents, we plan to have conversations with residents in their primary languages through door-knocking, events, and focus group meetings in familiar spaces, obtain contact information from 200 Somali or Latino community members through these efforts, and by the end of the year have at least 2 Somali or Latino community members join the SNO Board or neighborhood committees. The goals from this outreach includes learning about what Sheridan's immigrant community members consider primary concerns in the neighborhood, establishing better communication between SNO and immigrant community members to make SNO's programs more accessible and useful for them, and building trust between SNO and these communities, working towards collaborative relationships in the future to address their needs.

For Youth, we plan to reach out to at least 5 schools and create working partnerships with at least 2 of them, hire at least 2 youth interns for Summer 2022, preferably with ties to the neighborhood, host at least one event catered for youth, and establish a neighborhood Youth Council of at least 5 youth by the end of the year. These efforts will help us learn about what youth care about in the neighborhood, create lasting youth programming that is guided by the Neighborhood Youth Council, and stimulate a passion for community-based work for this group moving forward.

For Elderly & Disabled residents, we plan to reach out to at least 5 local clinics, churches, and service organizations with programs for elderly and people with disabilities, create and distribute easy to read flyers to these institutions, partner with at least 2 of these institutions to join events/meetings to distribute flyers, share information, and receive input. This outreach will help us learn about what elderly and disabled community members consider primary concerns in the neighborhood and guide us as we create an accessibility plan to use for future outreach, meetings, and events.

Our desired outcomes for all of these activities include building relationships, identifying primary concerns for each group, and coming up with solutions and possible program implementation with members of each group guiding the process. This outreach ultimately should yield lasting relationships and collaboration which will shift the scope of SNO to address the needs of currently under-engaged and under-represented populations.

Plan detail

Demographic group	Renters/Tenants	Immigrant/ESL	Youth	Elderly & Disabled
<p>Numbers or percentage <i>(MN Compass 2019 data)</i></p>	<p>Renter occupied housing units: 1,100 or 68.2%</p> <p>Renters: 2,310 or 75%</p> <p>87.9% of all cost burdened households in Sheridan are renters</p>	<p>Foreign Born: 434 or 14%</p> <p>Speaks English less than “very well”: 309 or 10.4%</p>	<p>Under 10 year olds: 296 or 9.6%</p> <p>10-17 year olds: 115 or 3.8%</p> <p>18-24 year olds: 290 or 9.4%</p>	<p>65 and older: 353 or 11.4%</p> <p>Population with a disability: 413 or 13.4%</p>
<p>Initiative, activity, project or program</p>	<p>Renter Engagement & Education Program</p>	<p>Somali & Spanish Language Outreach</p>	<p>Youth Programming</p>	<p>Accessibility Plan</p>
<p>Barriers to engagement</p>	<p>Historically, programs have catered to home-owners; unfamiliar with how NOs serve renters</p> <p>Transient population</p> <p>Accessing apartments</p> <p>Conflicting meeting/event times</p> <p>Busy and diverse schedules, hard to fit in additional commitments</p>	<p>Historically, programs have not served immigrant community members; unfamiliar with NOs</p> <p>Cultural and language barriers</p> <p>Conflicting meeting/event times</p> <p>Irrelevant topics covered</p> <p>Busy and diverse schedules, hard to fit in additional commitments</p> <p>Unfamiliar meeting spaces</p>	<p>Historically, NOs have not had much youth involvement or representation; unfamiliar with NOs</p> <p>Difficulty reaching this population in school</p> <p>Conflicting meeting/event times</p> <p>Irrelevant topics covered</p>	<p>Difficulty reaching this population at home; scattered population</p> <p>Difficulty reaching population after first contact; many do not have emails or phones</p> <p>Poor health and lack of energy for involvement</p> <p>Difficulties utilising transportation and technology to access meetings, events, and programs</p>

		Distrust of unfamiliar institutions		Events/meetings do not have ASL interpreters or other accommodations Irrelevant topics covered
Outreach and engagement strategies	<p>Connect with property managers/owners and resident councils</p> <p>Create and distribute welcome bags for new residents</p> <p>Social media</p> <p>Arranging meetings in their residential areas</p> <p>Door-knocking and postcards</p> <p>Identify resident leaders for multi-unit buildings</p> <p>Host renter-specific educational events and opportunities</p>	<p>Have Somali and Spanish speaking people present at all outreach opportunities</p> <p>Have interpretation options at meetings and events</p> <p>Arranging meetings in their residential areas</p> <p>Door-knocking and postcards</p> <p>Distributing informative translated resources</p> <p>Providing rewards for engagement (e.g. food, free supplies and resources, stipends)</p>	<p>Collaborate with local schools to connect with students in the classroom and send information home with them</p> <p>Social Media</p> <p>Plan youth events and activities</p> <p>Establish neighborhood youth council</p> <p>Providing rewards for engagement (e.g. food, free supplies and resources, stipends)</p>	<p>Door-knocking</p> <p>Mailing print newsletters and easy to read postcards</p> <p>Conduct outreach in spaces with elderly attendance such as churches and service organizations</p> <p>Offer transportation options to in-person meetings and/or 1-on-1 help connecting to online meetings</p> <p>Provide an easy way to request accommodations prior to all meetings and events</p>

	<p>Provide stipend to renters volunteering with the neighborhood and participating in educational programming (Renter Engagement & Education Program)</p> <p>Work with property owners to incentivize neighborhood involvement with rent discounts</p>			<p>Provide online options to engage in meetings when they are set to be in-person; provide recordings of community meetings to view after</p>
<p>Resources needed</p>	<p>Contact information for and relationship with property owners/managers and resident councils</p> <p>Lists of new residents, updated quarterly (in collaboration with property owners/managers and resident councils)</p> <p>Flyers with neighborhood organization information and other local resources</p> <p>Social media accounts and wages for manager of the accounts</p> <p>Wages for resident leaders and other door-knockers</p> <p>Data entry system for collecting door-knocking and outreach info</p>	<p>Contact information for and relationship with local institutions and leaders in Somali and Latino communities</p> <p>Wages for Community Outreach Interns (Somali and Spanish speakers) and door-knockers</p> <p>Data entry system for collecting door-knocking and outreach info</p> <p>Translation & Interpretation services</p> <p>Flyers in multiple languages</p> <p>Funds for relevant programming including food & activities</p>	<p>Contact information for and relationship with local schools/teachers</p> <p>Social media accounts and wages for manager of the accounts</p> <p>Wages for Youth Intern(s) for in-school outreach and partnerships</p> <p>Flyers catered to youth with neighborhood organization information and other local resources</p> <p>Funds for relevant programming including food & activities</p>	<p>Contact information for and relationship with local clinics, churches, and service organizations with programs for elderly and people with disabilities</p> <p>Wages for Community Outreach Interns and other doorknockers</p> <p>Print newsletter and person to make one, funds for mailers</p> <p>ADA accessible spaces for meetings/events</p> <p>Transportation support</p> <p>ASL interpretation, closed captioning, and other accommodations</p>

	<p>Stipends for Renter Engagement & Education Program participants</p> <p>Educational resources and trainings for renters</p>			<p>Funds for relevant programming including food & activities</p>
<p>Partners in the work</p>	<p>HOME Line</p> <p>Other neighborhoods participating in Renters Engagement and Education Program</p>	<p>Salaam Community Center</p> <p>Masjid Al-Iman (Mosque)</p> <p>Iglesia San Cirilo (St. Cyril's Church)</p> <p>East Side Neighborhood Services</p>	<p>Sheridan Arts Spanish Dual Immersion</p> <p>Exploration High School</p> <p>New City School</p> <p>Menlo Park Alternative School</p> <p>Banaadir Elementary</p>	<p>East Side Neighborhood Services</p> <p>Sheridan Clinic</p> <p>Grace Lutheran Church</p> <p>Holy Cross Church</p> <p>Catholic Eldercare</p>
<p>Person(s) responsible</p>	<p>Office & Outreach Manager</p> <p>Community Outreach Interns</p> <p>Board Members & Volunteers</p>	<p>Office & Outreach Manager</p> <p>Community Outreach Interns</p> <p>Board Members & Volunteers</p>	<p>Office & Outreach Manager</p> <p>Youth Intern(s)</p> <p>Board Members & Volunteers</p>	<p>Office & Outreach Manager</p> <p>Community Outreach Interns</p> <p>Board Members & Volunteers</p>
<p>Timeline</p>	<p>Jan-March: Contact property managers and/or owners and resident councils; recruit resident leaders and door-knocking staff</p> <p>April-July: Door-knock identified buildings; build database of contact info; recruit Renters Engagement</p>	<p>Jan-March: Contact local institutions and leaders in Somali and Latino communities; support their programs and discuss ways to collaborate; translate all relevant materials</p> <p>April-July: Door-knock identified buildings; build database of contact info;</p>	<p>Jan-March: Contact schools and discuss partnerships</p> <p>April-May: Present at schools; begin taking applications for summer internships</p> <p>June-Aug: Have interns help with door-knocking,</p>	<p>Jan-March: Contact local clinics, churches, and service organizations with programs for elderly and people with disabilities and discuss partnerships</p> <p>April-July: Table at service centers, join community events and</p>

	<p>& Education Program (REEP) participants</p> <p>Aug-Dec: Facilitate volunteer and training opportunities for REEP participants; create program for renters to get discounted rent for neighborhood engagement; conduct comprehensive survey on what they would like to see in the neighborhood</p>	<p>distribute translated materials</p> <p>Aug-Dec: Plan events and public meetings specific to Somali and Latino communities in Sheridan; conduct comprehensive survey on what they would like to see in the neighborhood</p>	<p>flyering, outreach; plan youth events; recruit for youth council</p> <p>Sept: Establish neighborhood Youth Council for continuous youth engagement</p> <p>Oct-Dec: Make plans for the next year to increase engagement with the youth council</p>	<p>congregations, door-knock identified residences; build database of contact info; distribute accessible materials</p> <p>Aug-Dec: Plan events and public meetings specific to elderly community; conduct comprehensive survey on what they would like to see in the neighborhood and best ways to engage</p>
<p>Quantitative goals</p>	<p>Knock doors of all major apartment buildings in Sheridan</p> <p>Obtain contact information from 50% of renters whose doors were knocked and add them to the distribution list</p> <p>Receive input from at least 200 renters on end-of-year survey to guide future engagement</p>	<p>Have conversations with immigrant communities through door-knocking, events, and focus group meetings in familiar spaces</p> <p>Obtain contact information from 200 Somali or Latino community members through door-knocking, meetings, or event participation.</p> <p>Have at least 2 Somali or Latino community members join the SNO Board or neighborhood committees</p>	<p>Reach out to at least 5 schools to inquire about a partnership</p> <p>Create partnerships with at least 2 schools</p> <p>Have at least 2 youth interns for Summer 2022, preferably with ties to the neighborhood</p> <p>Host at least one event catered for youth</p> <p>Establish neighborhood Youth Council of at least 5 youth</p>	<p>Reach out to at least 5 local clinics, churches, and service organizations with programs for elderly and people with disabilities</p> <p>Create and distribute easy to read flyers to above institutions</p> <p>Partner with at least 2 of these institutions to join events/meetings to distribute flyers, share information, and receive input</p>

<p>Qualitative goals</p>	<p>Learn about what Sheridan renters consider primary concerns in the neighborhood</p> <p>Work towards serving renters in ways that have historically been overlooked</p> <p>Identify location of the neighborhoods renters to better serve them in the future by concentrating efforts in those spaces</p>	<p>Learn about what Sheridan’s immigrant community members consider primary concerns in the neighborhood</p> <p>Establish better communication between SNO and immigrant community members to make SNO’s programs more accessible and useful for them</p> <p>Begin establishing trust between SNO and these communities, working towards collaborative relationships in the future to address their needs</p>	<p>Learn about what youth care about in the neighborhood</p> <p>Create lasting youth programming that is guided by the Neighborhood Youth Council</p> <p>Stimulate a passion for community-based work for this group</p>	<p>Learn about what elderly and disabled community members consider primary concerns in the neighborhood</p> <p>Create an accessibility plan to use for future outreach, meetings, and events</p>
<p>Outcome of engagement</p>	<p>More representation of renters on neighborhood board and/or committee membership</p> <p>More renters receive neighborhood organization updates, newsletters and other information</p> <p>Renters have the knowledge and ability to become involved in the organization and in decision-making</p>	<p>Identify and remove barriers to participation in the neighborhood</p> <p>More representation of immigrant community on neighborhood board and/or committee membership</p> <p>Immigrants have the knowledge and ability to become involved in the organization and in decision-making</p>	<p>Establish neighborhood Youth Council which guides youth events and programming moving forward</p> <p>Youth have the knowledge and ability to become involved in neighborhood organization and in decision-making</p>	<p>Identify and remove barriers to participation in the neighborhood</p> <p>More elderly and disabled community members receive and can access neighborhood organization updates, newsletters and other information</p> <p>Elderly and disabled community members have the knowledge and ability to become involved in the</p>

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				organization and in decision-making
Next steps	Community conversations around identified concerns and come up with solutions and possible program implementation	Identifying community issues through community involvement, implementing solutions to better respond to barriers	Engage in lasting collaboration with schools and local youth to invigorate programming and stimulate youth involvement	Community conversations around identified concerns and come up with solutions and possible program implementation