

## Engagement Plan

### Neighborhood

Tangletown

### Time frame

2022

### Work summary

The Tangletown Neighborhood Association plans to use some new and expanded outreach techniques to both better inform our residents about who we are and programs we currently offer in tandem with collecting feedback on barriers, needs, and hopes for our neighborhood. This work will be done with a particular focus on BIPOC, renters, and low-income households who have been traditionally underrepresented in our neighborhood work.

### Scope of work, outcomes and goals

We hope the information gathered will inform our strategic plan and future programs for the Equitable Engagement funds. We believe this outreach program will help us identify barriers that we can address and new areas of focus that we can establish that will better engage those who have been traditionally underrepresented in our neighborhood work. We hope to see an increase in participation and representation in our board, committees, and meetings/events.

### Plan detail

Demographic group	BIPOC Residents	Rental households	Low-income households (under \$50,000)
Numbers or percentage	17.3%/795	25.9%/495	25.2%/472
Initiative, activity, project or program	Outreach efforts	Outreach efforts	Outreach efforts

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<b>Barriers to engagement</b>	We hope to better learn this through this outreach, however our initial thoughts include: lacking knowledge of what we do, our purpose, and how we can assist/advocate, disinterest in our areas of focus, lack of time/resources to engage, difficult to navigate board culture, lacking diversity on current board/committees make it feel less welcome to non-white neighbors	We hope to better learn this through this outreach, however our initial thoughts include: lacking knowledge of what we do, our purpose, and how we can assist/advocate, misunderstanding that we only represent homeowners, disinterest in our areas of focus, lack of time/resources to engage, difficult to navigate board culture, lacking diversity on current board/committees make it feel less welcome to non-white neighbors	We hope to better learn this through this outreach, however our initial thoughts include: lacking knowledge of what we do, our purpose, and how we can assist/advocate, disinterest in our areas of focus, lack of time/resources to engage, difficult to navigate board culture, lacking diversity on current board/committees make it feel less welcome to non-white neighbors

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<b>Outreach and engagement strategies</b>	<ul style="list-style-type: none"> <li>• Pop up tabling at various locations around the neighborhood</li> <li>• Door knocking (in part targeted at Creek Side Commons and nearby apartments in collaboration with organizer doing outreach to East African communities)</li> <li>• Online outreach methods to include email and social media</li> <li>• Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>• Pop up tabling at various locations around the neighborhood (to include some of the larger apartment buildings)</li> <li>• Door knocking targeted at rental properties</li> <li>• Identify renter ambassador(s)/community organizers</li> <li>• Outreach to rental property managers</li> <li>• Online outreach methods to include email and social media</li> <li>• Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>• Pop up tabling at various locations around the neighborhood</li> <li>• Door knocking targeted at rental properties and lower property value homes</li> <li>• Online outreach methods to include email and social media</li> <li>• Newsletter</li> </ul>

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<b>Resources needed</b>	<ul style="list-style-type: none"> <li>• Handouts for tabling</li> <li>• Identify locations for pop up tabling</li> <li>• Survey materials - explore translation if determined needed</li> <li>• Talking points</li> <li>• Wages for door knockers</li> <li>• Door knocking worksheets</li> <li>• Door hangers</li> </ul>	<ul style="list-style-type: none"> <li>• Handouts for tabling</li> <li>• Identify locations for pop up tabling</li> <li>• Survey materials</li> <li>• Talking points</li> <li>• Wages for door knockers</li> <li>• Door knocking worksheets</li> <li>• Updated rental property license list</li> <li>• Door hangers</li> <li>• Wages for ambassador</li> <li>• Customized materials for rental property managers</li> </ul>	<ul style="list-style-type: none"> <li>• Handouts for tabling</li> <li>• Identify locations for pop up tabling</li> <li>• Survey materials</li> <li>• Talking points</li> <li>• Wages for door knockers</li> <li>• Door knocking worksheets</li> <li>• List of lower property value homes/areas</li> <li>• Door hangers</li> </ul>
<b>Partners in the work</b>	Identify person with experience doing outreach to East African communities to give advice on engaging with population of East African residents	Property managers	None identified yet
<b>Person(s) responsible</b>	Sally, volunteers, contracted door knockers	Sally, volunteers, contracted door knockers, ambassador(s)	Sally, volunteers, contracted door knockers

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<b>Timeline</b>	<p>Winter: develop materials, door knocking lists, identify partners</p> <p>Spring: hire door knockers, begin outreach efforts, print newsletter</p> <p>Summer: tabling and door knocking, social media &amp; enews</p> <p>Fall: Compile results, identify potential programs, strategic planning begins</p>	<p>Winter: develop materials, door knocking lists, identify partners</p> <p>Spring: hire door knockers &amp; ambassador (s), begin outreach efforts, print newsletter</p> <p>Summer: tabling and door knocking, social media &amp; enews</p> <p>Fall: Compile results, identify potential programs, strategic planning begins</p>	<p>Winter: develop materials, door knocking lists, identify partners</p> <p>Spring: hire door knockers, begin outreach efforts, print newsletter</p> <p>Summer: tabling and door knocking, social media &amp; enews</p> <p>Fall: Compile results, identify potential programs, strategic planning begins</p>
<b>Quantitative goals</b>	<ul style="list-style-type: none"> <li>• Knock on 500 doors</li> <li>• Achieve survey results that are within 5% of the demographic percentages in our neighborhood</li> <li>• Increase enews contact list by 50</li> </ul>	<ul style="list-style-type: none"> <li>• Knock on 500 doors (to include all rental properties)</li> <li>• Achieve survey results that are within 5% of the demographic percentages in our neighborhood</li> <li>• Increase enews contact list by 50</li> </ul>	<ul style="list-style-type: none"> <li>• Knock on 500 doors</li> <li>• Achieve survey results that are within 5% of the demographic percentages in our neighborhood</li> <li>• Increase enews contact list by 50</li> </ul>
<b>Qualitative goals</b>	<p>Learn about barriers to involvement and how we can overcome them, identify ways we can better engage and meet the needs of BIPOC residents.</p>	<p>Learn about barriers to involvement and how we can overcome them, identify ways we can better engage and meet the needs of renter residents.</p>	<p>Learn about barriers to involvement and how we can overcome them, identify ways we can better engage and meet the needs of lower income residents.</p>

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<b>Outcome of engagement</b>	<p>Identify changes to our organization that can make involvement more welcoming and increase representation on our board and committees as well as engagement at neighborhood meetings and with neighborhood issues. Increase contact list for our email newsletter and social media engagement. Identify new areas of focus and programs that meet the needs/desires of our BIPOC residents.</p>	<p>Identify changes to our organization that can make involvement more welcoming and increase representation on our board and committees as well as engagement at neighborhood meetings and with neighborhood issues. Increase contact list for our email newsletter and social media engagement. Identify new areas of focus and programs that meet the needs/desires of our renter residents.</p>	<p>Identify changes to our organization that can make involvement more welcoming and increase representation on our board and committees as well as engagement at neighborhood meetings and with neighborhood issues. Increase contact list for our email newsletter and social media engagement. Identify new areas of focus and programs that meet the needs/desires of our low-income residents.</p>
<b>Next steps</b>	<p>Develop 2023 equitable engagement plan and a strategic plan based on results from outreach.</p>	<p>Develop 2023 equitable engagement plan and a strategic plan based on results from outreach.</p>	<p>Develop 2023 equitable engagement plan and a strategic plan based on results from outreach.</p>