

Engagement Plan

Neighborhood

Audubon Park

Time frame

January 1, 2023 to December 31, 2024

Plan detail

Demographic group	Hispanic/Latino Residents and Business Owners	Cost-Burdened and Low Income Residents and Business Owners
Numbers or percentage	residents: 7.7%	24%
Initiative, activity, project or program	Hispanic/Latino Engagement Program	Cost-Burdened and Low-Income Engagement Program
Barriers to engagement	Trust Language Translation and Interpretation Interest in participation with ANA	Identification Communication with those that may not have typical modes such as computers, email, internet access, smartphones,
Outreach and engagement strategies	Identify best ways of dissemination of invitations to engage Create translated invitations/information and distribute directly, online and via partners Create an Audubon Neighborhood Association Elders Advisory Committee and encourage participation with Elders in the Hispanic community Identify and reserve locations for listening sessions	Identify best ways of dissemination of invitations to engage Create invitations/information and distribute directly and via partners Set up locations for workshops and open consultation at events such as the farmers markets and community meetings

EXHIBIT C

Demographic group	Hispanic/Latino Residents and Business Owners	Cost-Burdened and Low Income Residents and Business Owners
	Invitations to participate in planning sessions, listening sessions	Create an Audubon Neighborhood Association Elders Advisory Committee and encourage participation with Elders identified as cost-burdened or low-income.
Resources needed	Translation services volunteers or staff to initiate engagement flyers for invitations and information Partners to help direct best modes of engagement Enticements to participate (using non-City funds).	volunteer attorneys for clinics/workshops Partners to help direct best modes of engagement volunteers or staff to initiate engagement flyers for invitations and information with possible translation
Partners in the work	Places of worship, NCR Refugee and Immigrant services, Northeast Middle School, MPRB, Eastside Neighborhood Services	Places of worship, Hennepin County Housing services, volunteer attorneys, MPRB, Eastside Neighborhood Services
Person(s) responsible	Executive Director: Deborah Brister and ANA Board of Directors	Executive Director: Deborah Brister and ANA Board of Directors
Timeline	Jan-April: Determine incentives; Identify partners, strategies to engage with Hispanic/Latino populations; best ways to engage and expand communication with Hispanic owned businesses. May-August: Engage with populations and establish listening sessions that make it worthwhile to participate.	Jan-April: Identify partners, strategies to engage with Cost-Burdened and Low Income populations within Audubon Neighborhood. May-August: Engage with populations and establish listening sessions and set up clinics/workshops

EXHIBIT C

Demographic group	Hispanic/Latino Residents and Business Owners	Cost-Burdened and Low Income Residents and Business Owners
	<p>Sept-Oct Analyze and encourage Board participation in ANA meetings and elections</p> <p>Nov-Dec Assess program and make recommendations for improved engagement</p>	<p>Sept-Oct Analyze whether we could meet needs and encourage Board participation in ANA meetings and elections</p> <p>Nov-Dec Assess program and make recommendations for improved engagement</p>
Quantitative goals	<p>Have listening sessions with 10 or more Hispanic/Latino residents or businesses</p> <p>Increase Hispanic/Latino resident or business representation on the ANA Board of Directors.</p>	<p>Set up clinics/workshops during 75% of the Audubon Farmers Market Season</p> <p>Increase cost-burdened,low-income household representation on the ANA Board of Directors.</p>
Qualitative goals	<p>Learn about ways that can encourage ongoing engagement and develop greater receptivity to interaction with the neighborhood in general</p>	<p>Learn about ways and opportunities to further assist cost-burdened low income Audubon residents</p>
Outcome of engagement	<p>More Hispanic/Latino representation with ANA and its committees, events and Board of Directors</p> <p>A greater understanding and degree of welcoming by Audubon businesses and residents towards Hispanic/Latino populations.</p>	<p>More Cost-burdened and Low income representation with ANA and its committees, events and Board of Directors</p> <p>A greater understanding and degree of welcoming by Audubon businesses and residents towards Cost-burdened and low-income populations.</p>
Next steps	<p>Develop recommendations to increase engagement and better understand needs of the Hispanic/Latino community within Audubon Neighborhood.</p>	<p>Develop recommendations to increase engagement and better understand needs of Cost-burdened low-income community within Audubon Neighborhood.</p>