

Engagement Plan

Neighborhood

Cedar Isles Dean

Time Frame

January 2023 – December 2024

Plan detail

Demographic group	<i>Tenants</i>	<i>People of Color</i>
Numbers or percentage	Cedar Isles Dean has a total population of about 3,700 and an adult population of just over 3,100. Of the 91% of occupied housing a little over 41% of the neighborhood’s total population live in rental units and a little under 50% live in owner-occupied homes.	Cedar Isles Dean has a total population of about 3,700 of that less than 10% of the population are people of color.

EXHIBIT C

Demographic group	Tenants	People of Color
Initiative, activity, project or program	<p><i>CIDNA Renter Engagement Program.</i></p> <ul style="list-style-type: none"> • <i>Get-to-know-your-neighbor features in CIDNA e-news and website.</i> 	<p><i>Establish an Engagement & Outreach work group to research and explore outreach plan to present to board for adoption and implementation. Plan could include:</i></p> <ul style="list-style-type: none"> • <i>Exploration of relationships with North High and Kenwood fishing group.</i> • <i>Speaker Series to expand cultural awareness and attract broader participation.</i> • <i>Get-to-know-your-neighbor features in CIDNA e-news and website.</i> • <i>Introduce multi-cultural dimensions to ongoing activities (e.g., offer Somali/East African merchandise at ArtMart; highlight and promote diverse cultural events in E-News and on Facebook</i>
Barriers to engagement	<p><i>Access to rental buildings and rental property.</i></p> <p><i>Transient nature of the population.</i></p> <p><i>Lack of time/interest on the part of renters.</i></p>	<p><i>Current lack of representation on committees or board.</i></p> <p><i>No data regarding specific ethnic backgrounds or primary languages spoken in CIDNA.</i></p>

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Outreach and engagement strategies	<p><i>Direct mailings to rental units.</i></p> <p><i>Social events taking place at or near rental properties.</i></p> <p><i>Continue to grow our social media presence.</i></p>	<p><i>To be proposed by Outreach and Engagement workgroup and developed and executed by board. Could include:</i></p> <ul style="list-style-type: none"> <i>• Authentic multi-cultural activities and communication.</i> <i>• Peer leaders interested in creating opportunities for outdoor and youth activities.</i>
Resources needed	<p><i>Volunteers to coordinate social activities.</i></p> <p><i>Funds for postcard mailing to residents in rental properties.</i></p> <p><i>Funds for staff managed media campaigns.</i></p>	<p><i>Funds for activity leaders and speakers.</i></p> <p><i>Contact information for possible leaders.</i></p> <p><i>Funds for activity supplies.</i></p> <p><i>Resident volunteers to participate in developing and executing outreach and engagement strategies.</i></p>
Partners in the work	<p><i>Rental property owners/managers.</i></p> <p><i>Renters who are part of CIDNA leadership.</i></p> <p><i>Local businesses</i></p>	<p><i>Kenwood fishing group North</i></p> <p><i>High</i></p> <p><i>Local Businesses</i></p>
Person(s) responsible	<p><i>CIDNA Communications</i></p> <p><i>Committee Social Committee</i></p> <p><i>CIDNA Coordinator</i></p>	<p><i>CIDNA Board</i></p> <p><i>Engagement & Outreach work group</i></p> <p><i>CIDNA Coordinator</i></p>

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<p>Timeline</p> <p>2023 - 2024</p>	<p><i>Board Meetings: Rotate location between usual location at Jones-Harrison senior living and meeting/common rooms in various rental buildings.</i></p> <p><i>Once a quarter: Use our space in the local newspaper (Hill and Lakes Press) to spotlight CIDNA residents including renters.</i></p> <p><i>Winter: One to two new social events co-sponsored with CIDNA area businesses.</i></p> <p><i>Spring: Targeted campaign encouraging sign-up for volunteer opportunities, encouraging board and/or committee involvement.</i></p> <p><i>Summer: Flyers, postcards, social media highlighting the many summer events and the opportunities to enjoy our great outdoor settings (Parks, beaches, etc.)</i></p> <p><i>Annual Survey: at social events and board meetings, about what people would like to see more of in the neighborhood.</i></p> <p><i>Fall: Evaluate what strategies worked well and what did not. Incorporate successful engagement opportunities into our regular planning and consider possible new opportunities for the coming year.</i></p>	<p><i>2023: Engagement & Outreach work group to be created.</i></p> <p><i>Speaker Series: Schedule 3 speakers each year (Winter, Spring, Fall) on a variety of multi-cultural topics.</i></p> <p><i>Once a quarter: Use our space in the local newspaper (Hill and Lakes Press) to spotlight CIDNA residents including people of color.</i></p> <p><i>Spring: Targeted campaign encouraging sign-up for volunteer opportunities, encouraging board and/or committee involvement.</i></p> <p><i>Summer: Offer outdoor activities that provide opportunities for under served neighbors to participate in activities at our parks and beaches. (Fishing, kayaking, nature hikes, etc.)</i></p> <p><i>Annual Survey: at social events and board meetings, about what people would like to see more of in the neighborhood.</i></p> <p><i>Fall: Evaluate what strategies worked well and what did not. Incorporate successful engagement opportunities into our regular planning and consider possible new opportunities for the coming year.</i></p>

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Demographic group	Tenants	People of Color
Quantitative goals	<p><i>Increase participation on committees by two or more each year.</i></p> <p><i>Increase website and social media traffic by 15% or more over the two-year cycle.</i></p> <p><i>Include optional demographic questions in our regular surveys to assess if we are reaching tenants.</i></p>	<p><i>Increase the number of people of color on our Board.</i></p> <p><i>Increase participation on committees by two or more each year.</i></p> <p><i>Include optional demographic questions in our regular surveys to assess if we are reaching people of color.</i></p>
Qualitative goals	<p><i>Identify priorities specific to renters.</i></p> <p><i>Engage in conversations with renters as opportunities present themselves.</i></p>	<p><i>Establish the Engagement & Outreach work group.</i></p> <p><i>Promote cultural competence on our board and in the community.</i></p> <p><i>Identify priorities specific to people of color.</i></p>
Outcome of engagement	<p><i>More renters are aware of CIDNA and its initiatives.</i></p> <p><i>More involvement of renters on CIDNA committees.</i></p>	<p><i>Better understand and better meet the needs of the underrepresented populations in our neighborhood.</i></p> <p><i>More involvement from all of CIDNA's populations.</i></p>
Next steps	<p><i>Incorporate successful engagement opportunities into regular planning.</i></p> <p><i>Discuss implementation of suggestions or recommendations provided by renters.</i></p>	<p><i>Establish the Engagement & Outreach work group</i></p> <p><i>Identify speakers for 2023.</i></p>