

## Engagement Plan

### Neighborhood

East Isles

### Time frame

2023/2024

### Plan detail

<b>Demographic group</b>	Renters
<b>Numbers or percentage</b>	55% of the neighborhood, or 1,967 people (total neighborhood population 3,576)
<b>Initiative, activity, project or program</b>	Renter Engagement Plan
<b>Barriers to engagement</b>	<ul style="list-style-type: none"> <li>• Organization is not widely known among renters in the neighborhood</li> <li>• Renters are a transient population</li> <li>• Difficulty getting letters and postcards delivered to the correct addresses</li> <li>• No events specifically targeting renters</li> <li>• Renters may be less likely to know others in the neighborhood, serving as a barrier to their attending annual events such as the Summer Social</li> </ul>
<b>Outreach and engagement strategies</b>	<ul style="list-style-type: none"> <li>• Identify and connect with property managers/owners to access apartments and develop relationship (so they will forward our emails to their renters)</li> <li>• Distribute flyers on apartment doors for neighborhood events and activities</li> <li>• Host a renter-focused happy hour social event</li> <li>• As we build our membership base in 2023, we will add more to the engagement plan for 2024</li> </ul>
<b>Resources needed</b>	<ul style="list-style-type: none"> <li>• Contact information for property owners of apartment buildings</li> <li>• Continued funding for flyers and other paper advertisements</li> <li>• Contact information for neighborhood Block Captains to gain further email addresses from renters</li> <li>• Funding for a staff position to support this initiative</li> </ul>
<b>Partners in the work</b>	<ul style="list-style-type: none"> <li>• Land owners/landlords/building caretakers</li> <li>• Main priority is to start building relationships with those in the neighborhood</li> </ul>

## EXHIBIT C

<b>Demographic group</b>	<b>Renters</b>
<b>Person(s) responsible</b>	<ul style="list-style-type: none"> <li>• An engagement staff position (we would need to hire one, see above)</li> <li>• Volunteers</li> </ul>
<b>Timeline</b>	<p>January – April 2023: Connect with property owners and managers, start asking them to send emails about our organization/allow us into the buildings to flyer</p> <p>March-August 2023: Flyer apartment buildings for events</p> <p>September-November 2023: Expanding email contact list through landlord emails and Block Captains, further develop engagement plan for 2024</p>
<b>Quantitative goals</b>	<ul style="list-style-type: none"> <li>• Obtain contact information and demographic data for 100 residents in the neighborhood in year 1 in order to more accurately assess equitability of current engagement using baseline data</li> </ul>
<b>Qualitative goals</b>	<ul style="list-style-type: none"> <li>• More involvement by renters in committees and ideas about types of events they would like to attend</li> <li>• Feelings of inclusion and belonging for renters who participate in the organization</li> </ul>
<b>Outcome of engagement</b>	<ul style="list-style-type: none"> <li>• The main outcome of year 1 engagement plan is to gather baseline data about our neighborhood in order to assess our current engagement practices effectively</li> <li>• Once that is accomplished, the organization will develop a plan to engage with underrepresented groups</li> <li>• The ultimate goal is more representation of renters and other underrepresented groups on neighborhood board and/or committee membership, and receive neighborhood organization updates, newsletter and other information</li> <li>• Renters have the knowledge and ability to become involved in the organization and in decision-making</li> </ul>
<b>Next steps</b>	Embark on a long-term plan to continue the involvement of renters in all aspects of decision making and program planning, continue building relationships with apartment owners to increase access for flyering