

Engagement Plan

Neighborhood

Fulton

Time frame

2023-2024

Plan detail

Demographic group	Tenants	People of Color, disability, 65+	FNA Board
Numbers or percentage	Renters: (13.6%)	People of color: (11.5%) Disability: (6.4%) 65+: (15.8%)	
Initiative, activity, project or program	Tenant Engagement Program	Community Listening	Welcoming Board Culture

Barriers to engagement	<ul style="list-style-type: none">● Accessing apartments/rental units● Transient population● Lack of connection to neighborhood● Feeling unwelcome at meetings● Topics are oriented to homeowners or do not resonate with renters● Meeting times inflexible and may not align to nontraditional work hours● Unclear paths to engagement	<ul style="list-style-type: none">● Feeling unwelcome at meetings and in community in general<ul style="list-style-type: none">○ ex: formal board atmosphere may feel intimidating, confusing, or boring● Topics that don't resonate or alienate residents<ul style="list-style-type: none">○ Ex: topics may focus more on homeowners and home improvement vs. topics of affordability which may be more interesting to renters● Historical institutional exclusion● Unclear paths to engagement	<ul style="list-style-type: none">● Resistance to change● Incorporating new habits
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<p>Outreach and engagement strategies</p>	<ul style="list-style-type: none"> ● Fulton Welcome packets to renters (mug + coffee – using non-City funds) <ul style="list-style-type: none"> ○ Connect with property managers/owners ○ Purchase a list of all rental properties for direct engagement with residents. ● Hold focus group with renters to better understand their perspective and needs <ul style="list-style-type: none"> ○ Focus group will be an informal space and we will provide food using non-City funds ● Build relationship with renters by being in spaces they may already be <ul style="list-style-type: none"> ○ Advertise focus groups at laundry mat on 50/Xerxes and coffee shops ○ Continue FNA presence at Pershing Park events (community event held 3rd weds of each month) ○ Continue FNA presence at Farmers Market, which is located steps from a bus stop, in a Church and Sr. Living Community parking 	<ul style="list-style-type: none"> ● 2022: send survey to residents to best understand current experiences, barriers, and interests. ● Survey will be sent out in the mail, and residents can complete it via QR code or a paper copy of survey ● We will provide paper copies of the survey to The Waters, a senior living community ● Survey will provide a baseline so that we can understand everyone’s experiences, and also measure progress year over year ● Since many underrepresented groups in our neighborhood don’t have specific gathering places, the best way to hear from the most people is through a survey <p>2023:</p> <ul style="list-style-type: none"> ● Board will create specific strategies to further engage and build relationships with these residents based on survey feedback. Strategies we already plan to pursue include: <ul style="list-style-type: none"> ○ Building relationships with The Waters by connecting with their social coordinator and 	<p>Use of Racial Equity Toolkit to align board work</p> <p>FNA has been doing ongoing work since 2021 to create a more welcoming board culture, and will continue this work going forward.</p> <p>We:</p> <ul style="list-style-type: none"> ● Added use of Instagram and increased use of facebook to reach wider audiences ● Our social media voice is casual and less formal, highlighting things that would most interest our community and framing board meetings as more for community meetings vs. formal board events. ● Holding annual meeting at restaurant to make it a more informal and social event <p>New strategies will be:</p> <ul style="list-style-type: none"> ● Use Racial Equity Worksheet when reviewing survey data and incorporating new outreach strategies ● Board creates equity statement ● We will ask all committees to answer this question, with a goal of all committees considering how they can
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EXHIBIT C

	<p>lots. FNA committees table there 9+ times/year</p>	<p>dropping off our printed newsletter</p> <ul style="list-style-type: none">○ Continue to evaluate our community events to create a variety of ways for community members to connect (happy hour, neighborhood tours, connecting with farmers market)○ Incorporate accessibility questions into all event planning	<p>engage all community members: How do you engage with community members who are renters, 65+, BIPOC, or those who have disabilities?</p>
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<p>Resources needed</p>	<ul style="list-style-type: none"> ● Staff time ● Contact information for property owners/managers ● Printing ● Postage ● Gift cards for participation (using non-City funds) ● Flyers with neighborhood organization information ● Welcome Kit materials ● Food 	<ul style="list-style-type: none"> ● Printing ● Postage ● Staff time ● Survey monkey account 	<ul style="list-style-type: none"> ● Staff time ● Survey Monkey Account
<p>Partners in the work</p>	<p><i>Neighborhood Roots, Southwest Business Association, Hennepin County Library, Pershing Park</i></p>	<p><i>Pershing Park, Neighborhood Roots, FNA’s Racial Equity Committee, The Waters</i></p>	<p><i>FNA’s Racial Equity Committee, Pershing Park</i></p>
<p>Person(s) responsible</p>	<ul style="list-style-type: none"> ● Paid Independent Contractor/staff ● FNA Board, Racial Equity Committee 	<ul style="list-style-type: none"> ● Paid Independent Contractor/staff ● FNA Board, Racial Equity Committee 	<ul style="list-style-type: none"> ● FNA Board Chair ● FNA Board

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<p>Timeline</p>	<p>Jan.-March: Draft language for flyer and letters; Send letters to property managers and/or owners;</p> <p>April-May: Send tenants flyers/mail; post flyers in laundromat ; Follow-up phone calls;</p> <p>May-July: Host focus groups</p> <p>Jan-Dec: focus small group outreach within existing events, programs, communications, etc.</p> <p>2024: Outreach based on focus group findings</p>	<p>January-March: create survey; create language for marketing</p> <p>April-June: collect survey responses and analyze data</p> <p>July-September: determine actions and next steps; draft plan for 2024</p> <p>October-Dec: Adopt 2024 plan and finalize 2024 planning</p>	<ul style="list-style-type: none"> ● November: Braver Angels Facilitation ● Dec-February: Create and adopt equity statement ● January-March: ask committees how they do engage or plan to engage underrepresented groups ● Increase in social media followers and newsletter subscribers will happen throughout the year by doing the following: <ul style="list-style-type: none"> ○ Mentioning enews and social media in quarterly printed newsletter and at events ○ Mention social media in enews ○ Mention enews in social media
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<p>Quantitative goals</p>	<ul style="list-style-type: none"> ● Hold focus group with 5-8 tenants ● Provide welcome kits to 50% of new tenants ● Increase tenant representation on the board and committees in 2023 	<ul style="list-style-type: none"> ● Ongoing survey questions we can measure progress on over time: I feel welcome in my neighborhood; I know how to be engaged in neighborhood decision-making, etc. 	<ul style="list-style-type: none"> ● Implement equity statement ● Track who attends our events ● Implement standard survey to give out after every FNA event ● Add 100 followers to both Facebook and Instagram. ● Add 10 people to our email distribution list
<p>Qualitative goals</p>	<ul style="list-style-type: none"> ● Learn about what tenants care about in the neighborhoods ● Create and build connections with tenants 	<ul style="list-style-type: none"> ● Understand barriers to participation 	<ul style="list-style-type: none"> ● Board adopts equitable practices ● Committees consider how they engage community members and change strategies ● Create board practices and approaches that are more welcoming and inclusive for all residents ● Consistently implemented questions “who benefits from this?” “Who is burdened”

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<p>Outcome of engagement</p>	<p>More representation of tenants on neighborhood board and/or committee membership</p> <p>More tenants receive neighborhood organization updates, newsletters and other information</p> <p>Tenants have the knowledge and ability to become involved in the organization and in decision-making</p> <p>Issue is identified in the community</p>	<p>Increase understanding of challenges and concerns of underrepresented populations within Fulton.</p> <p>Identify actions and priorities FNA can take to engage these groups and support equity.</p>	<p>All residents of Fulton feel welcome at Board meetings and are able to engage with board activities.</p>
<p>Next steps</p>	<p>Community conversations around issues identified to discuss issues further, come up solutions and possible program implementation.</p>	<p>Drafting community listening survey</p>	<p>Implementation of new processes</p>