

Engagement Plan

Neighborhood

Jordan

Time frame

2023-24

Plan detail

Demographic group	Tenants	Youth/Young Adults (15-34)	Seniors (55-84)	BIPOC (Black/African American & SE Asian)
Numbers or percentage	1,182	2,777	1074	5,152
Initiative, activity, project or program	<i>Tenant Engagement Program</i>	Take A Stand/Cease Fire	Get On Board	Take A Stand/Cease Fire
Barriers to engagement	Accessing apartments Transient population Feeling unwelcome at meetings Feeling no resources are for tenants, especially financial resources that help pay rent Neighborhood Associations are for homeowners Property Management staff turnover	Lack of interest Lack of motivation Experiencing trauma and loss History of their voice's not being included Adults do not listen Treated as children	Health and mobility issues Fear, community anxiety Feeling of giving up, due to seeing no changes occur year after year Lack of social media interest and understanding No Internet or computer access	Fear Lack of trust Language & Culture Systemic and historical trauma Closed knit communities Belief that nothing will change Work/life balance Not enough time

EXHIBIT C

Demographic group	Tenants	Youth/Young Adults (15-34)	Seniors (55-84)	BIPOC (Black/African American & SE Asian)
Outreach and engagement strategies	<p>Connect with property managers/owners</p> <p>Identify resident leaders from multi-unit buildings</p> <p>Door-knocking</p> <p>Attend onsite resident/management meetings</p>	<p>Connect with community school staff and MPS administrators</p> <p>Attend in person or online student assemblies</p> <p>Identify youth/young adult leaders</p> <p>Social media campaign</p> <p>Identify youth/young adults for weekly neighborhood patrol</p>	<p>Connect with senior complex management</p> <p>Host hybrid meetings</p> <p>Attend onsite resident/management meetings</p> <p>Identify seniors to be board members</p> <p>Door-knocking</p>	<p>Connect with culturally specific community agencies</p> <p>Marketing/advertising on community radio stations</p> <p>Translate newsletter, flyers in Hmong, Spanish, Somali & English</p> <p>Identify youth/young adults for weekly neighborhood patrol</p> <p>Mass Mailing</p> <p>Door-knocking</p>

EXHIBIT C

Resources needed

Contact information for property owners/managers	Funding for stipends, patrol teams	Funding for senior stipends (as allowed, or using non-City funds)	Funding for stipends, patrol teams
Funding for doorknockers	Neighborhood safety patrol training manual	Board training manual	Funding for Bi-lingual outreach workers
Door knocking training & protocol manual	Weekly patrol schedules & logs	Quarterly board training schedule	Neighborhood safety patrol training manual
Door-knocking logs, schedules	Quarterly schedule for community trainings & workshops	Photo release	Weekly patrol schedules & logs
Flyers with neighborhood organization information	Social media account (Twitter, TikTok, Snapchat & Instagram)		Quarterly schedule for community trainings & workshops
Volunteers	Communications & Social media Manager		Social media account (Twitter, TikTok, Snapchat & Instagram)
	Equipment for patrolling: walkie talkies, JACC labeled t-shirts, clipboards, badges,		Communications & Social media Manager
	Parental consent for youth under age 18		Equipment for patrolling: walkie talkies, JACC labeled t-shirts, clipboards, badges
	Photo release		Photo release
			Volunteers

EXHIBIT C

Demographic group	Tenants	Youth/Young Adults (15-34)	Seniors (55-84)	BIPOC (Back/African American & SE Asian)
Partners in the work	Sherman Associates (Beam), Common Bond (Broadway Crescent) and Broadway Flats	PCYC, North High, Hmong Academy and Patrick Henry	St. Anne's	KMOJ, Insight News, Hmong Radio Broadcast, Off the Blue Couch, Healthy Helpful Insight Healthcare Institute, Innovative Solutions and Brothers EMpowered
Person(s) responsible	Outreach staff name(s): Cathy Spann, Souwan Thao, Christopher Bentley Volunteers: JACC Board of Directors	Outreach staff name(s): Cathy Spann, Souwan Thao, Christopher Bentley Volunteers: JACC Board of Directors	Outreach staff name(s): Cathy Spann, Souwan Thao, Christopher, Bentley, Rowena Holmes Volunteers: JACC Board of Directors	Outreach staff name(s): Cathy Spann, Souwan Thao, Christopher, Bentley, Rowena Holmes Volunteers: JACC Board of Directors

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Timeline

<p>Jan.-March: Send letters to property managers and/or owners</p> <p>Attend resident council meetings and recruit residents to assist with door-knocking</p> <p>April: Follow-up phone calls; set up date/time to door-knock buildings</p> <p>May-July: Door-knock identified buildings</p>	<p>Jan-March: Send letters to MPS and Charter school staff</p> <p>Attend in person or online student assemblies</p> <p>Create social media campaign</p> <p>Identify youth/young adult to assist with social media campaign</p> <p>Recruit students/young adults for neighborhood safety patrol & community wide safety trainings and workshops</p> <p>March – December: Schedule quarterly community wide safety trainings and workshops</p> <p>June – September: Schedule weekly neighborhood patrols Thursday thru Sunday</p>	<p>Jan-March: Send letters to property managers of senior complex; set up date/time to door knock</p> <p>attend in person resident council meetings, recruit seniors for board trainings</p> <p>Door knock senior complex</p> <p>April-October: Schedule quarterly board trainings; recruit seniors for board of directors</p> <p>October: Annual Community Meeting; welcome new board members, honor volunteers</p>	<p>Jan-March: Identify SE Asian translator</p> <p>Create newsletter in Hmong, Spanish, Somali and English</p> <p>Distribute community-wide newsletter</p> <p>Create social media campaign</p> <p>Recruit and train BIPOC volunteers to door knock</p> <p>Recruit residents for neighborhood safety patrol & community wide safety trainings and workshops</p> <p>March – December: Door-knock high crime areas, weather permitting</p> <p>Schedule quarterly community wide safety trainings and workshops</p> <p>June – September: Schedule weekly</p>
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EXHIBIT C

Demographic group	Tenants	Youth/Young Adults (15-34)	Seniors (55-84)	BIPOC (Black/African American & SE Asian)
				neighborhood patrols Thursday thru Sunday
Quantitative goals	<p><i>Have conversations with 60% of tenants whose doors were knocked</i></p> <p><i>Obtain contact information from 40% of tenants whose doors were knocked and add them to the distribution list</i></p>	<p>Have conversations with 40% of youth/young adults who attended school assemblies</p> <p>Obtain contact information from 30% youth/young adults who attended school assemblies and add them to the distribution list</p>	<p>Have conversations with 60% of tenants whose doors were knocked</p> <p>Obtain contact information from 40% of tenants whose doors were knocked and add them to the distribution list</p>	<p>Have conversations with 75% of BIPOC residents whose doors were knocked</p> <p>Obtain contact information from 50% of BIPOC residents and add them to the distribution list</p>
Qualitative goals	<p>Learn about what tenants care about in the neighborhood</p> <p>Identify issues that need attention</p>	<p>Learn about what youth/young adults care about in the neighborhood</p> <p>Identify issues that need attention</p> <p>Learn about resources that are needed to engage youth/young adults</p> <p>Learn about gang activity</p>	<p>Learn about what seniors care about in the neighborhood</p> <p>Identify issues that need attention</p>	<p>Learn about what BIPOC residents care about in the neighborhood</p> <p>Identify issues that need attention</p> <p>Learn about barriers that prevent BIPOC residents from active participation</p> <p>Learn about racial tension</p>

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Outcome of engagement

<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>Resident issues are voiced & identified that impact their involvement in the community</p>	<p>More representation of youth/young adults in the planning and coordination of events, activities and workshops</p> <p>Youth/Young adults feel heard and listened to by adults</p> <p>Intergenerational participation</p> <p>More youth/young adults, school staff receive neighborhood organization updates, newsletters, and other information</p> <p>youth/young adults have the knowledge and ability to become involved in the organization and in decision-making</p> <p>Youth/young adults issue pertaining to loss and trauma are identified and addressed</p>	<p>More representation of seniors on neighborhood board and/or committee membership</p> <p>More seniors receive neighborhood organization updates, newsletters and other information</p> <p>Seniors have the knowledge and ability to become involved in the organization and in decision-making</p> <p>Issues, concerns of seniors are identified in the community</p> <p>Decrease fear and isolation</p> <p>board of directors becomes more representative of the community</p>	<p>More representation of BIPOC residents on neighborhood board and/or committee membership and in the planning and coordination of events, activities and workshops</p> <p>More BIPOC residents receive neighborhood organization updates, newsletters and other information in their primary language</p> <p>BIPOC residents have the knowledge and ability to become involved in the organization and in decision-making</p> <p>Issues of gentrification, being displaced and marginalized are voiced</p> <p>Systemic disparities are clearly defined by BIPOC communities</p> <p>Decrease fear and community anxiety</p>
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Demographic group	Tenants	Youth/Young Adults (15-34)	Seniors (55-84)	BIPOC (Black/African American & SE Asian)
Next steps	<p>Community conversations around tenant specific issues</p> <p>Collaborate with other non-profits offering tenants rights workshops and rental assistance</p> <p>Use community space at apartment buildings for events & workshops</p>	<p>Secure financial support to sustain the partnership of the Northside Safety Alliance</p> <p>Hire youth advocate, youth outreach worker</p>	<p>City wide board training</p> <p>Collaborate with other neighborhood associations</p> <p>Host board meetings at senior complex</p>	<p>Secure financial support to sustain the partnership of the Northside Safety Alliance</p>