

Engagement Plan**Neighborhood**

Kenny

Time frame

2023-2024

Plan detail

Demographic group	Renters	BIPOC Residents
Numbers or percentage	13.1%	16.9%
Initiative, activity, project or program	Renter Engagement	Increasing Representation & Renouncing Racial Housing Covenants
Barriers to engagement	<p>Difficult for KNA to know when new renters move in (there's no process to get notifications).</p> <p>Historically under-engaged group that doesn't always attend other meetings/programs.</p> <p>More rental housing turnover than owner-occupied housing units.</p> <p>Renter-occupied units in Kenny are found throughout the neighborhood - there's no single building.</p>	<p>History of racial housing covenants in Kenny and surrounding communities.</p> <p>Not feeling welcome on majority white boards.</p> <p>Pervasive racial disparities throughout Mpls.</p>

Demographic group	Renters	BIPOC Residents
Outreach and engagement strategies	<p>Connect with property managers/owners</p> <p>Send targeted mailings (goal: 2/year) to renters in advance of elections and events.</p> <p>Hold a free annual gathering & dinner focused on issues that are relevant to renters (as allowed, or using non-City funds).</p> <p>Continue to adapt Welcome Packets to be more relevant to renters and work to bring these to more renters who are new to Kenny.</p> <p>Start building a list of current block leaders so they can help identify new renters.</p>	<p>Update Annual Meeting & Board Election communications to invite BIPOC community members to run for the KNA Board.</p> <p>Support the neighbor-driven annual AAPI Heritage Month Potluck</p> <p>Share information on renouncing racial housing covenants in KNA Communications.</p> <p>Partner with KORE and other neighborhoods or organizations on community workshops.</p> <p>Social media/eNews campaign</p>
Resources needed	<p>Addresses of property owners/managers. Addresses of rental units.</p> <p>Block leader contact info.</p> <p>Renter advocacy printed resource. Mailed postcards.</p> <p>KNA flyer with QR code</p> <p>KNA discretionary funds for annual renter gathering.</p>	<p>Workshop/training facilitators</p> <p>KNA Communications (postcard for Board Election, newsletters, eNews, social media)</p> <p>Printed info on Just Deeds & Kenny housing covenant history</p> <p>Supplies for potluck.</p> <p>KNA tablets and display info (map, info) for tabling at events.</p>

EXHIBIT C

Demographic group	Renters	BIPOC Residents
Partners in the work	City of Mpls Block leaders Crime Prevention Specialist	KORE (Kenny Organizing for Racial Equity) Just Deeds Free the Deeds
Person(s) responsible	KNA Coordinator KNA Board Members KNA Community Engagement Committee Members	KNA Coordinator KNA Board Members KNA Community Engagement Committee Members
Timeline	Both years: Jan: get updated rental license list Feb: reach out to property owners on Welcome Packets, KNA Feb-Mar: Create additional renter-specific handout for Welcome Packet and outreach events Mar-Apr: Reach out to block leaders asking for new renter info for welcome packets. Aug: create invite to renter gathering & mail to all addresses with rental licenses. Sept: hold annual renter gathering & free dinner	Both years: April: Postcard on AM/Board Election encouraging BIPOC residents to run. May: Support AAPI Heritage Month Potluck. May-Aug: share info on renouncing racial housing covenants at outreach events including the Annual Meeting, Ice Cream Social, renter gathering, etc. Sept-Nov: hold equity-focused workshop or training.

EXHIBIT C

Demographic group	Renters	BIPOC Residents
Quantitative goals	<p>Reach 20 new renters/year through Welcome Packets.</p> <p>Create our own list of KNA Block Leaders to help connect the KNA to new renters who move in on their block.</p> <p>Reach 15+ renters through the annual Renter & New Neighbor Welcome Gathering.</p> <p>Obtain contact info for 15 renters and add to eNews.</p> <p>Increase renter representation on the KNA Board.</p>	<p>Increase BIPOC representation on the KNA board.</p> <p>Greater attendance of neighbors who identify as BIPOC at KNA meetings and events.</p> <p>Help 30 Kenny neighbors renounce their home’s racial housing covenant by Dec 2024.</p>
Qualitative goals	<p>Have meaningful conversations and build relationships at the annual Renter & New Neighbor Welcome Gathering.</p> <p>Understand issues important to renters and to help renters understand what the KNA offers and how they can get support, engage, etc.</p> <p>Welcome new renters and help them feel connected to their community & neighborhood.</p>	<p>KNA Board is more reflective of the community.</p> <p>Elevate BIPOC voices in Kenny.</p> <p>Share the history of racial housing covenants and how they shape the neighborhood and why renouncing is critical.</p>

EXHIBIT C

Demographic group	Renters	BIPOC Residents
Outcome of engagement	<p>More representation of renters on KNA Board, on committees and involved in decision-making.</p> <p>More renters receive communications from KNA, understand how KNA can support and advocate for them.</p> <p>Renters feel more connected to KNA and the Kenny neighborhood.</p>	<p>Greater representation of BIPOC residents on the KNA Board, on committees and involved in decision-making.</p> <p>More renounced racial housing covenants in Kenny.</p> <p>Greater understanding of issues impacting residents who don't identify as white and how to better advocate for our neighbors.</p>
Next steps	<p>Continue to work to get info when new renters move in. We hope this data might exist at the City for 1-3 unit buildings that utilize City services.</p> <p>Continue to build representation of renters on the KNA Board.</p> <p>Continue to identify issues important to renters and work to address these through programming, advocacy, and better representation of renters on the KNA.</p>	<p>Continue to work to elevate BIPOC voices within Kenny and make space at the table for more diverse leaders within the KNA.</p>