

## Engagement Plan

### Neighborhood

Standish and Ericsson

### Time frame

2023 through 2024

### Plan detail

Demographic group	Renters	Aging Population (65+)	Cost-Burdened Population
<b>Numbers or percentage</b>	Standish - 525, 18.2% Ericsson - 297, 18.4% Total - 822, ~18.2%	Standish - 634, 9.6% Ericsson - 407, 12.1% Total - 1041+, 10.4%+	Standish - 570, 20.9% <i>19.9% owner, 25.0% renter</i> Ericsson - 457, 29.2% <i>26.5% owner, 40.7% renter</i> Total - 1,027, 23.9% <i>22.3% owner, 30.7% renter</i>
<b>Initiative, activity, project or program</b>	Renter engagement program	Outreach to aging community members	Information outreach regarding available resources
<b>Barriers to engagement</b>	Difficulty identifying small-scale rental properties/tracking turnover Accessing apartments Transient population	Identifying members of population Limited usage of common social media platforms Continually growing demographic	Population is dispersed and not specifically identified Population may be too busy to spend time exploring resources currently available

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<b>Outreach and engagement strategies</b>	<p>Connect with property managers/owners</p> <p>Identify small-scale rental properties</p> <p>Identify resident leaders for multi-unit buildings</p> <p>Door-knocking</p> <p>Social media campaign</p>	<p>Advertise in Nokomis Messenger, etc. to inform residents of SENA and the services we can facilitate</p> <p>Advertise in local businesses and organizations, including targeted flyers with information on what is available to assist aging residents</p>	<p>Neighborhood events, such as Hoops &amp; Hot Dogs</p> <p>Flyers in grocery stores, churches, and food shelves to promote SENA as a conduit to available government resources (local, state, federal)</p>

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<b>Resources needed</b>	<p>Training from the city (Tate) on outreach strategies (Door knocking, community engagement opportunities)</p> <p>Contact information for property owners/managers</p> <p>Wages for door-knockers, Door-knocking logs</p> <p>Flyers with SENA and follow-up information</p> <p>Access permission &amp; coordination with property owners</p> <p>Resources to stay in touch/maintain relationship with resident leaders</p> <p>Connection with HomeLine</p>	<p>Printed materials</p> <p>Time for distribution of materials</p> <p>Graphic design and content creation resources for social media</p> <p>Social media management (following up with comments &amp; messages)</p>	<p>Printed materials</p> <p>Time for distribution of materials</p> <p>Graphic design and content creation resources for social media</p> <p>Social media management (following up with comments &amp; messages)</p>
<b>Partners in the work</b>	NCR, Property owners/managers, City of Minneapolis	Local churches, Minneapolis Parks & Recreation, local businesses, City of Minneapolis	Local food shelves, local grocery stores, City of Minneapolis
<b>Person(s) responsible</b>	Staff, Volunteers (TBD)	Staff, Volunteers (TBD)	Staff, Volunteers (TBD)

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<b>Timeline</b>	<p>Jan.-March: Send letters to property managers and/or owners and recruit resident door-knocking staff, identify resident leaders if any, connection or training with HomeLine</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>March-May: Design flyers for distribution in designated areas. Identify businesses and organizations to partner with/post flyers in.</p> <p>June-July: Print and distribute flyers.</p> <p>Aug-September: Evaluate effects of outreach and adjust as necessary.</p>	<p>Jan.-March: Design flyers for distribution in designated areas. Identify businesses and organizations to partner with/post flyers in.</p> <p>April-May: Print and distribute flyers.</p> <p>June-July: Evaluate effects of outreach and adjust as necessary.</p>
<b>Quantitative goals</b>	<p>Have conversations with 50% of tenants whose doors were knocked</p> <p>Obtain contact information from 25% of tenants who answered their doors, and add them to the distribution list</p> <p>Have renter representation at 1 or more monthly board meetings</p>	<p>Have a 20% increase in requests from current of people specifically asking for assistance in aging-related assistance questions, e.g. aging-in-place funding provided by City of Minneapolis</p>	<p>Have a 20% increase in requests from current of people specifically asking for assistance in cost-reduction related assistance questions, e.g. 0% interest home improvement loans, food assistance.</p>
<b>Qualitative goals</b>	<p>Learn about what renters care about in the neighborhoods</p> <p>Identify issues that need attention</p>	<p>Learn about what aging residents and business owners care about in the neighborhoods</p> <p>Identify issues that need attention</p>	<p>Learn about what cost-burdened residents care about in the neighborhoods</p> <p>Identify issues that need attention</p>

Demographic group	Renters	Aging Population (65+)	Cost-Burdened Population
<b>Outcome of engagement</b>	<p>More representation of renters on neighborhood board, participation in monthly meetings and/or committee membership</p> <p>More renters receive neighborhood organization updates, newsletters and other information</p> <p>Renters 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>More engagement among aging residents in SENA meetings, representation on board and/or committee membership</p> <p>Greater satisfaction among aging population with the quality of the neighborhood and of Minneapolis</p>	<p>More participation, either in representation on SENA board or as guests in meetings, of people who self-identify as cost burdened</p> <p>Greater satisfaction among the cost-burdened population with the service SENA provides in helping to connect them to available resources</p> <p>**SENA will not be able to identify if specific participants are cost-burdened</p>
<b>Next steps</b>	Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation.	Identify a set of people who self-identify as this population who are willing to share their concerns with SENA.	Identify a set of people who self-identify as cost-burdened who are willing to share their concerns with SENA.

#### +Plan narrative

This engagement plan will supplement SENA's current practices with the goal of building diverse community connections and will include targeted outreach to three subsets of our population (renters, aging, and cost-burdened) as prioritized by our organization and Neighborhood Community Relations (NCR)/Neighborhoods 2020 guidelines.

SENA strives to be inclusive in its outreach and engagement efforts which include printed mailings, social media, and information provided on our website. We will deliver printed materials to targeted audiences, as detailed in the engagement plan, in addition to mailings to every address in our service area. This is our most reliable way to reach all community stakeholders with important information.

We also use social media as a way to communicate with community members engaged on these platforms. For example, we have used Facebook to inform our community of voting rights, recreation options, events in our neighborhood, public health services and community partnerships. We will continue to share this information and include calls for new community partnerships and information about existing programs and partnerships.

SENA also hopes to grow existing and new partnerships with “brick and mortar” organizations in our community including churches, grocery stores, coffee shops, apartment buildings, restaurants and others as a way to connect with community members who may not be active on social media platforms. This will support general awareness of our organization and hopefully begin to reach under engaged community members.

Our website, which serves as a primary repository for information and resources, can be accessed in multiple languages but is in need of updating. SENA’s website is a key tool we use to communicate our organization’s purpose and current initiatives. In addition to the engagement goals provided here, we’ll also focus on improving our website to make it more accessible, approachable and convenient for our community members to find the information they care about and need most.

In addition to the activities defined here, our organization is also transitioning away from a governing or advisory board (with the support of an Executive Director & staff) into an operational or working board where our volunteer board members are now expected to take a more active role in carrying out SENA’s operations and governance (with the support of a part-time administrative staff member). This is a significant transition for our organization and will likely require its own time and energy to successfully implement, limiting the resources we’ll have available to implement parts of our engagement plan. Our goal is to make SENA operationally sustainable so that we can focus our board’s limited time and energy on partnerships and programs that enrich our neighborhoods. We will take the next two years to focus on this transition *and* the engagement efforts defined in this document.