

Engagement Plan

Neighborhood

Stevens Square-Loring Heights

Time frame

2023 & 2024

Plan detail

Demographic group	Renters/Tenants	Communities of Color	Low-Income Residents (Households under \$35,000 per year)	Residents with Disabilities
Numbers or percentage	<p>2,410 renter-occupied units out of 2,841 housing units for 84.8% of SS-LH neighbors being renters.</p> <p>Information according to the U.S. Census Bureau’s American Community Survey.</p>	<p>At least 40.6% of the neighborhood population, 2,275 people, are residents of color.</p> <p>Information according to the U.S. Census Bureau’s American Community Survey.</p>	<p>54% of residents, 1,534 people, live in a household with an income under \$35,000 per year.</p> <p>26.6% of households (757 total) had an income below poverty level in the past 12 months.</p> <p>Information according to the U.S. Census Bureau’s American Community Survey.</p>	<p>At least 16.4% of residents, 571 people, have a documented disability.</p> <p>Information according to MN Compass.</p>

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<p>Initiative, activity, project or program</p>	<ul style="list-style-type: none"> ● Rental Rebate Program (as allowed or non-City funds) ● Welcome packets for new residents ● Community mailer ● Community surveys (online and in-person via our Farmers Market, events, and public gathering locations such as Stevens Square Park) ● Events focused on issues facing renters, including rental assistance, tenant rights, rent control policy, etc. ● Renter discussion groups 	<ul style="list-style-type: none"> ● Events focusing on BIPOC-owned local restaurants and vendors ● Cookbook activity ● Series of meetings around criminal justice reform with a lens of racial equity and the disproportionately harmful impacts of policing on communities of color ● Cultural talking groups lead by a member of that community ● Community surveys (online and at in-person events/gatherings) 	<ul style="list-style-type: none"> ● Rental Rebate Program (as allowed or non-City funds) ● Little Free Pantry program and promotion (as allowed or non-City funds) ● Community talking groups that discuss issues that disproportionately impacts households with lower socioeconomic status ● Mutual aid efforts - clothing, household supplies, food/meals, etc. (as allowed or non-City funds) ● Hosting cost-free events in neighborhood with food, drinks and activities that aren't cost prohibitive ● Multiple forms of payment (cash, card, EBT, market bucks) at the 	<ul style="list-style-type: none"> ● Hybrid community meetings to better accommodate residents' needs ● Mutual Aid efforts such as meal & chore (as allowed or non-City funds) ● Accessible events and programming ● Using accessibility best practices in online and print materials
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Demographic group	Renters/Tenants	Communities of Color	Low-Income Residents (Households under \$35,000 per year)	Residents with Disabilities
			summer farmer's market	
Barriers to engagement	Physically accessing multi-family homes/buildings Numerous property management companies and landlords that are sometimes unresponsive preventing program development Higher resident turnover	Feeling unwelcome or unheard at meetings and events Need for translation to effectively communicate and share information Lack of representation in SSCO leadership creates a hesitation to get involved Lack of knowledge on cross cultural communication within SSCO Robert's Rules of order vs. community conversation feel to meetings	Lack of childcare for community meetings Lack of time to volunteer More likely to work outside of typical office hours when meetings, events and outreach efforts typically occur Less likely to have access to stable internet and devices Robert's Rules of order vs. community conversation feel to meetings	Lack of accessible community spaces in the neighborhood (no restrooms, ASL interpreters, Transient population due to lack of accessible housing in neighborhood Neighborhood infrastructure is inaccessible, including street lighting, narrow and sloped sidewalks, sloped and rough park pavement Lack of time to volunteer Less likely to have access to stable internet and devices

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<p>Outreach and engagement strategies</p>	<p>Connect with property managers/owners</p> <p>Expand the number of property management companies participating in the Rental Rebate Program</p> <p>Enlist a building resident to be the liaison between SSCO and the building community (hang up event flyers within the building, give new residents an information packet, etc.)</p> <p>Door-knocking</p> <p>Share renter resources on social media and the on the website</p> <p>Standing time in Board meetings for issues of concern to renters</p> <p>At least one of the Quarterly meetings focused on issues of concern to renters</p>	<p>Partner with trusted organizations within that cultural community on events</p> <p>Surveys and discussion groups to set goals for programming and initiatives</p> <p>Translation services - for documentation and at meetings/events (can be a volunteer opportunity for the rental discount program)</p> <p>Sharing BIPOC-specific resources and opportunities on social media and the website</p> <p>Social media campaign on Facebook, Instagram and Twitter and the website about celebrations and history specific to the diverse communities of color within SS-LH</p> <p>At least one of the Quarterly meetings focused on issues of concern to BIPOC residents</p>	<p>Varying hours/dates/times of meetings and events to allow for different working schedules</p> <p>Door-knocking</p> <p>Social media campaign on Facebook, Instagram and Twitter Regular website updates of resources available to low-income residents</p> <p>Face-to-face outreach at mutual aid efforts in the community</p> <p>Posting resource sheets and SSCO information at the Little Free Pantry</p> <p>Collaborations with community organizations in the area that serve low income households in SS-LH</p>	<p>Social media campaigns on Facebook, Instagram and Twitter and website updates of resources available to those with disabilities</p> <p>Collaborations with organizations and assisted housing that already works with disabled SS-LH neighbors</p> <p>Increasing accessibility at our physical and virtual events (ASL interpretation, ADA accessible temporary restroom rental for longer events, live captioning, etc.) and advertising those access options</p>
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Demographic group	Renters/Tenants	Communities of Color	Low-Income Residents (Households under \$35,000 per year)	Residents with Disabilities
Resources needed	<p>Contact information for more property owners/manager</p> <p>A larger volunteer base that can connect more buildings</p> <p>Updated and verified postal address list</p> <p>Funds for postage and mailers</p> <p>Script for door-knocking outreach</p> <p>SMS text program to better keep in touch with members who opt in (example: reminder to submit rental hours monthly with link to the form directly in the message)</p>	<p>Funds for translation services, both for live community forums and for print materials and online promotion</p> <p>List of BIPOC-owned local businesses</p> <p>Training for SSCO leadership and staff on cross cultural communication, racial justice and outreach strategies for BIPOC communities</p> <p>SMS text program to better keep in touch with members who opt in (and include language translated text)</p>	<p>A larger volunteer base that can work on outreach efforts at different times of day</p> <p>Wages for childcare providers during meetings</p> <p>SMS text program to better keep in touch with members who opt in</p> <p>Expanded storage space and organization to keep collected mutual aid supplies</p>	<p>Training for SSCO leadership and staff for accessible event and meeting planning as well as accessible outreach efforts</p> <p>Funding for ASL interpretation and renting mobility aid improvements for events</p> <p>More options for accessible community event and gathering spaces</p> <p>Outreach printouts in large text and with appropriate color contrast (and no contrasting patterns)</p> <p>Zoom account with live captioning and translation capabilities</p> <p>Updated information for assisted housing in SS-LH</p>

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Partners in the work	<p>Properties management companies: Olympus Properties, Mint Properties, Copenhagen Enterprises, Stevens Community Apartments, Vintage Flats, etc.</p> <p>Tenant focused advocacy groups: Homeline, Renters United for Justice (Inquilinx Unidxs Por Justicia), etc.</p>	<p>Local business owners</p> <p>Surrounding neighborhood groups with similar populations to share translation services costs</p> <p>Churches and congregations</p> <p>Healthcare facilities (i.e. Family Tree, Axis, Crown Medical)</p> <p>NCR Cultural Support Specialists</p>	<p>Healthcare facilities (i.e. Family Tree, Axis, Crown Medical)</p> <p>Property managers/landlords that accept housing subsidies, public housing agencies and assisted living facilities</p> <p>Groveland Food Shelf</p>	<p>Healthcare facilities (i.e. Family Tree, Axis, Crown Medical)</p> <p>Property managers/landlords that accept housing subsidies, public housing agencies and assisted living facilities</p>
Person(s) responsible	Board of directors, committee chairs, volunteers and future staff	Board of directors, committee chairs, volunteers and future staff	Board of directors, committee chairs, volunteers and future staff	Board of directors, committee chairs, volunteers and future staff

<p>Timeline</p>	<p>Jan.-March 2023: Survey current and recent past rental rebate program participants about their experience. Review feedback and adjustments to the program via ad hoc committee.</p> <p>Connect with property managers/owners in the rebate program.</p> <p>April-May 2023: Create welcome package and deliver to property managers/owners to include with new tenants.</p> <p>Print SSCO info flyers (emphasis on rebate) for neighbors to leave on moving vans/trucks when on volunteer shifts.</p> <p>June-Sept. 2023: Host in-person and virtual orientations for new volunteers.</p> <p>Focus on building flyering and door knocking within buildings.</p>	<p>Jan.-March 2023: Reach out to trainers/ consultants to work with SSCO volunteers around building organization infrastructure focusing on racial justice.</p> <p>Reach out to other neighborhood orgs and nonprofits who serve BIPOC communities (Family Tree, Plymouth, Groveland Food Shelf, East African Integration Center, etc.).</p> <p>April-May 2023: Schedule representatives from the organizations we reached out to as guest speakers at quarterly meetings and discussion groups.</p> <p>Begin reviewing bylaws with a focus on equity and making engagement more accessible.</p> <p>Complete editing of cookbook project</p> <p>June-Sept. 2023: Use surveys and open forums to get feedback on bylaw edits and adjusting programs.</p>	<p>Jan.-March 2023: Determine food and other resource partners.</p> <p>Create resource list to include with welcome packages and add to the Little Free Pantry & Library.</p> <p>Physically fix Little Free Pantry.</p> <p>April-May 2023: Re-create Little Free Pantry volunteer sign up and begin crafting plan for ongoing Free Pantry programming.</p> <p>Give property managers completed welcome packets.</p> <p>Determine best way to provide child care at events</p> <p>June-Sept. 2023: Update website with resources</p> <p>Add a regular newsletter feature that highlights a free resource.</p>	<p>Jan.-March 2023: Compile list of resources and organizations dedicated to disabled residents.</p> <p>Have in-person meetings with agencies and nonprofits run-by and serving residents with disabilities.</p> <p>Update contact information for assisting living facilities.</p> <p>April-May 2023: Plan for Spring accessible neighborhood infrastructure audit.</p> <p>Dedicate quarterly meeting or event around disability inclusion/accessibility.</p> <p>Publish resource list on website.</p> <p>June-Sept. 2023: Carry out neighborhood infrastructure accessibility audit (bus stops, curbs, etc.)</p> <p>Oct.-Dec. 2023: Connect with funding sources and local organizations around boosting accessibility at SSCO events, like</p>

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	<p>Oct.-Dec. 2023: Focus quarterly meeting on a renter-specific issue.</p> <p>Jan.-March 2024: Survey current and recent past rental rebate program participants about their experience. Review feedback and adjustments to the program via ad hoc committee. Compare with previous year’s survey.</p> <p>April-May 2024: Meet with property managers/owners to expand rebate program options. Focus on bringing in new owners.</p> <p>June-Sept. 2024: Host in-person and virtual orientations for new volunteers.</p> <p>Focus on building flyering and door knocking within buildings. Develop Building Liaison program with one resident per building.</p> <p>Oct.-Dec. 2024: Collaborate on quarterly meeting or special event</p>	<p>Begin distributing cookbook project at summer events and digitally.</p> <p>Oct.-Dec. 2023: Vote to amend bylaws.</p> <p>Contract with translation services (potentially alongside another organization for cost-sharing.</p> <p>Jan.-March 2024: Print translated and multilingual outreach materials.</p> <p>April-May 2024: Begin flyering and door knocking with new materials.</p> <p>June-Sept. 2024: Focus on inclusive summer programming, including Red Hot Art Festival.</p> <p>Oct.-Dec. 2024: Begin outreach to consultants to audit the past two years of SSCO work and outreach to BIPOC communities.</p>	<p>Develop list of neighbors interested in mutual aid.</p> <p>Begin implementing the Little Free Pantry plan so it is a more consistent resource.</p> <p>Oct.-Dec. 2023: Host virtual Volunteering 101 sessions for new volunteers focusing on what kind of projects they are interested in pursuing.</p> <p>Jan.-March 2024: Interview and hire meeting childcare.</p> <p>Plan a formal collaboration (start with one-time event with potential to expand) with organizations supporting low-income neighbors</p> <p>April-May 2024: Host in-person Volunteering 101 sessions as it warms up.</p> <p>Discuss mutual aid ideas among volunteers that signified their interest.</p> <p>June-Sept 2024: Host 1 mutual aid event.</p>	<p>interpretation and ADA accessible bathrooms.</p> <p>Jan.-March 2024: Continue conversation on funding accessibility upgrades and begin applying for grants.</p> <p>Focused walking groups around reporting uncleared sidewalk snow.</p> <p>April-May 2024: Plan outreach to assisted living housing facilities.</p> <p>June-Sept. 2024: Host mutual aid event.</p> <p>Implement outreach to residents in assisted housing.</p> <p>Oct.-Dec. 2024: Develop list of neighbors interested in accessibility for volunteer opportunities.</p>
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	with tenant advocacy organization.		Oct.-Dec. 2024: Host 1 mutual aid event.	

Demographic group	Renters/Tenants	Communities of Color	Low-Income Residents (Households under \$35,000 per year)	Residents with Disabilities
Quantitative goals	<p>Door knock every rental unit door once throughout the year.</p> <p>Expand participating landlords in rental rebate program.</p> <p>Increase tenant subscribers to our newsletter by 15%.</p> <p>Develop list of housing resources for the SSCO website and as a handout at events.</p> <p>Host two+ orientations for the rental rebate program (in-person and virtual)</p> <p>Double the number of residents who participate in the rental rebate program in 2023 and establish goal for 2024 growth.</p>	<p>Creation of a cookbook featuring recipes, stories, and art from members of the community.</p> <p>Work to include BIPOC food vendors for events and meetings.</p> <p>Host at least one quarterly meeting focusing on racial justice.</p> <p>Conduct a community survey and get responses which meet the demographics of SS-LH.</p> <p>Work towards having Red Hot Art Festival vendors be reflective of the City of Minneapolis demographics.</p>	<p>100% of events have child-friendly activities.</p> <p>100% of events have free food and beverage.</p> <p>100% of quarterly community meetings will offer childcare and food.</p> <p>Have the Little Free Pantry full stocked at least once a week.</p> <p>Conduct a community survey that includes asking for feedback on supporting housing insecure & low-income communities.</p> <p>Distribute one community-wide mailer to every household.</p> <p>Host at least two mutual aid events/programs</p>	<p>Host one event or committee meeting focused on accessibility.</p> <p>Host a touchable art fair during Red Hot Art Festival.</p> <p>Have 100% of Red Hot Art events ADA compliant.</p> <p>Implement tailored outreach plan for neighbors in assisted housing units.</p> <p>Distribute one community-wide mailer to every household.</p> <p>Host at least two mutual aid events/programs.</p> <p>Host walking groups focused on 311 reports for unshoveled sidewalks, bus stops and curbs. Potentially volunteers will shovel as well.</p>

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Qualitative goals	<p>Find out what are the most pressing issues for renters within SS-LH.</p> <p>Identify how SSCO can best serve the needs of renters and keep the neighborhood affordable and accessible.</p> <p>Build stronger relationships with renters’ rights organizations, property managers and landlord.</p> <p>Help neighbors connect with one another and build a firm sense of community regardless of higher than average neighbor turnover.</p>	<p>Find out what are the most pressing issues for residents of color within SS-LH.</p> <p>Identify how SSCO can best support neighbors impacted by structural racism in Minneapolis and in society at-large.</p> <p>Develop equitable organizational infrastructure that supports BIPOC leadership and volunteers on all levels.</p> <p>Help neighbors connect with one another and build a firm sense of community and solidarity.</p>	<p>Find out what are the most pressing issues for SS-LH with low incomes.</p> <p>Identify how SSCO can best support currently low-income households with economic mobility and wealth-building.</p> <p>Help neighbors connect with one another and build a firm sense of community and mutual aid.</p> <p>Reduce the impact of acute or chronic financial crisis for neighbors.</p> <p>Build strong relationships with other local nonprofits serving low-income residents.</p>	<p>Find out what are the most pressing issues for residents with disabilities within SS-LH neighborhood.</p> <p>Identify how SSCO can best serve residents with disabilities and increase leadership and participation in that community.</p> <p>Build stronger relationships with the various rental management companies, assisted living properties, businesses and organizations within SS-LH.</p> <p>Help neighbors connect with one another and build a firm sense of community and mutual aid.</p>

Demographic group	Renters/Tenants	Communities of Color	Low-Income Residents (Households under \$35,000 per year)	Residents with Disabilities
Outcome of engagement	<p>Ensure that a representative percentage of board members are renters.</p> <p>Ensure renters know what SSCO does, the programming we provide and how they can get involved.</p> <p>Create an environment that is welcoming to new volunteers and has as few barriers to access as possible.</p> <p>Support safe and affordable housing options throughout SS-LH (traditional rentals, transitional housing, sober housing, assisting living, public housing, etc.)</p> <p>Form strong relationships with housing agencies, nonprofits, etc.</p>	<p>Ensure that our board reflects the racial & ethnic diversity of SS-LH.</p> <p>Ensure residents know what SSCO does, the programming we provide and how they can get involved.</p> <p>Find out what “welcoming environment” means to BIPOC residents in SS-LH.</p> <p>Create an environment that is welcoming to new volunteers and has as few barriers to access as possible.</p>	<p>Ensure that the percentage of community members with disabilities on our Board and committees is in step with the demographics of the neighborhood.</p> <p>Bring SSCO into full compliance with ADA/WCAG standards</p> <p>Ensure residents know what SSCO does, the programming we provide and how they can get involved.</p> <p>Create an environment that is welcoming to new volunteers and has as few barriers to access as possible.</p> <p>Find out what “welcoming environment” means to the different populations within SS-LH.</p>	<p>Ensure that the percentage of community members with disabilities on our Board and committees is in step with the demographics of the neighborhood.</p> <p>Bring SSCO into full compliance with ADA/WCAG standards</p> <p>Ensure residents know what SSCO does, the programming we provide and how they can get involved.</p> <p>Create an environment that is welcoming to new volunteers and has as few barriers to access as possible.</p> <p>Find out what “welcoming environment” means to the different populations within SS-LH.</p>

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Next steps	<p>Assess current volunteer capacity and organize our internal structure.</p> <p>Build a process to welcome & orient new and returning volunteers.</p> <p>Develop a two-year plan around community engagement with a section focused on residents that rent.</p>	<p>Assess current volunteer capacity and organize our internal structure.</p> <p>Build a process to welcome & orient new and returning volunteers.</p> <p>Develop a two-year plan around community engagement with a section focused on BIPOC residents.</p>	<p>Assess current volunteer capacity and organize our internal structure.</p> <p>Build a process to welcome & orient new and returning volunteers.</p> <p>Develop a two-year plan around community engagement with a section focused on low income residents.</p>	<p>Assess current volunteer capacity and organize our internal structure.</p> <p>Build a process to welcome & orient new and returning volunteers.</p> <p>Develop a two-year plan around community engagement with a section focused on residents with disabilities.</p>