

## Northeast Park Engagement Plan 2023-2024

## EXHIBIT C

Demographic group	Tenants	Cost Burdened Households
Percentage of demographic in neighborhood	51.5%	42.6%
Initiative, activity, project or program	<p>Tenant Engagement Program</p> <p>Sustainability solutions to support renters</p> <p>Art collaborations to help improve livability of tenant homes</p>	<p>Resident Engagement Program</p> <p>Sustainability solutions to support save costs at home</p> <p>Art collaborations to help improve livability of homes for little to no cost</p>
Barriers to engagement	<p>Accessing apartments</p> <p>Transient population</p> <p>Feeling disconnected for the work happening in community due to lack of solid connections to neighborhood</p> <p>People don't answer their doors when we door knock</p> <p>People think we are part of the Parks Dept.</p>	<p>City planning decisions for zoning can cause further burden on these households</p> <p>Lack of free time to attend meetings</p> <p>Lack of free time to volunteer</p> <p>People don't answer their doors when we door knock</p> <p>People think we are part of the Parks Dept.</p>
Outreach and engagement strategies	<p>NEPNA hopes to partner with People's Canvass or share outreach staff with another neighborhood to do a more intensive outreach campaign that would involve several rounds of door knocking at different times and days so the outreach worker can have longer conversations about the work that NEPNA does and what they want to see from this work. Also, to discuss how to bring them into the neighborhood and neighborhood association.</p>	<p>NEPNA hopes to partner with People's Canvass or share outreach staff with another neighborhood to do a more intensive outreach campaign that would involve several rounds of door knocking at different times and days so the outreach worker can have longer conversations about the work that NEPNA does and what they want to see from this work. Also, to discuss how we can change to better support their needs as a household that needs support.</p>

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	<p>We plan to continue with our mailers and community email blasts as well as better work in conjunction with other neighborhood organizations to advertise and showcase all of our work.</p> <p>NEPNA will continue to engage with other neighborhood associations to host events, such as a Renters Rights event, as well as looking for creative ways to include the artist community in our engagement work. NEPNA will work to recruit local artists who can provide times and techniques to improve homes at low cost/free and that follow leasing agreements for tenants.</p> <p>Now that we can have food at events, NEPNA plans utilize this opportunity to partner to local businesses and bring more neighbors to events through their advertising and promotion as well. We feel that having an opportunity to provide food better builds community.</p> <p>We plan to host NEPNA Fest and engage with our previous sponsors to better highlight the event and continue our partnership with the Rec Center to advertise as well.</p>	<p>We plan to continue with our mailers and community email blasts as well as better work in conjunction with other neighborhood organizations to advertise and showcase all of our work.</p> <p>NEPNA will continue to engage with other neighborhood associations to host events, such as a Renters Rights event, as well as looking for creative ways to include the artist community in our engagement work. NEPNA will work to recruit local artists who can provide times and techniques to improve homes at low cost/free and that follow leasing agreements for tenants.</p> <p>Now that we can have food at events, NEPNA plans utilize this opportunity to partner to local businesses and bring more neighbors to events through their advertising and promotion as well. We feel that having an opportunity to provide food better builds community. It also alleviates a small amount of the cost burden and will incentivize people to take time to build community with us.</p> <p>We plan to host NEPNA Fest and engage with our previous sponsors to better highlight the event and continue our partnership with the Rec Center to advertise as well.</p>
<b>Resources needed</b>	<p>Support in finding outreach staff or canvassing organization</p> <p>Door-knocking logs</p> <p>Flyers with engagement opportunities and neighborhood association information</p> <p>Yard sign updates</p>	<p>Support in finding outreach staff or canvassing organization</p> <p>Door-knocking logs</p> <p>Flyers with engagement opportunities and neighborhood association information</p> <p>Yard sign updates</p>

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	Funding education for community member engagement (such as how programming will comply with all applicable City rules for such a program)	Funding education for community member engagement (such as how programming will comply with all applicable City rules for such a program)
<b>Partners in work</b>	<p>CM Elliot Payne to access apartment buildings and to advocate for NE Park residents at Council</p> <p>People's Canvass</p> <p>Beltrami Neighborhood Council, Logan Park Neighborhood Association, St. Anthony East Neighborhood Association and other neighborhood associations</p> <p>Sociable Ciderwerks and other local businesses</p> <p>NE Park Rec Center</p> <p>Local artists such as Creatives After Curfew, NEMA, etc</p>	<p>CM Elliot Payne to access apartment buildings and to advocate for NE Park residents at Council</p> <p>People's Canvass</p> <p>Beltrami Neighborhood Council, Logan Park Neighborhood Association, St. Anthony East Neighborhood Association and other neighborhood associations</p> <p>Sociable Ciderwerks and other local businesses</p> <p>NE Park Rec Center</p> <p>Local artists such as Creatives After Curfew, NEMA, etc</p>
<b>Person(s) Responsible</b>	<p>NE Park Board Co-chairs, Katie Kottenbrock and Luna McIntyre</p> <p>EEF Committee and volunteers</p>	<p>NE Park Board Co-chairs, Katie Kottenbrock and Luna McIntyre</p> <p>EEF Committee and volunteers</p>
<b>Timeline</b>	<p>January to March: Find outreach staff/on board</p> <p>March to June: Begin outreach work, plan and host renter focused event that will be advertised during door knocking</p> <p>June to Sept.: Plan NEPNA Fest and build outreach strategies</p> <p>Sept: Host NEPNA Fest</p> <p>Oct. to Dec. Review outreach strategies and plan for next year</p>	<p>January to March: Find outreach staff/on board</p> <p>March to June: Begin outreach work, plan and host event focused on connecting folks with resources that will be advertised and created during door knocking</p> <p>June to Sept.: Plan NEPNA Fest and build outreach strategies</p> <p>Sept: Host NEPNA Fest</p>

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		Oct. to Dec. Review outreach strategies and plan for next year
<b>Quantitative goals</b>	<p>Identify and establish contact with at least 10% of this group. Increase turnout to events by 5%.</p> <p>Increase representation on the board by at least one new person</p>	<p>Identify and establish contact with at least 10% of this group. Increase turnout to events by 5%.</p> <p>Increase representation on the board by at least one new person</p>
<b>Qualitative goals</b>	<p>Learn about what tenants care about in the neighborhoods and how to better represent them as well as learn more about issues that will bring them to meetings and to encourage volunteer work</p> <p>Identify issues that need attention and how we can be more responsive and relevant to them</p> <p>Continue to develop strategies that engage renters and bring new development residents successfully into the neighborhood</p>	<p>Learn about what they care about in the neighborhoods and how to better represent them as well as learn more about issues that will bring them to meetings and to encourage volunteer work</p> <p>Identify issues that need attention and how we can be more responsive and relevant to them</p> <p>Bring in more voices to find new, creative, and innovative ways to bring new people to events and meetings</p>
<b>Outcome of engagement</b>	<p>Renters will be inspired to join neighborhood associations and committees to assist in the decision-making process.</p> <p>A wider spectrum of engaged community members will join the neighborhood board and or specific community committees</p> <p>Better engagement through organizational outreach mechanisms i.e. social media, websites, newsletter, community events and neighborhood board meetings NEPNA will be better equipped to do further community work and community relationship building</p> <p>NEPNA will have an increased volunteer base</p>	<p>People making less than the poverty level face different challenges and each individual needs to know that they can contribute to the future of their community.</p> <p>For this demographic it will be particularly useful to have the data gathered through engagement activities and surveys to know how and what resources are needed and how best to serve the needs of these community members. Specifically, how do these individuals want to engage with the neighborhood association and what capacity do they have to join a committee or attend a meeting and contribute to the decision-making process</p> <p>NEPNA will be better equipped to do further community work and community relationship building</p>

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		NEPNA will have an increased volunteer base
<b>Next Steps</b>	<p>Determine what funding will be for the next year and if NEPNA is able to hire an outreach staff.</p> <p>NEPNA will host a community meeting in January to begin planning for engagement work as well as have a check in process monthly to ensure goals are met and plan is relevant to work</p>	<p>Determine what funding will be for the next year and if NEPNA is able to hire an outreach staff.</p> <p>NEPNA will host a community meeting in January to begin planning for engagement work as well as have a check in process monthly to ensure goals are met and plan is relevant to work</p>

**2025 Amendment**

Lower Northeast (NE Park is now being represented by the Lower Northeast Neighborhoods Association)

**TIMELINE**

1st Quarter

Climate Equity Summit

2nd Quarter

Annual Meeting and Bags Tournament

Community Garden

Door knocking campaign

3rd Quarter

Community Garden

Northeast Park Fest

National Night Out

Door knocking campaign

4th Quarter

BeltramiScare

Community Garden Cleanup

## GOALS

1. Increase Attendance at Neighborhood Meetings: Boost attendance at neighborhood meetings by 25% (from 10 to 15 attendees per meeting) by December 2025, with a focus on increasing participation from renters and marginalized groups.
2. Increase Youth Involvement: Establish and support 2 youth-led community initiatives (such as environmental projects, art programs, or civic engagement activities) with at least 10 participants by December 2025. Seek more youth involvement for BeltramiScare. Consider adding a designated board seat for a young person at the May 2025 elections.
3. Host Climate Equity Summit. Organize an event that reaches at least 50 attendees by March 2025 that shares information regarding City programs and other resources that help build a better climate legacy for residents and businesses.
4. Host Affordable Housing Workshop: Organize a workshop on affordable housing and tenant rights, reaching at least 50 attendees by October 2025, in collaboration with local housing organizations and legal aid groups.
5. Build Neighborhood Partnerships: Form partnerships with adjacent neighborhood organizations or local nonprofits (Circle of Discipline) to collaborate on 2 community-building projects by August 2025, with a focus on creating inclusive opportunities for underrepresented groups (i.e., Northeast Park Fest, National Night Out).
6. Foster Volunteerism: Recruit and engage 10 new volunteers, with at least 50% coming from underrepresented groups, to participate in neighborhood committees and events by May 2025.
7. Door knock and Engage Renters: Conduct door-knocking campaign to engage renters during the summer of 2025 (June to August), with the goal of increasing their participation in neighborhood meetings and activities.
8. Expand Digital Communication: Grow the association's email newsletter subscription list by 20% (from 600 to 700 subscribers) by September 2025 through targeted outreach efforts, such as in-person events, social media campaigns, and website promotions by December 2025.
9. Increase Social Media Engagement: Boost social media engagement by 20% (measured in likes, shares, and comments) across platforms like Facebook and Instagram by December 2025, through interactive content, polls, and live event streaming.