



## EXHIBIT C

### Engagement Plan

#### Neighborhood:

St. Anthony East Neighborhood Association

#### Time Frame:

2023-2025

#### Work summary

SAENA will continue our work to engage residents that have been historically underrepresented in our work. These residents tend to hold multiple identities and their demographics hold an intersectionality that cannot be properly represented in the plan detail. The work SAENA will complete in 2023-2025 will focus on general outreach and information gathering. We intend to connect with residents about meetings and events that we have planned, but we will also be having conversations with folks about what matters to them and find ways we can elevate their vision for how St. Anthony East can be a more equitable and livable place. We will do this by door knocking, tabling, direct mailings- essentially meeting people where they are and already go.

#### Scope of work, outcomes and goals

We will connect with residents about meetings and events that we have planned, but we will also be having conversations with folks about what matters to them and find ways we can elevate their vision for how St. Anthony East can be a more equitable and livable place. We will do this by door knocking, tabling, direct mailings- essentially meeting people where they are and already go. Our goal in 2023-2025 is to define neighborhood priorities and a vision that deeply aligns with the needs and goals of Low-income residents, Black, indigenous and people of color (BIPOC) Community members as well as renters. We will utilize a racial justice framework when analyzing our priorities for the future of our organization and the neighborhood at large.



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**Plan detail**

<b>Demographic group</b>	<b>Low-Income Residents</b>	<b>Black, indigenous and people of color (BIPOC) Community Members</b>	<b>Renters</b>
<b>Numbers or percentage</b>	338 (32.4)	738 (32.07 %)	641 (58.1%)
<b>Initiative, activity, project or program</b>	Focus groups, building specific events, board game nights	Creating the Racial Equity Committee  Diversity, Equity, and Inclusion Initiatives	Renter Engagement & Education Program  Provide information on rental assistance and eviction prevention We will engage with renters to encourage their participation on the SAENA Board



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<b>Demographic group</b>	<b>Low-Income Residents</b>	<b>Black, indigenous and people of color (BIPOC) Community Members</b>	<b>Renters</b>
<p><b>Barriers to engagement</b></p>	<p>Accessing apartments</p> <p>Transient population</p> <p>Feeling unwelcome at meetings</p> <p>Technology</p> <p>Lack of advertising</p>	<p>Feeling unwelcome at meetings and in community in general</p> <p>Unclear paths to engagement</p> <p>lacking knowledge of what we do, our purpose, and how we can assist/advocate,</p> <p>Disinterest in our areas of focus, lack of time/resources to engage, difficult to navigate board culture</p> <p>lacking diversity on current board/committees make it feel less welcome to non-white neighbors</p>	<p>Difficulty getting letters and postcards delivered to the correct addresses</p> <p>Organization is not widely known among renters in the neighborhood</p> <p>Renters may be less likely to know others in the neighborhood, serving as a barrier to their attending community events</p> <p>Topics are oriented to homeowners or do not resonate with renters</p>



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<b>Outreach and engagement strategies</b>	<p>Print Newsletter</p> <p>Offer or facilitate transportation to meetings</p> <p>Events (with food) at rental buildings (food not bought with City funds)</p> <p>E-newsletters, website and social media</p>	<p>Online outreach methods to include email and social media</p> <p>Newsletter</p> <p>Partner with BIPOC-owned businesses and nonprofits on city-wide projects; invite them to participate in SAENA events</p> <p>Connect with community groups who serve racially and economically diverse communities adjacent to SAENA</p> <p>Workshops for discussions surrounding equity and diversity</p> <p>DEI topics/discussion at each board &amp; community meeting</p> <p>Introducing ED to the neighborhood</p> <p>Introduce SAENA to the neighborhood</p>	<p>Connect with property owners/management companies</p> <p>Create a list of all rental properties for direct engagement with residents.</p> <p>Identify and connect with property managers/owners to access apartments and develop relationship (so they will forward our emails to their renters)</p> <p>Distribute flyers on apartment doors for neighborhood events and activities</p> <p>Host a renter-specific educational events and opportunities</p> <p>Door knocking</p>



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<b>Resources needed</b>	Social media account and manager of the account  Contact information for property owners/managers  Wages for door-knockers  Door-knocking logs  Flyers with neighborhood organization information	Staff Time  Funding for food and refreshments for meet and greets (non-City funds to be used).  Space rental  Funds for print newsletters or postcards  Mailing  Yard signs	Updated list of renter-occupied units  Contact information for property owners of apartment  Continued funding for flyers and other paper advertisements  Dedicated community outreach coordinator position (in progress)  Mailing lists
<b>Partners in the work</b>	Clare Housing Executive Director:	Possible partners: Center for Urban and Regional Affairs (CURA) Clare Housing Children Dental Services Spring Manor Highrise ICBMN-Islamic Community of Bosniaks in Minnesota	Homeline



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<b>Person(s) responsible</b>	Marion Arita, Executive Director SAENA Board of Directors Community Outreach Coordinator Volunteers	Marion Arita, Executive Director SAENA Board of Directors Community Outreach Coordinator Volunteers (Racial Equity Committee)	Marion Arita, Executive Director SAENA Board of Directors Community Outreach Coordinator Volunteers



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<b>Demographic group</b>	<b>Low-Income Residents</b>	<b>Black, indigenous and people of color (BIPOC) Community Members</b>	<b>Renters</b>
<b>Timeline</b>	<p>Jan.-March: Send letters to property managers and/or owners and recruit resident door-knocking staff</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>August-September: survey follow up, door knocking, and focus group convenings</p> <p>October-December: work with board of directors to adopt priorities identified and allocate funds to continue work in the future</p>	<p>Jan-April: develop materials, door knocking lists, identify partners, find committee members</p> <p>March-August: hire door knockers, begin outreach efforts, print newsletter</p> <p>Summer: tabling and door knocking, social media, hold event</p> <p>October-December: Compile results, identify potential programs, strategic planning begins</p>	<p>January - April: Connect with property owners and managers, start asking them to send emails about our organization/allow us into the buildings to flyer</p> <p>March - August: Flyer apartment buildings for events</p> <p>September - November: Expanding email contact list through landlord emails</p>



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<b>Quantitative goals</b>	<p>Have conversations with 75% of tenants whose doors were knocked</p> <p>Obtain contact information from 50% of tenants whose doors were knocked and add them to the distribution list</p>	<p>Understand barriers to participation and identify issues that need attention.</p> <p>Increase participation/ representation in the committee in 2023 and increase it again in 2024</p> <p>First year have 10 % of BIPOC community members attendances at events</p> <p>Increase BIPOC representation to Neighborhood association.</p>	<p>Feelings of inclusion and belonging for renters who participate in the organization</p> <p>To ensure that residents know we are a resource for them, and they feel they can trust us to be partners in change that matters to them</p>



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<b>Qualitative goals</b>	<p>Learn about what tenants care about in the neighborhoods</p> <p>Identify issues that need attention</p>	<p>Community members feel more supported by their neighborhood organization</p> <p>Survey checks in with committee members to better understand their feelings about their organization</p>	<p>Better understand the needs and concerns of the renters in our neighborhood</p> <p>Increase renters' voices within SAENA by increasing representation on board, committees and at events</p> <p>Build relationships and engagement with renters.</p>



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<p><b>Outcome of engagement</b></p>	<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>Issue is identified in the community</p>	<p>More representation of BIPOC on neighborhood board and/or committee membership</p> <p>More Black, Indigenous and people of color contributing to community decisions; attending community meetings; engaged in committees or work groups.</p> <p>SARNA engaging in issues that BIPOC community members identify as important</p>	<p>More renters knowing what SAENA is and what we do</p> <p>More renters attending SAENA events</p> <p>More renters engaged with committees and projects</p> <p>More renters serving on the board</p> <p>More renters receive neighborhood organization updates, newsletters and other information</p>



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<b>Next steps</b>	Community conversations around issues identified to discuss issues further, come up solutions and possible program implementation.	Community conversations around issues identified to discuss issues further  Work with board of directors to adopt priorities identified and allocate funds to continue work in the future	Reach out to rental property owners  Community conversations around issues identified to discuss issues further  Work with board of directors to adopt priorities identified and allocate funds to continue work in the future

## **2025 Amendment**

St. Anthony East

### **TIMELINE**

Jan - Board recruitment drive

Feb -

Mar -

April - Spring engagement activity - focused on community garden

May -

June -

July - Summer ice cream social community event

August -

September -

October - Pumpkin giveaway event

November -

December - Cocoa and Community event

Uncertain when our external partner event would happen but can update our plan accordingly.

### **GOALS**

1. Host at least one community event each quarter
2. Recruit new board members to fill out our entire nine-person board capacity by March of 2025 (with attention to including members of underrepresented communities)
3. Send out one monthly communication to our neighborhood in print and digital format
4. Partner with one external partner to host an event in 2025