

Engagement Plan

Neighborhood

St. Anthony West

Time frame

2023-2025

Plan detail: <https://www.mncompass.org/profiles/city/minneapolis/st-anthony-west>

Demographic group	<i>New Residents</i>	<i>Multi-family Housing Residents and Renters</i>	<i>Racially and Ethnically Diverse Residents</i>
Numbers or percentage	-2,660 total residents as of 2019 -- a 21% increase since 2011 census -364 (13.7%) of STAWNO residents moved from somewhere else in the last year	Over 500 new units of housing have been built in the neighborhood over the past several years -- mostly large apartment buildings. We also have several MPHA buildings in the neighborhood. -50.3% (656) of housing units are rentals, with an average household size of 1.9 --> about 1,246 rental residents in the neighborhood. Median rent = \$1,507	764 (28.6%) of STAWNO residents identify as people of color and/or Hispanic/Latino
Initiative, activity, project or program	STAWNO Board Review	New Resident Outreach	Tenant Building Outreach

EXHIBIT C

Demographic group	<i>New Residents</i>	<i>Multi-family Housing Residents and Renters</i>	<i>Racially and Ethnically Diverse Residents</i>
Barriers to engagement	Residents don't know about STAWNO	<ul style="list-style-type: none"> -New- to neighborhood & lack of knowledge of STAWNO/city -Feel unwelcome at neighborhood meetings/events when don't know others there -Population of renters move more often than homeowners - tend not know about neighborhood or feel invested in neighborhood -Renters tend to be younger and working -- may have less time for neighborhood activities -Renters not sure if should/can get involved in the neighborhood 	<ul style="list-style-type: none"> -Feel unwelcome at meetings or events when don't know other participants -Language barriers -Lack of awareness of STAWNO because there is little representation on the board from these communities
Outreach and engagement strategies	<ul style="list-style-type: none"> -create content and distribute content explaining what STAWNO is and how to get engaged -social media engagement -tabling at Northeast Farmers Market – attracts lots of new residents -more social events to get people engaged with the neighborhood – eventual pipeline to board membership 	<ul style="list-style-type: none"> -Have events focused on renters and relevant topics for renters, encourage to be engaged & on board and clarify that ALL residents (both those that rent, own, and/or have a business in the neighborhood) are welcome engage at events and participate on the board -Continue to see if there are opportunities to doorknock or table at new buildings – was not successful this past year but could change. Continue to build relationships with property managers – have had limited success there 	<ul style="list-style-type: none"> -Lower barrier to entry ways to get involved in the neighborhood (not just formal board meetings) -Explore other language and format options for meetings and communications -Continue to have events at the parks, where we tend to see the most diversity and POC in our neighborhood -Consider sponsoring or co-hosting events that diverse local residents are already hosting

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Resources needed	-Volunteer or STAWNO staff time to create content for neighborhood literature -Printing capabilities (printer, ink, paper, etc.) -Volunteers to table	-Volunteers to organize	-Contact information of community leaders who might be able to introduce POC to STAWNO - Volunteer time to conduct outreach - Translation capabilities to provide multi-lingual capabilities on our literature and website
Partners in the work	Property managers	Property managers, MPHA	Neighborhood leaders
Person(s) responsible	Volunteers, STAWNO board and staff	Volunteers, STAWNO board and staff	Volunteers, STAWNO board and staff
Timeline	Jan-March: continue to build social media following, review findings from November Open House on new types of activities/events to host February/March: consider hosting new resident social hour April-October: table at Farmers Market, implement new activities/events November-December: evaluate for next year	Jan-March: continue to build social media following, review findings from November Open House on new types of activities/events to host April-October: table at Farmers Market, implement new activities/events November-December: evaluate for next year	Jan-March: research and reach out to potential neighborhood leaders to partner with, see how they would like to engage with us April-August: act on engagement strategies identified above Sept-December: evaluate
Quantitative goals	-5 community members at each board meeting to listen / voice concerns (currently typically 2-3)	-increase representation of renters on the board	-Recruit board members who are more representative of the demographics of the community - execute at least 1 event that focuses on BIPOC residents

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Qualitative goals	<ul style="list-style-type: none"> -Learn more about barriers to engagement -Figure out which communications methods are the most effective -STAWNO board members get to know more neighbors 	<ul style="list-style-type: none"> -Engage with newer residents to the neighborhood -Encourage renters to become involved/invested in their neighborhood 	<ul style="list-style-type: none"> -Make STAWNO a resource for neighbors of color when they have concerns or ideas for the neighborhood -Identify ways to make STAWNO more welcoming to people of color
Outcome of engagement	<ul style="list-style-type: none"> -By 2024, STAWNO board demographics are more in line with the neighborhood --> more representative -Neighbors know how to get in touch with STAWNO about neighborhood issues/ideas/comments 	<ul style="list-style-type: none"> -Neighbors know how to get in touch with STAWNO about neighborhood issues/ideas/comments -Tenants feel connected to the neighborhood (not just homeowners) 	<ul style="list-style-type: none"> -By 2024, STAWNO board demographics are more in line with the neighborhood --> more representative -Neighbors know how to get in touch with STAWNO about neighborhood issues/ideas/comments Neighbors feel engaged and a part of the neighborhood
Next steps	Review STAWNO events for 2023 and beyond	Identify volunteers to do outreach	Learn more about neighborhood events we could sponsor

2025 Amendment

St. Anthony West

TIMELINE

Jan - Plan for engagement/board recruitment based on NCR discussions

Feb - Execute plan - with possible

Mar - Community open house to promote Annual Meeting / merger

Apr - Annual Meeting - New board elected

May - Proceed with results of Annual Meeting - proceed as is / merge

June - December ???

GOALS

1. Meet with NCR staff for plan to increase board memberships
2. Hold community listening meetings / outreach events
3. Recruit four new board members including leadership positions
4. Engage in merger plan actions with Sheridan Neighborhood Organization

