

## 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% 19.9% owner, 25.0% renter Ericsson - 457, 29.2% 26.5% owner, 40.7% renter Total - 1,027, 23.9% 22.3% owner, 30.7% renter
<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

**EXHIBIT C**

<b>Demographic group</b>	<b>Renters</b>	<b>Aging Population (65+)</b>	<b>Cost-Burdened Population</b>
<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>

**EXHIBIT C**

<b>Demographic group</b>	<b>Renters</b>	<b>Aging Population (65+)</b>	<b>Cost-Burdened Population</b>
<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)

**EXHIBIT C**

<b>Demographic group</b>	<b>Renters</b>	<b>Aging Population (65+)</b>	<b>Cost-Burdened Population</b>
<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>

**EXHIBIT C**

<b>Demographic group</b>	<b>Renters</b>	<b>Aging Population (65+)</b>	<b>Cost-Burdened Population</b>
<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><b>**SENA will not be able to identify if specific participants are cost-burdened</b></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.

## **2025 Amendment**

Standish Ericsson

### **TIMELINE**

Q1 -

Jan - board retreat (non-public, important to get new board members onboarded and give board time to dive into meatier topics/strategy)

Feb - Winter Warmer (large public event)

March - TBD smaller event, possible adopted street clean up on 42nd St

Q2 -

April - Earth Day clean-up

May - City Neighborhood Day, tool swap again? Build out to bigger event maybe?

June - Neighborhood Garage Sale (SENA organized, annual event, lots of love for this!), 55+ communities appreciate it!

Q3 - NOTE: Summer is a busy time for neighbors & board members & volunteers, a quieter Q3 makes sense for our organization

July - TBD smaller event, possible adopted street clean up on 42nd St

Aug - National Night Out, bike to various block parties, roving "tabling" info and hand out treats to draw people in, gain trust & awareness, explore partnership with larger rental properties & 55+ communities

Sept - TBD smaller event, possible Lake Hiawatha clean-up in partnership with FOLH, consider hosting Annual Meeting in SEPT

Q4 -

Oct - TC Marathon Cheer Zone (yr2, Annual meeting, Halloween event,

Nov - TBD smaller event, possible adopted street clean up on 42nd St

Dec - Holiday business promo, Winter family photoshoot at kickoff, end business promo event with a Holiday Market?

Opportunities will be identified in how we can better advertise our public events to larger rental communities and 55+ communities in our neighborhood to foster stronger community ties to these segments.

### **GOALS**

1. Digital Communication - Website / Social Media / Newsletter reach

Grow SENA's digital communication and reach through our Facebook, Instagram and emails.

Social media - as resource for current events

Website - longer term

Increase email subscribers by 102 from 1024 to 1126.

Increase social media followers by 149 from 2,986 to 3,135.

Goal is 10% more than current email subscribers and 5% more in social media followers.  
Achieves broader community reach of information and awareness of SENA  
Provide resources for under represented communities  
Renter resources like PRG Inc  
Communications committee will provide quarterly updates at Board Meetings. Meet goals by end of fiscal year.

## 2. Re-creation of Development Committee

Form committee to address neighborhood development issues (road improvements, business proposals, etc)  
Committee to maintain membership of at least 3 people with passion or experience in this area  
We have 2 interested board members, need 1 more participant from the community  
Many issues arise that could use the expertise or input from a Development Committee  
Other neighborhood orgs maintain a similar committee,  
Possible scope of topics:  
Facade Improvement Grant  
Mpls Great Streets Grant (Nov 26)  
Safe Routes to School  
42nd St Improvements  
Park Projects  
Committee will meet at least quarterly to review current or future community concerns

## 3. Focus on Seniors. Pilot a program with Standish Green Condos

Commit to 1 or 2 events with Standish Green  
Partner in General  
Print copy of newsletter as has been requested by some SGC residents. Also consider an audio format of newsletter.  
Bring physical survey to Senior community members  
Have at least 1 board member attend 2 SGC board meetings.  
Plan 1 to 2 events with Standish Green Condos.  
We have already made contacts with Standish Green condos and they have expressed interest in connections with SENA.  
SENA needs to expand connections with Senior residents.  
Next year expand to other Senior groups in SENA.

## 4. Creation of Volunteer Committee - engage residents

Creation of volunteer committee of community member volunteers who are not current board members.  
New data base of 30 people who signed to assist SENA in various events and activities.



## EXHIBIT C

Complete data set on Mailchimp for easy engagement.

Improve community engagement and participation. Expand activities with additional assistance and talent.

