

## Engagement Plan

### Neighborhood

Seward

### Time frame

2023-2024

### Plan detail

<b>Demographic group</b>	<i>Renters</i>
<b>Numbers or percentage</b>	About 67% of occupied housing units in Seward are renter occupied.
<b>Initiative, activity, project or program</b>	Renter Engagement Initiative
<b>Barriers to engagement</b>	The usual stuff: Access to buildings, resistance from building owners and managers, a transient population that has more urgent things to do and think about, lack of time to get involved, language barriers, etc.
<b>Outreach and engagement strategies</b>	<a href="#">Building Ambassador Program</a> Door-knocking in buildings with 10+ units Social media campaign on Facebook, Instagram and Twitter Renter-Focused Welcome Packets Renter Resource Page on website Funds for renter-focused initiatives (\$5,000 in SNG budget reserved for this)
<b>Resources needed</b>	Staff and volunteer time for consistent engagement, social media accounts and manager for accounts, updated database of rental properties including contact information for property owners/managers, print materials (door hangers, flyers, welcome packets, etc.).
<b>Partners in the work</b>	SNG is partnering with LCC on the Renter Engagement Program. SNG & LCC have a shared HOME Line VISTA working with us on this program.
<b>Person(s) responsible</b>	Communications Coordinator and Community Organizer, working closely with the HOME Line VISTA, the Seward Towers Community Facilitator, and volunteers (perhaps organized as a Renter Engagement Working Group).

<p><b>Timeline</b></p>	<p><i>This is a timeline for 2023 only. After 2023, we will assess the renter engagement program and modify as necessary.</i></p> <p><b>January-March:</b></p> <ul style="list-style-type: none"> <li>● Create a 1st Quarter door knocking plan (timing, turf, volunteer recruitment, etc.) and scripts for door knocking.</li> <li>● Create door-hangers with information about LCC/SNG and funds available to support community initiatives, including renter initiatives.</li> <li>● Door-hanger distribution and door-knocking in 10+ unit rental properties.</li> <li>● Recruit Building Ambassadors in 10+ unit buildings, meet with prospective Building Ambassadors, and train selected Building Ambassadors.</li> <li>● Create and distribute renter Welcome Packets.</li> <li>● Update rental property spreadsheet.</li> <li>● Create/update renter resource page on SNG/LCC websites.</li> <li>● Utilize social media, newsletter and website to regularly update the community on rental assistance or resources as they are made available.</li> </ul> <p><b>April-June:</b></p> <ul style="list-style-type: none"> <li>● Create a 2nd Quarter door knocking plan (timing, turf, volunteer recruitment, etc.) and scripts for door knocking.</li> <li>● Create a door hanger with information about LCC/SNG and upcoming Annual Meeting and board elections (held in May 2023 and May 2024).</li> <li>● Door-hanger distribution and door-knocking in 10+ unit rental properties.</li> <li>● Recruit Building Ambassadors in 10+ unit buildings, meet with prospective Building Ambassadors, and train selected Building Ambassadors.</li> <li>● Create and distribute renter Welcome Packets.</li> <li>● Update rental property spreadsheet.</li> <li>● Utilize social media, newsletter and website to regularly update the community on rental assistance or resources as they are made available.</li> </ul> <p><b>July-September:</b></p> <ul style="list-style-type: none"> <li>● Create a 3rd Quarter door knocking plan (timing, turf, volunteer recruitment, etc.) and scripts for door knocking.</li> <li>● Create a door hanger with information about LCC/SNG and upcoming events.</li> <li>● Door-hanger distribution and door-knocking in 10+ unit rental properties.</li> </ul>
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<b>Quantitative goals</b>	<p>Door-knock all buildings with 10 or more units (21 buildings; 1700 units total) 4x during the year.</p> <p>Recruit a Building Ambassador for all 10+ unit buildings.</p> <p>Sign up 250+ renters for the SNG e-newsletter.</p>
<b>Qualitative goals</b>	<p>Identify the most pressing issues for renters in the area and how SNG can help address those issues.</p> <p>Increase knowledge of SNG within the renter community.</p> <p>Help renters build community within their buildings.</p> <p>Build relationships with the rental property owners/management.</p>

## EXHIBIT C

<b>Demographic group</b>	<b><i>Renters</i></b>
<b>Outcome of engagement</b>	Connection with residents in buildings with 10+ units (21 buildings; 1700 units total)  Established relationships with Building Ambassadors in all 10+ unit buildings.  250+ renters for the SNG e-newsletter.  At least one renter-lead initiative implemented during 2023
<b>Next steps</b>	Develop a 3 to 5 year strategic plan that foregrounds renter engagement.

## 2025 Amendment

Seward

### TIMELINE

Small Grants program

Jan-Mar planning

Mar-May publicity

May grant review and announcement

May-Dec project implementation management

Annual Meeting

Feb-Apr planning

Apr-May publicity

May 17 event

RISE event

Jan-Apr planning

May-July plan implementation

Aug event

Seward Towers Working Group

Jan-Dec meeting

Feb-Mar event(s) discussion, selection

April-Dec event planning, publicity, event day

### GOALS

1. Plan and administer year 3 of the SNG Small Grants program, distributing \$20,000 in grants up to \$5,000, for 10-14 community-led projects that benefit the residents of the Seward neighborhood. Grant applications applicants will be available for resident individuals and organizations on March 15; recipients will be announced at the Annual Meeting of all Seward residents in May. Projects will take place through December, 2025.
2. Increase attendance of membership by 15% at the SNG Annual Meeting by combining the Annual Meeting with the Neighborhood Day Celebration, May 17, 2025.
3. Organize year 3 of RISE (Rallying In Solidarity with Equity) event for unhoused people and those without easy access to basic healthcare and screening services. Add support and involvement from 2-3 neighborhood organization partners adjacent to Seward to provide resources during this 2-day event in August, 2025.
4. Plan and implement 1-2 projects between residents of Seward Towers East and West and Seward residents, by a Working Group with representatives from the Advantage Services division of the management company, Common Bond, Seward Towers residents, and SNG Board of Directors. Projects will take place during 2025.