

Exhibit C

Engagement Plan Template

Neighborhood

East Isles



Time frame

2026

Work summary

Summary of activities across all programs and demographic groups.

Scope of work, outcomes and goals

Overall scope of work, outcomes and goals across all activities and demographic groups. Show how your organization will engage historically under-engaged groups

<i>Demographic group</i>	<i>Renters</i>
<i>Numbers or percentage</i>	54% (data from MNCompass.org Owned and Rental Housing 2019-2023) The data shows 2,068 occupied housing units in East Isles. 1,111 of them are occupied by renters. The average renter household size is 1 person.
<i>Initiative, activity, project or program</i>	Renter Engagement Plan
<i>Barriers to engagement</i>	<ul style="list-style-type: none"> ● Organization not well known to renters ● Renters are a transient population ● No events specifically targeting renters or renters' concerns ● Renters may be less likely to know other neighbors, making them reluctant to attend neighborhood events
<i>Outreach and engagement strategies</i>	<ul style="list-style-type: none"> ● Continue to identify and connect with property managers/owners to access apartment buildings for flyering ● Distribute flyers to apartment doors when possible ● Host at least one new renter-specific event ● Modify existing events and programs at board meetings to make them more appealing to young people and renters ● Participate in Uptown events like Open Streets and Holidays on Hennepin to provide more opportunities to meet renters ● Participate in other multi-neighborhood events like candidate forums, lake cleanups, wine tastings to meet renters ● Survey existing membership base to determine renter interests ● Update our data gathering tools like newsletter signup to give us information on renters specifically ● Begin identifying long term renters and design events and programs appealing to them ● Continue to build membership base and prioritize reaching renters
<i>Resources needed</i>	<ul style="list-style-type: none"> ● Property owner/manager contact information ● Funding for events, social media, flyers and yard signs ● Funding for Executive Coordinator to do social media communications and print material design and production
<i>Partners in the work</i>	<ul style="list-style-type: none"> ● Property owners/managers/landlords/ building caretakers ● Area restaurants as possible event venues and food providers ● Other neighborhood associations for joint events ● Neighbors engaged in inviting other neighbors
<i>Person(s) responsible</i>	<ul style="list-style-type: none"> ● Volunteer outreach leader ● Executive Coordinator ● Board members

<p><i>Timeline</i></p>	<ul style="list-style-type: none"> ● January - April 2026 Continue to connect with renters, property owners, property managers, landlords, and building caretakers to improve email and flyer access to renters. Increase social media marketing to promote events. Plan new renter-specific event. Analyze data from our 2025 Survey to the neighborhood (survey closes in January 2026) ● March - August 2026 Flyer apartment buildings prior to events. Post yard signs to advertise events. Continue social media marketing of events ● September - November 2026 Expand email list through landlord emails and neighborhood event signups. Continue social media strategies to engage renters. U.S. Mail letter to every address in neighborhood.
<p><i>Quantitative goals</i></p>	<ul style="list-style-type: none"> ● Expand the number of social media sites where neighborhood news and upcoming events are published ● Increase the frequency of social media posting ● Identify the number of renters who are on the email list ● Increase the number of renters on the email list ● Communicate with renters about the possibility of running for the board ● Welcome and track the number of renters at all neighborhood events ● Receive and track more input from renters on the types of events they would like to attend
<p><i>Qualitative goals</i></p>	<ul style="list-style-type: none"> ● Renters feel a sense of inclusion in the neighborhood and in neighborhood leadership ● More renter and homeowner friendships are made ● Neighborhood culture changes to better support renters and their priorities
<p><i>Outcome of engagement</i></p>	<ul style="list-style-type: none"> ● Continue to grow the East Isles email list ● Welcome more renters to East Isles events ● More renters participate on the board and/or committees ● Renters gain knowledge and opportunity to participate in neighborhood leadership