

[2026 Neighborhood Equitable Engagement Plan Template.docx](#)

Neighborhood

Standish Ericsson (SENA)

Time frame

2026

Work summary

SENA plans to build on our successful events in 2024 and 2025 into 2026. We plan to focus on our three demographic groups listed below into events and expand our focus to include more of our neighbors.

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

According to MN Compass data for Standish and Ericsson neighborhoods.

<i>Demographic group</i>	<i>Renters</i>	<i>Elders (65+ yo)</i>	<i>Immigrants</i>
<i>Numbers or percentage</i>	Total households: 4,640 Total rental households: 897 Total percent of households: 19.3%	Total population: 10,044 Total over 65+: 1,232 Total percentage: 12.3%	Total population: 10,044 Total foreign-born residents: 732 Total percentage: 7.3%
<i>Initiative, activity, project or program</i>	Targeted outreach, including printed mailers to every household. Host outreach events at large apartment buildings.	Targeted outreach, including printed mailers to every household. In person visits to Standish Green (55+) and large print newsletters Neighborhood wide garage sale, with specific partnership with Standish Green condos (55+ community). Gather existing resources for seniors to successfully age in place. Explore neighborhood snow removal pilot program. Partnering with LWV	Targeted outreach, including printed mailers to every household. Public safety meetings with specific interest in building a safety network for all residents in the neighborhood, especially immigrants. Partner with OIRA to identify, engage and provide resources to immigrant neighbors. We had interpretation as a cost on the budget , did we do that this past year?

<i>Demographic group</i>	<i>Renters</i>	<i>Elders (65+ yo)</i>	<i>Immigrants</i>
<i>Barriers to engagement</i>	<p>Awareness of organization</p> <p>Access to apartment buildings</p>	<p>Technology</p> <p>Physical accessibility and transportation</p>	<p>Language</p> <p>Safety</p> <p>Geography</p> <p>Underrepresented populations are not currently on the board</p>
<i>Outreach and engagement strategies</i>	<p>Physical mailers to every residence in neighborhoods.</p> <p>Flyering of neighborhood in advance of events</p> <p>Social media presence on fb, Insta</p> <p>Revamp of website to be more user-friendly and ADA compliant</p> <p>Printed mailer to every household.</p> <p>Build relationships with management of larger buildings.</p>	<p>Attending meetings at partnered senior living communities.</p> <p>Printed mailer to every household.</p> <p>Prioritize accessibility needs for all events.</p> <p>Flyering of residences in advance of events</p>	<p>Printed mailer to every household with QR code to access in other languages.</p>

<i>Demographic group</i>	<i>Renters</i>	<i>Elders (65+ yo)</i>	<i>Immigrants</i>
<i>Resources needed</i>	Adequate funding for staff, outreach and mailers.	Adequate funding for staff, outreach and mailers. Connection to City's Senior Citizen resources and programs	Adequate funding for staff, outreach and mailers, including translation services. Funding for translation of SENA website. Language demographics.
<i>Partners in the work</i>	Noko Apartments Station 38 Apartments Oak Station Place Overland Apartments Mod 42 Apartments	Standish Green Condos Minnehaha Senior Living Providence Place Senior Living	OIRA: Office of Immigrant and Refugee Affairs Community organizations such as Lucy Parson's Center, CLUES, MIRAC, Unidos
<i>Person(s) responsible</i>	SENA Board and staff	SENA Board and staff	SENA Board and staff
<i>Timeline</i>	3 year - gives time to build relationships and explore partnerships	3 year - gives time to build relationships and explore partnerships	3 year - gives time to build relationships and explore partnerships
<i>Quantitative goals</i>	Host at least 1 focused event for this demographic annually. Increase renter representation on SENA Board by at least 1 member.	Host at least 1 focused event for this demographic annually. Attend at least 1 meeting at each residence building annually. Apply for snow removal funds?	Host at least 1 focused event for this demographic annually. Get mailer translated into at least 2 other languages. Safety/Legal rights training for at least 2-3 board members

<i>Demographic group</i>	<i>Renters</i>	<i>Elders (65+ yo)</i>	<i>Immigrants</i>
<i>Outcome of engagement</i>	<p>Increased non-Board Member volunteer engagement.</p> <p>Increased awareness of SENA.</p> <p>Increased attendance at community engagement events.</p>	<p>Increased non-Board Member volunteer engagement.</p> <p>Increased awareness of SENA.</p> <p>Increased attendance at community engagement events.</p>	<p>Increased non-Board Member volunteer engagement.</p> <p>Increased awareness of SENA.</p> <p>Increased attendance at community engagement events.</p>