

Engagement Plan

Neighborhood

Fulton Neighborhood Association (FNA)

Time frame

2022

Work summary

FNA will focus our first year on discovering and better understanding the underrepresented populations in our neighborhood by learning about their concerns, issues, and preferred methods of engagement. We will begin renter outreach and will look inward at our Board culture, processes and self-imposed barriers to engagement. This will include activities such as surveys, in-person engagement, welcoming new neighbors and Board training.

Scope of work, outcomes and goals

We hope to learn why the underrepresented communities in Fulton neighborhood do not participate in decision-making roles, what barriers there are to their participation and what would make them feel comfortable and welcomed to participate. We also hope to change the culture of the Board’s decision making processes to be more inclusive. This information will then guide a longer term engagement plan where we can successfully bring other voices in the neighborhood into decision-making roles.

Plan detail

Demographic group	Tenants	People of Color, disability, 65+	Board
Numbers or percentage	Renters: (14.9%)	People of color: (9.9%) Disability: (7%) 65+: (14.7%)	
Initiative, activity, project or program	Tenant Engagement Program	Community Listening	Board Culture

<p>Barriers to engagement</p>	<p>Accessing apartments/rental units</p> <p>Transient population</p> <p>Lack of connection to neighborhood</p> <p>Feeling unwelcome at meetings</p> <p>Topics are oriented to homeowners or do not resonate with renters</p> <p>Meeting times inflexible and may not align to nontraditional work hours</p> <p>Unclear paths to engagement</p>	<p>Feeling unwelcome at meetings and in community in general</p> <p>Topics that don't resonate or alienate people of color</p> <p>Historical institutional exclusion</p> <p>Unclear paths to engagement</p>	<p>Resistance to change</p>
<p>Outreach and engagement strategies</p>	<p>Connect with property managers/owners</p> <p>Create a list of all rental properties for direct engagement with residents. This could include, surveys, face-to-face, delivery of welcome packets, etc.</p> <p>Advertise/be in places renters tend to be more often</p> <p>Create more informal opportunities of outreach ex: Farmers Market, social media, yard signs, community surveys, FNA Events</p>	<p>Send survey to residents to best understand current experiences, barriers, and interests</p>	<p>Evaluate board processes and structure</p> <p>Use of Racial Equity Toolkit to align board work</p>
<p>Resources needed</p>	<p>Staff time</p>	<p>Yard signs</p>	<p>Staff time</p>

	<p>Social media account and manager of the account</p> <p>Contact information for property owners/managers</p> <p>Postal records-based address list</p> <p>Printing and Mailing</p> <p>Gift cards for participation (paid for with non-City funds)</p> <p>Flyers with neighborhood organization information</p> <p>Welcome Kit materials</p> <p>Tablets for tabling events to gather contact info and survey taking</p>	<p>Printing and mailing</p> <p>Staff time</p> <p>Survey monkey account</p> <p>Gift cards for participation (paid for with non-City funds)</p>	<p>Facilitator</p>
Partners in the work	<p><i>Neighborhood Roots, Southwest Business Association, Hennepin County Library, Minneapolis Parks and Recreation Board</i></p>		
Person(s) responsible	<p>Paid Independent Contractor/staff</p> <p>FNA Board</p>	<p>Paid Independent Contractor/staff</p> <p>FNA Board, Racial Equity Committee</p>	<p>FNA Board Chair</p> <p>FNA Board</p>
Timeline	<p>Jan.-March: Draft language for flyer and letters; Send letters to property managers and/or owners;</p> <p>April-May: Send tenants flyers/mail; post flyers in</p>	<p>January-March: create survey; create language for marketing</p> <p>April-June: collect survey responses and analyze data</p>	<p>February-May: draft approach and timeline to review board processes and structure, informed by Community Listening survey results.</p> <p>Create and adopt equity statement</p>

	<p>laundromat ; Follow-up phone calls;</p> <p>May-July: Host focus groups</p> <p>Jan-Dec: focus small group outreach within existing events, programs, communications, etc.</p>	<p>July-September: determine actions and next steps; draft plan for 2023</p> <p>October-Dec: Adopt 2023 plan and finalize 2023 planning</p>	<p>June-September: review board structure and polices, identify new approaches that will increase inclusion and feelings of welcome</p>
Quantitative goals	<p>Hold focus group with 5-8 tenants</p> <p>Provide welcome kits to 50% of new tenants</p>	<p>Ongoing survey questions we can measure progress on over time: I feel welcome in my neighborhood; I know how to be engaged in neighborhood decision-making, etc.</p>	<p>All policies and structures of board reviewed with equity and inclusion lens</p>
Qualitative goals	<p>Learn about what tenants care about in the neighborhoods</p> <p>Identify issues that need attention</p>	<p>Understand barriers to participation and identify issues that need attention.</p>	<p>Gather a holistic snapshot of institutional practices and policies as they relate to diversity, equity and inclusion</p> <p>Board adopts equitable practices</p> <p>Create an equity statement that aligns board and subcommittees.</p> <p>Create board practices and approaches that are more welcoming and inclusive for all residents</p> <p>Consistently implemented questions “who benefits from this?” “Who is burdened”</p>
Outcome of engagement	<p>More representation of tenants on neighborhood board and/or committee membership</p>	<p>Increase understanding of challenges and concerns of underrepresented populations within Fulton.</p>	<p>All residents of Fulton feel welcome at Board meetings and are able to engage with board activities.</p>

	<p>More tenants receive neighborhood organization updates, newsletters and other information</p> <p>Tenants 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>Identify actions and priorities FNA can take to engage these groups and support equity.</p>	
<p>Next steps</p>	<p>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation.</p>	<p>Drafting community listening survey</p>	<p>Implementation of new processes</p>