

Engagement Plan

Holland Neighborhood Improvement Association

1 year time frame

Neighborhood Engagement Plan Template - Demographic Group 1

POCII Engagement Program

Barriers to Engagement:

- Language
- Access and exposure to information
- General awareness of events and neighborhood activities

Outreach and Engagement Strategies:

- Connect with POCII residents through art, contracting with a culturally connected liaison who maintains professional artistic relationships with POCII and other stakeholders of Holland.
- Develop new outreach strategies in partnership with NE Sculpture to engage and feature art created by POCII
- Explore relationship with Public Functionary (community and platform for artists of color) as well as other similar organizations
- Translating postcards – Somali and Spanish, Oromo, Arab
- Poster Outreach in Holland designated locations within select neighborhood businesses

Resources Needed:

- Staff(s) and wage(s)
- Space for artwork/events
- Social Media/Account Manager with translations
- Signage for Poster outreach

Partners in the work:

- Building manager(s)
- Translator(s)
- TBD

- Edison High School
- Northeaster newspaper

Persons Responsible:

- Outreach Specialist
- HNIA Staff(s)
- Volunteers

Timeline:

Jan – June 2022

- Establish Schedule for Art outreach programs
- Create positions and identify duties of staff

July – Dec 2022

- Network building owners and residential owners and blanket them with posters

Quantitative Goals:

- Recruit to increase diversity and representation on our board or task force(s) to include this demographic by specifically inviting renters to join the board. We will engage with renters through developing relationships with large building management by:
- Grow neighborhood meeting attendance by 10% by end of year 2022 by developing relationships with cultural centers and religious institutions in the neighborhood.
- Goal of having 50% of HNIA mailed content and targeted social media messages translated in multiple languages by end of year 2022. This will be six postcards and six social media posts.
- Create a contact within 30% of large residential buildings in the neighborhood to help spread communications. We estimate this to be two buildings.
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Qualitative Goals:

- Learn what matters within this group in the neighborhood
- Understand issues that can be addressed

Outcome of engagement:

- Increase meeting attendance and engagement

- More engagement and feedback
- Better exposure on digital platforms (website/social)
- Better attendance at Special Events (art exhibits)
- Increased attendance and awareness at neighborhood events
- Improve inclusion and diversity of existing neighborhood events

Next Steps:

- Narrowing in on staff needs

Neighborhood Engagement Plan Template - Demographic Group 2

Renter Engagement Program

Barriers to Engagement:

- Apartment availability
- Impermanence
- Feeling dissociated and disconnected

Outreach and Engagement Strategies:

- Connect with property managers/owners
- Identify management companies and larger buildings
- Social Media Outreach
- Posting info in building lobbies
- Host meetings in apartment lobbies/community rooms where possible
- Develop and implement Neighborhood Activities Calendar

Resources needed:

- Staff(s) and wage(s)
- Social Media/Account Manager with translations
- Signage for Poster outreach

Partners in work:

- Building Managers

- Translators
- Renters advocates
- Rental realtors
- Northeast newspaper

Persons Responsible:

- Outreach Specialist
- HNIA Staff(s)
- Volunteers

Timeline:

Jan – June 2022

- Establish Schedule for tenant outreach programs
- Identify and contact key contacts to establish communication via email within the Tennant community

July – Dec 2022

- Begin to reach out to tenant community to gather insights on what matters to them (build a survey to distribute through management companies)

Quantitative Goals:

- Recruit to increase diversity and representation on our board or task force(s) to include this demographic by specifically inviting renters to join the board. We will engage with renters through developing relationships with large building management by:
- Goal of having 50% of HNIA mailed content and targeted social media messages translated in multiple languages by end of year 2022. This will be six postcards and six social media posts.
- Create a contact within 30% of large residential buildings in the neighborhood to help spread communications. We estimate this to be two buildings. Some of the buildings that HNIA could target are the Lofts, the Lowry building managed by Pergola Management, Hook and Ladder, Jax, Huxley, and the building at Washington and 20th.
- Increase tenant attendance at community meetings by 10%

Qualitative Goals:

- Analyze results from surveys to establish future strategies
- Begin planning on discovered strategies

Outcomes of engagement:

- Increased representation of tenants
- Easy access to neighborhood activities
- Understanding of tenant needs and developing plans to address them

Next Steps:

- Develop a meaningful survey to distribute to tenants contacts when acquired