

Demographic group	New residents	Multi-family Housing Residents and Renters	People of Color
Numbers or percentage	<p>-2,660 total residents as of 2019 -- a 21% increase since 2011 census</p> <p>-364 (13.7%) of STAWNO residents moved from somewhere else in the last year</p>	<p>Over 500 new units of housing have been built in the neighborhood over the past several years -- mostly large apartment buildings. We also have several MPHA buildings in the neighborhood.</p> <p>-50.3% (656) of housing units are rentals, with an average household size of 1.9 --> about 1,246 rental residents in the neighborhood. Median rent = \$1,507</p>	<p>764 (28.6%) of STAWNO residents identify as people of color and/or Hispanic/Latino</p>
Initiative, activity, project or program	<p>STAWNO Board Review</p>	<p>Tenant Building Outreach</p>	<p>People of Color Outreach</p>
Barriers to engagement	<p>-Robert's Rules can be intimidating and confusing</p> <p>-Meeting format may be unwelcoming to some</p>	<p>-May be new to neighborhood & lack of knowledge of STAWNO/city</p> <p>-May feel unwelcome at neighborhood meetings/events</p>	<p>-May feel unwelcome at meetings</p> <p>-May be language barriers</p>
Outreach and engagement strategies	<p>-Create survey to learn what engagement interests there are. Provide an example of an issue where STAWNO desires community input for decision-making. Learn preferred communication routes.</p> <p>-review board by laws and advise changes that will improve representation</p> <p>-create content and distribute content explaining what STAWNO is and how to get engaged</p> <p>-social media engagement</p>	<p>-Tabling outside of new buildings</p> <p>-Property owner/manager outreach (board member could attend a building meeting, if possible)</p> <p>-Population may move more often than homeowners - may not know about neighborhood or feel invested in neighborhood</p> <p>-Identifying small rental buildings</p> <p>-Renters may be younger and working -- may have less time for neighborhood activities</p>	<p>-Lower barrier to entry ways to get involved in the neighborhood (not just formal board meetings)</p> <p>-Explore other language and format options for meetings and communications</p> <p>-Get in touch with a leader in a cultural community to see if they can connect us better</p>
Resources needed	<p>Social media account manager</p>	<p>-Contact info for property owners/managers</p> <p>-Flyers for tabling</p> <p>-Volunteers to table</p> <p>-list of buildings</p> <p>-public housing buildings (https://mphaonline.org/portfolio_category/amp-4-northeast/)</p>	<p>-Information on where people of color live in the neighborhood</p>

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Partners in the work		MPHA	Local community leaders
Person(s) responsible	STAWNO staff, executive committee	Volunteers	Volunteers
Timeline			
Quantitative goals	-5 community members at each board meeting to listen / voice concerns (currently typically 2-3) -Distribute information on STAWNO to every household in the neighborhood (flyers, email, etc.) -Create and distribute neighborhood survey, aim for 100 responses	Distribute information to all large apartment buildings in the neighborhood	-Substantially increase the number of board members who identify as people of color
Qualitative goals	-Learn more about barriers to engagement -Figure out which communications methods are the most effective -Meet more neighbors	-Engage with newer residents to the neighborhood	-Make STAWNO a resource for neighbors of color when they have concerns or ideas for the neighborhood -Identify ways to make STAWNO more welcoming to people of color
Outcome of engagement	-By 2024, STAWNO board demographics are more in line with the neighborhood --> more representative -Neighbors know how to get in touch with STAWNO about neighborhood issues/ideas/comments	-Neighbors know how to get in touch with STAWNO about neighborhood issues/ideas/comments -Tenants feel connected to the neighborhood (not just homeowners)	-By 2024, STAWNO board demographics are more in line with the neighborhood --> more representative - Neighbors know how to get in touch with STAWNO about neighborhood issues/ideas/comments
Next steps	Discuss ideas with board executive committee on how to evaluate internal practices	Get property information to begin making outreach plan	Get in touch with community leaders to connect us with neighborhood communities of color