

## Engagement Plan

### Neighborhood

Waite Park

### Time frame

Year(s)

### Work summary

Summary of activities cross 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.

### Plan detail

Demographic group	Demographic group 1	Demographic group 2	Demographic group 3	Demographic group 4
	Tenants	Older Neighbors (55+)	BIPOC Neighbors	Transportation
Numbers or percentage	429 households  Median rent paid (2019 dollars): \$1086	1,349/5602 total population  24%	1156 (20.7%) people of color (including Hispanic or Latino of any race)	No vehicles: 176/7.4% 1 vehicle: 873/36.7% 2 vehicles: 1009/42.3% 3+ vehicles: 324/13.6%  Transportation to work (16 years or older – 3,282/100%) Car, truck or van: 2728/83.1% Public transportation: 196/6% Walked, biked, worked at home, or other: 358/10.9%

**EXHIBIT C**

Demographic group	Demographic group 1 <b>Tenants</b>	Demographic group 2 <b>Older Neighbors (55+)</b>	Demographic group 3 <b>BIPOC Neighbors</b>	Demographic group 4 <b>Transportation</b>
<b>Initiative, activity, project or program</b>	Survey and focus group for renters on neighborhood priorities and assistance programs; neighborhood meeting to support connections between renters and homeowners	Older adult engagement	BIPOC Engagement Program	Public transit subsidy to decrease reliance on cars  Car pool initiative
<b>Barriers to engagement</b>	Accessing apartments  Transient population  Feeling unwelcome at meetings	Technology literacy barriers  mobility constraints  feeling disconnected from community	Lack of educational programming centered on BIPOC (e.g. material is not white-centric)  Lack of personal/business economic resources (wealth inequity)  Housing Access	Having accessible transportation to in-person WPCC meetings  Having accessible transportation in general

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Demographic group	Demographic group 1 Tenants	Demographic group 2 Older Neighbors (55+)	Demographic group 3 BIPOC Neighbors	Demographic group 4 Transportation
<b>Outreach and engagement strategies</b>	Survey and focus group discussion, newsletter and social media	<p>Postal mail delivery for announcements</p> <p>Holding events in spaces that are accessible</p> <p>hold events that are designed for the older adult population to socialize and make connections within the community</p>	<p>Connect with WP BIPOC to better understand their barriers to engagement via meetings and survey and potentially door-knocking.</p> <p>Learn more about the specific demographics which comprises MN Compass WP data denoted as people “of color” (which includes Hispanic or Latino of any race) in Waite Park and structure future programming/education/meetings for these demographics</p> <p>Provide opportunities for BIPOC to socialize and be in community (both as neighbors and business people)</p>	<p>Surveys and polls</p> <p>Focus group discussion</p> <p>Social media blasts</p> <p>Newsletter articles about accessible transportation</p> <p>Postcard mailings</p>

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<b>Resources needed</b>	<p>Survey development/administration software</p> <p>Information distribution communications</p> <p>Location for focus group discussion</p> <p>Expertise in survey and focus group administration</p> <p>Leadership capacity for survey and focus group development, distribution and data analysis</p> <p>Incentives to encourage participation</p>	<p>Space that is ADA compliant and available for regular meet ups</p> <p>Money for postage and printing of mailed materials.</p> <p>Money for coffee/snacks during meet ups. (City funds would not be used for this.)</p> <p>Someone to create and send the survey</p> <p>someone to create and send the postcards/write the newsletter article to advertise the meet ups.</p>	<p>Someone to create and manage content about engagement strategies and ongoing updates and publish/circulate via mail/online.</p> <p>Someone to create survey.</p> <p>Flyers/postcards with meetings information</p> <p>Printing and postage money for mailings about the meetings</p> <p>Identify and connect with BIPOC business owners and educators (including artists) for educational opportunities</p> <p>Connect with City Council rep and Community Council to learn about existing programs for BIPOC and promote them</p>	<p>Someone to design the survey and poll</p> <p>Someone to organize the focus group</p> <p>Article writers</p> <p>Money to subsidize public transit costs</p>

**EXHIBIT C**

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<b>Partners in the work</b>	Possibly: U of M Extension Center for Community Vitality, <a href="#">Jordan Backstrom</a> -(for helping to develop or inform the survey) landlords (for helping to distribute information)	Minneapolis parks and rec and the Waite Park Recreation Center  NE Coffee Shops	Waite Park rec center (for meetings)  WP BIPOC business owners/leaders/educators	Metro Transit  Northeaster
<b>Person(s) responsible</b>	WPCC	Older Adult Engagement Committee of WPCC	Engagement task force volunteers	WPCC

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**Timeline**

<p>Within 1 year of adopting this EEP</p> <p>Jan.-Feb: Conduct outreach to U of M and landlords</p> <p>March-April: Develop survey</p> <p>May-August: Distribute survey</p> <p>Sept.-Oct: Analyze data and develop presentation</p> <p>Nov: Focus group discussion and social event</p> <p>Dec: Develop final report</p>	<p>Jan-March: Connect with Minneapolis parks staff about reserving space in the Waite Park Recreation Center for regular meet ups.</p> <p>Solicit feedback from community members in the printed newsletter to gauge interest in weekly/monthly/bi-monthly gatherings and what those gatherings can include</p> <p>April-May: Analyze results of community survey and identify location for regular meet ups; advertise the regular meet ups in print postcard form. Inform key community members to promote the events</p> <p>June-December: Hold regularly scheduled 55+ coffee and conversation gatherings.</p>	<p>Jan.-March: Schedule and hold 2-3 meetings to hear from BIPOC about their preferred strategies of engagement and the different demographics of folks within “people of color”. Additionally, solicit feedback from BIPOC who are not able to attend meetings via a survey. If needed, door-knock to supplement findings.</p> <p>April – May: analyze results of meetings and surveys to discern best engagement strategies for BIPOC neighbors in WP.</p> <p>June - December: Schedule and regularly promote educational programming and other meetings/meetups centered on BIPOC neighbors’ voices. Programming and meetups will be derived from Jan-March meetings/survey. Collaborate with BIPOC business owners/educators/artists for programming.</p> <p>June – December: work with local government and community groups to promote and design programming based on outcomes from initial meetings/surveys/knocking for BIPOC in WP.</p>	<p>Jan: Develop survey, draft language around what we are looking for</p> <p>Feb-Apr: Send out survey, collect feedback from survey, conduct focus groups</p> <p>May-July: Analyze results, create plan based on conclusions</p> <p>Aug-Sep: Launch program</p>
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<b>Quantitative goals</b>	<p>Survey participation by 30% of WP renters (renters from ~130 of WP renter-occupied units according to MN Compass data)</p> <p>Focus group participation by 30 or more WP renters</p> <p>Subscription of 70% of participants to WPCC social media and email list</p>	<p>Receive feedback from 10 households to provide input on the planning of the engagement activities.</p> <p>Engage 15 different people aged 55+ in regularly scheduled engagement events.</p>	<p>Solicit feedback from 25% of total BIPOC (1156) in WP through meetings/surveys and optional door-knocking</p> <p>Obtain contact information from 75% of participants and add them to the distribution list</p>	<p>At least 15 participants in a focus group following surveys</p>
<b>Qualitative goals</b>	<p>Feeling among survey and focus group participants that the questions represent issues of interest to them</p> <p>Renter support of new initiatives created in response to survey and focus group findings</p> <p>Ongoing, targeted outreach to and partnerships with renters and landlords</p>	<p>Reduce social isolation and create a sense of community and connection for residents aged 55+.</p>	<p>Learn about what BIPOC care about in WP</p> <p>Identify gaps and act to close those gaps</p> <p>Ensure that outcomes are supported by BIPOC</p>	<p>Identify if neighbors would take advantage of a public transit subsidy program</p>

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<b>Outcome of engagement</b>	<p>New WPCC program(s) developed based on renter input</p> <p>New and improved relationships formed between renters and landlords</p> <p>New and improved relationships formed between renters and homeowners</p>	<p>Reduce social isolation and create a sense of community and connection for residents aged 55+.</p> <p>Residents aged 55+ more invested in community activities and more engaged and aware of other community initiatives</p>	<p>More representation of BIPOC neighbors on WPCC / decision making bodies</p> <p>More educational/financial assistance programming centered on BIPOC (improve equity)</p> <p>Provide resources for BIPOC to be in community with one another</p>	<p>Better understanding of transportation needs in Waite Park</p> <p>Increased neighborhood engagement through car share program</p>
<b>Next steps</b>	<p>Seek neighbors' feedback on draft plan</p> <p>Outreach to survey experts, U of M and landlords</p>	<p>Encourage ongoing meet ups lead and executed by residents in the neighborhood aged 55 and older.</p>	<p>Seek neighbors' feedback of draft plan. Solicit feedback of gaps we aren't addressing in draft plan.</p> <p>WP will seek to work with a BIPOC representative to help lead engagement.</p>	<p>Meet with neighbors to see if we should move forward with this program</p>