

Engagement Plan

WEBBER CAMDEN NEIGHBORHOOD ORGANIZATION

Demographic Group:	BIPOC Residents	Cost Burdened Renter Households	Age 17 & Under in Poverty
Numbers or Percentage	3,186 or 57.3% of population of 5,515 residents	596 or 67.1% of 922 cost burdened households	2,570 or 46.6% of 5,515 residents
Initiative, Activity, Project or Program	Initiate Cultural and Ethnic Circles Help Develop Block Clubs & Know Your Neighbor Events Partner with BIPOC Serving Organizations, Churches & Leadership Partner with other neighborhoods	Initiate a Renter Council with Housing Committee Help Develop Block Clubs & Know Your Neighbor Events Partner with Housing Org. with resources and other neighborhoods	Develop a Youth Leaders advisory group to advise board & staff Build Year-Round Youth Activities Provide support for Families of Youth Partner w/Youth Serving Org. and other neighborhoods
Barriers to Engagement	Unaware of WCNO & What It Does Feeling Unwelcome; Language; Cultural Norms; Safe Spaces Sometimes isolated within community	Unaware of WCNO & What It Does Mostly Single-Family Home Renters – Scattered Across Community Relationships with landlords can make their community involvement uncertain	Unaware of WCNO & What It Does Lack of jobs, activities, supervision, resources Fear of Violence deters participation - Lack of safe places
Outreach and Engagement Strategies	Create WCNO brochure (also translated) mail out to all residents Conduct door-knocking and distribution of WCNO info. surveys and committee invitation also at community sites like laundromats, stores, churches, etc. Use quarterly membership meetings to listen to community; Meet/Speak/Eat	Conduct door-knocking and distribution of WCNO info. surveys and committee invitation also at community sites like laundromats, stores, churches, etc. Use quarterly membership meetings to listen to community; Meet/Speak/Eat Host a recruiting event for renters who may be interested in initiating a Renters Council	Expand # of communication tools used at the recommendation of youth; Explore youth created newsletter, blogs, etc. Publicize year-round youth activities, job opportunities & family resources Provide youth leadership training and engagement in community decision-making

EXHIBIT C

	Host small circles in comfortable and safe spaces for specific populations	Collect and share resources of interest to renters – repairs to property, eviction, etc.	Use quarterly membership meetings to listen to community; Meet/Speak/Eat
	Attend BIPOC community functions to informally listen: staff, board, organizers	Host annual community BBQ	Host annual community BBQ
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Resources Needed	Wages P/T Latinx, African Am. & Asian Organizers	Materials produced to distribute when door knocking.	Wages P/T Youth Organizer
	Contact logs and lists are created	If BIPOC organizers cannot also door knock for renters, stipends for door knocking crew	Social media resources including apps and games
	Wages for small circle facilitators (if different from organizers)	Door knocking logs and lists created w/contacts	Stipends/gift cards/prizes for youth participation and events
	Circle sites and attendance logs	Collection of nonprofit, governmental and other resources for office & distribution	Gatherings for families of youth
	Culturally Appropriate Social Media including buying ads in BIPOC papers/radio, etc. & translation	Renter Welcome & Information Fair	Collection of nonprofit, governmental and other resources for office & distribution to families.
	Quarterly Membership Meetings Meet/Speak/Eat	Quarterly Membership Meetings Meet/Speak/Eat	Quarterly Membership Meetings Meet/Speak/Eat
	Flyers/Posters to promote events	Flyers/Posters to promote events	Flyers/Posters to promote events
	Community BBQ	Community BBQ	Community BBQ
Partners in the Work	Community Churches & Nonprofit orgs. serving diverse populations	Community Churches, Nonprofits, Businesses, and CURA mapping	Henry High School
	BIPOC specific newspapers, social media & traditional media	Partner tenant advocacy and support organizations; such as United Renters for Justice	Webber Park
	Partner neighborhoods	Partner neighborhoods	Partner neighborhoods
	Funding Partners	Funding Partners	Youth & family serving organizations
		Executive Director	Funding Partners
Person(s) Responsible	Executive Director	Executive Director	Executive Director
	Outreach & Communications Coordinator and Communications/Event Committee	Outreach & Communications Coordinator & Communications Committee	Outreach & Communications Coordinator & Communications/Event Committee
		Housing Committee	

	Organizers Board of Directors Volunteers	Organizers Board of Directors Volunteers	Youth & Family Committee Youth Organizer Board of Directors Volunteers
Timeline	Jan-Feb: Matching funding in place: Hire p/t organizers Jan.-March: Create social and traditional media placements with translations; Plan & publicize circles May-June: Begin block club/know your neighbor organizing & events July: Community BBQ August: National Night Out Events April-Dec.: Implement circles on a regular basis; initiate projects based on expressed needs & concerns June/Sept./Nov. BIPOC residents attend quarterly membership and annual meetings; apply for Board, active in committees	Jan-Feb: Create materials and media with translations March-June: Conduct comm. door knocking at rental properties; begin block club/know your neighbor organizing & events June: Renter Welcome & Information Fair July: Community BBQ August: National Night Out Events June/Sept/Nov.: Renters attend quarterly membership and annual meetings; apply for Board, active in committees July-Dec.: Renter Council formally initiated with active renter involvement	Jan.-Feb. Matching funding in place: Hire p/t youth organizer March-April: Youth Leaders Council is formally organized, trained and meeting May: YLC has annual plan in place. Families have gathering with youth and community to hear plan. July: Community BBQ June/Sept./Nov: YLC & families attend quarterly membership and annual meetings; family members join board and committees June-Dec.: Youth & family events occur as they have been planned with Youth & Family Committee

Quantitative Goals	Increase BIPOC Membership by 30% on Board and Committees Contact information has been collected for 50% of the BIPOC residents in the community. Funding is secured to support further work in the BIPOC community to supplement and leverage City Funding	Increase of 25% in renter membership in WCNO committees and on Board by end of 2022. There will be at least 6-8 regular members (renters) attending Renters Council meetings. Contact information has been collected for 50% of the renters in the neighborhood. Funding is secured to continue to support renters in W-C.	Youth Leadership Council has at least 10 young people meeting regularly. YLC has created a draft plan of activities and purpose for their group in 2022. At least one large youth event will be sponsored by the YLC in order to reach other teens. Funding is secured to support further work with youth and their families living in poverty in W-C.
Qualitative Goals	Identify new partners to help meet goals; including media, volunteers and organizations. Increase the level of trust in WCNO as indicated through respectful attendance at BIPOC events, listening and following through on commitments Increase number of BIPOC residents reached through newsletters and social media Create volunteer virtual and physical resource board for community members to participate throughout the community	Identify new partners to help meet goals including media, volunteers and organizations. If indicated, contact and engagement of landlords may be undertaken in an effort to create better, safer, healthier housing options for renters. Create volunteer virtual and physical resource board for community members to participate throughout the community Host a yard clean up event.	Utilization of youth input and perspectives in board and committee decision making. YLC indicates a strong interest in continuing the group going forward into 2023. Create volunteer virtual and physical resource board for community members to participate in youth events throughout the community.

Outcome of Engagement	WCNO Board and committees become more representative of BIPOC in neighborhood decision-making process. Trust is built between WCNO and BIPOC community members stimulating productive communications. The BIPOC community feels there is a safe place for them to share what's important to them and to be heard. There are strong relationships with partners who provide supportive services that benefit BIPOC community members.	Board and committees become more representative of renters in relationship to their presence in community. There is a Renters Council that is active and acts as decision-makers who provide their unique perspectives on issues in the neighborhood. There are strong relationships with partners who provide effective support and services to renters in Webber Camden.	Youth under age 17 living in poverty have created their own Leadership Council; that Council is responsible for creating its own plans and activities; and responsible for contributing to Board and Committee decision-making. They feel safe and empowered. Family members of youth in poverty are receiving support as they request to improve their health, economic and social outcomes. There are strong relationships with organizations, schools, other neighborhoods, the Park and other partners who provide effective support and services to youth and families in poverty.
Next Steps	Evaluate effectiveness of outreach and engagement efforts and refine accordingly. Use data/information from 2022 experience to create 3 year plan.	Evaluate effectiveness of outreach and engagement efforts and refine accordingly. Use data/information from 2022 experience to create 3 year plan.	Evaluate effectiveness of outreach and engagement efforts and refine accordingly. Use data/information from 2022 experience to create 3 year plan.