

Engagement Plan

West Bde Maka Ska

Neighborhood council

2021-22

Neighborhood

The West Maka Ska Neighborhood council will likely complete a majority of the Equitable Engagement activities within our own neighborhood; however, portions of the plan will engage surrounding neighborhoods for collaboration. In the 2023 Equitable Engagement fund cycle, we have decided to create annual plans across the three-year span in hopes to continually adapt to the evolving nature of our neighborhood.

Work summary

Within this time frame, our neighborhood council will work to engage the target demographic by hosting and promoting activities to encourage them and future neighbors to become active members of our community. A majority of the council's work will be behind the scenes, whether it be things like door-knocking or social media engagement. We will also create neighborhood social and entertainment events and local happy hours to attract residents.

Scope of work, outcomes, and goals

The overall goal is to get our target demographic more involved and more connected to our neighborhood. One desired outcome as a council is first simply to get residents to know each other and the work of the neighborhood council. Another is to help build our neighborhood into a middleman between what our area can provide and the underrepresented demographic who may not be informed about the work of the Council and the needs of the city and opportunities to contribute, but are interested and care about where they live and the people around them.

Plan detail

Demographic group

Young Renters

(Ages 23-34)

Numbers or percentage	<i>Well over 50% of Neighborhood (MN Compass data showed 40.9% between 25 and 34 in 2015-19)</i>
Initiative, activity, project or program	<i>Renter Engagement Program (REP)</i>
Barriers to engagement	<i>Accessing Apartments</i> <i>Getting surrounding Business cooperation</i> <i>High Resident Turnover</i> <i>Lack of Awareness/Uninformed residents of what the neighborhood council does and what we aim to accomplish</i> <i>Difficulties in Communications across all platforms</i> <i>Keeping sustained engagement</i>
Outreach and engagement strategies	<i>Connect with property and business managers/owners and get them on board</i> <i>Identify resident leaders for multi-unit buildings</i> <i>Door-knocking</i> <i>Social media campaigns</i> <i>Hold Events That Attract Young Adults</i> <i>Coupon Campaign by Local Businesses</i>

Resources needed	<p><i>Social media account and manager of the account</i></p> <p><i>Contact information for property owners/managers</i></p> <p><i>Wages for door-knockers</i></p> <p><i>Door-knocking logs</i></p> <p><i>Flyers with neighborhood organization information</i></p> <p><i>Coupons from Surrounding businesses</i></p> <p><i>T-shirts/Logo merchandise/SWAG</i></p> <p><i>Welcome gift baskets to new and arriving renters</i></p> <p><i>Hosting local business gatherings (i.e. happy hours, meet and greet with community leaders, etc.)</i></p> <p><i>Safety Whistles with New Council Name, Contact Information</i></p>
Partners in the work	<p><i>Surrounding Neighborhood Associations--CIDNA, Linden Hills, East Bde Maka Ska Neighborhood</i></p> <p><i>Volunteer Groups within our Truth and Reconciliation project</i></p> <p><i>Bakken Museum</i></p> <p><i>Surrounding Businesses</i></p>
Person(s) responsible	<p><i>Entire West Mka Ska Neighborhood Council</i></p> <p><i>Primary Point People: Tim Knight and Joseph Meiers</i></p>

<p>Timeline</p>	<p><i>June- September: Begin Annual Cycle. Promote Neighborhood to new renters, begin door-knocking, social media engagement, all promotion</i></p> <p><i>October-November: Follow-up with coupons, merchandise, formal invitations to activities.</i></p> <p><i>December- May: Execute events. Host winter and spring gathering, establish contact list, hand out welcome baskets</i></p>
<p>Quantitative goals</p>	<p><i>Obtain contact information from at least 50% of tenants in this target demographic</i></p> <p><i>Triple current followers on social media (currently at 260 on instagram, goal of 780+)</i></p>
<p>Qualitative goals</p>	<p><i>Learn more each year on how to engage with our renters and exemplify what they care about and Identify issues that need attention</i></p>
<p>Outcome of engagement</p>	<p><i>More representation of tenants on neighborhood board and/or committee membership</i></p> <p><i>More tenants receive neighborhood organization updates, newsletters, and other information</i></p> <p><i>Tenants have the knowledge and ability to become involved in the organization and in decision-making</i></p>

Next steps

Community conversations around issues identified to discuss further, as well as, come up solutions and possible program implementation.

Continue talking with residents about concerns

Identify areas of focus

Implement new programs based on feedback

Repeat