

Engagement Plan

Neighborhood

West Maka Ska

Time frame

2023-2024

Plan detail

Demographic group	<i>Young Professionals</i>	Renters/condo owners
Numbers or percentage	70%	85%
Initiative, activity, project or program	<i>Young Professional Program</i>	Renter Initiative
Barriers to engagement	<p><i>Accessing apartments</i></p> <p><i>Lack of interest in neighborhood</i></p> <p><i>Lack of knowledge of meetings and events</i></p> <p>As an org we do not have the capacity to organize and host events on our own but we do have the capacity to partner with external organizations</p>	<p>Accessing apartment buildings</p> <p>Transient population</p> <p>As an org we do not have the capacity to organize and host events on our own but we do have the capacity to partner with external organizations</p>
Outreach and engagement strategies	<p><i>Connect with property managers/owners</i></p> <p><i>Identify resident leaders for multi-unit buildings</i></p> <p><i>Social media campaign</i></p> <p><i>Connect with Minneapolis Young Professional orgs.</i></p> <p><i>Identify people w/in neighborhood, host event such as professional headshots</i></p>	<p><i>Connect with property managers/owners</i></p> <p><i>Identify resident leaders for multi-unit buildings</i></p> <p><i>Social media campaign</i></p>

EXHIBIT C

Demographic group	<i>Young Professionals</i>	Renters/condo owners
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>Physical mailing to all tenants</i></p> <p><i>New renters welcome basket</i></p>	<p><i>Social media account and manager of the account</i></p> <p><i>Contact information for property owners/managers</i></p> <p><i>New renters welcome basket</i></p> <p><i>Physical mailing to all tenants</i></p>
Partners in the work	<p><i>Minneapolis Young Professionals</i></p> <p><i>Apartment managers at Bigo, West Lake, At home</i></p>	<p><i>Apartment managers at Bigo, West Lake, At home</i></p>
Person(s) responsible	<p><i>Tim Knight, Melanie Fehlberg, Michelle Sass</i></p> <p><i>WMSNC Board will have secondary role</i></p>	<p><i>Tim Knight, Melanie Fehlberg, Michelle Sass</i></p> <p><i>WMSNC Board will have secondary role</i></p>
Timeline	<p><i>Jan.-March: meet with all apartment managers and Minneapolis young professional orgs</i></p> <p><i>April: confirm events and projects to pursue</i></p> <p><i>May-July: 2 summer events targeting young pros</i></p> <p><i>August-Nov: 2 fall events in collaboration w/ young pros</i></p> <p><i>Dec: Reassess what worked and what did not work previous year</i></p>	<p><i>Jan.-March: meet with all apartment managers and condo associations</i></p> <p><i>April: confirm events and projects to pursue</i></p> <p><i>May-July: 2 summer events targeting renters/condos</i></p> <p><i>August-Nov: 2 fall events in collaboration w/building managers</i></p> <p><i>Dec: Reassess what worked and what did not work previous year</i></p>

EXHIBIT C

Demographic group	<i>Young Professionals</i>	Renters/condo owners
Quantitative goals	<p><i>Have conversations with 75% of tenants</i></p> <p><i>Obtain contact information from 50% of young professionals w/in neighborhood</i></p>	<p><i>Have conversations with 75% of tenants</i></p>
Qualitative goals	<p><i>Learn about what tenants care about in the neighborhoods</i></p> <p><i>Identify issues that need attention</i></p>	
Outcome of engagement	<p><i>Increase board membership of young professionals and add people to just committee assignments.</i></p> <p><i>Increase social media presense to 1k currently at 500</i></p> <p><i>Tenants have the knowledge and ability to become involved in the organization and in decision-making</i></p>	<p><i>Tenants have the knowledge and ability to become involved in the organization and in decision-making</i></p>
Next steps	<p><i>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation.</i></p>	<p><i>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation.</i></p>