

Engagement Plan

Neighborhood

Bancroft

Time frame

2023-24

Plan detail

Demographic group	Renters	Foreign-born individuals	Youth
Numbers or percentage	403 households or 26.2%	333 people or 9.4%	Roughly 8%
Initiative, activity, project or program	<p>Block Club Program (not based on safety but on community building)</p> <p>Update to plan:</p> <p>Built the program and now have a sign-up system. Two addresses have signed up and a few more have expressed interest.</p> <p>Working on apartment-specific events for the coming season.</p>	<p>Outreach to gain info on the best way to engage</p> <p>Update to plan:</p> <p>Hosting a meet-n-greet with several families in Dec. 2022</p>	<p>Youth-focused events, jobs, and training</p> <p>Update to plan:</p> <p>-Met with Lake Street Works to build a relationship. They work with 17-18 year olds so we will focus our efforts on building skills that feed into their program.</p>
Barriers to engagement	<p>Transient population</p> <p>Resident's time commitments (second jobs, childcare, etc).</p> <p>Barriers for the org include accessing the condos/apartments, limited capacity, and limited funding</p> <p>Time and money</p>	<p>Finding people</p> <p>Political climate may make people not want to say they're foreign-born</p> <p>Possibly language (Spanish speakers)</p> <p>Time and money</p>	<p>Making a plan that youth will want to partake in</p> <p>Barriers for the org include limited capacity, limited funding, and possibly employment red-tape</p>

EXHIBIT C

Demographic group	Renters	Foreign-born individuals	Youth
Outreach and engagement strategies	<p>Connect with property managers/owners</p> <p>Identify resident leaders for multi-unit buildings</p> <p>Events to get people out and engaged (face-to-face)</p> <p>Social media campaign</p> <p>Host meetings at various locations around the neighborhood</p>	<p>Partner with orgs who work with foreign-born people</p> <p>Use current and new events to actively engage residents to learn their foreign-born status through questionnaires</p> <p>Work to tailor events to foreign-born individuals and families</p>	<p>Possible STEP-UP partnership for contacting local youth</p> <p>Partner with Bancroft Elementary</p> <p>Job projects during winter</p> <p>Host events at various locations around the neighborhood</p>
Resources needed	<p>Social media account and print newsletter</p> <p>Contact information for property owners/managers</p> <p>Money for events</p> <p>Door-knocking logs</p> <p>Flyers with neighborhood organization information</p>	<p>Social media account and print newsletter</p> <p>Survey cards</p> <p>Money for printing</p>	<p>Money for stipends and supplies</p> <p>More resources TBD once plan is drafted</p>
Partners in the work	<p>Homeline</p> <p>Housing Link</p> <p>United Renters for Justice</p>	<p>Various - need to make connections with local orgs</p>	<p>Mike (resident)</p> <p>Bancroft Elementary</p> <p>Local high schools</p> <p>STEP-UP</p>
Person(s) responsible	<p>Luke, possibly other staff</p> <p>Board Members</p> <p>Volunteers</p>	<p>Luke, possibly other staff</p> <p>Board Members</p> <p>Volunteers</p>	<p>Luke, possibly other staff</p> <p>Board Members</p> <p>Volunteers</p>

EXHIBIT C

Demographic group	Renters	Foreign-born individuals	Youth
Timeline	<p>Year-long: Continue to publicize program and sign up those who are interested</p> <p>Quarterly: Hold a block club leader training (as needed)</p> <p>Jan-Jun / Jul-Dec: Host two events throughout the year for block club leaders</p> <p>Ongoing - assist block club leaders with organizing, meeting, and holding events.</p>	<p>Dec 2022 - hold event with a few families with foreign-born members; find out how to better serve them, and how to better outreach to them.</p> <p>(The outcomes from that initial meeting will inform the plan going forward)</p>	<p>We've already assessed the youth programming and made some adjustments.</p> <p>Shoveling program is expanding and will engage even more youth this winter.</p> <p>November will host a youth round-table event and the outcomes of that round table will inform the plan for 2023</p>
Quantitative goals	<p>Host an event at each multi-unit apartment building in 2023</p> <p>Make a plan for better outreach from those engagements.</p> <p>Send a letter to each rental address with rental-specific information (city's rental survey, benefits and programs available, etc).</p>	<p>Get engagement from at least 5% of foreign-born individuals by the end of 2022. This will be tracked by them offering contact information, attending a community meeting/event, or joining a committee or the board.</p> <p>Update: still have Nov/Dec to finish event for foreign-born individuals</p>	<p>Give youth a focus so they gain skills, learn, and stay out of trouble.</p> <p>BNA will engage at least 40 youth in meaningful programs and projects. This will be tracked by payroll, events, and volunteer hours (for high schools).</p> <p>At this point we've engaged roughly 29 youth - will need to continue to hit goal of 40</p>

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Qualitative goals	<p>Learn about what renters care about in the neighborhood.</p> <p>Identify how BNA can help renters be more involved.</p> <p>Identify issues affecting renters that need attention.</p>	<p>Learn how to better support foreign-born individuals</p> <p>Have increased diversity of consistent voices in BNA to steer priorities into 2023 and beyond</p>	<p>Better learn about what youth want/need and how BNA can be of help</p> <p>Look at BNA's programs/projects through a youth lens</p>
Outcome of engagement	<p>More representation of renters on neighborhood board and/or committees</p> <p>Tenants have the knowledge and ability to become involved in the organization and in decision-making</p>	<p>Build priorities based on information gathered</p>	<p>Youth will learn work skills</p> <p>Youth will earn money</p> <p>More youth will want to be involved</p>
Next steps	<p>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation.</p>	<p>Issues identified are able to be elevated (whether that means BNA addresses them or engages partners with that focus and capacity).</p> <p>As this plan progresses, BNA will need to continually assess how we are serving the public and whether what we are doing is relevant.</p>	<p>Tweak program to better fit the needs of youth and fundraise to continue implementation</p> <p>As this plan progresses, BNA will need to continually assess how we are serving the public and whether what we are doing is relevant.</p>

2025 Amendment

Bancroft

TIMELINE

Q1 Jan - Mar

- Host 1 Undoing Racism Debrief

Q2 Apr - Jun

- Host 1 Undoing Racism Workshop

- VISTA Tenant Organizer Doorknocking/Outreach

Q3 Jul - Sept

- Ice Cream Social

- Host 1 Undoing Racism Debrief

- VISTA Tenant Organizer Doorknocking/Outreach

Q4 Oct - Dec

- SMAC Community Plug In

- Annual Meeting

- Harvest Meal

GOALS

1. Send out monthly digital newsletter and quarterly print newsletter to neighborhood.
2. Targeted outreach (doorknocking/flyering) to 60% of renters in our neighborhood through our VISTA tenant organizing program.
3. In collaboration with South Central Minneapolis Anti-Racism Collective (SMAC), host at least 1 Undoing Racism workshop and 2 debriefs, and 1 Community Plug-In by Dec 2025.