

EXHIBIT C

Engagement Plan

Neighborhood: South Uptown

Years: 2023- 2024

Targeted Demographic Group: Renters

Numbers/ Percentage: 76% of resident households/ 70% of residents/ 4,340 residents

Program: Renter Outreach

Barriers

- Renters on average live in South Uptown for shorter periods of time and often are unfamiliar with the South Uptown neighborhood and neighborhood association.
- Many apartment buildings have security access limiting ability to door knock.
- Many young renters in the neighborhood work evenings and weekends when neighborhood meetings and events take place.
- The COVID pandemic is unpredictable and may make it difficult to engage neighbors through in-person interactions.

Engagement Strategies

- Social media campaigns to target renters including activation of the South Uptown Instagram account.
- Neighborhood mailings, flyering and door knocking to reach renters with materials about South Uptown programs and activities.
- Partnering with apartment management companies to access buildings, drop materials and host pop-up events.
- Targeted renter outreach during South Uptown meetings and events.
- Conduct renter focus groups to determine concerns, barriers to participation and interests.
- Tailoring events to appeal to renters.

Resources

- Flyers, brochures, postcards & door-knocker printing.
- Food & refreshments for meetings, events and pop-up activities.
- Gift cards for focus group participants. (non-City funds)

Partners

- Apartment Owners/ Management Companies
- Minneapolis Parks/ Bryant Square Park.
- South Uptown Board of Directors
- South Uptown Livability & Engagement Committee
- Homeline and other nonprofits that support renter rights.

Person Responsible: Scott Engel, Executive Coordinator

- Board of Directors
- Livability & Engagement Committee

Timeline 2023:

January- March

- Schedule 2023 event calendar and social media plan.

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- Create 2023 South Uptown brochure.
- Make connections with apartment owners/ management companies.
- Plan new events and activities to engage renters such as renter rights workshops.
- Organize Luminary Skating Party, Chili fest and happy hour events and engage with renters as they happen.
- Recruit renters for spring focus group.

April- May

- Host renter focus group.
- Organize Earth Day Clean Up and happy hour events, and engage with renters as they take place.
- Begin door-knocking campaign and pop-up events at larger apartment buildings.
- Analyze results of renter focus group and use results to recruit renters for the Board and committees.

June- August

- Organize Bryant Square Park Concert Series and Garden Tour, and engage with renters as they take place.
- Host pop-up events to engage renters.
- Continue door-knocking campaign.
- Recruit renters to run for the Board.

September October

- Host South Uptown Annual Meeting and use the event as a way to engage renters.
- Orient newly-elected Board about renter engagement efforts and discuss goals for improvement.
- Organize Fall Clean Up and happy hour events, and engage renters as they take place.

November- December

- Assess results of 2023 and create 2024 timeline.

Quantitative Goals

- Maintain strong renter participation on the South Uptown Board. Goal to maintain or increase level of participation.
- Goal to increase renter participation in all South Uptown committees by the end of 2024.

Qualitative Goals

- Increase engagement with and awareness of the South Uptown Neighborhood Association.
- Build a sense of community and neighborhood identity for renters.
- Address issues identified by renters through engagement.

Outcomes

- More South Uptown renters are engaged and participate in the South Uptown Neighborhood Association.

Next Steps

Livability & Engagement Committee determines first steps to target renters.— .

EXHIBIT C**Demographic Group: people of Color**

Number/ Percentages: People of color make up 18% of South Uptown residents. This includes about 6% African American, 6% LatinX, 4% Asian and 1% multi-racial. 1,100 residents

Program: Diversity, Equity & Inclusion (DEI) Activities

Barriers:

- Participation in the South Uptown Neighborhood Association has been made up mostly of white residents, so the organization may not be seen as a safe place by people of color.
- It is not clear where individual people of color live in South Uptown as residents are spread throughout the neighborhood in hundreds of different homes, condos and apartment buildings.
- About 70% of South Uptown residents are renters who often live for short periods of time in the neighborhood.
- COVID is unpredictable and it has the potential to make in-person engagement difficult.

Engagement Strategies

- Implement continued Diversity, Equity & Inclusion training for the Board.
- Assign a DEI Officer from the Board to guide efforts...
- Work towards addressing issues from the 2022 South Uptown DEI Action Plan.
- Assess social media and the website to ensure it is up to date, includes resources relevant to people of color and is welcoming to all residents in South Uptown.
- Assess community events and meetings to make them more accessible and welcoming.
- Host a focus group of POC residents.
- Implement the Renter Outreach program since many people of color in South Uptown are renters.
- Reach out to local businesses owned by people of color to understand their issues and address them when possible.

Resources

- Flyer, brochure, postcard and door-knocker printing.
- Food & refreshments for meetings, events and pop-up activities.
- Gift cards for focus group participants (non-City funds).
- DEI consultants/ guidance.

Partners

- South Uptown Board
- South Uptown Committees
- Neighborhood businesses
- Area nonprofits.
- Area business organizations.

Person Responsible: Scott Engel, Executive Coordinator

- Board of Directors
- Board DEI Officer

Timeline 2023

January- March

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- Board reviews the DEI Action Plan and determines the first strategies to implement.
- Draft DEI statement of inclusion to guide future direction.
- Schedule DEI training.
- Develop Board demographic survey.
- Organize Luminary Skating Party, Chili Fest and happy hour events, and engage with POC while they take place.
- Schedule performers for the Bryant Square Park Concert Series ensuring a diverse mix of music that attracts and engages POC.
- Review and revise website and social media to ensure inclusivity.

April-May

- Begin renter door-knocking campaign and engage with POC.
- Recruit for and host a POC focus group.
- Engage POC business owners in South Uptown and highlight them through social media.

June- August

- Organize Bryant Square Park Concert Series and engage BIPOC while they take place.
- Continue door-knocking campaign and engage with BIPOC.
- Recruit BIPOC residents to run for the South Uptown Board.

September- October

- Host South Uptown Annual Meeting and use the event as a way to engage POC neighbors.
- Orient new Board of Directors to DEI activities and priorities.
- Board elects DEI officer.
- Board Members complete demographic survey.

November- December

- Assess efforts to engage POC and develop 2024 timeline.
- Host Board of Directors Retreat to discuss DEI and determine priorities for 2024.

Quantitative Goals

- Increase the number of people of color applying for and participating on the South Uptown Board by the 2024 Annual Meeting.
- Count the number of BIPOC attending events/ meetings in 2023 and increase the attendance for 2024.
- Ensure full completion of Board demographic survey.

Qualitative Goals

- Become a more welcoming and inclusive organization.
- Increase the sense of community and neighborhood identity for all South Uptown residents.

Outcomes

- More people of color feel engaged and become involved with the South Uptown organization.

Next Steps

- Board of Directors chooses next steps from the DEI Action Plan to work on first.
- Board of Directors selects options for continued DEI training.

EXHIBIT C**2025 Amendment****South Uptown****TIMELINE****2025 Timeline****January - March**

- Schedule 2025 event calendar and social media plan.
- Create 2025 South Uptown brochure. Highlight diversity in promotional materials and ensure accessible language and translation availability.
- Host Luminary Skating Party, Chili Fest, and Happy Hour events as a means to engage renters.

April - May

- Host Earth Day Clean Up and happy hour events as a means to engage renters.
- Organize and begin pop-up events and activities to engage renters. Ensure pop-up events occur at varied times and locations, with translation and accessibility options.

June - August

- Host Bryant Square Park Concert Series, Garden Tour and happy hour events as a means to engage renters.
- Continue renter pop-up events and engagement activities.
- Host a workshop on board leadership for renters from diverse backgrounds.
- Recruit renters to run for the Board of Directors.

September - October

- Recruit renters to run for the South Uptown Board.
- Host South Uptown Annual Meeting and use the event to engage with renters.
- Orient new Board about renter engagement efforts and discuss strategies to increase participation.
- Host Fall Clean Up and happy hour events as a means to engage renters.

November - December

- Host a Board Retreat to discuss renter engagement next steps.
- Assess renter engagement efforts to inform next steps. Involve diverse renter voices in assessing engagement efforts and shaping the 2026-2028 plan.
- Develop a new Equitable Engagement Plan for 2026 - 2028, and consider strategies to better engage our diverse renter population.

GOALS

1. Maintain strong renter participation on the South Uptown Board of Directors.
2. Maintain and increase renter participation on South Uptown committees.
3. Address issues identified by renters through engagement activities.
4. Increase participation and leadership opportunities for renters from diverse racial, socioeconomic and cultural backgrounds.