

2024- 2025 CPNA Equitable Engagement Plan

Summary: CPNA plans to spend the last year of the contract learning about neighborhood needs and concerns of target populations to build an ongoing plan for the organization’s future

Demographic Group	Tenants	New American / Other Language Speaking Residents
Numbers or percentage	29.1% of the neighborhood	No meaningful data exists on the percentage of neighbors who are new Americans, immigrants, do not speak English as a first language, or are latino/Hispanic. Anecdotal evidence in the neighborhood shows a growing Latino and Spanish-speaking community in the neighborhood.
Initiative, activity, project or program	<p>Comprehensive information gathering on community needs and priorities to ground future initiatives and programs with the CPNA, in order to restructure the CPNA to be inclusive and equitable in priorities and services.</p> <p>Information gathering and learning process will include:</p> <ul style="list-style-type: none">- Comprehensive neighborhood survey of needs, priorities, barriers, demographics and concerns of neighbors. Survey will be in English / Somali / Spanish, and available through multiple mediums, such as online and by mail.- Early 2025 kick off-event to promote survey, do an in-person informal assessment of community needs and priorities, and facilitate community. <p>Targeted door knocking of rental properties to introduce the CPNA and learn of priorities and concerns of tenant population.</p>	<p>Comprehensive information gathering on community needs and priorities, to ground future initiatives and programs with the CPNA, in order to restructure the CPNA to be inclusive and equitable in priorities and services.</p> <p>Information gathering and learning process will include</p> <ul style="list-style-type: none">- Comprehensive neighborhood survey of needs, priorities, barriers, demographics and concerns of neighbors. Survey will be in English / Somali / Spanish, and available through multiple mediums, such as online and by mail.- Early 2025 kick off-event to promote survey, do an in-person informal assessment of community needs and priorities, and facilitate community. <p>Targeted door knocking to areas or properties that were not responsive to survey with diverse team of community members to increase trust to provide feedback.</p>
Barriers to engagement	Survey and community engagement efforts will inform and identify key barriers to engagement from tenant community.	Survey and community engagement efforts will inform and identify key barriers to engagement from new american community.
Outreach and engagement strategies	<p>Identify rental properties and units in the neighborhood</p> <p>Comprehensive, targeted door knocking campaign to promote survey as well as attendance at the CPNA monthly meetings</p> <p>Accessible distribution of survey through online and print, mail, and QR code</p>	<p>Ensure that survey materials and engagement are in Spanish, and are revised to include any additional languages primarily spoken by neighbors as survey results and community engagement reveals.</p> <p>Accessible distribution of survey through online and print, mail, and QR code</p>

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Demographic Group	Tenants	New American / Other Language Speaking Residents
Resources needed	Translation services (languages other than Spanish) Door knockers Staff time Mail and postage Printing Potential community space and events supplies Volunteers	Translation (languages other than Spanish) Door knockers Staff time Mail and postage Printing Potential community space and events supplies Volunteers
Partners in the work	Local businesses to host, collaborations with similarly situated neighborhood organizations	Local businesses to host, collaborations with similarly situated neighborhood organizations
Person responsible	CPNA staff, CPNA Board of Directors	CPNA staff, CPNA Board of Directors
Timeline	Q1: January to March <ul style="list-style-type: none">- Develop survey- Promote survey with a CPNA kick-off community engagement event Q2: April to June <ul style="list-style-type: none">- Compile, process, and digest results of the survey, identify any gaps, and renew outreach if needed Q3: July to September <ul style="list-style-type: none">- Present results at a follow up community engagement event Q4: October to December <ul style="list-style-type: none">- Develop community planning based on survey results	Q1: January to March <ul style="list-style-type: none">- Develop survey- Promote survey with a CPNA kick-off community engagement event Q2: April to June <ul style="list-style-type: none">- Compile, process, and digest results of the survey, identify any gaps, and renew outreach if needed Q3: July to September <ul style="list-style-type: none">- Present results at a follow up community engagement event Q4: October to December <ul style="list-style-type: none">- Develop community planning based on survey results
Quantitative goals	<ul style="list-style-type: none">- Engage community, including neighborhood renters for a return rate of 80% of total neighborhood households, including 80% of tenants	<ul style="list-style-type: none">- Engage community, including new American residents, for a return rate of 80% of total neighborhood households
Qualitative goals	Learn about issues that tenants care about Gather data on how to increase CPNA engagement with tenants Include tenants in org leadership Develop CPNA programming and initiatives that is tenant-led and best resonates with tenant neighbors	Learn about issues that new American neighbors care about Gather data on how to increase CPNA engagement with new Americans Include new Americans in leadership Develop CPNA programming and initiatives that are led by new Americans and best resonates with new American neighbors
Outcome of engagement	Gain information on tenant needs Ensure future CPNA activities are inclusive and meaningful to tenants	Gain information on new American needs Ensure future CPNA activities are inclusive and meaningful to new Americans