

Engagement Plan

Neighborhood

Fulton

Time frame

2023-2024

Plan detail

Demographic group	Tenants	People of Color, disability, 65+	FNA Board
Numbers or percentage	Renters: (13.6%)	People of color: (11.5%) Disability: (6.4%) 65+: (15.8%)	
Initiative, activity, project or program	Tenant Engagement Program	Community Listening	Welcoming Board Culture

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Barriers to engagement	<ul style="list-style-type: none"> ● Accessing apartments/rental units ● Transient population ● Lack of connection to neighborhood ● Feeling unwelcome at meetings ● Topics are oriented to homeowners or do not resonate with renters ● Meeting times inflexible and may not align to nontraditional work hours ● Unclear paths to engagement 	<ul style="list-style-type: none"> ● Feeling unwelcome at meetings and in community in general <ul style="list-style-type: none"> ○ ex: formal board atmosphere may feel intimidating, confusing, or boring ● Topics that don't resonate or alienate residents <ul style="list-style-type: none"> ○ Ex: topics may focus more on homeowners and home improvement vs. topics of affordability which may be more interesting to renters ● Historical institutional exclusion ● Unclear paths to engagement 	<ul style="list-style-type: none"> ● Resistance to change ● Incorporating new habits
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<p>Outreach and engagement strategies</p>	<ul style="list-style-type: none"> ● Fulton Welcome packets to renters (mug + coffee – using non-City funds) <ul style="list-style-type: none"> ○ Connect with property managers/owners ○ Purchase a list of all rental properties for direct engagement with residents. ● Hold focus group with renters to better understand their perspective and needs <ul style="list-style-type: none"> ○ Focus group will be an informal space and we will provide food using non-City funds ● Build relationship with renters by being in spaces they may already be <ul style="list-style-type: none"> ○ Advertise focus groups at laundry mat on 50/Xerxes and coffee shops ○ Continue FNA presence at Pershing Park events (community event held 3rd weds of each month) ○ Continue FNA presence at Farmers Market, which is located steps from a bus stop, in a Church and Sr. Living Community parking 	<ul style="list-style-type: none"> ● 2022: send survey to residents to best understand current experiences, barriers, and interests. ● Survey will be sent out in the mail, and residents can complete it via QR code or a paper copy of survey ● We will provide paper copies of the survey to The Waters, a senior living community ● Survey will provide a baseline so that we can understand everyone's experiences, and also measure progress year over year ● Since many underrepresented groups in our neighborhood don't have specific gathering places, the best way to hear from the most people is through a survey <p>2023:</p> <ul style="list-style-type: none"> ● Board will create specific strategies to further engage and build relationships with these residents based on survey feedback. Strategies we already plan to pursue include: <ul style="list-style-type: none"> ○ Building relationships with The Waters by connecting with their social coordinator and 	<p>Use of Racial Equity Toolkit to align board work</p> <p>FNA has been doing ongoing work since 2021 to create a more welcoming board culture, and will continue this work going forward.</p> <p>We:</p> <ul style="list-style-type: none"> ● Added use of Instagram and increased use of facebook to reach wider audiences ● Our social media voice is casual and less formal, highlighting things that would most interest our community and framing board meetings as more for community meetings vs. formal board events. ● Holding annual meeting at restaurant to make it a more informal and social event <p>New strategies will be:</p> <ul style="list-style-type: none"> ● Use Racial Equity Worksheet when reviewing survey data and incorporating new outreach strategies ● Board creates equity statement ● We will ask all committees to answer this question, with a goal of all committees considering how they can
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EXHIBIT C

	lots. FNA committees table there 9+ times/year	<p>dropping off our printed newsletter</p> <ul style="list-style-type: none">○ Continue to evaluate our community events to create a variety of ways for community members to connect (happy hour, neighborhood tours, connecting with farmers market)○ Incorporate accessibility questions into all event planning	engage all community members: How do you engage with community members who are renters, 65+, BIPOC, or those who have disabilities?
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Resources needed	<ul style="list-style-type: none"> • Staff time • Contact information for property owners/managers • Printing • Postage • Gift cards for participation (using non-City funds) • Flyers with neighborhood organization information • Welcome Kit materials • Food 	<ul style="list-style-type: none"> • Printing • Postage • Staff time • Survey monkey account 	<ul style="list-style-type: none"> • Staff time • Survey Monkey Account
Partners in the work	<i>Neighborhood Roots, Southwest Business Association, Hennepin County Library, Pershing Park</i>	<i>Pershing Park, Neighborhood Roots, FNA's Racial Equity Committee, The Waters</i>	<i>FNA's Racial Equity Committee, Pershing Park</i>
Person(s) responsible	<ul style="list-style-type: none"> • Paid Independent Contractor/staff • FNA Board, Racial Equity Committee 	<ul style="list-style-type: none"> • Paid Independent Contractor/staff • FNA Board, Racial Equity Committee 	<ul style="list-style-type: none"> • FNA Board Chair • FNA Board

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Timeline	<p>Jan.-March: Draft language for flyer and letters; Send letters to property managers and/or owners;</p> <p>April-May: Send tenants flyers/mail; post flyers in laundromat ; Follow-up phone calls;</p> <p>May-July: Host focus groups</p> <p>Jan-Dec: focus small group outreach within existing events, programs, communications, etc.</p> <p>2024: Outreach based on focus group findings</p>	<p>January-March: create survey; create language for marketing</p> <p>April-June: collect survey responses and analyze data</p> <p>July-September: determine actions and next steps; draft plan for 2024</p> <p>October-Dec: Adopt 2024 plan and finalize 2024 planning</p>	<ul style="list-style-type: none"> ● November: Braver Angels Facilitation ● Dec-February: Create and adopt equity statement ● January-March: ask committees how they do engage or plan to engage underrepresented groups ● Increase in social media followers and newsletter subscribers will happen throughout the year by doing the following: <ul style="list-style-type: none"> ○ Mentioning enews and social media in quarterly printed newsletter and at events ○ Mention social media in enews ○ Mention enews in social media
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Quantitative goals	<ul style="list-style-type: none"> ● Hold focus group with 5-8 tenants ● Provide welcome kits to 50% of new tenants ● Increase tenant representation on the board and committees in 2023 	<ul style="list-style-type: none"> ● Ongoing survey questions we can measure progress on over time: I feel welcome in my neighborhood; I know how to be engaged in neighborhood decision-making, etc. 	<ul style="list-style-type: none"> ● Implement equity statement ● Track who attends our events ● Implement standard survey to give out after every FNA event ● Add 100 followers to both Facebook and Instagram. ● Add 10 people to our email distribution list
Qualitative goals	<ul style="list-style-type: none"> ● Learn about what tenants care about in the neighborhoods ● Create and build connections with tenants 	<ul style="list-style-type: none"> ● Understand barriers to participation 	<ul style="list-style-type: none"> ● Board adopts equitable practices ● Committees consider how they engage community members and change strategies ● Create board practices and approaches that are more welcoming and inclusive for all residents ● Consistently implemented questions “who benefits from this?” “Who is burdened”

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Outcome of engagement	<p>More representation of tenants on neighborhood board and/or committee membership</p> <p>More tenants receive neighborhood organization updates, newsletters and other information</p> <p>Tenants have the knowledge and ability to become involved in the organization and in decision-making</p> <p>Issue is identified in the community</p>	<p>Increase understanding of challenges and concerns of underrepresented populations within Fulton.</p> <p>Identify actions and priorities FNA can take to engage these groups and support equity.</p>	<p>All residents of Fulton feel welcome at Board meetings and are able to engage with board activities.</p>
Next steps	<p>Community conversations around issues identified to discuss issues further, come up solutions and possible program implementation.</p>	<p>Drafting community listening survey</p>	<p>Implementation of new processes</p>

2025 Amendment

Fulton

TIMELINE

January-March: Neighborhood meetup - TBD

April 20th Earth Day (Park clean up and engagement events)

June 18th Community Dinner

June 25th Community Dinner

July 9th Community Dinner

July 16th Ice Cream Social

July 23rd Community Dinner

July 30th Community Dinner

August 6th Community Dinner

August 13th Community Dinner

August 20th Chili Cook Off

September 13th Fulton Fall Festival

October 8th Annual Meeting

December Date TBD Caroling

GOALS

1. Increase renter engagement by increasing communication that is most critical to renters (identified via door knocking campaign).
 - a. Consistent quarterly newsletter
 - b. Increase social media following. Sept 2024: 427 Instagram followers, FB 693 followers
 - c. Maintain consistent posting on social media
 - d. Increase e-news subscribers. Sept 2024: 1,094 contacts
2. Provide weekly opportunities to connect with neighbors during the summer months while providing Community Dinners
3. Invest in Fulton Neighborhood merchandise and brand enhancement
4. Engage in cross-neighborhood collaboration - Ongoing
5. Provide neighborhood meetups during the winter that focus on increasing engagement with 65+ residents. Success will be measured with pre/post numbers for each of the above (minus newsletter - measured by 4 newsletters in 2025)