

Engagement Plan

Neighborhood: Tangletown

Timeframe: 2023-24

Demographic group	BIPOC Residents	Rental households	Low-income households (under \$50,000)
Numbers or percentage	17.3%/799	23.4%/458	23.6%/445
Initiative, activity, project or program	Outreach efforts Focus groups	Outreach efforts Focus Groups	Outreach efforts Focus Groups
Barriers to engagement	We hope to better learn this through focus groups and outreach. However our initial thoughts informed by our 2022 survey data include: lacking knowledge of how we can assist/advocate, disinterest in our areas of focus and/or how our meetings are structured, time and location of meetings, lack of time/resources to engage, difficult to navigate board culture, lacking diversity on current board/committees make it feel less welcome to non-white neighbors	We hope to better learn this through focus groups and outreach. However our initial thoughts informed by our 2022 survey data include: lacking knowledge of what we do and how we can assist/advocate, disinterest in our areas of focus and/or how our meetings are structured, time and location of meetings, lack of time/resources to engage, difficult to navigate board culture, not "owning" their home in Tangletown may make renters feel less welcome to join board or take positions of leadership, lack of childcare at meetings/events	We hope to better learn this through focus groups and outreach. However our initial thoughts informed by our 2022 survey data include: lacking knowledge of what we do and how we can assist/advocate, disinterest in our areas of focus and/or how our meetings are structured, time and location of meetings, lack of time/resources to engage, difficult to navigate board culture, lack of childcare at meetings/events

EXHIBIT C

Demographic group	BIPOC Residents	Rental households	Low-income households (under \$50,000)
Outreach and engagement strategies	<ul style="list-style-type: none"> ● Focus groups ● Images in communications that include BIPOC individuals ● Online outreach methods to include e-newsletter and social media ● Print newsletter ● Add translated (Spanish and Somali) greetings and messages to print newsletters and postcard mailing so that multilingual residents see their primary language represented 	<ul style="list-style-type: none"> ● Focus groups ● Direct mailing to renters ● Pop-up tabling at various large apartment buildings/locations around the neighborhood ● Identify renter ambassador(s)/community organizers ● Outreach to rental property managers ● Online outreach methods to include e-newsletter and social media ● Print newsletter 	<ul style="list-style-type: none"> ● Focus groups ● Direct mailing to renters ● Pop-up tabling at various large apartment buildings/locations around the neighborhood ● Recruitment event with free resources/focus relevant to low-income households ● Online outreach methods to include e-newsletter and social media ● Print newsletter
Resources needed	<ul style="list-style-type: none"> ● Analysis of 2022 survey data ● Questions/topics developed for focus groups ● Location and incentives for focus groups ● Handouts for tabling ● Neighborhood/TNA imagery that includes BIPOC residents ● Talking points ● Interpreter/Translator ● Incentives for ambassadors/community organizers 	<ul style="list-style-type: none"> ● Analysis of 2022 survey data ● Questions/topics developed for focus groups ● Location and incentives for focus groups ● Handouts for tabling ● Identify locations for pop-up tabling ● Talking points ● Incentives for ambassadors/community organizers ● Renter-specific mailing list ● Customized mailing for renters 	<ul style="list-style-type: none"> ● Analysis of 2022 survey data ● Questions/topics developed for focus groups ● Location and incentives for focus groups ● Handouts for tabling ● Identify locations for pop-up tabling ● Talking points ● Renter-specific mailing list ● Customized mailing for renters ● Location and resources/partners for recruitment event

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Partners in the work	<ul style="list-style-type: none"> ● Identify an organizer to give advice on engaging with population of East African residents ● Equity Committee members who are experts in survey data collection and analysis 	<ul style="list-style-type: none"> ● Property managers ● Identify ambassadors/community organizers ● Equity Committee members who are experts in survey data collection and analysis ● Council Member ● Organizations providing renter resources and support 	<ul style="list-style-type: none"> ● Equity Committee members who are experts in survey data collection and analysis ● Council Member ● Organizations providing resources and support to low-income residents
Person(s) responsible	Exec. Director/staff, board, committee volunteers, contracted interpreter/translator, ambassador(s)	Exec. Director/staff, board, committee volunteers, ambassadors/community organizers	Exec. Director/staff, board, committee volunteers

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Demographic group	BIPOC Residents	Rental households	Low-income households (under \$50,000)
Timeline	<p>Winter 2023: develop focus group questions, identify partners and translator/interpreter</p> <p>Spring 2023: focus groups, engage with ambassador, evaluate meeting structure, develop handouts/communications, print newsletter, strategic planning begins</p> <p>Summer 2023: tabling and pop-up events, social media & enews</p> <p>Fall 2023: Compile results, identify potential programs, update strategic plan</p> <p>2024: Implement updated strategic plan initiatives. Continue engaging with ambassadors and events/communication strategies that were effective.</p>	<p>Winter 2023: develop focus group questions, identify partners, purchase renter mailing list</p> <p>Spring 2023: send direct mail piece, focus groups, engage with ambassadors/community organizers, evaluate meeting structure, develop handouts/communications, print newsletter, recruitment event, strategic planning begins</p> <p>Summer 2023: tabling and pop-up events, social media & enews</p> <p>Fall 2023: Compile results, identify potential programs, update strategic plan</p> <p>2024: Implement updated strategic plan initiatives. Continue engaging with ambassadors and events/communication strategies that were effective.</p>	<p>Winter 2023: develop focus group questions, identify partners</p> <p>Spring 2023: focus groups, evaluate meeting structure, develop handouts/communications, print newsletter, recruitment event, strategic planning begins</p> <p>Summer 2023: tabling and pop-up events, social media & enews</p> <p>Fall 2023: Compile results, identify potential programs, update strategic plan</p> <p>2024: Implement updated strategic plan initiatives. Continue events/communication strategies that were effective.</p>
Quantitative goals	<ul style="list-style-type: none"> ● One focus group event each year, min. 20 participants ● Recruit BIPOC board members ● Increase e-news contact list by 50 in total each year ● One message or call out translated into Spanish and Somali in each print newsletter 	<ul style="list-style-type: none"> ● One focus group event each year, min. 20 participants ● Engage with 25 renters at building pop-up events each year ● Recruit renter board members ● Increase e-news contact list by 50 in total each year ● One direct mail piece sent to every rental address each year 	<ul style="list-style-type: none"> ● One focus group event each year, min. 20 participants ● Recruit low-income board members ● Increase e-news contact list by 50 in total each year

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Demographic group	BIPOC Residents	Rental households	Low-income households (under \$50,000)
Qualitative goals	Learn about barriers to involvement and how we can overcome them, identify ways we can better engage and meet the needs of BIPOC residents.	Learn about barriers to involvement and how we can overcome them, identify ways we can better engage and meet the needs of renter residents.	Learn about barriers to involvement and how we can overcome them, identify ways we can better engage and meet the needs of lower income residents.
Outcome of engagement	Identify changes to our organization, meeting structure, and communications that can make involvement more welcoming and increase representation on our board and committees as well as engagement at neighborhood meetings and with neighborhood issues. Increase contact list for our email newsletter and social media engagement. Identify current and new areas of focus and programs that meet the needs/desires of our BIPOC residents.	Identify changes to our organization, meeting structure, and communications that can make involvement more welcoming and increase representation on our board and committees as well as engagement at neighborhood meetings and with neighborhood issues. Increase contact list for our email newsletter and social media engagement. Identify current and new areas of focus and programs that meet the needs/desires of our renter residents.	Identify changes to our organization, meeting structure, and communications that can make involvement more welcoming and increase representation on our board and committees as well as engagement at neighborhood meetings and with neighborhood issues. Increase contact list for our email newsletter and social media engagement. Identify current and new areas of focus and programs that meet the needs/desires of our low-income residents.
Next steps	Analyze 2022 survey data. Develop 2023-24 equitable engagement plan and a strategic plan based on results from focus groups and outreach strategies.	Analyze 2022 survey data. Develop 2023-24 equitable engagement plan and a strategic plan based on results from focus groups and outreach strategies.	Analyze 2022 survey data. Develop 2023-24 equitable engagement plan and a strategic plan based on results from focus groups and outreach strategies.