

## Engagement Plan

### Neighborhood

Audubon Park

### Time frame

January 1, 2022 to December 31, 2022

### Work summary

Summary of activities across all programs and demographic groups.

### Scope of work, outcomes and goals

Overall scope of work, outcomes and goals across all activities and demographic groups. Show how your organization will engage historically under-engaged groups.

### Plan detail

<b>Demographic group</b>	<i>Example: Tenants</i>	<b>Hispanic/Latino Residents and Business Owners</b>	<b>Cost-Burdened and Low Income Residents and Business Owners</b>
<b>Numbers or percentage</b>	6,300	residents: 7.7%	24%
<b>Initiative, activity, project or program</b>	<i>Tenant Engagement Program</i>	Hispanic/Latino Engagement Program	Cost-Burdened and Low-Income Engagement Program
<b>Barriers to engagement</b>	<i>Accessing apartments</i> <i>Transient population</i> <i>Feeling unwelcome at meetings</i>	Trust  Language Translation and Interpretation  Interest in participation with ANA	Identification  Communication with those that may not have typical modes such as computers, email, internet access, smartphones,

Demographic group	<i>Example: Tenants</i>	<b>Hispanic/Latino Residents and Business Owners</b>	<b>Cost-Burdened and Low Income Residents and Business Owners</b>
<b>Outreach and engagement strategies</b>	<p><i>Connect with property managers/owners</i></p> <p><i>Identify resident leaders for multi-unit buildings</i></p> <p><i>Door-knocking</i></p> <p><i>Social media campaign</i></p>	<p>Identify best ways of dissemination of invitations to engage</p> <p>Create translated invitations/information and distribute directly, online and via partners</p> <p>Identify and reserve locations for listening sessions</p> <p>Invitations to participate in planning sessions, listening sessions</p>	<p>Identify best ways of dissemination of invitations to engage</p> <p>Create invitations/information and distribute directly and via partners</p> <p>Set up locations for workshops and open consultation at events such as the farmers markets and community meetings</p>
<b>Resources needed</b>	<p><i>Social media account and manager of the account</i></p> <p><i>Contact information for property owners/managers</i></p> <p><i>Wages for door-knockers</i></p> <p><i>Door-knocking logs</i></p> <p><i>Flyers with neighborhood organization information</i></p>	<p>Translation services</p> <p>volunteers or staff to initiate engagement</p> <p>flyers for invitations and information</p> <p>Partners to help direct best modes of engagement</p>	<p>volunteer attorneys for clinics/workshops</p> <p>Partners to help direct best modes of engagement</p> <p>volunteers or staff to initiate engagement</p> <p>flyers for invitations and information with possible translation</p>
<b>Partners in the work</b>	<i>Homeline</i>	Places of worship, NCR Refugee and Immigrant services, Northeast Middle School, MPRB	Places of worship, Hennepin County Housing services, volunteer attorneys

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<b>Person(s) responsible</b>	<p><i>Outreach staff name(s)</i></p> <p><i>Volunteers</i></p>	Administrator: Deborah Brister and ANA Board of Directors	Administrator: Deborah Brister and ANA Board of Directors
<b>Timeline</b>	<p><i>Jan.-March: Send letters to property managers and/or owners and recruit resident door-knocking staff</i></p> <p><i>April: Follow-up phone calls; set up date/time to door-knock buildings</i></p> <p><i>May-July: Door-knock identified buildings</i></p>	<p>Jan-April: Identify partners, strategies to engage with Hispanic/Latino populations,</p> <p>May-August: Engage with populations and establish listening sessions</p> <p>Sept-Oct Analyse and encourage Board participation in ANA meetings and elections</p> <p>Nov-Dec Assess program and make recommendations for improved engagement</p>	<p>Jan-April: Identify partners, strategies to engage with Cost-Burdened and Low Income populations within Audubon Neighborhood.</p> <p>May-August: Engage with populations and establish listening sessions and set up clinics/workshops</p> <p>Sept-Oct Analyse whether we could meet needs and encourage Board participation in ANA meetings and elections</p> <p>Nov-Dec Assess program and make recommendations for improved engagement</p>

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<b>Quantitative goals</b>	<p><i>Have conversations with 75% of tenants whose doors were knocked</i></p> <p><i>Obtain contact information from 50% of tenants whose doors were knocked and add them to the distribution list</i></p>	<p>Have listening sessions with 10 or more Hispanic/Latino residents or businesses</p> <p>Increase Hispanic/Latino resident or business representative nominations for and representation on the ANA Board of Directors.</p>	<p>Set up clinics/workshops during 75% of the Audubon Farmers Market Season</p> <p>Increase cost-burdened, low-income household representation on the ANA Board of Directors.</p>
<b>Qualitative goals</b>	<p><i>Learn about what tenants care about in the neighborhoods</i></p> <p><i>Identify issues that need attention</i></p>	<p>Learn about ways that can encourage ongoing engagement and develop greater receptivity to interaction with the neighborhood in general</p>	<p>Learn about ways and opportunities to further assist cost-burdened low income Audubon residents</p>
<b>Outcome of engagement</b>	<p><i>More representation of tenants on neighborhood board and/or committee membership</i></p> <p><i>More tenants receive neighborhood organization updates, newsletters and other information</i></p> <p><i>Tenants have the knowledge and ability to become involved in the organization and in decision-making</i></p> <p><i>Issue is identified in the community</i></p>	<p>More Hispanic/Latino representation with ANA and its committees, events and Board of Directors</p> <p>A greater understanding and degree of welcoming by Audubon businesses and residents towards Hispanic/Latino populations.</p>	<p>More Cost-burdened and Low income representation with ANA and its committees, events and Board of Directors</p> <p>A greater understanding and degree of welcoming by Audubon businesses and residents towards Cost-burdened and low-income populations.</p>

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<b>Next steps</b>	<i>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation.</i>	Develop recommendations to increase engagement and better understand needs of the Hispanic/Latino community within Audubon Neighborhood.	Develop recommendations to increase engagement and better understand needs of Cost-burdened low-income community within Audubon Neighborhood.