

## Engagement Plan

### Neighborhood

East Harriet Farmstead Neighborhood Association

### Time frame

2022

### Work summary

EHFNA will engage renters the community by going to where they are and asking what they want/need from their community. Renters will be represented on the neighborhood committees and board. EHFNA will create programming to engage seniors through workshops and activities by collaborating with key partners within the neighborhood.

### 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.

The goal of the EHFNA 2022 Equitable Engagement Plan is to make the neighborhood a more inclusive and engaged community. Our first step is to reach our largest populations that are currently under-engaged- our renters and seniors.

### Plan detail

| Demographic group                        | <i>Example: Tenants</i>          | Renters                       | Seniors 60+   |  |
|--|----------------------------------|-------------------------------|---|--|
| Numbers or percentage                    | 6,300                            | 40%                           | 19%   |  |
| Initiative, activity, project or program | <i>Tenant Engagement Program</i> | Renter outreach and inclusion | Programs to engage elders in the community, often in multigenerational activities |  |

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|---|--|---|--|--|
| <b>Barriers to engagement</b>             | <p><i>Accessing apartments</i></p> <p><i>Transient population</i></p> <p><i>Feeling unwelcome at meetings</i></p>  | <p>Feelings of disengagement</p> <p>Property Management Concerns</p> <p>Hard to reach</p>   | <p>Mobility</p> <p>Access/education of Technology</p> <p>Isolation</p> <p>Ability to identify where they are</p>   |  |
| <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>Print Newsletter</p> <p>Flyers</p> <p>Connect w/ caretakers &amp; property management</p> <p>Events (with food) at rental buildings (food not bought with City funds)</p> <p>Dog Park/guerilla marketing</p> <p>Develop survey of what is important to renters</p> | <p>Print newsletter</p> <p>senior spotlight/StoryCorp/Humans of EHFNA</p> <p>Offer intergenerational activities with existing partners</p> <p>Utilize volunteers for technology education and start technology lending library</p> |  |

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|-----------------------------|---|--|--|--|
| <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>Sponsored social media/geolocation marketing</p> <p>Wages for staff &amp; Doorknockers</p> <p>Mailing lists</p> <p>Contacts for building owners, managers, renters</p> <p>Funds for print newsletters or postcards</p> <p>EHFNA Funds (not city funding) for BBQ at larger rental buildings</p> | <p>Staff for outreach staff</p> <p>Funds for print newsletter</p> <p>Funds for collaborative programming</p> <p>Cost for ‘technology lending library ‘ for seniors</p> |  |
| <b>Partners in the work</b> | <i>Homeline</i>   | <p>Caretakers</p> <p>Renters</p> <p>Post Office</p> <p>Parks</p> <p>Legal Aide</p>   | <p>Walker Methodist</p> <p>MPS (SW High/Barton)</p> <p>Farmstead Park</p>  |  |

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|------------------------------|--|--|---|--|
| <b>Person(s) responsible</b> | <i>Outreach staff name(s)</i><br><br><i>Volunteers</i> | Outreach Staff (Megan Nolan)<br><br>Community Engagement Committee Liaison<br><br>Volunteers | Outreach Staff (Megan Nolan)<br><br>Neighborhood Partnership Committee Liaison<br><br>Volunteers<br><br>Farmstead staff |  |

**Timeline**

*Jan.-March: Send letters to property managers and/or owners and recruit resident door-knocking staff*

*April: Follow-up phone calls; set up date/time to door-knock buildings*

*May-July: Door-knock identified buildings*

Jan-Mar: Reach out to building managers.

Mar-Apr: Create survey for renters of greatest needs/wants from neighborhood association.

Jun-July: Plan events at buildings and survey greatest needs of renters

Aug: Mail postcard to renters in neighborhood inviting them to Annual Meeting/become part of board

Sept: Hold Annual Meeting/encourage renters to be on board and/or committees

Oct-Nov: Analyze survey data/get feedback from renters on board

Jan-April: Build relationships with existing stakeholders- schools, churches, Minneapolis Parks, Walker Methodist Place, others seniors in EHFNA

May-Jul: Discover what programs exist in neighborhood and what is lacking. Survey seniors and programs on current needs.

Attain donated tablets

Aug-Sep: Work with MPS and other volunteers to start one on one technology Ed classes-

Oct-Dec Start planning a engagement programs for seniors.

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|---------------------------|---|---|--|--|
|                           |   | 7&committees and plan next steps  |  |  |
| <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>Increase renter engagement by 20%</p> <p>Have renters on board and every EHFNA committee</p>   | <p>Start discussions and survey key stakeholders in senior programming- EHFNA seniors, Walker Methodist Place, Farmstead Park, Barton School</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>Build relationships and engagement with renters.</p> <p>Identify concerns/cares of renters</p> | <p>Tablet Donations</p> <p>A minimum of two programming opportunities</p>  |  |

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|------------------------------|--|---|---|--|
| <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>Greater renter awareness of EHFNA</p> <p>More engagement and sense of community for renters in EHFNA</p> <p>More rental representation in neighborhood association</p> | <p>More engaged older adults in the community.</p> <p>Stronger partnerships to serve needs of community elders.</p> |  |
| <b>Next steps</b>            | <p><i>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation.</i></p>   | <p>Identify largest renter concerns and possible solutions</p>  | <p>Implement and refine programming to benefit neighborhood seniors.</p>  |  |