

# Engagement Plan

Holland Neighborhood

Two year time frame: 2023-24

## Engagement Program, residents of color/minority culture - Demographic Group 1

### Barriers to Engagement:

- Language barriers
- Access and exposure to information
- General awareness of events and neighborhood activities
- Time and interest in neighborhood (buy in)
- Feeling welcome

### Outreach and Engagement Strategies:

- Connect with POCII residents through art, contracting with a culturally connected liaison who maintains professional artistic relationships with POCII and other stakeholders of Holland. (As allowed, or using non-City funds).
- Develop new outreach strategies in partnership with NE Sculpture to engage and feature art created by POCII. (As allowed, or using non-City funds).
- Explore relationship with Public Functionary (community and platform for artists of color) as well as other similar organizations: what are the connection points? (As allowed, or using non-City funds).
- Translating postcards – Somali and Spanish, Oromo, Arabic, depending on what we learn about specific needs in the 25% of residents for whom English is not primary/native language
- Pop up tabling in the JROW tot park, and possibly other locations
- Use Art A Whirl weekend to do some pop up surveying of neighbors and visitors to Holland
- Consider yard signs with meeting info and other opportunities
- Poster Outreach in Holland designated locations within select neighborhood businesses

### Resources Needed:

- Staff(s) and wage(s)
- Safe indoor space for events
- Social Media/Account Manager with translations
- Signage for communications and outreach

### Partners in the work:

- Building manager(s)
- Translator(s)
- Edison High School

- Northeaster newspaper

**Persons Responsible:**

- Outreach Specialist
- HNIA Staff(s)
- Volunteers and Board

**Timeline:**

Jan – June 2023

- Establish Schedule for Art outreach programs
- Create positions and identify duties of staff

July – Dec 2023

- Network with building owners and residential owners and blanket them with posters

Jan – June 2024

- Build off of learnings of year 1

**Quantitative Goals:**

- Recruit to increase diversity and representation on our board or task force(s) to include this demographic by specifically inviting renters to join the board. We will engage with renters through developing relationships with large building management by:
- Grow neighborhood meeting attendance by 10% by end of year 2022 by developing relationships with cultural centers and religious institutions in the neighborhood.
- Goal of having 50% of HNIA mailed content and targeted social media messages translated in multiple languages by end of year 2022. This will be six postcards and six social media posts.
- Create a contact within 30% of large residential buildings in the neighborhood to help spread communications. We estimate this to be two buildings.

**Qualitative Goals:**

- Learn what matters within these groups in the neighborhood
- Understand issues that can be addressed

**Outcome of engagement:**

- Increase meeting attendance and engagement
- More engagement and feedback
- Better exposure on digital platforms (website/social)
- Better attendance at Special Events (art exhibits)

**EXHIBIT C**

- Increased attendance and awareness at neighborhood events
- Improve inclusion and diversity of existing neighborhood events

**Renter Engagement Program - Demographic Group 2**

**Barriers to Engagement:**

- Apartment availability
- Impermanence
- Feeling dissociated and disconnected

**Outreach and Engagement Strategies:**

- Connect with property managers/owners
- Identify management companies and larger buildings
- Social Media Outreach
- Posting info in building lobbies
- Host meetings in apartment lobbies/community rooms where possible
- Develop and implement Neighborhood Activities Calendar
- Pop up tabling in the JROW tot park, and possibly other locations
- Use Art A Whirl weekend to do some pop up surveying of neighbors and visitors to Holland
- Consider yard signs with meeting info and other opportunities
- Poster Outreach in Holland designated locations within select neighborhood businesses

**Resources needed:**

- Staff(s) and volunteer support
- Social Media/Account Manager with translations
- Signage for Poster outreach

**Partners in work:**

- Building Managers
- NE Sculpture
- Translators
- Renters advocates
- Rental realtors
- Northeaster newspaper

**Persons Responsible:**

- Outreach Specialist
- HNIA Staff(s)
- Volunteers

**Timeline:**

Jan – June 2023

- Establish Schedule for tenant outreach programs

- Hold pop up events
- Consider Art a Whirl events
- Identify and contact key contacts to establish communication via email within the Tennant community

July – Dec 2023

- Begin to reach out to tenant community to gather insights on what matters to them (build a survey to distribute through management companies or other)

Jan – June 2024

- Build off of learnings of year 1
- Reprise events and go deeper

**Quantitative Goals:**

- Recruit to increase diversity and representation on our board or task force(s) to include this demographic by specifically inviting renters to join the board. We will engage with renters through developing relationships with large building management by:
- Goal of having 50% of HNIA mailed content and targeted social media messages translated in multiple languages by end of year 2022. This will be six postcards and six social media posts.
- Create a contact within 30% of large residential buildings in the neighborhood to help spread communications. We estimate this to be two buildings. Some of the buildings that HNIA could target are the Lofts, the Lowry building managed by Pergola Management, Hook and Ladder, Jax, Huxley, and the building at Washington and 20th.
- Increase tenant attendance at community meetings by 10%

**Qualitative Goals:**

- Analyze results from surveys to establish future strategies
- Begin planning on discovered strategies

**Outcomes of engagement:**

- Increased representation of tenants
- Easy access to neighborhood activities
- Understanding of tenant needs and developing plans to address them

**Next Steps:**

- Develop a meaningful survey to distribute to tenants contacts when acquired