

Engagement Plan

Neighborhood

Hale Page Diamond Lake

Time frame

2023-2024

Plan detail

Demographic group	Renters	BIPOC
Numbers or percentage	11%	15%
Initiative, activity, project or program	Renter engagement program and events that are geared towards our transient population. Create a welcome letter and flyer to give to landlords.	To continue working with African American lead congregation, food shelf and other community initiatives. Continue supporting the Black Voices Black Stories Book Club.
Barriers to engagement	Transient Work off hours Hard to reach Fewer word of mouth connections	Small demographic percentage of the neighborhood.

EXHIBIT C

Demographic group	Renters	BIPOC
Outreach and engagement strategies	<p>Social media and email campaign</p> <p>Pop-ups near rental corners, grocery stores, parks</p> <p>Mailings to rental properties</p>	<p>Tabling at the food shelf.</p> <p>Promotion and outreach through social media and mailings.</p> <p>Direct invitation to community events.</p>
Resources needed	<p>Flyers and Postcards with HPDL information and opportunities</p> <p>Contacts/emails/social media information for property owners</p> <p>Renters Rights information</p>	<p>Zoom for virtual book clubs.</p> <p>Money for flyers and mailings.</p>
Partners in the work	Local businesses; places of worship; childcare centers.	New Creations Church, and Black Voices Black Stories Coordinators.
Person(s) responsible	Charity Benedict and board members	Charity and Board Members

EXHIBIT C

Demographic group	Renters	BIPOC
Timeline	<p>Jan-March: Send out emails and flyers to property owners</p> <p>April: Popup event in the neighborhood</p> <p>May: recruit for neighborhood election day.</p> <p>June-August: Have renters on a committee</p> <p>September-December: Collaborate with renters.</p>	<p>Monthly tabling at food shelf.</p> <p>January/February send out flyer for food shelf and book club to neighborhood seeking awareness and volunteers.</p> <p>March-May: Invite to Neighborhood Day</p> <p>July: table at Picnic in the Park</p> <p>Fall: Send out postcard to neighbors with updated information.</p>
Quantitative goals	<p>To obtain contact information for 25% of tenants in the neighborhood through meeting with them at pop-ups and community events, and through mailings and social campaigns.</p>	<p>Maintain representation of people of color on the board.</p> <p>Have a tabling presence at least 1 of our community events.</p>
Qualitative goals	<p>To have representation from renters at current events and voice issues in the neighborhood.</p>	<p>To have HPDL representation once a month at the food shelf.</p> <p>Have 1-2 Black Voices Black Stories Events a year.</p> <p>Have New Creations represented once a year at our community events.</p>

EXHIBIT C

Demographic group	Renters	BIPOC
Outcome of engagement	<p>Increase renter representation on the HPDL Board.</p> <p>Reach more renters through emails, flyers, social media and events.</p> <p>To share their voice about change</p>	<p>Continuing presence so all feel welcome at events in the neighborhood.</p>
Next steps	<p>Getting more input for important neighborhood issues and create action steps.</p> <p>Developing a welcome letter and get contact information for our landlords.</p>	<p>Recruit volunteers for food shelf tabling.</p> <p>Scheduling BVBS Events with the coordinators.</p>