

## Engagement Plan

### Neighborhood

Neighborhood name(s): **Bryant**

### Time frame

Year(s): **2022 (one-year plan)**

Demographic group	African American, Hispanic community members and non-renter community members	Black and Brown neighbors /Low Incomefamilies
Numbers or percentage	50%	25 households connected to land providers
Initiative, activity, project or program	Bryant Block Organizing	Land and Food Justice Initiative Bryant Neighborhood Gathering Grant Program Bryant Block Organizing
Barriers to engagement	Lack of accessibility to apartment complexes Transient population due to high rent cost/evictions Cultural disconnection at meetings due to lack of diversity in attendance and program leadership Language barriers for Spanish speaking community members Economic disconnect	Lack of accessibility to land Transient population due to high rentcost/evictions Cultural disconnection at meetings due to lackof diversity in attendance and program leadership Language barriers for Spanish speakingcommunity members
Outreach and engagement strategies	Multi-lingual (Spanish / English) door knocking andflyering for block meetings/events Connect with property managers of buildings we needaccess to flyer Identify resident leaders for multi-unit building andconnect them with block leaders(Bryant Block Organizing) Social media campaign; Host quarterly community building sessions for renters and homeowners. Buildawareness of program/resources provided to community member with a targeted emphasis on marginalized renters.	Host bi-lingual neighborhood meetings on thetopic of land and food justice (Bryant Community Gathering Grant Program) Door knocking and flyering Social media campaign Establishing group of neighbors from each block to focus on land and food justice (Bryant Block Organizing); Infomercial created for project to heightened project awareness throughout the community; Survey land for nontraditional growth/land opportunites such as business, rooftops and/or green rooms. Centerthis project in healing and community building using urban farming as the connector. Create Black Urban farmer community group

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<b>Resources needed</b>	<p>Social media account and manager of account Contact information of property managers</p> <p>Flyers with neighborhood organization information andblock meeting information</p> <p>Translation- for flyers/social media/door knocking</p>	<p>Supplies for community event</p> <p>Distribution plan and materials</p> <p>Wages for staff, stipends for community partners and stewards</p> <p>Flyers + gardens start up resource kits inmultiple languages; Spanish and Somali</p> <p>Water set up, compost, tools and sheds</p> <p>Partnership agreements with land owners +community groups + renters + businesses</p>
<b>Partners in the work</b>	<p>Residents and block leaders</p> <p>CURA</p>	<p>Residents, block leaders, community members</p> <p>Plant Grow Share</p>
<b>Person(s) responsible</b>	<p>Mickella Rolfes Base building staff</p> <p>Volunteers</p>	<p>Mickella Rolfes Base building staff</p> <p>Volunteers</p>
<b>Timeline</b>	<p>Oct-Dec: Sending out mailers - general introduction toBNO and existing programing, reaching out to property managers</p> <p>Jan-Mar: Organizing blocks to sign up for door knocking in the spring, Neighborhood's Now training</p> <p>April - Aug: Door knocking/Flying, hosting monthlyevents</p>	<p>Oct - Dec: Discuss at block meetings, gauge resident interest in helping to build, grow, tend,harvest, distribute</p> <p>Jan - Mar: Plan and host all neighborhood meeting focused on land and food justice, establish a network of community gardens inBryant, likely in resident yards to start.</p> <p>April - Aug: Support the planting, growing, anddistribution of food</p>
<b>Quantitative goals</b>	<p>Grow block groups by 50% with the inclusion ofrenters</p> <p>Gain contact information of 50 tenants of who weredoor knocked or received mailers</p>	<p>Foster collaboration of 3 blocks groups in the network of community gardens</p> <p>Open communication network of at least 30 neighbors around the topic of food and landjustice</p>

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<b>Qualitative goals</b>	<p>Deepen relationship between homeowners andrenters;</p> <p>Learn about what tenants care about in neighborhoods and identify issues that needattention</p>	<p>Listen and learn about the challenges to land access + visions + dreams for future gardens inBryant</p> <p>Assess + harness our power + articulate strategies that will prioritize urban food growingin Bryant neighborhood</p>
<b>Outcome of engagement</b>	<p>Build a more equitable community voice with abalance of homeowners and renters</p> <p>Increase communication between Bryant neighborhood organization and Bryant renters</p>	<p>Newly connected and networked Bryantneighbors and growers</p> <p>Self-organized groups of neighbors tending tonewly established gardens</p> <p>Increase in confidence + social capital + mutualaid systems + food growing skills</p>
<b>Next steps</b>	<p>Meet with block leaders to create equitable tenantinclusion plan for each block</p>	<p>Meet with block leaders who are hosting blockmeetings gauging the interest of neighbors</p>