

## Engagement Plan

### Neighborhood

East Isles

### Time frame

September 1, 2021 - September 1, 2022

### Work summary

East Isles will launch a new initiative to specifically reach out to renters. The project will include strategies such as reaching out to property managers/owners to gain access to apartments and their email contact list.

### Scope of work, outcomes and goals

Please see below for the plan detail. The overall scope of work is planned for a one-year timeframe and will target renters mainly by reaching out to property owners/landlords and tailoring communications strategy to reach renters. We will engage renters more intentionally by hosting specific events that renters might find appealing, and hiring a new staff position to oversee the outreach strategy and ensure that renters are more involved in our committees, Board leadership, and events.

### Background

East Isles neighborhood residents are highly educated, affluent, predominantly white and have no children:

- 84.6% of residents have a college or higher degree
- 83.1% of residents are white
- Median HH income is \$91,100 (another census source reports \$133,000)
- Average home values range from \$307,991 (condo) to \$1,802,000 (lake-view home) and \$941,650 for other homes in EIRA neighborhood.
- No children present in 86% of HHs

The East Isles Residents Association (EIRA) Board is currently comprised of six homeowners and five renters, a significant increase in renters compared to past years. However, the Board composition is not reflected in EIRA at large.

Homeowners continue to dominate Board committees/meetings/volunteers, and neighborhood events/activities.

Homeowners have historically been the predominant group of volunteers and Board members. The presence of more renters on the Board is a relatively recent change that has primarily happened since 2019.

Residents defined by the city's underserved equity demographics are a minuscule percentage of the EIRA population. Most are excluded from home ownership based on the neighborhood's high home costs. Most are likely renters, a transient population that is difficult to reach through conventional communications and outreach channels. The goal of this proposal is to engage underserved renters because they represent 55% of EIRA residents, and to simultaneously engage people who are cost burdened, BIPOC and disabled residents included in this population.

### Plan detail

Demographic group	Renters
Numbers or percentage	55% of the neighborhood, or 1,967 people (total neighborhood population 3,576)

<b>Initiative, activity, project or program</b>	Renter Engagement Program
<b>Barriers to engagement</b>	<ul style="list-style-type: none"> <li>• Organization is not widely known among renters in the neighborhood</li> <li>• Renters are a transient population</li> <li>• Difficulty getting letters and postcards delivered to the correct addresses</li> <li>• No events specifically targeting8 renters</li> <li>• Renters may be less likely to know others in the neighborhood, serving as a barrier to their attending annual events such as the Ice Cream Social</li> </ul>
<b>Outreach and engagement strategies</b>	<ul style="list-style-type: none"> <li>• Identify and connect with property managers/owners to access apartments and develop relationship (so they will forward our emails to their renters)</li> <li>• Distribute flyers on apartment doors for neighborhood events and activities</li> <li>• Host a renter-specific happy hour social event</li> </ul>
<b>Resources needed</b>	<ul style="list-style-type: none"> <li>• Contact information for property owners of apartment</li> <li>• Continued funding for flyers and other paper advertisements</li> <li>• Contact information for neighborhood Block Captains to gain further email addresses from renters</li> <li>• Funding for a staff position to support this initiative</li> </ul>
<b>Partners in the work</b>	None
<b>Person(s) responsible</b>	<ul style="list-style-type: none"> <li>• An Engagement staff position (we would need to hire one, see above)</li> <li>• Volunteers</li> </ul>
<b>Timeline</b>	<p>January - April 2022: Connect with property owners and managers, start asking them to send emails about our organization/allow us into the buildings to flyer</p> <p>March - August 2022: Flyer apartment buildings for events</p> <p>September - November 2022: Expanding email contact list through landlord emails and Block Captains</p>
<b>Quantitative goals</b>	<ul style="list-style-type: none"> <li>• Obtain contact information for 50% of apartment building owners and managers</li> <li>• Get 100 new newsletter subscribers from landlord emails</li> </ul>
<b>Qualitative goals</b>	<ul style="list-style-type: none"> <li>• More involvement by renters in committees and ideas about types of events they would like to attend</li> <li>• Feelings of inclusion and belonging for renters who participate in the organization</li> </ul>
<b>Outcome of engagement</b>	<ul style="list-style-type: none"> <li>• More representation of renters on neighborhood board and/or committee membership</li> <li>• More renters receive neighborhood organization updates, newsletters and other information</li> <li>• Renters have the knowledge and ability to become involved in the organization and in decision-making</li> </ul>

<b>Next steps</b>	Embark on a long-term plan to continue the involvement of renters in all aspects of decision making and program planning, continue building relationships with apartment owners to increase access for flyering
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