EXHIBIT C

Engagement Plan

Neighborhood Organization
Elliot Park Neighborhood, Inc.

Time frame
2022

Work summary
Summary of activities cross all programs and demographic groups.

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.

Plan detail

Initiative, activity, project or program	Development Outreach & Engagement	Rent Discount Program (discount to be provided by property owner, not with City funds)	Tenant Organizing
Demographic Served & Barriers Addressed	*Renters (77%)* *Barriers: access to multi-family properties, transient population, feeling unwelcome at BLUH meeting, city notices don't reach renters*	*Renters (77%)* *> Low-income renters* *Barriers: access to multi-family properties, transient population, landlord interest* *Language other than English (27.5%)* *Barriers: access to information in native language*	*Renters (77%)* *> Low-income renters* *> BIPOC renters* *Barriers: access to multi-family properties, transient population, fear of landlord retaliation, distrust*

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Outreach and engagement strategies	*Meeting notices posted at building entrances* *Door-knocking* *Phone calls to building leaders* *Digital communications*	*Distributing flyers and door hangers* *Door-knocking* *1:1 meetings* *Connecting with property managers* *Translating flyers and providing interpretation* *Financial incentives* *(not paid for with City funds)* *Digital communications*	*Door-knocking* *Flyering* *1:1 meetings* *Resident/tenant association meetings* *Tabling* *Digital communications*
Resources needed	*Wages for community organizer, VISTA program expenses, early notification of proposed developments, connections to city staff/developers, connections with building leaders, flyers, resident database, office space, office supplies, meeting expenses*	*Wages for community organizer, engagement with landlords/property managers, access to buildings, resident database, office space, office supplies, meeting/event expenses*	*VISTA program expenses, connections with resident leaders, resident database, flyers, office space, office supplies, meeting/event expenses*
Partners in the work	*City of Minneapolis, Developers*	*Property Owners & Property Managers*	*HOME Line, Housing Justice Center, CURA*
Person(s) responsible	*Community Organizer, VISTA Tenant Organizer*	*Community Organizer*	*VISTA Tenant Organizer*

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Timeline			
	Ongoing: *After receiving notice of development, flyer buildings one week prior to community meeting, door-knocking during that week as capacity allows, provide updates on development progress*	*Jan - March: Identify buildings to prioritize in recruitment, connect one-on-one with landlords and resident leaders, develop recruitment strategies with landlords and resident leaders, connect with other organizations that are engaged in similar work* *April- July: Targeted outreach to key buildings (flyering, door-knocking, social media posts to building groups), continued work with landlords and residents in expanding the program and its reach, implement recruitment strategies* *Aug-Dec: Continue working with residents and landlords to expand the program*	*Jan-Apr: onboarding, professional development training, 1:1s with tenant leaders, attend tenant association meetings, begin implementing organizing strategies* *May-Aug: Continue all organizing strategies, support existing tenant associations, identify new buildings to prioritize organizing, support organizing efforts in 1-2 priority buildings.* *Sep-Dec: Assist with formalizing 1-2 new tenant associations, continue supporting existing associations, create sustainability resources to support next incoming VISTA.*

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Quantitative goals	*Flyer all buildings on the block and surrounding blocks for all proposed development* *Door-knock & flyer all doors of a building threatened by displacement* *More renters at community meetings*	*Contact 5 landlords/property managers monthly* *Connect and check-in with 10 current and former EPNI volunteers through one-on-one meetings bimonthly* *Build relationships with 5 potential volunteers monthly*	*Knock 50 doors per month.* *Have 5 meaningful interactions with new tenants per month.* *Support formation of 1-2 new tenant associations per year.* *Identify & engage 10 potential tenant leaders with interest in organizing per year.*
Qualitative goals	*Ensure all neighbors know about housing developments near them* *Ensure all neighbors threatened by displacement are connected with EPNI + additional resources* *Diversify perspectives during development review at community meeting*	*Better connect residents with volunteer opportunities* *Collaborate with properties to offer financial incentives to low-income renters* *Create opportunities for community members to take action in their neighborhood*	*Receive positive feedback from neighborhood renters.* *Prioritize neighborhood properties that could benefit from organizing support - especially properties threatened by displacement.* *Strengthen existing relationships with tenant leaders and build new connections.*
Outcome of engagement	*Elliot Park renters are informed of development and how to participate in the decision-making; renters are connected to resources; more renters receive EPNI updates*	*Residents are tapped into volunteer opportunities with EPNI; more residents receive neighborhood updates and newsletters; residents are empowered to participate in their neighborhood organization; EPNI capacity increases due to volunteer commitment.*	*More renters access neighborhood and EPNI information; more renter representation on board and committees; no renter displacement in neighborhood; renters better-connected to their neighbors and EPNI.*

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| **Next steps** | | *Start brainstorming ideas on how we can develop the Rent Discount Program to include other marginalized groups in addition to low-income renters*

Explore how to make the program work for subsidized properties | *Complete application and planning process to participate in next VISTA cohort, which runs Jan 2022-Jan 2023.* |

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Plan detail

Initiative, activity, project or program	*Language Access*	*Disability Accommodation*
Demographic Served & Barriers Addressed	*Language other than English (27.5%)* *Barriers: access to information in native language*	*Population with a disability (30%)* *Barriers: ability to participate in meetings, events, programs, initiatives*
Outreach and engagement strategies	*Updated Language Access Plan* *Translation of printed materials when engaging with buildings known to have persons with limited English proficiency* *Access to Somali speaking staff* *Somali interpretation at some meetings*	*Host meetings at accessible locations* *ADA notification on all meeting and event notices* *Use Facebook Live to stream and record meetings/events for those who cannot attend in-person*
Resources needed	*Budget for translation and interpretation, relationship with vendors, wages for Somali speaking staff*	*ADA compliant meeting spaces, wages for outreach staff, budget for mailers*
Partners in the work	*City of Minneapolis NCR, Language Banc, other vendors*	*City of Minneapolis NCR*
Person(s) responsible	*Executive Director, Community Organizer, VISTA Tenant Organizer*	*Executive Director, Community Organizer, VISTA Tenant Organizer*
Timeline	*By Jan 2022: Updated Language Access Plan Adopted* *Other strategies: Ongoing*	*By Jan 2022: Updated ADA Policy Adopted* *Other strategies: Ongoing*

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Quantitative goals	*Language access plan adopted* *All meeting notices contain language access notice in English & Somali* *All language access requests are fulfilled*	*ADA Policy adopted* *All meeting notices contain accommodation notice*
Qualitative goals	*Information is accessible to more community members* *More persons with limited English proficiency are engaged*	*All segments of the neighborhood population are welcomed and encouraged to participate*
Outcome of engagement	*Persons with Limited English Proficiency have meaningful access and an equal opportunity to participate in our services, activities, programs, and other benefits*	*Participation of (and meaningful engagement with) all, including those persons with a disability*
Next steps	*Adopt and implement updated language access plan*	*Adopt and implement updated ADA policy*