

Engagement Plan

Neighborhood / Kingfield (36th-46th and Lyndale to 35W)

Time frame / 2022-2024 (3 years)

Work summary

This work will begin with direct outreach both through doorknocking and tabling to get additional feedback on our current Community Visioning Survey. KFNA has recently developed this survey to help the organization better understand what the entire community wants and needs; results of this will be used to help the organization refine its mission and vision. We will use data collected through this survey to do this internal work, while also using the actual outreach to directly connect to neighbors that are underrepresented in the organization to collect their input and opinions, focusing on reaching out to and hearing the voices of renters. By better understanding this group, we can work with them to identify service gaps and opportunities and work with them to develop solutions to fill these needs. The outcome of this outreach will be issue-based, resident led work groups supported by KFNA staff to create solutions. While Renters are our primary target, we also expect that some of this outreach will also create an over-lap to identifying the needs of cost-burdened rental households, a sub-group we also hope to connect with to assist in connecting them to resources and to the organization.

KFNA recognizes from the data that 24% of our homeowners (fewer by 4 percentage points but many more by actual number than rental households) are also cost-burdened. This creates a need for different outreach methods that we have not identified yet, and may result in very different solutions for this sub-section of the neighborhood. We are making the assumption that this group includes many longtime, older Kingfield residents that will have different needs and perspectives, and volunteer capacities than the cost-burdened rental households.

Scope of work, outcomes and goals

KFNA has already started the work of evaluating our policies and programs and even put into a place a Diversity and Inclusion Statement in March 2020. It reads:

KFNA is committed to being an equitable and inclusive organization that reflects the diversity and many identities in our neighborhood. We are stronger as an organization when we have a broad vision that includes diverse voices, ways of knowing, and ways of doing. We are committed to taking action to realize this vision. KFNA specifically seeks to foster the leadership and participation of people who neighborhood organizations have historically underinvested in. This includes people who rent, and people who identify as BIPOC (black, indigenous, people of color), LGBTQ+, youth, and seniors.

KFNA wrote this Engagement Plan to cover three years, understanding that the initial outreach through the Visioning Survey which is already happening is the driving tool of change and marketing for KFNA. We will use the input gathered from all residents to refine KFNA's Mission and Vision to make sure we are focusing our limited resources in the most effective way possible.

Because fewer renters are on our eNews to respond to this survey, we will employ direct outreach through both tabling and doorknocking to try and reach a greater number of rental residents to both add them to our communication systems, better identify their needs and hopes for the community, and involve them in KFNA. Beyond this first year of input, data crunching and revisioning, KFNA intends to support issue-based campaigns led by renter and cost-burdened residents to help them recognize the change they can make in their community, and to better offer ways for them to develop their leadership skills.

Plan detail

Demographic group	Renters	Cost-burdened households
Numbers or percentage	34.5% of housing is not owner-occupied. That equals about 500 units in about 1100 addresses, showing that many of these housing units are duplex or single-family dwellings. Thus we will start our outreach with the multi-unit (4 or greater) buildings	24% of homeowners and 28% of renters in Kingfield are living in cost burdened households
Initiative, activity, project or program	Create a Renter Engagement Program	Identifying cost-burdened households and determining what programs/services they need and helping to connect them to such
Barriers to engagement	<p>Accessing apartments/sharing info on the organizational and block level</p> <p>Less-stable population</p> <p>Less investment in the neighborhood</p> <p>Volunteer activities not well explained or supported</p> <p>Not aware of activities</p>	<p>Perceived lack of financial resources to participate</p> <p>Lack of time to participate</p> <p>Volunteer activities not well explained or supported</p> <p>Lack of interest in programming or opportunities</p> <p>Not aware of activities</p>

Demographic group	Renters	Cost-burdened households
Outreach and engagement strategies	<p>Identify properties</p> <p>Connect with property managers/owners & establish regular communication plan with tenants</p> <p>Better articulate volunteer opportunities</p> <p>Identify resident leaders for multi-unit buildings</p> <p>Direct outreach & Door-knock to determine priorities & to sign renters up for eNews</p> <p>Tabling</p> <p>Social media campaign</p>	<p>Identify households</p> <p>Block Contact outreach</p> <p>Connect to head of households and identify needs</p> <p>Work with residents to create a resource list to meet needs articulated</p> <p>Better articulate volunteer opportunities</p> <p>Tabling</p> <p>Social media campaign</p>
Resources needed	<p>Social media account and manager of the accounts</p> <p>Contact information for property owners/managers</p> <p>Outreach wages</p> <p>Door-knocking materials (clipboards, logs, pens, handouts and contact cards)</p> <p>Flyers with neighborhood</p> <p>Issue survey</p>	<p>Social media account and manager of the accounts</p> <p>Outreach wages</p> <p>Door-knocking materials (clipboards, logs, pens, handouts and contact cards)</p> <p>Flyers with neighborhood</p> <p>Issue survey</p>
Partners in the work	Not yet identified	Not yet identified
Person(s) responsible	<p>Equity & Justice Organizer (part-time employee)</p> <p>Strategic Planning Work Team, volunteers</p>	<p>Equity & Justice Organizer (part-time employee)</p> <p>Block Contacts</p>

Demographic group	Renters	Cost-burdened households
Timeline	<p>Fall 2021.- Winter 2022: Engage property managers and/or property owners</p> <p>Spring: Follow-up phone calls; set up date/time to access and door-knock multi-unit buildings</p> <p>Summer: continue doorknocking scattered site rental housing</p> <p>Fall: launch Renter Identified Issues Campaign</p> <p>Repeat and refine</p>	<p>Fall 2021.- Winter 2022: Outreach to identify cost-burdened households</p> <p>Winter: hold one-on-one conversations</p> <p>Spring: pull group together to create resource list related to identified issues</p> <p>Fall: publicize resources</p> <p>Repeat and refine</p>
Quantitative goals	<p>Have conversations with 50% of tenants whose doors were knocked</p> <p>Obtain contact information from 25% of tenants whose doors were knocked and add them to the distribution list</p>	<p>Identify 20 cost-burdened households (10 owner-occupied and 10 rental) and have a conversation with them about needs and areas of community support</p>
Qualitative goals	<p>Learn about what tenants care about in the neighborhood</p> <p>Identify what the barriers are to involvement in KFNA</p> <p>Identify issues that need attention</p> <p>Start campaign based upon identified issue with renters</p>	<p>Learn about what cost-burdened households care about and need from the neighborhood</p> <p>Identify what the barriers are to involvement in KFNA</p> <p>Identify issues that need attention</p> <p>Start campaign based upon identified issue with cost-burdened households</p>

Demographic group	Renters	Cost-burdened households
Outcome of engagement	<p>More representation of renters on neighborhood board, in committee membership, or on working groups</p> <p>More tenants receive neighborhood organization updates, newsletters and other information</p> <p>Tenants have the knowledge and ability to become involved in the organization and in decision-making</p> <p>Issue are identified in the community</p>	<p>More representation of cost-burdened households on neighborhood board, in committee membership, or on working groups</p> <p>More tenants receive neighborhood organization updates, newsletters and other information</p> <p>Low-income residents have the knowledge and ability to become involved in the organization and in decision-making</p> <p>Issue are identified in the community</p>
Next steps	<p>Community conversations involving renters around issues identified to discuss issue further, come up solutions and possible campaign development or project implementation</p>	<p>Community conversations involving cost-burdened households around issues identified to discuss issue further, come up solutions and possible campaign development or project implementation</p>