

Engagement Plan

Neighborhood

Lynnhurst

Time frame

Two-year plan: 2022-23

Work summary

- Identify neighborhood rental units from Minneapolis-supplied information
- Solicit tenant contact information using electronic media and direct mailings, requesting input on how best to engage tenants and their interests and issues
- Analyze tenant response
- Utilize door knockers (volunteers and/or paid) for more expanded outreach
- Design and implement further tenant engagement activities – e.g., targeted event, forum, information
- Recruit tenant participation in neighborhood association activities at various levels

Scope of work, outcomes and goals

We believe our best approach to achieve a successful outcome for this initial equitable engagement program in Lynnhurst is to focus on a single group and develop a two-year plan. With the modest level of funding allocated to us in 2022 (\$1897) and 2023 (\$2060), this approach will allow us to concentrate our program dollars and volunteer hours effectively and learn about targeted engagement. The equitable engagement funds will be supplemented with CPP and neighborhood-raised funds.

Our first target group will be tenants. In recent years LYNAS has identified the need for more tenant participation and has made an effort to engage them through our regular communications to the entire community; this project will be a significant boost to that effort using targeted outreach. We believe we can acquire the information identifying where tenants reside in the neighborhood with the assistance of the City. (Identifying where members of other under-engaged groups live may be more challenging.) Depending on our results in the first year, our approach can be modified in year two, and/or we can move to another under-represented group. LYNAS's ongoing activities to engage with and solicit participation from all neighborhood residents, businesses and institutions through multiple communication channels and events will continue in parallel, funded by our Network, NRP and neighborhood-raised dollars. Tenants will continue to receive these outreach communications also.

The two-year scope of work starts by seeking tenant input on how and when to best engage them, in addition to their interests and concerns, using targeted direct mailings, electronic media solicitations, and/or online surveys. The responses will be compiled and analyzed. At this point, it should be possible to refine quantified goals for tenant engagement; initial estimate goals are included in the plan detail below. Additional follow-up input will be obtained through door-knocking by volunteers, or temporary paid door knockers, assuming that the barriers to engagement noted below can be handled and tenant feedback does not indicate this approach would not be successful. Additional face-to-face engagement efforts, for example a table for conducting tenant surveys at the annual Summer Festival, can be designed using responses from the surveys and door-knocking.

A tenant elected to the Lynnhurst Neighborhood Association Board after the second year of the program, which would be early 2024 when the annual Board election is held, is our primary goal. It is possible that this goal can be met earlier at an annual election or if a vacancy on the Board must be filled. We currently have one tenant participating on the LYNAS Environmental Committee. Other outcomes will support achieving tenant engagement:

- Establish the interests and concerns of tenants in Lynnhurst
- Have one or more tenants attend one or more monthly Board meetings
- Find additional tenants to actively participate in one of the Association’s existing committees, or start a new committee
- Utilize one or more tenants as volunteers to support an association activity, or to solicit other tenants to get involved with the Association

Plan detail

| Demographic group | Tenants | Comments |
|---|---|---|
| Numbers or percentage | <p><i>247 households; estimated total tenant household population 543 based on 2.2 family members/household, which is 10% of Lynnhurst population 5 and over</i></p> <p><i>One tenant currently participates in the Association as a committee member</i></p> | Data from Compass. This will change when current census data is incorporated. |
| Initiative, activity, project or program | <i>Tenant issue identification and participation recruitment</i> | |
| Barriers to engagement | <p><i>Identifying tenant residences</i></p> <p><i>Accessing apartments</i></p> | <p>We will establish the breakdown and locations of apartments and separate-entrance residences by using a city-supplied list of rental properties and/or purchasing an updated mailing list for the entire neighborhood.</p> <p>A percentage of Lynnhurst tenants are renting either an entire house or part of a duplex and</p> |

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|--|---|---|
| | <p><i>Resident reluctance to answer the door to unsolicited visitors.</i></p> <p><i>English language communications</i></p> | <p>can be accessed directly, but apartments are typically not directly accessible.</p> <p>This is not unique to tenants. Continuing concerns about COVID, intrusive door-to-door sales personnel and general personal safety have all combined to create this situation. It is unknown how much this will have changed in 2023 when door-knocking will be pursued, if viable. Door knocking has proved effective pre-COVID in other neighborhoods.</p> <p>94% of Lynnhurst residents speak English only. 0% speak English not well or not at all. (City-data.com/Lynnhurst.) Language barriers will be assessed based on feedback from written and face-to-face feedback, but at this point the numbers do not suggest a major issue.</p> |
| <p>Outreach and engagement strategies</p> | <p><i>Direct mailings and electronic media campaign</i></p> <p><i>Offer incentive to provide contact information and input on issues (paid for with non-City funds).</i></p> <p><i>Arrange apartment access for door knockers with building owners/managers</i></p> <p><i>Hire one or more door knockers for face-to-face interaction</i></p> <p><i>Design tenant-targeted events and face-to-face outreach efforts at community-wide gatherings.</i></p> | <p>Use updated mailing list for solicitations for tenant input/participation. NextDoor and Facebook solicitations for electronic messaging and possible on-line survey.</p> <p>Gift cards for local businesses offered as an incentive for responding. These will be funded from LYNAS’s neighborhood account (non-City funds).</p> <p>This issue is a barrier if building owners are not cooperative.</p> <p>Door knocker(s) will need instruction on how to handle interactions</p> <p>These will be determined from the analysis of the initial outreach efforts.</p> |

EXHIBIT C

| Demographic group | Tenants | Comments | |
|------------------------------|--|--|--|
| Resources needed | <p><i>Contact information for property owners/managers</i></p> <p><i>Up-to-date address list for every rental unit</i></p> <p><i>Training for door-knockers; how to engage, keep logs</i></p> <p><i>Electronic media posts</i></p> <p><i>Flyers, direct mailings with neighborhood organization information</i></p> <p><i>Paid staffing general support and wages for door-knockers</i></p> <p><i>Tablet computers for real-time surveys and contact info during door knocking and tenant outreach events.</i></p> | <p>Supplied by City</p> <p>Can the City supply this? Otherwise, purchase using Equitable Engagement funds</p> <p>Need resource for training. Can the City supply this, or suggest a resource?</p> <p>Written by volunteers, posted by staff</p> <p>Written by volunteers, use Equitable Engagement funds for layout, printing and mailing</p> <p>Equitable Engagement funds</p> <p>This resource TBD; allowable? Funding source?</p> | |
| Partners in the work | <p><i>City of Minneapolis: rental addresses, doorknocker training (NCR), possibly CURA for doorknocker training</i></p> <p><i>Adjacent neighborhoods with similar demographics also doing tenant outreach (Fulton, Kenny)</i></p> | <p>Basic information exchange with these neighborhoods on outreach methods that are effective, or not, could be helpful for all.</p> | |
| Person(s) responsible | <p><i>Paid part-time paid staff</i></p> <p><i>Volunteers</i></p> | <p>Assumes current staff person</p> <p>Names to be determined after 2022 volunteer/Board roster established</p> | |

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|-------------------|---|--|
| Timeline | <p>2022 Jan-April: Acquire rental property list. Prepare electronic media/mail campaign for tenants.</p> <p>May-July: Distribute engagement material. Receive feedback.</p> <p>Aug.-Oct.: Compile and summarize input from tenants. Refine goals. Determine best ways to engage.</p> <p>2023 Jan.-March: Recruit, train door knocker(s) Notify apartment building owners and managers. Establish ways to obtain access.</p> <p>April-June: Door-knock apartments, duplexes and single family rented homes.</p> <p>July-Sept.: Analyze new data. Determine additional engagement methods, e.g., tenant forums, telephone contact.</p> <p>Oct.-Dec.: Conduct additional engagement activities.</p> | <p>The focus on initial engagements will be on how and when to best engage tenants. This will help us design further contacts, including face-to-face through door knocking, neighborhood events or phone conversations. Any tenant issues and concerns that are identified will, of course, also be assessed.</p> <p>This approach assumes that door knocking is not explicitly rejected as effective in the initial responses.</p> <p>The annual neighborhood Summer Festival, held in August and well-attended, is a primary venue for face-to-face contacts.</p> |

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| <p>Quantitative goals</p> | <p><i>Receive feedback from 10% of tenants (approx. 20+) year one, 25% year two.</i></p> <p><i>Obtain contact information for 5% of tenants year one, 15% of tenants year two.</i></p> <p><i>3 tenants participating in neighborhood association; committees(2) and Board (1 – which would approximately match tenant percentage in neighborhood)</i></p> | <p>While we understand the importance of quantified goals, there is little history on tenant participation in LYNAS on which to base a goal. This program is intended to rectify that, and the quantified goals stated at this time are starting-point estimates.</p> <p>We have been able to acquire electronic contact information for an estimated 22% of Lynnhurst homeowners over 10+ years; this goal for tenant contacts is in alignment with that number.</p> <p>1 Tenant currently participating on committee.</p> | |
| <p>Qualitative goals</p> | <p><i>Establish interests and concerns for tenants in Lynnhurst.</i></p> <p><i>Determine if language is a barrier to engagement.</i></p> | <p>Face-to-face and electronic input compiled and summarized by volunteers and existing paid staff.</p> | |
| <p>Outcome of engagement</p> | <p><i>The primary goal is to have a tenant on the Board. Other outcomes, as stated above are;</i></p> <ul style="list-style-type: none"> <i>- Understand best ways to reach tenants</i> <i>- Understand tenant issues and concerns</i> <i>- Tenants attend monthly Board meetings</i> <i>- Tenants participate on LYNAS committees, or start a committee</i> <i>- Tenants volunteer for LYNAS events, or to recruit more tenant participation</i> | | |
| <p>Next steps</p> | <p><i>Respond to tenant issues as appropriate.</i></p> <p><i>Revise engagement plan as appropriate.</i></p> | <p>The results of the engagement will dictate specific next steps.</p> | |