

Engagement Plan

Neighborhood

Southeast Como

*(Mid-City Industrial residents extended member status by SECIA Bylaws)

Time frame

January 1, 2022-December 31, 2022

JFP: 10/12/21

Introduction

Southeast Como Improvement Association (“SECIA”) has long identified a goal and aspiration to be a welcoming and inclusive neighborhood organization for the whole of our neighborhood, and all of the people and communities who make up our vibrant and diverse shared community. But we also acknowledge that despite this long-time aspiration to be an organization that both feels genuinely welcoming, accessible and empowering to all and is fully representative of the intersectionality of underrepresented communities in our neighborhood, *we aren’t there yet*. We recognize the demonstrated enduring commitment to change; and the slow, hard work of realizing these changes that are needed to gradually become a more equitable and fully representative organization; such that many levels of meaningful participation and decision-making happen within the communities most impacted.

In SE Como, similar to many communities city- and nationwide, the most recent iteration of these *reimagining* discussions and work was first reignited in summer 2020, in the aftermath of George Floyd’s murder, unrest and racial reckoning, and amidst the emergent new levels of community need arising from the pandemic. As an organization, we began the first steps of our internal and external process to “Reimagine” SECIA, and began to examine what it means to adopt a racial equity lens to this work. This has so far included the creation of a “Reimagining SECIA & Racial Equity Work Group” charged with the collaborative development and implementation of this work, through a new “Phase 1 Equitable Engagement Neighborhood Priority Plan” approved by the Board in February 2021. Some of these initial strategies, including the development of a community-wide survey, outreach and door-knocking campaign, and piloting a mini-grant program, remain very much works in progress.

Our initial 2022 Equitable Engagement Plan emerges as a continuation of our Reimagining Process. This initial plan integrates some early reflections on both the key components developed through the earlier process, and an evolving set of key principles based on what we’ve been learning so far from both early successes and challenges. It also identifies some next steps towards genuine connection and relationship-building within and beyond each of our identified historically underrepresented communities that will ultimately create the foundation for the [full spectrum of equitable community engagement](#)¹, from raising initial awareness of SECIA and intentional action to improve global welcoming

¹ IAP2 Spectrum of Public Participation, https://cdn.ymaws.com/www.iap2.org/resource/resmgr/pillars/Spectrum_8.5x11_Print.pdf

and inclusive accessibility to participation; to relationship and community-building through relevant and impactful events, projects and initiatives; to fully realized empowerment in decision-making for all historically underrepresented communities.

Work summary

For the first year, our primary focus will be on outreach, building connections and relationships with organizations and individuals that work and live in the communities that we have identified as historically underrepresented within SECIA. We will continue to host a multitude of public meetings and share information about our organization and what we're up to publicly via our email list and website. We will expand our social media presence and reach out to new partner organizations to build connections where we can mutually share and promote what we are working on. We will table and display flyers and yard signs in visible locations in the neighborhood to increase general awareness of SECIA. We will continue our door-knocking outreach campaign with the goal of having in-person conversations with 10% of our residents in SE Como. We will mail a physical copy of our newsletter to every address in the neighborhood quarterly and will distribute welcome packets to new tenant residents each fall.

We will reach out to landlords and building managers to build connections and gain access to large apartment buildings to inform the residents about SECIA's activities, through listening sessions or smaller events of interest to the resident community. We will reach out to business owners in SE Como to promote their business to SECIA's audience and ask them to promote SECIA to their audiences. We will do research on community organizations that serve our underrepresented communities in the Como neighborhood and reach out to them to learn from them and learn how to support them. We will use all the above methods to spread our community feedback survey, which we have developed over the past several months and continue to use as an important research tool.

We will also make an effort to improve the relevance of our events to historically underrepresented communities, for example, hosting discussion forums related to renters' rights and cooking classes and other community building events that draw from a variety of cultural backgrounds and promote intercultural exchange, learning and relationship-building. We will examine our internal structure to identify potential barriers to engagement for historically underrepresented groups and experiment with ways to remove those barriers, such as different meeting times and format. We will seek feedback from underrepresented individuals about what SECIA can do to make our spaces more welcoming and engaging as well as doing our own research on these issues and what other organizations have tried that may work for us.

We will make concerted efforts to meet people where they are at instead of requiring that they come to us to get involved in their neighborhood. We will interrogate our internal decision-making structures and consider ways that they can be reconceptualized and made more accessible to members of the neighborhood who are not heavily involved in SECIA. We will ask for community input at every step of this process.

Key Components, Guiding Principles, & Lessons Learned So Far -- Next Steps for 2022 Equitable

Engagement Plan

What follows are brief summaries of the key components of our Equitable Engagement Plan for 2022, informed by what has been learned so far under an emerging and intersection set of guiding principles, and developing next steps.

#1: Equitable Engagement Contextualized in Racial Equity Lens and Intersectionality

Where It's At:

At the outset of this year's Reimagining SECIA and Racial Equity work group process, the work group, in partnership with University of Minnesota Graduate Civic Leadership Program students, researched and drafted both a [Racial Equity Framework](#) and [Racial Equity Resolution](#) for board and community input.

We have continued to engage the community and seek feedback on the Draft Resolution and Framework, in the context of consideration of the lasting impacts of systematic and institutionalized racism, in a number of ways. Engagement efforts have occurred through community participation in the Reimagining Work Group process, through our various print and electronic communication channels, and at our regular Board & Community meeting. Still, because we are still early in the process of building new connections and relationships across our historically underrepresented communities, more engagement and feedback is needed.

What We're Learning: Intersectionality

Intersectionality Amongst and Within Tenant Resident Population

One key consideration the Work Group has been addressing in the development of the 2022 Equitable Engagement Plan, is how intersectionality shows up in SE Como, amongst and within our historically underrepresented communities. As a primary example, comprising approximately 76.4% of our neighborhood residents, tenants are the largest historically underrepresented group in SE Como, followed by young adults, at approximately 67.1%. Undoubtedly, these groups include subsets of all the other identified underrepresented communities. For this reason, it follows that tenant-focused engagement is a primary and priority focus of our overall equitable engagement plan and work.

Furthermore, we recognize the importance of considering the broad and intersectional diversity within the tenant population. And with that, a tension is observed, in balancing both the importance of culturally specific understanding of barriers and approaches to engagement with identified groups; with also recognizing many different ways intersectionality shows up in our neighborhood, and its impact on engagement. This is reflected throughout the [Equitable Engagement Plan table](#), which includes both many instances of overlap, as well as culturally specific components. (In one example, planning for in-person engagement events with Somali and Oromo language interpretation, shared and communicated verbally through community leaders rather than through written materials, based on input from East African community members about the cultural preference for oral communications and in-person engagement.)

Of additional note, our equitable engagement plan and work goes beyond the nine historically underrepresented groups identified in the table, based on the most recently available 2010 Census and [Minnesota Compass data for SE Como](#). First, we are mindful that our engagement is inclusive of *all* historically underrepresented groups and communities, including those who are not represented in this data, such as the significant population of the LGBTQ+ community; as well as those who are members of relatively smaller demographic groups to our particularly neighborhood, such as the elderly or other ethnic or racial groups. Furthermore, we remain intentional that our engagement is inclusive of *all* residents and members, including those not identified as historically underrepresented. While the long-term contributions of historically well-represented populations like homeowners are not disregarded and continue to be valued; we also recognize that equity requires us to re-center our focus on our historically underrepresented communities.

Equitable engagement contextualized in a Racial Equity lens

We also hold the tension that while, as our Draft Racial Equity Framework identifies, acknowledging the ongoing impact of structural, systemic, and institutional racism must be where equitable engagement starts; equity in SE Como is also broader than racial equity alone.

Because the following five key principles identified in the [Draft Racial Equity Framework](#)² are both specifically relevant to racial equity and more broadly applicable to *all* equity considerations, and should be integrated into our Equitable Engagement Plan:

- **Efforts are Contextualized:** Racial Equity / Equity efforts by SECIA should be contextualized; they should be rooted in a knowledge of the historical and current systems of inequity.
- **Accountability:** A racial equity / equity lens must be applied to all initiatives carried out by SECIA. Every action either sustains inequities or promotes equity--there are no neutral actions.
- **Needs:** To address the needs of underrepresented residents, SECIA must know what those needs are. (This causes us to continually examine the relevance of SECIA's work to historically underrepresented communities.)
- **Progress:** SECIA must track progress in equity work, share it with stakeholders, and increase stakeholder participation in equity work.
- **Partnership:** SECIA should partner with other neighborhood organizations to learn and share.
 - (This principle of the importance of exploring and developing partnerships or collaboration with both other organizations or groups already effectively serving historically underrepresented groups from whom we can learn; as well as with other

² SECIA's Draft Racial Equity Framework was initially developed in 2021 through the Reimagining SECIA & Racial Equity Work Group in partnership with UMN Graduate Civic Leadership Students Cody Hoerning, Claudia Santana, and Emily Padrutt, who researched example racial equity frameworks from other neighborhoods, counties, companies, and cities both locally and nationally, including [McKinsey & Company](#), [Carver County Parks & Recreation, in collaboration with CURA](#), [RacialEquityAlliance.org](#), [City of Portland, OR](#), and [City of Bloomington, MN](#).

organizations with whom SECIA can collectively improve this capacity, is an important component of our equitable engagement work.)

What We're Learning - Anti-racism learning: Taking a proactive approach to the anti-racism learning of our organization and neighborhood community was the impetus to the SECIA Social Justice Study Community initiative in the first half of 2021. This discussion circle engaged in a variety of timely and relevant topics covering anti-racism and addressing how inequity shows up in SE Como. Learning for similar efforts in the future include further clarifying the intended audience, the goals and objectives, and further exploring the capacity for collaboration and collective action steps.

What's Next:

Next steps in 2022 for integrating our identified principles and learning relating to using a racial equity lens and the impact of intersectionality on our equitable engagement include:

- Incorporate updated 2020 Census and MN Compass data to replace outdated demographic data, and review for necessary adjustments in our identification of historically underrepresented groups and corresponding equitable engagement planning;
- Revisit the Draft SECIA [Racial Equity Framework](#) and [Racial Equity Resolution](#), and continue efforts to broaden community engagement and feedback to be incorporated to update and integrate into ongoing equitable engagement in all SECIA work and initiatives; and
- Follow up with scheduling training for board, staff and volunteers in partnership with CURA on neighborhood organizing through anti-racism/equity lens

#2: Utilize data-driven neighborhood mapping

Where It's At - Neighborhood Mapping: At the outset of the 2021 Reimagining SECIA & Racial Equity process, SECIA partnered with CURA to help us build capacity to:

- a) Use a data-driven approach to understanding WHO lives and works in our neighborhood;
- b) Quantify and track the demographics, needs and interests of the SE Como community; and
- c) Inform a systematic, intentional approach to organizing and outreach prioritizing our historically underrepresented communities.

What We're Learning:

Through volunteer contributions, SE Como neighborhood mapping data has been utilized in a number of ways to assist us in guiding and prioritizing outreach focused on our tenant residents. Relatedly, this mapping data has helped us start to better understand the concentration of property ownership in our neighborhood, as we consider the many different ways SECIA could use its resources to address housing issues, and continue to engage and co-create solutions.

What's Next:

- Continue to develop and implement multi-modal outreach informed by neighborhood mapping;

- Continue to develop and implement new ways to utilize the property ownership data to inform developing efforts around addressing pressing issues of housing access and affordability of both rental properties and home ownership as a means of wealth building, as one key equity issue in SE Como.
- Continue to develop and implement a process for new outreach contact tracking and follow up; research potential resources and investments in more robust and sophisticated relationship management tools/software (E.g., Ourpowerbase).

#3: More effectively engage a broader representation of community members through multi-modal communications and outreach

Where It's At - Public-facing communications and outreach: Another key component of the 2021 Reimagining SECIA & Racial Equity process was to increase the accessibility, reach, and scope of Public-facing communications and outreach, as a means of achieving the preliminary, early stage engagement objectives of raising awareness of SECIA, informing and involving more residents through:

- Increased language accessibility;
- Improved engagement through both social media platforms and e-Comotion.
- Diversifying content and contributors (E.g., personally engaging content; diverse neighbor profiles); opinion exchange; other interactive user content; and possible advertisements.
- Expanding use of multi-modal (print and electronic) communication platforms for SECIA's broad-based organizing and outreach campaign.

Considerable time was spent developing a comprehensive neighborhood survey (with a short version translated into 4 other main languages used in the neighborhood). We are still in the process of gradually disseminating the survey through all modes of communication and outreach, including our print and electronic communications, social media, door-knocking, a neighborhood welcome packet, and during outreach at events.

What We're Learning:

Language access: We have made some first step improvements, such as routinely including language/ADA access language notices on all flyers and other communications, and prioritizing key documents to be interpreted in 4 main languages used in the neighborhood, to be made available during outreach and through our website. We currently have some intern staff with some Somali and Spanish-language capacity. We are in the process of updating our language access policies and practices.

Gradually improving reach of electronic, social media communications: While we have been working to improve both the diversity of content and reach of our neighborhood communications, there is still more work to be done to continue to engage new members of underrepresented communities through our various electronic and social media communications. For example, while our bimonthly electronic newsletter still has a relatively small circulation, it continues to grow through direct outreach and engagement at events.

Importance of physical place communications: Low tech communication methods in high traffic areas, like yard signs and flyers, continue to prove effective, perhaps especially amongst those who are not yet familiar with SECIA, when effectively placed in frequented third places.

Particular importance of spoken communications through trusted messengers for certain communities: As we begin to gradually develop or strengthen some new relationships with members of some historically underrepresented groups, we are learning more about how to better adapt and tailor communication and outreach approaches to the cultural preferences of certain communities, such as the importance of spoken communications, in-person meeting, and communications through trusted leaders in some East African communities. This also speaks to the critical importance of relationship and trust-building within communities, as further addressed below.

What's Next:

- Continue to prioritize expanded language access through translated materials, and providing access to interpreters when needed;
- Continue to prioritize funding for more staff with increased language capacity for outreach and engagement;
- Continue to develop more interactive features on our website to create another accessible forum for engagement;
- Continue to evaluate, improve community survey processes, accessibility to increase response rates, particularly amongst non English speakers and historically underrepresented communities, as one tool for both engagement and alternative input/decision-making;
- Continue to expand use of physical place outreach communications like flyers and yard signs, in multiple languages;
- Continue to tailor outreach approaches to culturally-specific needs and preferences (and based in relationship building)

#4: Learning and Applying a Relational Community Organizing Approach

Where It's At: A fourth key component of the 2021 Reimagining SECIA & Racial Equity work plan was to utilize a relational community organizing approach to better inform, engage, and empower historically underrepresented residents of SE Como:

- **Inform:** Build mutual awareness: Inform residents of SECIA and its initiatives; and learn about / connect with current interests & initiatives outside of SECIA in the neighborhood.
- **Engage** new members, emphasizing multiple onramps for involvement (volunteer, leadership, hiring).
- **Empower** new and historically underrepresented communities to inform organizational issue priorities, co-create solutions, and build collective power.

What We're Learning:

“Going out vs. coming in:” We continue to reflect on, and think about different ways we can meet people where they are at in our outreach, to seek out connection with people where they are already connected (e.g. at a resident community (like Como Student Community Cooperative), a faith community (like Dar Omar Al Farooq), and in “third places” like Van Cleve park or local businesses) rather than relying solely on inviting people to SECIA’s meetings and events, that may or may not be conveniently scheduled or feel welcoming, inclusive, or relevant. Early efforts with direct outreach through a mostly staff-led door-knocking campaign were effective, although limited in scope. Some significant connections have been made through these efforts so far, and have led to engagement of newly connected residents signing up for SECIA communications and coming up to events. Next, more needs to be done to both broaden the scope and reach of this direct outreach, and strengthen follow up and relationship building to support more sustaining engagement.

Focus on relationship-building with leaders and members of “communities within communities:”

Success making inroads with a historically underrepresented community relies in large part in our ability to build relationships and trust with leaders (or potential leaders) of “communities within communities,” who can then in turn help grow the connections within their respective communities, and initiate and lead on ideas for new ways SECIA may be able to partner or collaborate in order to effectively address core needs and interests, and co-create solutions to issues identified by the community. This in turn creates new modes and forums for alternative decision-making.

Over the last year, some new relationships have been forged in certain communities, and are in various early stages of becoming established and trusted. These emerging relationships, with individuals, local business representatives, or representatives of existing communities or groups, must continue to be cultivated, while new relationship building in other underrepresented communities in which SECIA is not yet well connected, also needs to be prioritized.

Intentionally creating multiple levels of involvement: Perhaps the most common feedback is that people feel connected through community-building events, particularly those that involve elements of cultural sharing, where people can get to know their neighbors, and that may offer something of value or address a direct need in the community (both new collaborative initiatives, like Free Produce Sharing, Drop-in Resource Day for Unsheltered Neighbors, Como Kids Meetups & Arts Programs, and established programs like the well established community gardens, Bike Fest, with bike giveaway and repair, and the annual Como Cookout event.

This feedback speaks to a key principle SECIA has increasingly supported, of intentionally embracing, creating, and promoting different levels of involvement beyond board service and coming to meetings, like through community-building events, projects, initiatives, work groups or community-led committees; particularly recognizing this as an approach to overcome the perennial barrier to engagement of a highly mobile population of student renter residents, in particular; who may come with such great energy and passion to infuse into the organization for a short time, but who also move on relatively quickly.

What’s Next:

- Seek out resources for further relational organizing skill development to improve efficacy of relationship-building with members, leaders across historically underrepresented communities;
 - Follow up with scheduling training for board, staff and volunteers in partnership with CURA on neighborhood organizing through anti-racism/equity lens;
- Seek out supplemental funding and resources to increase multilingual outreach staffing and staffing capacity for relational community organizing work;
 - Plan to apply for supplemental grant funds with aligning equity goals to expand overall capacity
- Ongoing assessment of pandemic as barrier; may shift into long-term reconceptualizing, as necessary;
- Continue to evaluate and address organizational capacity issues, addressing both people and funding resource gaps in 2022.
 - Continue to internalize and implement the principle of embracing multiple levels of engagement to align to the reality of the level of availability of a transient student and tenant population, with other demands to avoid volunteer burnout;
 - Continue to innovate ways to have a more distributed workload amongst the board and community volunteer pool;
 - Plan for SECIA Board & Community planning retreat in early 2022 to collectively identify SECIA priorities, plan 2022 calendar and timeline of benchmarks and goals/objectives for the implementation of the 2022 Equitable Engagement Plan;
- Within the context of a key principal of embracing multiple levels of involvement, prioritize building and strengthening relationships to promote further development of current trend of shorter-term levels of event or project-oriented engagement, to transition to more sustaining organizational engagement to build capacity for longer-term work of policy advocacy and change, organizational growth and partnership, etc.
 - Continue to develop, promote the types of events, initiatives that may naturally lead to more enduring, and deeper organizational connection, such as smaller, community building events that connect and actively engage people around common interests: (E.g., multicultural cooking classes, book club, Reading group, community gardens); and more broadly and effectively promote Mini-grant program amongst historically underrepresented communities to promote meaningful connection through projects designed and implemented by newly involved community members; and
- Address, work to strengthen SECIA's capacity for issue advocacy (within allowable parameters) and outreach to further educate newly connected residents about this capacity, to then increase representative participation, co-create solutions and engage in decision-making in organizational advocacy on issues directly impacting members.

#5: Ongoing Structural Review, Analysis and Modifications

Where It's At:

In response to the corresponding requirements to implement the comprehensive list of governance changes as a requirement of the Citywide Neighborhood Network Fund, our pending overhaul of our

Bylaws, in particular, has been one means of beginning to “interrogate and re-conceptualize internal decision-making structures,” as listed below in our broad goals and objectives.

What’s Next:

- Throughout 2022, we will implement updated Bylaws and continue to assess and address identified structural barriers to inclusion, as we begin to experience how some of the structural changes through our updated Bylaws will work in practice;
- We will commit to the ongoing process of seeking and implementing feedback from historically underrepresented groups about:
 - What are the experienced barriers to participation?
 - What makes SECIA feel more welcoming AND personally empowering to participate in decision-making?
 - What alternative structures can we build to prioritize this?
- Continue to consider ways to expand applications of the key principles reviewed throughout this plan to continue to move along the full spectrum of engagement, including intentionally embracing, creating, reorganizing around different levels of involvement, to ultimately create new alternative means of decision-making amongst historically underrepresented community members.

Scope of work, outcomes, and goals

In the first year of our targeted equitable engagement, we hope to raise awareness of SECIA in the neighborhood as a whole and increase community participation because of our increased general and targeted outreach efforts. We hope to have success in confronting the barriers to engagement that our underrepresented communities face and trying new things that make our organization more accessible to everyone in the neighborhood. By the end of this year of equitable engagement, it is important that we have new people and organizations involved with SECIA that would not have been otherwise and that we have tried new systems of decision making that allow for more community input. We want to build a stable and sustainable foundation for future expansion of this work, as we know it will be a long process with a lot of learning and revising involved. In the long term, we hope for SECIA to be a central hub of activity for everyone in the neighborhood to get involved with things that they are passionate about and an organization that allows everyone to feel connected, welcome, and empowered in Southeast Como.

Plan details

Please review the [SECIA Equitable Engagement Plan Table](#).

	Neighborhood: Southeast Como Time frame: Jan 1, 2022-Dec. 31, 2022								
Demographic group	Demographic Group 1: Tenants	Demographic group 2: Young adults (ages 18-34)	Demographic group 3: Children & Youth	Demographic group 4: Low-income residents (people with income below poverty or at/below 150% FPG)	Demographic group 5: Foreign-born residents	Demographic group 6: People of color: Asian or Pacific Islander alone	Demographic group 7: People of color: Black or African American alone (inclusive of / need further data breakdown to better understand East African immigrants, African American communities)	Demographic group 8: People of color: Hispanic or Latino (of any race)	Demographic group 9: People with disabilities
Numbers or percentage	6,300 Actual – SE Como: 76.4% 1,790 households https://www.mncompass.org/profiles/city/minneapolis/como	67.1% 4,200 residents https://www.mncompass.org/profiles/city/minneapolis/como	~17.6% ~1,101 residents https://www.mncompass.org/profiles/city/minneapolis/como	54.8% 3,428 residents https://www.mncompass.org/profiles/city/minneapolis/como	15.6% 976 residents https://www.mncompass.org/profiles/city/minneapolis/como	11.7% 733 residents https://www.mncompass.org/profiles/city/minneapolis/como	8.5% 529 residents https://www.mncompass.org/profiles/city/minneapolis/como	6.7% 417 residents https://www.mncompass.org/profiles/city/minneapolis/como	8% 502 residents https://www.mncompass.org/profiles/city/minneapolis/como
Initiative, activity, project or program	<ul style="list-style-type: none"> Ongoing: Tenant-focused Outreach/Engagement Program - Land Use & Development Committee - Mini-grant program Developing: <ul style="list-style-type: none"> - Housing forum series - Tenant Rights Advocacy Group 	<ul style="list-style-type: none"> Ongoing: <ul style="list-style-type: none"> - Como Kids Meetups - for young families - Mini-grant program - Bike Fest - Como Cookout Developing: <ul style="list-style-type: none"> - Cooking classes / multicultural exchanges - Social events geared toward young people (e.g., Workouts in the park, Pizza & Chat in the Garden, etc.) - Reestablishing Community building committee: Multigenerational, cultural sharing community events (e.g., healthy eating food demos, food growing/food sharing and community garden activities; art fair; others TBD through engagement with young adult demographic) 	<ul style="list-style-type: none"> Ongoing: <ul style="list-style-type: none"> - Como Kids Meetups - for young families - Kids Arts Programming - Como Cookout - Bike Fest Developing: <ul style="list-style-type: none"> - Develop Youth Advisory Board 	<ul style="list-style-type: none"> Ongoing: <ul style="list-style-type: none"> - Free Produce Distribution - Drop-in resource day (collaborative project with Marcy-Holmes / community partner members of Accompanying Unsheltered Neighbors) - Mini-grant program - Bike Fest bike donations - Como Cookout Developing: <ul style="list-style-type: none"> - Como Cares Team initiative: focused on capacity building (education, block-level organizing) for community-focused safety and well-being, and mutual aid principles addressing neighbors' direct needs 	<ul style="list-style-type: none"> Ongoing: <ul style="list-style-type: none"> - Como Kids--for young families - Continuing community-building/engagement events: E.g., Como Cookout (Diversify meal options at Como Cookout); Bike Fest - Reimagining SECIA and Racial Equity Work Group - Mini-grant program Developing: <ul style="list-style-type: none"> - Host community members as speakers at SECIA meetings - Reestablishing Community building committee: Multigenerational, cultural sharing community events (e.g., healthy foods access cooking classes, food growing/food sharing and community garden activities; art fair; others TBD through engagement with foreign-born resident communities) 	<ul style="list-style-type: none"> Ongoing: <ul style="list-style-type: none"> - Reimagining SECIA and Racial Equity Work Group - Continuing community-building/engagement events: E.g., Como Cookout (Diversify meal options at Como Cookout); Bike Fest - Como Kids--for young families - Mini-grant program Developing: <ul style="list-style-type: none"> - SECIA support for AAPI cultural events in the neighborhood - Reestablishing Community building committee: Multigenerational, cultural sharing community events (e.g., healthy eating/cooking classes (Vietnamese spring rolls), food growing/food sharing and community garden activities; art fair; others TBD through engagement within AAPI communities) - Diversify meal options at Como Cookout 	<ul style="list-style-type: none"> Ongoing: <ul style="list-style-type: none"> - Reimagining SECIA and Racial Equity Work Group - Continuing community-building/engagement events: E.g., Como Cookout (Diversify meal options at Como Cookout); Bike Fest - Como Kids--for young families - Mini-grant program Developing: <ul style="list-style-type: none"> - SECIA support for Black, East African and other African immigrant cultural events in the neighborhood - Reestablishing Community building committee: Multigenerational, cultural sharing community events (e.g., healthy eating/cooking classes, food growing/food sharing and community garden activities; art fair; others TBD through engagement within Hispanic or Latino/LatinX t communities) - Diversify meal options at Como Cookout 	<ul style="list-style-type: none"> Ongoing: <ul style="list-style-type: none"> - Reimagining SECIA and Racial Equity Work Group - Continuing community-building/engagement events: E.g., Como Cookout (Diversify meal options at Como Cookout); Bike Fest - Como Kids--for young families - Mini-grant program Developing: <ul style="list-style-type: none"> - SECIA support for Hispanic or Latino/LatinX cultural events in the neighborhood - Reestablishing Community building committee: Multigenerational, cultural sharing community events (e.g., healthy eating/cooking classes, food growing/food sharing and community garden activities; art fair; others TBD through engagement within Hispanic or Latino/LatinX t communities) - Diversify meal options at Como Cookout 	<ul style="list-style-type: none"> Ongoing: <ul style="list-style-type: none"> - Reimagining SECIA and Racial Equity Work Group - Continuing community-building/engagement events: E.g., Como Cookout (Diversify meal options at Como Cookout); Bike Fest - Partner support for SE Seniors GNF grant project - Mini-grant program Developing: <ul style="list-style-type: none"> - SECIA support for events in the disability community in the neighborhood - Como Cares Team initiative: focused on capacity building (education, block-level organizing) for community-focused safety and well-being, and mutual aid principles addressing neighbors' direct needs - Reestablishing Community building committee: Multigenerational, cultural sharing community events (e.g., healthy eating/cooking classes, food growing/food sharing and community garden activities; art fair; others TBD through engagement within the disability communities) - Investigate housing accessibility and ADA compliance in the neighborhood
Barriers to engagement	<ul style="list-style-type: none"> - Accessing apartments / larger multiplexes - Transient population - Feeling unwelcome at meetings - Lack of knowledge/awareness of SECIA - SECIA's overrepresentation of and historical focus on homeowners - Degree of relevance, alignment with core interests - Language barriers - Meeting times, meeting format - Need to improve connections, build trust and relationships with leaders in resident community 	<ul style="list-style-type: none"> - Transient population - Feeling unwelcome at meetings - Lack of knowledge/awareness of SECIA - SECIA's overrepresentation of and historical focus on homeowners (who skew older) - Degree of relevance, alignment with core interests - Meeting times, meeting format - Need to improve connections, build trust and relationships with leaders in young adult/student community 	<ul style="list-style-type: none"> - Degree of relevance, alignment with core interests - Accessing apartments - Feeling unwelcome at meetings - Lack of knowledge/awareness of SECIA - SECIA's overrepresentation of and historical focus on homeowners (who skew older) - Meeting times, meeting format - Need to improve connections, build trust and relationships with leaders in youth community 	<ul style="list-style-type: none"> - Timing/modality of meetings (online, during evenings when folks might have childcare/work responsibilities) - Feeling unwelcome at meetings - Lack of knowledge/awareness of SECIA - SECIA's overrepresentation and historical focus on homeowners - Degree of relevance and alignment with core interests - Accessing apartments - Need to improve connections, build trust and relationships with leaders who have low-income 	<ul style="list-style-type: none"> - Language access - Feeling unwelcome in meetings - SECIA's historical/ongoing overrepresentation of white residents - Lack of knowledge/awareness of SECIA - SECIA's overrepresentation of and historical focus on homeowners - Degree of relevance, alignment with core interests - Need to improve connections, build trust and relationships with leaders who are members of various foreign-born communities 	<ul style="list-style-type: none"> - Feeling unwelcome at meetings - Language access - Meeting times, meeting format - Lack of knowledge/awareness of SECIA - SECIA's historical/ongoing overrepresentation of white residents - Degree of relevance, alignment with core interests - Need to improve connections, build trust and relationships with leaders in AAPI community 	<ul style="list-style-type: none"> - Language access - Feeling unwelcome in meetings - SECIA's historical/ongoing overrepresentation of white residents - Lack of knowledge/awareness of SECIA - SECIA's overrepresentation of and historical focus on homeowners - Degree of relevance, alignment with core interests - Need to improve connections, build trust and relationships with leaders various Black, East African and other African immigrant communities 	<ul style="list-style-type: none"> - Language access - Feeling unwelcome in meetings - SECIA's historical/ongoing overrepresentation of white residents - Lack of knowledge/awareness of SECIA - SECIA's overrepresentation of and historical focus on homeowners - Degree of relevance, alignment with core interests - Need to improve connections, build trust and relationships with leaders in Latino / Hispanic / LatinX community 	<ul style="list-style-type: none"> - Timing/modality of meetings (potential barriers with either online or in-person meetings) - Feeling unwelcome at meetings - Lack of knowledge/awareness of SECIA - SECIA's overrepresentation and historical focus on homeowners - Degree of relevance and alignment with core interests - Accessing apartments - Need to improve connections, build trust and relationships with leaders in disability community

	Neighborhood: Southeast Como								
	Time frame: Jan 1, 2022-Dec. 31, 2022								
Demographic group	Demographic Group 1: Tenants	Demographic group 2: Young adults (ages 18-34)	Demographic group 3: Children & Youth	Demographic group 4: Low-income residents (people with income below poverty or at/below 150% FPG)	Demographic group 5: Foreign-born residents	Demographic group 6: People of color: Asian or Pacific Islander alone	Demographic group 7: People of color: Black or African American alone (inclusive of / need further data breakdown to better understand East African immigrants, African American communities)	Demographic group 8: People of color: Hispanic or Latino (of any race)	Demographic group 9: People with disabilities
Outreach and engagement strategies	<p>Ongoing:</p> <ul style="list-style-type: none"> Continue to connect, build relationships with newly involved tenant residents who participate in relevant events and groups (e.g., community garden activities, Como Kids/Arts Program, Produce Distribution, Drop-in Resource Days, Como Cookout, other park programming) - Data-driven neighborhood mapping, door-knocking - Community survey (in multiple languages): continue to evaluate, modify efficacy of survey modality and scope/content as ONE tool for alternative engagement, decision-making - Mini-grant program - Interactive tabling at high frequency places for tenants; use of "dot-macracry" as ONE tool for alternative engagement, decision-making (Van Cleve Park, proximal to large resident communities) - Social media campaign - Quarterly print Comotion, bimonthly E-Comotion newsletters - Social, advocacy and community building events - Flyers and yard signs (in multiple languages) - placed in high traffic areas <p>Developing:</p> <ul style="list-style-type: none"> - Better established relationships to connect us with the interests and partner with tenant residents at all levels of involvement - Contact information for property owners/managers, for relationship building and access to multi-unit apartments - Expanded funding for wages for organizing, admin and outreach staff, including from tenant resident communities, to expand outreach capacity especially across multiple languages (Resource to consider: https://takeactionminnesota.org/street-team-canvasser-black-visions-collective/) - Further development of outreach contact tracking / relationship development system - Organizational training for board, staff, volunteers on relevant topics, most urgently neighborhood organizing in a racial equity lens (in planning stages through ongoing partnership through UMN-Center for Urban & Regional Affairs (CURA)) - Expanded funding for multi-modal outreach & communications: e.g., printing flyers, all-address mailed communications, social media development - Expanded funding for translation/interpretation/language access 	<p>Ongoing:</p> <ul style="list-style-type: none"> Collaboration with UMN: Off-Campus Living, relevant schools/programs, Graduate Civic Leadership program - Continue to connect, build relationships with newly involved student residents who participate in relevant events and groups (e.g., community garden activities, Produce Distribution, Drop-in Resource Days, Como Cookout, other park programming) - Data-driven neighborhood mapping, door-knocking - Community survey (in multiple languages): continue to evaluate, modify efficacy of survey modality and scope/content as ONE tool for alternative engagement, decision-making - Mini-grant program - Interactive tabling at high frequency places for young adults (Van Cleve Park, proximal to large resident communities, Como-area businesses, UMN campus, etc.); use of "dot-macracry" as ONE tool for alternative engagement, decision-making - Social media campaign - Quarterly print Comotion, bimonthly E-Comotion newsletters - Social, advocacy and community building events <p>Developing:</p> <ul style="list-style-type: none"> - Better established relationships to connect us with the interests and partner with young people at all levels of involvement - Contact information for property owners/managers, for relationship building and access to multi-unit apartments - Expanded funding for wages for organizing, admin and outreach staff, including from tenant resident communities, to expand outreach capacity especially across multiple languages (Resource to consider: https://takeactionminnesota.org/street-team-canvasser-black-visions-collective/) - Further development of outreach contact tracking / relationship development system - Organizational training for board, staff, volunteers on relevant topics, most urgently neighborhood organizing in a racial equity lens (in planning stages through ongoing partnership through UMN-Center for Urban & Regional Affairs (CURA)) - Expanded funding for multi-modal outreach & communications: e.g., printing flyers, all-address mailed communications, social media development - Expanded funding for translation/interpretation/language access 	<p>Ongoing:</p> <ul style="list-style-type: none"> Continue to connect, build relationships with newly involved families who participate in child/family-oriented events and groups (e.g., community garden activities, Como Kids/Arts Programming, Como Cookout, other park programming) - Data-driven neighborhood mapping, door-knocking - Interactive tabling at high frequency places for children, youth & their families (Van Cleve Park, proximal to large resident communities, etc.); use of "dot-macracry" as ONE tool for alternative engagement, decision-making - Social media campaign - Quarterly print Comotion, bimonthly E-Comotion newsletters - Kid and family-centered Social, advocacy and community building events - Flyers and yard signs (in multiple languages) - placed in high traffic areas <p>Developing:</p> <ul style="list-style-type: none"> - Better established relationships to connect us with the interests and partner with young people at all levels of involvement - Contact information for property owners/managers, for relationship building and access to multi-unit apartments - Expanded funding for wages for organizing, admin and outreach staff, including from tenant resident communities, to expand outreach capacity especially across multiple languages (Resource to consider: https://takeactionminnesota.org/street-team-canvasser-black-visions-collective/) - Further development of outreach contact tracking / relationship development system - Organizational training for board, staff, volunteers on relevant topics, most urgently neighborhood organizing in a racial equity lens (in planning stages through ongoing partnership through UMN-Center for Urban & Regional Affairs (CURA)) - Expanded funding for multi-modal outreach & communications: e.g., printing flyers, all-address mailed communications, social media development - Expanded funding for translation/interpretation/language access 	<p>Ongoing:</p> <ul style="list-style-type: none"> Continue to connect, build relationships with newly involved residents who participate in relevant events and groups (e.g., community garden activities, Como Kids, Produce Distribution, Drop-in Resource Days, Como Cookout, other park programming) - Data-driven neighborhood mapping, door-knocking - Community survey (in multiple languages): continue to evaluate, modify efficacy of survey modality and scope/content as ONE tool for alternative engagement, decision-making - Mini-grant program - Interactive tabling at high frequency places for residents (Van Cleve Park, proximal to large resident communities, etc.); use of "dot-macracry" as ONE tool for alternative engagement, decision-making - Flyer the neighborhood and in third places, including local food businesses, the park, laundromat... - Social media campaign - Quarterly print Comotion, bimonthly E-Comotion newsletters - Social, advocacy and community building events <p>Developing:</p> <ul style="list-style-type: none"> - Better established relationships to connect us with the interests and partner with residents with low-income at all levels of involvement - Contact information for property owners/managers, for relationship building and access to multi-unit apartments - Expanded funding for wages for organizing, admin and outreach staff, including from tenant resident communities, to expand outreach capacity especially across multiple languages (Resource to consider: https://takeactionminnesota.org/street-team-canvasser-black-visions-collective/) - Further development of outreach contact tracking / relationship development system - Organizational training for board, staff, volunteers on relevant topics, most urgently neighborhood organizing in a racial equity lens (in planning stages through ongoing partnership through UMN-Center for Urban & Regional Affairs (CURA)) - Expanded funding for multi-modal outreach & communications: e.g., printing flyers, all-address mailed communications, social media development - Expanded funding for translation/interpretation/language access 	<p>Ongoing:</p> <ul style="list-style-type: none"> Continue to connect, build relationships with newly involved foreign-born residents who participate in relevant events and groups (e.g., community garden activities, Como Kids, Produce Distribution, Drop-in Resource Days, Como Cookout, other park programming) - Data-driven neighborhood mapping, door-knocking - Community survey (in multiple languages): continue to evaluate, modify efficacy of survey modality and scope/content as ONE tool for alternative engagement, decision-making - Mini-grant program - Social media campaign - Quarterly print Comotion, bimonthly E-Comotion newsletters - Social, advocacy and community building events <p>Developing:</p> <ul style="list-style-type: none"> - Better established relationships to connect us with the interests and partner with foreign-born residents at all levels of involvement - Contact information for property owners/managers, for relationship building and access to multi-unit apartments - Expanded funding for wages for organizing, admin and outreach staff, including from tenant resident communities, to expand outreach capacity especially across multiple languages (Resource to consider: https://takeactionminnesota.org/street-team-canvasser-black-visions-collective/) - Further development of outreach contact tracking / relationship development system - Organizational training for board, staff, volunteers on relevant topics, most urgently neighborhood organizing in a racial equity lens (in planning stages through ongoing partnership through UMN-Center for Urban & Regional Affairs (CURA)) - Expanded funding for multi-modal outreach & communications: e.g., printing flyers, all-address mailed communications, social media development - Expanded funding for translation/interpretation/language access 	<p>Ongoing:</p> <ul style="list-style-type: none"> Continue to connect, build relationships with newly involved AAPI residents who participate in relevant events and groups (e.g., community garden activities, Como Kids, Produce Distribution, Drop-in Resource Days, Como Cookout, other park programming) - Data-driven neighborhood mapping, door-knocking - Community survey (in multiple languages): continue to evaluate, modify efficacy of survey modality and scope/content as ONE tool for alternative engagement, decision-making - Mini-grant program - Social media campaign - Quarterly print Comotion, bimonthly E-Comotion newsletters - Social, advocacy and community building events <p>Developing:</p> <ul style="list-style-type: none"> - Better established relationships to connect us with the interests and partner with members of the AAPI community at all levels of involvement - Contact information for property owners/managers, for relationship building and access to multi-unit apartments - Expanded funding for wages for organizing, admin and outreach staff, including from tenant resident communities, to expand outreach capacity especially across multiple languages (Resource to consider: https://takeactionminnesota.org/street-team-canvasser-black-visions-collective/) - Further development of outreach contact tracking / relationship development system - Organizational training for board, staff, volunteers on relevant topics, most urgently neighborhood organizing in a racial equity lens (in planning stages through ongoing partnership through UMN-Center for Urban & Regional Affairs (CURA)) - Expanded funding for multi-modal outreach & communications: e.g., printing flyers, all-address mailed communications, social media development - Expanded funding for translation/interpretation/language access 	<p>Ongoing:</p> <ul style="list-style-type: none"> Continue to connect, build relationships with newly involved Black, East African and other African immigrant residents who participate in relevant events and groups (e.g., community garden activities, Como Kids/Arts Program, Produce Distribution, Drop-in Resource Days, Como Cookout, other park programming) - Data-driven neighborhood mapping, door-knocking - Community survey (in multiple languages): continue to evaluate, modify efficacy of survey modality and scope/content as ONE tool for alternative engagement, decision-making - Mini-grant program - Social media campaign - Quarterly print Comotion, bimonthly E-Comotion newsletters - Social, advocacy and community building events <p>Developing:</p> <ul style="list-style-type: none"> - Better established relationships to connect us with the interests and partner with members of the Black, East African and other African immigrant communities at all levels of involvement - Contact information for property owners/managers, for relationship building and access to multi-unit apartments - Expanded funding for wages for organizing, admin and outreach staff, including from tenant resident communities, to expand outreach capacity especially across multiple languages (Resource to consider: https://takeactionminnesota.org/street-team-canvasser-black-visions-collective/) - Further development of outreach contact tracking / relationship development system - Organizational training for board, staff, volunteers on relevant topics, most urgently neighborhood organizing in a racial equity lens (in planning stages through ongoing partnership through UMN-Center for Urban & Regional Affairs (CURA)) - Expanded funding for multi-modal outreach & communications: e.g., printing flyers, all-address mailed communications, social media development - Expanded funding for translation/interpretation/language access 	<p>Ongoing:</p> <ul style="list-style-type: none"> Continue to connect, build relationships with newly involved Hispanic / Latino / LatinX residents who participate in relevant events and groups (e.g., community garden activities, Como Kids/Arts Program, Produce Distribution, Drop-in Resource Days, Como Cookout, other park programming) - Data-driven neighborhood mapping, door-knocking - Community survey (in multiple languages): continue to evaluate, modify efficacy of survey modality and scope/content as ONE tool for alternative engagement, decision-making - Mini-grant program - Social media campaign - Quarterly print Comotion, bimonthly E-Comotion newsletters - Social, advocacy and community building events <p>Developing:</p> <ul style="list-style-type: none"> - Better established relationships to connect us with the interests and partner with members of the Hispanic, Latino / LatinX communities at all levels of involvement - Contact information for property owners/managers, for relationship building and access to multi-unit apartments - Expanded funding for wages for organizing, admin and outreach staff, including from tenant resident communities, to expand outreach capacity especially across multiple languages (Resource to consider: https://takeactionminnesota.org/street-team-canvasser-black-visions-collective/) - Further development of outreach contact tracking / relationship development system - Organizational training for board, staff, volunteers on relevant topics, most urgently neighborhood organizing in a racial equity lens (in planning stages through ongoing partnership through UMN-Center for Urban & Regional Affairs (CURA)) - Expanded funding for multi-modal outreach & communications: e.g., printing flyers, all-address mailed communications, social media development - Expanded funding for translation/interpretation/language access 	<p>Ongoing:</p> <ul style="list-style-type: none"> Continue to connect, build relationships with newly involved residents in the disability community who participate in relevant events and groups (e.g., community garden activities, Produce Distribution, Drop-in Resource Days, Como Cookout, other park programming) - Data-driven neighborhood mapping, door-knocking - Community survey (in multiple languages): continue to evaluate, modify efficacy of survey modality and scope/content as ONE tool for alternative engagement, decision-making - Mini-grant program - Social media campaign - Quarterly print Comotion, bimonthly E-Comotion newsletters - Social, advocacy and community building events <p>Developing:</p> <ul style="list-style-type: none"> - Better established relationships to connect us with the interests and partner with members of the disability communities at all levels of involvement - Contact information for property owners/managers, for relationship building and access to multi-unit apartments - Expanded funding for wages for organizing, admin and outreach staff, including from tenant resident communities, to expand outreach capacity especially across multiple languages (Resource to consider: https://takeactionminnesota.org/street-team-canvasser-black-visions-collective/) - Further development of outreach contact tracking / relationship development system - Organizational training for board, staff, volunteers on relevant topics, most urgently neighborhood organizing in a racial equity lens (in planning stages through ongoing partnership through UMN-Center for Urban & Regional Affairs (CURA)) - Expanded funding for multi-modal outreach & communications: e.g., printing flyers, all-address mailed communications, social media development - Expanded funding for translation/interpretation/language access

	Neighborhood: Southeast Como								
	Time frame: Jan 1, 2022-Dec. 31, 2022								
Demographic group	Demographic Group 1: Tenants	Demographic group 2: Young adults (ages 18-34)	Demographic group 3: Children & Youth	Demographic group 4: Low-income residents (people with income below poverty or at/below 150% FPG)	Demographic group 5: Foreign-born residents	Demographic group 6: People of color: Asian or Pacific Islander alone	Demographic group 7: People of color: Black or African American alone (inclusive of / need further data breakdown to better understand East African immigrants, African American communities)	Demographic group 8: People of color: Hispanic or Latino (of any race)	Demographic group 9: People with disabilities
Partners in the work	<p>Ongoing:</p> <ul style="list-style-type: none"> - UMN Off Campus Living - UMN Center for Urban & Regional Affairs (CURA) - SE Seniors - NE College Prep <p>Developing:</p> <ul style="list-style-type: none"> - Como Student Community Cooperative (CSCC) & their resident communities - Prospect Park Association (& other UDA neighborhood organizations?) - Other neighborhood organizations with strong housing/tenant organizing programs we can learn from - Project for Pride & Living/Riverton Community Housing & their resident communities <p>Prospective:</p> <ul style="list-style-type: none"> - Explore/revisit/develop partnerships with tenant resource/advocacy community organizations (UMN Legal Services, Homeline, Make Housing Happen - Minneapolis, etc.) 	<ul style="list-style-type: none"> - Como Student Community Cooperative (CSCC) - UMN Off Campus Living - UMN Office for Public Engagement - UMN Center for Urban & Regional Affairs (CURA) - Various UMN programs, groups with interests aligned with various SECIA initiatives - Local businesses - Van Cleve park/MPLS parks 	<ul style="list-style-type: none"> - Van Cleve park/MPLS parks - UMN Child Development Laboratory School - Como Early Learning Center; Como Student Community Cooperative (CSCC) - Eastside Neighborhood Services 	<ul style="list-style-type: none"> - Aliveness Project - SECIA-Marcy-Holmes Accompanying Unsheltered Neighbors work group - Gardening volunteers - Dar Omar al Farooq Mosque community - Local businesses - Hennepin County - UMN Off Campus Living - UMN Child Development Laboratory School - Como Early Learning Center; Como Student Community Cooperative (CSCC) - SE Seniors - Project for Pride & Living / Riverton Community Housing Cooperative - Eastside Neighborhood Services 	<ul style="list-style-type: none"> - Como Student Community Cooperative (CSCC) - Dar Omar al Farooq Mosque community - Van Cleve Park/MPLS Parks 	<ul style="list-style-type: none"> - Como Student Community Cooperative (CSCC) - Dar Omar al Farooq Mosque community - Van Cleve Park/MPLS Parks 	<ul style="list-style-type: none"> - Dar Omar al Farooq Mosque community - Project for Pride & Living / Riverton Community Housing Cooperative - Van Cleve Park/MPLS Parks - local businesses (e.g., Water Wave) 	<ul style="list-style-type: none"> - Project for Pride & Living / Riverton Community Housing Cooperative - Van Cleve park/MPLS parks 	<ul style="list-style-type: none"> - SE Seniors - Eastside Neighborhood Services - Project for Pride & Living / Riverton Community Cooperative Housing
Person(s) responsible	-Staff: Executive Director, Jessica Focht-Perlberg; Outreach/intern staff -Board of Directors -Volunteers	- Staff: Executive Director, Jessica Focht-Perlberg; Outreach/intern staff -Board of Directors -Volunteers	- Staff: Executive Director, Jessica Focht-Perlberg; Outreach/intern staff -Board of Directors -Volunteers	- Staff: Executive Director, Jessica Focht-Perlberg; Outreach/intern staff -Board of Directors -Volunteers	- Staff: Executive Director, Jessica Focht-Perlberg; Outreach/intern staff -Board of Directors -Volunteers	- Staff: Executive Director, Jessica Focht-Perlberg; Outreach/intern staff -Board of Directors -Volunteers	- Staff: Executive Director, Jessica Focht-Perlberg; Outreach/intern staff -Board of Directors -Volunteers	- Staff: Executive Director, Jessica Focht-Perlberg; Outreach/intern staff -Board of Directors -Volunteers	- Staff: Executive Director, Jessica Focht-Perlberg; Outreach/intern staff -Board of Directors -Volunteers
Timeline	<p>2021 (Q3-Q4):</p> <ul style="list-style-type: none"> -June - August 2021: door knocking campaign -June - October 2021: Run 2021 Community Survey -Sep 2021: Reach out to large apartment building managers to begin making meetings/connections -September 2021: Welcome packet distribution to all tenant residents -October 2021: Como Cookout outreach; review, analyze survey data -September - November 2021: housing forum series -November 2021: Annual Meeting: present on 2021 survey/tenant outreach outcomes 2022, Q1: Developing plans for organization-wide CURA training on neighborhood organizing approach with racial equity lens, in conjunction with SECIA Board & Community planning retreat for 2022 to identify SECIA priorities, plan 2022 calendar and timeline, as well as benchmarks and goals/objectives for the implementation of the 2022 Equitable Engagement Plan. 	<ul style="list-style-type: none"> -June - August 2021: door knocking campaign -July 2021: Pollinator Party -September - October 2021: welcome packet distribution -October 2021: Como Cookout 2022, Q1: Developing plans for organization-wide CURA training on neighborhood organizing approach with racial equity lens, in conjunction with SECIA Board & Community planning retreat for 2022 to identify SECIA priorities, plan 2022 calendar and timeline, as well as benchmarks and goals/objectives for the implementation of the 2022 Equitable Engagement Plan. 	<p>2022, Q1: Developing plans for organization-wide CURA training on neighborhood organizing approach with racial equity lens, in conjunction with SECIA Board & Community planning retreat for 2022 to identify SECIA priorities, plan 2022 calendar and timeline, as well as benchmarks and goals/objectives for the implementation of the 2022 Equitable Engagement Plan.</p>	<ul style="list-style-type: none"> -June - August 2021: door knocking campaign -August 2021: Reach out to large apartment building managers to begin making meetings/connections -July & August 2021: Produce Distribution Events Q1: Developing plans for organization-wide CURA training on neighborhood organizing approach with racial equity lens, in conjunction with SECIA Board & Community planning retreat for 2022 to identify SECIA priorities, plan 2022 calendar and timeline, as well as benchmarks and goals/objectives for the implementation of the 2022 Equitable Engagement Plan. 	<ul style="list-style-type: none"> -June - August 2021: door knocking campaign -August 2021: Reach out to large apartment building managers to begin making meetings/connections -July & August 2021: Produce Distribution Events -June - October 2021: Como Kids 2022, Q1: Developing plans for organization-wide CURA training on neighborhood organizing approach with racial equity lens, in conjunction with SECIA Board & Community planning retreat for 2022 to identify SECIA priorities, plan 2022 calendar and timeline, as well as benchmarks and goals/objectives for the implementation of the 2022 Equitable Engagement Plan. 	<ul style="list-style-type: none"> -June - August 2021: door knocking campaign -August 2021: Reach out to large apartment building managers to begin making meetings/connections -July & August 2021: Produce Distribution Events -June - October 2021: Como Kids 2022, Q1: Developing plans for organization-wide CURA training on neighborhood organizing approach with racial equity lens, in conjunction with SECIA Board & Community planning retreat for 2022 to identify SECIA priorities, plan 2022 calendar and timeline, as well as benchmarks and goals/objectives for the implementation of the 2022 Equitable Engagement Plan. 	<ul style="list-style-type: none"> -June - August 2021: door knocking campaign -August 2021: Reach out to large apartment building managers to begin making meetings/connections -July & August 2021: Produce Distribution Events -June - October 2021: Como Kids 2022, Q1: Developing plans for organization-wide CURA training on neighborhood organizing approach with racial equity lens, in conjunction with SECIA Board & Community planning retreat for 2022 to identify SECIA priorities, plan 2022 calendar and timeline, as well as benchmarks and goals/objectives for the implementation of the 2022 Equitable Engagement Plan. 	<ul style="list-style-type: none"> -June - August 2021: door knocking campaign -August 2021: Reach out to large apartment building managers to begin making meetings/connections -July & August 2021: Produce Distribution Events -June - October 2021: Como Kids 2022, Q1: Developing plans for organization-wide CURA training on neighborhood organizing approach with racial equity lens, in conjunction with SECIA Board & Community planning retreat for 2022 to identify SECIA priorities, plan 2022 calendar and timeline, as well as benchmarks and goals/objectives for the implementation of the 2022 Equitable Engagement Plan. 	<ul style="list-style-type: none"> -June - August 2021: door knocking campaign -August 2021: Reach out to large apartment building managers to begin making meetings/connections -July & August 2021: Produce Distribution Events -June - October 2021: Como Kids 2022, Q1: Developing plans for organization-wide CURA training on neighborhood organizing approach with racial equity lens, in conjunction with SECIA Board & Community planning retreat for 2022 to identify SECIA priorities, plan 2022 calendar and timeline, as well as benchmarks and goals/objectives for the implementation of the 2022 Equitable Engagement Plan.
Quantitative goals	<ul style="list-style-type: none"> -Leave a survey/outreach materials at 100% of small (1-4 unit) rental buildings -Talk with 50% of large apartment landlords about accessing large multi-unit apartment buildings -Leave survey/outreach materials at 80% of large multi-unit apartment buildings - Host or co-host at least 3 community listening sessions/community events in partnership with a large apartment manager / resident community leaders -Have in-person conversations with 25% of tenants in SE Como - Increase number of tenant residents connected to/in relationship with SECIA - Increase number of tenant residents participating at multiple levels of involvement (e.g., volunteer, block leader, collaborator/partner, event/project/initiative, committee/work group member, or board member) 	<ul style="list-style-type: none"> - Make 100% of young adults in Como aware of SECIA through at least one form of multi-modal outreach - Reach 25% of young adults in Como through door-knocking campaign - Host or co-host at least 3 community listening sessions/community events in partnership with student community leaders 	<ul style="list-style-type: none"> - Host 9 Como Kids meetups in a year - Host 2 kid-centric gardening events in a year - Establish a youth-led, neighborhood youth advisory board 	<ul style="list-style-type: none"> -Talk with 50% of large apartment landlords about accessing large multi-unit apartment buildings -Flyer the neighborhood every month with upcoming/current neighborhood resources and events 	<ul style="list-style-type: none"> - Hear from 10% of foreign-born residents about their interests in the neighborhood - Start collecting information on our baseline engagement numbers 	<ul style="list-style-type: none"> - Start collecting information on our baseline engagement numbers - Establish new relationships with at least one community leader, community group, or organizational partner that is a part of the AAPI community in SE Como 	<ul style="list-style-type: none"> - Start collecting information on our baseline engagement numbers - Establish new relationships with at least one community leader, community group, or organizational partner that is a part of the East African community in SE Como - Establish new relationships with at least one community leader, community group, or organizational partner that is a part of the African American community in SE Como - Co-host or participate in at least one community listening session, meeting, or other event with members of the East African, Muslim, Dar Omar Al Farooq communities to continue to establish connection, relationship following up SECIA's 'Eid outreach in May 2021 	<ul style="list-style-type: none"> - Start collecting information on our baseline engagement numbers - Establish new relationships with at least one community leader, community group, or organizational partner that is a part of the Hispanic or Latino community in SE Como 	<ul style="list-style-type: none"> - Start collecting information on our baseline engagement numbers - Establish new relationships with at least one community leader, community group, or organizational partner that is a part of the disability community in SE Como - Establish at least one new collaborative activity with SE Seniors to improve engagement with people with disabilities

