

## Engagement Plan

### Neighborhood

Victory Neighborhood Association

### Time frame

1-year plan

<b>Demographic group</b>	<b><i>Example: Tenants</i></b>	<b>Youth</b>	<b>Black and Brown</b>
<b>Numbers or percentage</b>	<p>194 rental properties</p> <p>10 Public Housing properties</p> <p>7 apartment buildings</p>	<p>904 Youth</p> <p>18.9% Youth population</p> <p>377 youth are between the ages of 10-17</p>	<p>852 Black 18.7%</p> <p>1,271 of color</p> <p>221 Two or more races</p>
<b>Initiative, activity, project or program</b>	<i>Tenant Engagement</i>	<i>Youth Engagement</i>	<i>Resident Engagement</i>

Demographic group	<i>Example: Tenants</i>	Youth	Black and Brown
<b>Barriers to engagement</b>	<p><i>Accessing apartments</i></p> <p><i>Transient population</i></p> <p><i>Language</i></p> <p><i>Potential tension between community bias renter's vs owners</i></p> <p><i>Neighborhood organization programs not set up to assist renters</i></p>	<p><i>Access to information on youth residing or attending schools/activities in Victory neighborhood</i></p> <p><i>Youth feeling apart of the organization and community</i></p> <p><i>Youth and their families trusting neighborhood organization</i></p> <p><i>Cost to create engagement events and activities for youth</i></p>	<p><i>Identifying residents who identify as BIPOC</i></p> <p><i>Trust of the organization</i></p> <p><i>Feeling included</i></p> <p><i>Trust of intention and outcome of connecting with BIPOC residents</i></p> <p><i>Language</i></p> <p><i>Culture differences</i></p>

Demographic group	<i>Example: Tenants</i>	Youth	Black and Brown
<b>Outreach and engagement strategies</b>	<p><i>Meet and connect with residents in rental properties</i></p> <p><i>Connect with property managers/owners</i></p> <p><i>Identify resident leaders for multi-unit buildings</i></p> <p><i>Door-knocking</i></p> <p><i>Community engagement events at identified apartment complexes post identification</i></p> <p><i>Hold neighborhood gatherings in outside accessible spaces</i></p>	<p><i>Create youth focused engagement activities to connect and build relationships with youth</i></p> <p><i>Expand Youth Corps program</i></p> <p><i>Build relationships with local schools and organizations that focus on uplifting youth voice</i></p> <p><i>Build relationships with local businesses/organizations/adults who focus on uplifting black and brown communities</i></p> <p><i>Hold youth events in accessible spaces such as our parks and community garden</i></p>	<p><i>Create engagement activities that uplift and are welcoming to Black and Brown community members</i></p> <p><i>Build relationships with community members through engagement activities</i></p> <p><i>Identify community leaders</i></p> <p><i>Hold neighborhood gatherings in outside accessible spaces</i></p>

<b>Demographic group</b>	<i>Example: Tenants</i>	<b>Youth</b>	<b>Black and Brown</b>
<b>Resources needed</b>	<p><i>Contact information for property owners/managers</i></p> <p><i>Contact information for residents or public housing and non- public housing tenants</i></p> <p><i>Wages for engagement work</i></p> <p><i>Door-knocking logs</i></p> <p><i>Flyers with neighborhood organization information</i></p> <p><i>Community connectors</i></p> <p><i>Funds for engagement events/activities</i></p>	<p><i>Contact information for community schools and organizations focusing on youth</i></p> <p><i>Funding for increasing/expanding Youth Corp program</i></p> <p><i>Funding for engagement activities and events</i></p> <p><i>Flyers with neighborhood organization information</i></p> <p><i>Partnership funds</i></p> <p><i>Funding for staff to perform engagement tasks</i></p>	<p><i>Funding for engagement activities</i></p> <p><i>Informational materials</i></p> <p><i>Funding for staff to perform tasks</i></p> <p><i>Volunteers</i></p>
<b>Partners in the work</b>	<p><i>Home Line, Defend Glendale, Renters United for Justice, NNC</i></p>	<p><i>Black Army Brigade, Mpls School of New Music, Market X, Master Gardeners (ViNA food garden) MPS</i></p>	
<b>Person(s) responsible</b>	<p><i>Staff: Executive Director</i></p> <p><i>Board of Directors</i></p> <p><i>Volunteers</i></p>	<p><i>Staff: Executive Director</i></p> <p><i>Board of Directors</i></p> <p><i>Volunteers</i></p>	<p><i>Staff: Executive Director</i></p> <p><i>Board of Directors</i></p> <p><i>Volunteers</i></p>

**Timeline**

<p><i>Jan.-March: Confirm rental property addresses in the community utilizing the city reports</i></p>	<p><i>January- March Reach out to partners, schools, residents, youth corps employees regarding our intentional focus</i></p>	<p><i>January- Begin creation of different events and activities that are inclusive and engage and reflect black and brown residents</i></p>
<p><i>April-June Create intentional engagement and educational events and workshops to build relationships. ex. renter rights workshop</i></p>	<p><i>April- Recruit youth to engage in the community food garden via activities, learning opportunities, paid/volunteer opportunities</i></p>	<p><i>January-December Solicit feedback from residents of the types of activities/events/services that interest them through social media platforms, survey, discussion and at events being held</i></p>
<p><i>May-June- Utilize community connectors from current list and recruit more community connectors to provide organizational informational flyers to identified rental properties</i></p>	<p><i>April -August Create engagement opportunities for the summer to get to know the youth</i></p>	
<p><i>May-June- Recruit community connectors to engage apartment residents to begin building relationships</i></p>	<p><i>October- December Continue engagement and relationship building to learn and listen to our youth of what they want and need from the community</i></p>	
<p><i>June-July: Set up date/time to door-knock/engage with apartment residents</i></p>		
<p><i>August- December Host community engagement events and workshops at identified apartment complexes to engage residents</i></p>		

Demographic group	<i>Example: Tenants</i>	Youth	Black and Brown
<b>Quantitative goals</b>	<p><i>Engage 50% of identified apartment complexes in the neighborhood</i></p> <p><i>Obtain contact information from 25% of tenants whose doors were knocked and add them to the distribution list</i></p> <p><i>Host 2 engagement events that intentionally engage renters</i></p>	<p><i>Connect with 20 middle school and high school youth who reside or utilize the Victory neighborhood</i></p> <p><i>Host one youth centered engagement event</i></p> <p><i>Increase Youth Employment funding by 50%</i></p>	<p><i>Begin capturing percentage of residents identified as BIPOC engaging with the organization</i></p>

Demographic group	<i>Example: Tenants</i>	Youth	Black and Brown
<b>Qualitative goals</b>	<p><i>Learn about what tenants care about in the neighborhood</i></p> <p><i>Identify issues that need attention</i></p>	<p><i>Increase youth employment opportunities</i></p> <p><i>Identify what interests' youth so those interests can be uplifted</i></p> <p><i>Identify needs and wants of youth</i></p> <p><i>Identify issues that impact black and brown youth</i></p>	<p><i>Increase Black and Brown community members engaged at community activities</i></p> <p><i>Learn about what Black and Brown community members needs are</i></p> <p><i>Identify issues that need attention in the community</i></p> <p><i>Learn about what community members care about and what makes them feel good</i></p> <p><i>Learn about what does not work and what does not feel good</i></p>

**Outcome of engagement**

<p><i>More tenants receive neighborhood organization updates, newsletters and other information</i></p> <p><i>Tenants engage with neighborhood events, activities and services</i></p> <p><i>Tenants voice is uplifted</i></p> <p><i>Issues are identified in the community</i></p> <p><i>Solutions to identified issues can be made</i></p> <p><i>Programs and services are created to meet the needs identified by rental tenants</i></p> <p><i>Tenants have the knowledge and ability to become involved in the organization and in decision-making</i></p> <p><i>More representation of tenants on neighborhood board and/or committee membership</i></p>	<p><i>More youth engaged in community activities</i></p> <p><i>Youth create activities and events that are impactful for them</i></p> <p><i>Youth gain employment and other life skills</i></p> <p><i>Youth build relationships with each other</i></p> <p><i>Youth voice is uplifted and are involved in the organization and in decision making</i></p> <p><i>Community is engaged by uplifting and focusing on youth</i></p> <p><i>Create youth leaders</i></p>	<p><i>Increase Black and Brown residents at community events, activities and engagement opportunities</i></p> <p><i>Black and Brown community members make up appropriate representation on boards and committees and volunteer opportunities</i></p> <p><i>Black and Brown community members are directly involved in decision making, program development and implementation</i></p>
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Demographic group	<i>Example: Tenants</i>	Youth	Black and Brown
<b>Next steps</b>	<i>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation.</i>	<i>Discuss issues identified and work to create solutions to address</i>	<i>Continue discussions on what has been identified to continue to ensure organizational work is inclusive and equitable</i>