

Engagement Plan

Neighborhood
Armatage

Time frame
2023–2024

Plan detail

Demographic group	Renters	BIPOC Residents
Numbers or percentage	14.1%	16.9%
Initiative, activity, project or program	Renter Engagement Project	Renouncing Racial Housing Covenants
Barriers to engagement	<p>Accessing larger apartment buildings.</p> <p>Difficult for ANA to know when new renters move in (there’s no process to get notifications).</p> <p>Historically under-engaged group that doesn’t always attend other meetings/programs.</p> <p>More rental housing turnover than owner-occupied housing units.</p>	<p>History of racial housing covenants in Armatage and surrounding communities.</p> <p>Pervasive racial disparities throughout Mpls.</p>

EXHIBIT C

Demographic group	Renters	BIPOC Residents
Outreach and engagement strategies	<p>Connect with property managers/owners (we started this in 2022) and work to build a contact list that the ANA can use regularly.</p> <p>Send an annual targeted mailing to renters.</p> <p>Partner with Armatage PTA to table and have activities at PTA events to reach more renters who have school age children.</p> <p>Continue to adapt Armatage Welcome Bags to be more relevant to renters and work to find and bring them to more new residents who rent.</p> <p>Hold annual community-building events at the Washburn Tot Lot, which is surrounded by affordable rental housing.</p> <p>Hold a free annual gathering & dinner focused on issues that are important to renters.</p> <p>Continue to build the ANA's list of current block leaders and reach out to this list regularly so they can identify new renters.</p>	<p>Continue to recruit and invite BIPOC community members to run for the ANA Board during Annual Meeting & Board Election.</p> <p>Host another Jim Crow of the North screening, possibly in partnership with another neighborhood.</p> <p>Share information on renouncing racial housing covenants in ANA communications and at annual events so residents can apply to renounce their home's covenant on-site.</p> <p>Partner with AREA, Free the Deeds, Armatage Elementary Welcoming Equity Committee, and other neighborhoods on community workshops.</p> <p>Social media/eNews campaign.</p>

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Resources needed	<p>Contact information for property owners/managers.</p> <p>Addresses of rental units. Block leader contact info.</p> <p>Renter advocacy printed resource (goal: update and print annually).</p> <p>Postcards to mail.</p> <p>ANA flyer with QR code</p> <p>ANA reserve funds for annual renter-focused gathering.</p>	<p>Workshop/training facilitators</p> <p>ANA Communications (newsletters, eNews, social media)</p> <p>Printed info on Just Deeds and housing covenant history to flyer, door knock, etc.)</p> <p>Tablet or chromebook and display info for tabling at events.</p> <p>Just Deeds Minneapolis assistance.</p>
Partners in the work	<p>City of Mpls</p> <p>Block leaders</p> <p>Crime Prevention Specialist</p> <p>Armatage Elementary</p>	<p>Armatage Reparations & Equity Action (AREA)</p> <p>Mapping Prejudice</p> <p>Free the Deeds</p> <p>Just Deeds Minneapolis</p>
Person(s) responsible	<p>ANA Coordinator</p> <p>ANA Board Members</p> <p>ANA Green Team and Community Engagement Committee Members</p>	<p>ANA Coordinator</p> <p>ANA Board Members</p> <p>ANA Green Team and Community Engagement Committee Members</p>

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Demographic group	Renters	BIPOC Residents
Timeline	<p>Each year:</p> <p>Jan: get updated rental license list. Reach out to property owners, block leaders asking for new renter info for Welcome Bags.</p> <p>Feb: Update renter print resources for Welcome Bag and annual outreach events</p> <p>Mar: Reach out to block leaders</p> <p>May-Aug: hold annual events including a pop-up at Washburn Tot Lot</p> <p>July-Aug: create invite to renter gathering & mail to all Armatage rental properties.</p> <p>Aug-Sept: hold annual renter gathering & free dinner</p> <p>Ongoing: work to get more Block Leader contact info. Partner with Armatage PTA to participate in school events.</p>	<p>Both years:</p> <p>April: Mailed info on Board Election to every address in Armatage that highlights invitation for BIPOC community members to run for the board.</p> <p>May-Sept: share info on renouncing racial housing covenants at outreach events (main summer community-building event, PTA events in spring, pop-up event at the Washburn Tot Lot, Annual Meeting, movie in the park, etc.).</p> <p>Sept-Nov: hold equity-focused workshop or training.</p> <p>Ongoing: have a notary party to help neighbors renounce covenants.</p>

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Quantitative goals	<p>Reach 20 new renters/year through the Welcome Bag program.</p> <p>Reach 25+ renters through annual renter gathering and pop-up events.</p> <p>Obtain contact info for at least 50% of renters at the free annual gathering/dinner for the Armatage eNews.</p> <p>Continue to increase renter representation on the ANA Board.</p>	<p>Greater attendance of neighbors who identify as BIPOC at ANA meetings and events.</p> <p>Help at least 25 Armatage neighbors renounce their home's racial housing covenant by Dec 2024.</p>
Qualitative goals	<p>Continue to develop the list of Armatage Block Leaders to help identify new renters who move in on their block.</p> <p>Have meaningful conversations at the annual renter-focused events to understand issues important to renters and to help renters understand how the ANA can better support them.</p> <p>Welcome new renters to the neighborhood and help them feel connected to their community.</p>	<p>The ANA Board is reflective of the community.</p> <p>Elevate BIPOC voices in Armatage.</p> <p>Own the painful history of racial housing covenants and how they shape the neighborhood and why renouncing is critical.</p>

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Demographic group	Renters	BIPOC Residents
Outcome of engagement	<p>More representation of renters on ANA Board and committees.</p> <p>More renters have the ability to become involved in neighborhood decision-making.</p> <p>More renters receive communication from ANA and understand how ANA can support and advocate for them.</p> <p>Renters feel more connected to the ANA and the neighborhood as a whole.</p> <p>The ANA better understands issues that are important to renters in the neighborhood and can better advocate for neighbors who rent.</p>	<p>Greater representation of BIPOC residents on the ANA board.</p> <p>More renounced racial housing covenants in Armatage.</p> <p>Greater understanding of issues impacting residents who don't identify as white and how the ANA can be a better advocate.</p>
Next steps	<p>Continue conversations around issues identified and adapt programs/events to better address.</p> <p>Continue to work to get info when new renters move in.</p> <p>Continue to build representation of renters on the ANA.</p>	<p>Continue to work to elevate BIPOC voices within Armatage.</p> <p>Work to renounce all racial housing covenants in Armatage.</p>