

Engagement Plan

Neighborhood

Bottineau

Time frame

2023-2024

Plan detail

Demographic group	<i>Renters</i>	Somali Community	Families	People with disabilities
Numbers or percentage <i>Total 2020 Census 1640</i>	<i>54.7% or 367/634 households</i> <i>*MN Compass,2016-2020</i>	<i>27.1% or 441/16400 per capita</i> <i>(Black or African American)</i> <i>*MN Compass,2016-2020</i>	<i>47% or 300/634 households</i> <i>**MN Compass,2016-2020</i>	<i>8% or 143/1627 per capita</i> <i>**MN Compass,2016-2020</i>

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Initiative, activity, project or program	<p><i>Communicate & interact so that the board can advocate for needs and decisions that affect our renters</i></p> <p><i>Ultimate goal is to have renters represented in our meetings/events and on our board to reflect the nature of our neighborhood</i></p> <p><i>Make renters aware of BNA and our activities</i></p>	<p><i>Find a more culturally appropriate way to get our Somali community involved in decisions that affect them</i></p> <p><i>Ultimate goal is to have Somali representation in our meetings/ events and on our Board</i></p>	<p><i>Communication & Interaction</i></p> <p><i>Ultimate goal is for families to be represented in our meetings/events and on our Board</i></p>	<p><i>More accommodating Communication & Interaction</i></p> <p><i>Ultimate goal is for PwD to be represented in our meetings/events and on our Board</i></p>

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Barriers to engagement	<p><i>Difficulty reaching renters, especially new renters via email</i></p> <p><i>High renter/ mobility: difficult to access new residents</i></p> <p><i>Renters may not be aware of neighborhoods in general or what neighborhood they live in</i></p>	<p><i>Language barriers</i></p> <p><i>Culturally appropriate communications (</i></p> <p><i>Family friendly meetings and events</i></p>	<p><i>Accommodating meeting days and times for families, esp. with large number of single parent households</i></p> <p><i>Family friend activities during meetings and events</i></p> <p><i>Technology to hold live, virtual meetings that can be attended and interacting from home</i></p> <p><i>Finding inclusive space to hold meetings</i></p>	<p><i>Accommodating low mobility residents with live meetings and presentations via technology</i></p> <p><i>Technology to hold live, virtual meetings that can be attended and interacting from home</i></p> <p><i>Finding inclusive space to hold meetings and events</i></p>

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Outreach and engagement strategies	<p><i>Mail printed newsletters and Gazette; including events, invites, etc</i></p> <p><i>Increase social media reach</i></p> <p><i>Spread events more throughout neighborhood for added visibility, especially complexes that have high renter population</i></p> <p><i>Collect contact information during free events inc questionnaire about best meeting days/times</i></p> <p><i>Create a survey to identify renter's needs</i></p> <p><i>Create a new website that is easier to navigate, more accessible</i></p> <p><i>Create a new, eye catching logo</i></p>	<p><i>Create a survey to identify needs of the Somali community</i></p> <p><i>Translate written communications to Somali</i></p> <p><i>Spread events more throughout neighborhood for added visibility, inc The Commons & Banaadir Elementary</i></p> <p><i>Create a new website that is easier to navigate, more accessible</i></p> <p><i>Partner with Banaadir Elementary School for programming</i></p>	<p><i>Collect contact information during free events inc questionnaire about best meeting days/times</i></p> <p><i>Spread events more throughout neighborhood for added visibility, inc The Commons & Banaadir Elementary, Bottineau Park, A Chance to Grow, & other large complexes frequented by families</i></p> <p><i>Create a survey to identify family needs</i></p> <p><i>Create a new website that is easier to navigate, more accessible</i></p>	<p><i>Offering our meetings in an electronic format that is live and interactive</i></p> <p><i>Mail printed newsletters and Gazette; including events, invites, etc</i></p> <p><i>Spread events more throughout neighborhood for added visibility</i></p> <p><i>Create a new website that is easier to navigate, more accessible</i></p>

Demographic group	<i>Renters</i>	Somali Community	Families	People with disabilities
Resources needed	<p><i>Funding: print and mailing costs</i></p> <p><i>Funding: Staff costs to create and distribute the mailing and post on social media</i></p> <p><i>Funding: supplies and programming to make events enticing</i></p> <p><i>Variety of spaces to hold events (inc. some funding)</i></p> <p><i>Funding: Web design</i></p>	<p><i>Funding: children’s activities at events and meeting</i></p> <p><i>Funding: Staff costs to create and distribute the mailing</i></p> <p><i>Funding: Web design</i></p>	<p><i>Funding: free events to draw in children (families) and open communications/visibility (ie; pumpkin giveaway, plant giveaway, etc)</i></p> <p><i>Funding: Staff costs to create and distribute the mailing</i></p> <p><i>Variety of spaces to hold events (inc. some funding)</i></p> <p><i>Equipment for hybrid meetings</i></p>	<p><i>Equipment for hybrid meetings</i></p> <p><i>Funding: Staff costs to create and distribute the mailing</i></p> <p><i>Variety of spaces to hold events (inc. some funding)</i></p> <p><i>Funding: Web design</i></p>

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Partners in the work	<p><i>East Mpls Exchange Club</i></p> <p><i>EastSide Meals on Wheels</i></p> <p><i>NorthEast CDC (in CA Bldg)</i></p> <p><i>MinnesotaUnite (works w/Darul-Qalam)</i></p> <p><i>NE Kiwanis</i></p> <p><i>Eastside Neighborhood Services</i></p> <p><i>NEMAA</i></p> <p><i>Marshall Terrace (neighboring associations)</i></p> <p><i>Sheridan Neighborhood (neighboring associations)</i></p> <p><i>Neighborhood Businesses</i></p>	<p><i>Commons Board</i></p> <p><i>Somali Museum</i></p> <p><i>Banaadir Elementary</i></p> <p><i>E African Community Specialist (works with NSR, per Steve)</i></p> <p><i>Eastside Neighborhood Services</i></p> <p><i>NE Kiwanis</i></p> <p><i>MinnesotaUnite (works with Darul Qalam)</i></p> <p><i>NorthEast CDC (in CA Bldg)</i></p> <p><i>Neighborhood Businesses</i></p> <p><i>Sheridan Neighborhood</i></p>	<p><i>Sentryz Market</i></p> <p><i>The NE Lions</i></p> <p><i>Bottineau Park</i></p> <p><i>Banaadir Elementary</i></p> <p><i>Commons Board</i></p> <p><i>California Bldg</i></p> <p><i>EastSide Meals on Wheels</i></p> <p><i>Exploration High School</i></p> <p><i>NE Kiwanis</i></p> <p><i>NorthEast CDC (in CA Bldg)</i></p> <p><i>Eastside Neighborhood Services</i></p> <p><i>Sheridan Neighborhood</i></p>	<p><i>EastSide Meals on Wheels</i></p> <p><i>Exploration High School</i></p> <p><i>NorthEast CDC (in CA Bldg)</i></p> <p><i>NE Kiwanis</i></p> <p><i>A Chance to Grow; In home services (Partners with many NE groups)</i></p> <p><i>Eastside Neighborhood Services</i></p> <p><i>Sheridan Neighborhood</i></p> <p><i>Neighborhood Businesses</i></p>

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Person(s) responsible	<i>Outreach & Engagement Manager, Neighborhood Coordinator</i>	<i>Outreach & Engagement Manager, Neighborhood Coordinator</i>	<i>Outreach & Engagement Manager, Neighborhood Coordinator</i>	<i>Outreach & Engagement Manager, Neighborhood Coordinator</i>

Demographic group	<i>Renters</i>	Somali Community	Families	People with disabilities
Timeline	<p><i>Recurring monthly: newsletter/Gazette /social media</i></p> <p><i>January: Develop survey and start web design</i></p> <p><i>April: Earth Day Neighborhood Clean up, partner with youth clubs to increase participation</i></p> <p><i>May: Plant giveaway</i></p> <p><i>September: Annual Meeting + Ice Cream Social</i></p> <p><i>October: Pumpkin Giveaway</i></p>	<p><i>Recurring monthly: newsletter / Gazette /social media</i></p> <p><i>January: Develop survey and start web design</i></p> <p><i>April: Earth Day Neighborhood Clean up</i></p> <p><i>May: Plant giveaway</i></p> <p><i>September: Annual Meeting + Ice Cream Social</i></p> <p><i>October: Pumpkin Giveaway</i></p>	<p><i>Recurring monthly: newsletter/Gazette/ social media</i></p> <p><i>January: Develop survey and start web design</i></p> <p><i>April: Earth Day Neighborhood Clean-up, partner with youth clubs to increase participation</i></p> <p><i>May: Plant giveaway</i></p> <p><i>September: Annual Meeting + Ice Cream Social</i></p> <p><i>October: Pumpkin Giveaway</i></p>	<p><i>Recurring monthly: newsletter/Gazette /social media</i></p> <p><i>January: Develop survey and start web design</i></p> <p><i>April: Earth Day Neighborhood Clean-up, partner with youth clubs (accommodate and support requests from PwD for specific areas/yards/ streets)</i></p> <p><i>May: Plant giveaway</i></p> <p><i>September: Annual Meeting + Ice Cream Social</i></p>

Demographic group	<i>Renters</i>	Somali Community	Families	People with disabilities
Quantitative goals	<p><i>Represented in our meetings and on our Board</i></p> <p><i>Engage with 15 renters quarterly, whether it be attendance at meeting/event, or electronic outreach</i></p> <p><i>Obtain contact information from 50 new neighbors at events/meetings.</i></p>	<p><i>Represented in our meetings and on our Board</i></p> <p><i>Increase attendance at the meetings from the Somali communities</i></p> <p><i>Get feedback from 25 families</i></p>	<p><i>Represented in our meetings and on our Board</i></p> <p><i>Distribute pumpkins to children</i></p> <p><i>Get feedback from 25 families</i></p>	<p><i>Represented in our meetings and on our Board</i></p> <p><i>Get feedback from 10 people</i></p>
Qualitative goals	<p><i>Learn about what tenants care about in the neighborhoods</i></p> <p><i>Identify issues that need attention</i></p>	<p><i>Find ways to effectively support the Somali community in efforts to connect with landlords and city officials</i></p> <p><i>Providing family friend meetings and events</i></p> <p><i>Create and maintain strong relationships</i></p>	<p><i>Learn more about family's needs from a neighborhood organization</i></p> <p><i>Providing family friendly meetings and events</i></p>	<p><i>Learn more about how we can accommodate low mobility community</i></p> <p><i>Find ways to include PwD in recurring events</i></p>

Demographic group	<i>Renters</i>	Somali Community	Families	People with disabilities
Outcome of engagement	<p><i>More representation of tenants on neighborhood board and/or committee membership</i></p> <p><i>More tenants receive neighborhood organization updates, newsletters and other information</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 Somali community members at meetings. Find ways to support the Somali community in efforts to connect with landlords and city officials.</i></p> <p><i>Have a partner to collaborate with on future opportunities</i></p>	<p><i>Meeting the interests of what the family needs are, including researching what nights and times work best with our families.</i></p> <p><i>Setting events at places and times that families can attend. Determine what makes a family friend event</i></p>	<p><i>Increase attendance at meeting</i></p> <p><i>Reduction in barriers that prevent people from attending</i></p> <p><i>Have a partner to collaborate with on future opportunities (ie: 2022 partnership grant)</i></p>
Next steps	<p><i>Reach out through our pumpkin give away and Plant Giveaway event for feedback</i></p> <p><i>Produce mailings and a survey</i></p> <p><i>Web design</i></p>	<p><i>Develop a survey and translate into Somali</i></p> <p><i>Web design</i></p>	<p><i>Host other family friendly events based on the feedback</i></p> <p><i>Web design</i></p> <p><i>Produce mailings and a survey</i></p>	<p><i>Find out more about how we can serve</i></p> <p><i>Produce mailings and a survey</i></p> <p><i>Web design</i></p>