

## EXHIBIT C

## Engagement Plan

## Neighborhood

Nicollet Island East Bank

## Time frame

2023-2024

## Plan detail

<b>Demographic group</b>	<b><i>Renters</i></b>
<b>Numbers or percentage</b>	About 42% of occupied units in the neighborhood are renter-occupied, representing a little over 800 people.
<b>Initiative, activity, project or program</b>	<p><a href="#">Building Ambassador Program</a>. Building Ambassadors will be trained to serve as liaisons between NIEBNA and their specific buildings, sharing NIEBNA communications via flyers, tabling (see below), and any internal building communications networks (e.g. building newsletter, building Facebook page, etc.). As door knocking/solicitation are generally prohibited in buildings, tabling is a preferred outreach strategy.</p> <p>Urban Design Vision – Renter Focused Community Engagement. <i>See Urban Design Vision proposal from Urban Ecosystems and the timeline below for more information.</i></p>
<b>Barriers to engagement</b>	The usual stuff: Access to buildings, resistance from building owners and managers, a population that has more important things to do, etc.
<b>Outreach and engagement strategies</b>	<p>General Communications: website, e-newsletter, social media posts. E-newsletters are monthly or bi-monthly. Social media posts are 2 to 3 times a month. Website is updated on an on-going basis.</p> <p>Tabling in rental properties (see timeline below for more information).</p> <p>Urban Design Vision community meetings/design charrettes - to be held in community rooms at local rental buildings. <i>See Urban Design Vision proposal from Urban Ecosystems and the timeline below for more information.</i></p>
<b>Resources needed</b>	Money – to pay for Coordinator time + communications + Urban Ecosystems contract
<b>Partners in the work</b>	<p><a href="#">Urban Ecosystems Inc.</a> (for Urban Design Vision outreach)</p> <p><a href="#">Southeast Seniors</a> (for outreach to 55+ residents)</p>

<b>Demographic group</b>	<b><i>Renters</i></b>
<b>Person(s) responsible</b>	Neighborhood Coordinator and Communications & Outreach Specialist will be responsible for implementing the Building Ambassador Program and working with the Urban Ecosystems team on outreach related to the Urban Design Vision.
<b>Timeline</b>	<p>The <b>Urban Design Vision</b> timeline is outlined below. <i>Note: This is adapted from the Urban Design Vision proposal. The dates here have been updated to reflect a more realistic timeline. <u>This project is for 2023 only.</u></i></p> <p><b><i>Phase 1: Inventory and Analysis + Initial Community Engagement (January - March, 2023)</i></b></p> <p>The process begins by gathering existing site data through a variety of methods. The 1st method will be a “boots on the ground” approach, where our team will document the existing conditions within the NIENBA boundary and adjacent conditions. Then, we will layer in GIS data, Small Area Plan information, and other existing data from NIEBNA. We use this data to conduct a spatial inventory and analysis effort that incorporates in-person and geospatial data mapping.</p> <p><i>This information will then be presented at 3 separate community engagement meetings. These meetings will be held in the community spaces of 3 different rental properties (to be determined).</i></p> <p><b><i>Phase 2: Preliminary Master Planning and Visualization + Community Engagement (March - June, 2023)</i></b></p> <p>We will synthesize the findings from Phase 1 into a coherent spatial vision for the neighborhood that can inspire and lay the groundwork for future projects. We will create detailed, illustrative graphics, and plans, as well as realistic landscape models and renderings that accurately communicate how a space or neighborhood could look and feel in an immersive way.</p> <p><i>Urban Ecosystems will share these findings with the community to determine preferences and priorities, before finalizing the urban design vision. These design sessions will be held in the community spaces of 3 different rental properties (to be determined).</i></p> <p><b><i>Phase 3: Final Urban Design Vision + Community Engagement (June - September, 2023)</i></b></p> <p>The final deliverable will be an urban design vision guide in PDF form for the neighborhood’s public realm. This will be a concise and useful document that will facilitate future project planning and fundraising, explain the thought process behind the design decisions and provide supporting information regarding the materiality and function of the proposed design elements. Likewise, we will incorporate</p>

<b>Demographic group</b>	<b><i>Renters</i></b>
	<p>sustainability into the plan, by integrating considerations related to ecology, stormwater and energy use.</p> <p><i>This final PDF will be presented to the community in three separate community engagement sessions, held in the community spaces of 3 different rental properties (to be determined).</i></p> <p>Timeline for the <b>Building Ambassador Program</b> for both 2023 &amp; 2024:</p> <p><b>January - March</b></p> <p>Ongoing promotion of the Building Ambassador Program via website, e-newsletter, and social media.</p> <p>First Social Meet-Up and Training for Building Ambassadors.</p> <p>Tabling at 3 or more rental properties (to be identified). In 2023, tabling could be done in conjunction with promotion of and/or hosting of the Urban Design Events (see above).</p> <p><b>April - June</b></p> <p>Ongoing promotion of the Building Ambassador Program via website, e-newsletter, and social media.</p> <p>Second Social Meet-Up and Training for Building Ambassadors.</p> <p>Tabling at 3 or more rental properties (to be identified). In 2023, tabling could be done in conjunction with promotion of and/or hosting of the Urban Design Events (see above).</p> <p><b>July - September</b></p> <p>Ongoing promotion of the Building Ambassador Program via website, e-newsletter, and social media.</p> <p>Third Social Meet-Up and Training for Building Ambassadors.</p> <p>Tabling at 3 or more rental properties (to be identified). In 2023, tabling could be done in conjunction with promotion of and/or hosting of the Urban Design Events (see above).</p> <p><b>October - December</b></p>

**EXHIBIT C**

<b>Demographic group</b>	<b><i>Renters</i></b>
	<p>Ongoing promotion of the Building Ambassador Program via website, e-newsletter, and social media.</p> <p>Final Social Meet-Up of the year for Building Ambassadors, perhaps done as a celebration and volunteer recognition event.</p> <p>Tabling at 3 or more rental properties (to be identified). In 2023, tabling could be done in conjunction with promotion of and/or hosting of the Urban Design Events (see above).</p>
<b>Quantitative goals</b>	<p>Total of 15-20 Building Ambassadors actively engaged.</p> <p>300+ residents engaged in the Urban Design Vision process – at least 40% of whom are renters.</p>
<b>Qualitative goals</b>	<p>Increased engagement of renters in NIEBNA initiatives.</p> <p>Increased representation of renters on NIEBNA board of directors.</p>
<b>Outcome of engagement</b>	<p>Creation of an Urban Design Vision for the neighborhood.</p> <p>Increased engagement of renters in NIEBNA initiatives.</p>
<b>Next steps</b>	<p>Work on implementation of elements of the Urban Design Vision. This might include the formation of specific working groups, lobbying of public officials, fundraising, etc. depending on the nature of the final design vision.</p>