

## Engagement Plan

### Neighborhood

St. Anthony West

### Time frame

2023-2025

Plan detail: <https://www.mncompass.org/profiles/city/minneapolis/st-anthony-west>

Demographic group	<i>New Residents</i>	<i>Multi-family Housing Residents and Renters</i>	<i>Racially and Ethnically Diverse Residents</i>
<b>Numbers or percentage</b>	-2,660 total residents as of 2019 -- a 21% increase since 2011 census -364 (13.7%) of STAWNO residents moved from somewhere else in the last year	Over 500 new units of housing have been built in the neighborhood over the past several years -- mostly large apartment buildings. We also have several MPHA buildings in the neighborhood. -50.3% (656) of housing units are rentals, with an average household size of 1.9 --> about 1,246 rental residents in the neighborhood. Median rent = \$1,507	764 (28.6%) of STAWNO residents identify as people of color and/or Hispanic/Latino
<b>Initiative, activity, project or program</b>	STAWNO Board Review	New Resident Outreach	Tenant Building Outreach

**EXHIBIT C**

<b>Demographic group</b>	<b><i>New Residents</i></b>	<b><i>Multi-family Housing Residents and Renters</i></b>	<b><i>Racially and Ethnically Diverse Residents</i></b>
<b>Barriers to engagement</b>	Residents don't know about STAWNO	<ul style="list-style-type: none"> <li>-New- to neighborhood &amp; lack of knowledge of STAWNO/city</li> <li>-Feel unwelcome at neighborhood meetings/events when don't know others there</li> <li>-Population of renters move more often than homeowners - tend not know about neighborhood or feel invested in neighborhood</li> <li>-Renters tend to be younger and working -- may have less time for neighborhood activities</li> <li>-Renters not sure if should/can get involved in the neighborhood</li> </ul>	<ul style="list-style-type: none"> <li>-Feel unwelcome at meetings or events when don't know other participants</li> <li>-Language barriers</li> <li>-Lack of awareness of STAWNO because there is little representation on the board from these communities</li> </ul>
<b>Outreach and engagement strategies</b>	<ul style="list-style-type: none"> <li>-create content and distribute content explaining what STAWNO is and how to get engaged</li> <li>-social media engagement</li> <li>-tabling at Northeast Farmers Market – attracts lots of new residents</li> <li>-more social events to get people engaged with the neighborhood – eventual pipeline to board membership</li> </ul>	<ul style="list-style-type: none"> <li>-Have events focused on renters and relevant topics for renters, encourage to be engaged &amp; on board and clarify that ALL residents (both those that rent, own, and/or have a business in the neighborhood) are welcome engage at events and participate on the board</li> <li>-Continue to see if there are opportunities to doorknock or table at new buildings – was not successful this past year but could change. Continue to build relationships with property managers – have had limited success there</li> </ul>	<ul style="list-style-type: none"> <li>-Lower barrier to entry ways to get involved in the neighborhood (not just formal board meetings)</li> <li>-Explore other language and format options for meetings and communications</li> <li>-Continue to have events at the parks, where we tend to see the most diversity and POC in our neighborhood</li> <li>-Consider sponsoring or co-hosting events that diverse local residents are already hosting</li> </ul>

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<b>Resources needed</b>	-Volunteer or STAWNO staff time to create content for neighborhood literature -Printing capabilities (printer, ink, paper, etc.) -Volunteers to table	-Volunteers to organize	-Contact information of community leaders who might be able to introduce POC to STAWNO - Volunteer time to conduct outreach - Translation capabilities to provide multi-lingual capabilities on our literature and website
<b>Partners in the work</b>	Property managers	Property managers, MPHA	Neighborhood leaders
<b>Person(s) responsible</b>	Volunteers, STAWNO board and staff	Volunteers, STAWNO board and staff	Volunteers, STAWNO board and staff
<b>Timeline</b>	Jan-March: continue to build social media following, review findings from November Open House on new types of activities/events to host  February/March: consider hosting new resident social hour  April-October: table at Farmers Market, implement new activities/events  November-December: evaluate for next year	Jan-March: continue to build social media following, review findings from November Open House on new types of activities/events to host  April-October: table at Farmers Market, implement new activities/events  November-December: evaluate for next year	Jan-March: research and reach out to potential neighborhood leaders to partner with, see how they would like to engage with us  April-August: act on engagement strategies identified above  Sept-December: evaluate
<b>Quantitative goals</b>	-5 community members at each board meeting to listen / voice concerns (currently typically 2-3)	-increase representation of renters on the board	-Recruit board members who are more representative of the demographics of the community - execute at least 1 event that focuses on BIPOC residents

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<b>Qualitative goals</b>	<ul style="list-style-type: none"> <li>-Learn more about barriers to engagement</li> <li>-Figure out which communications methods are the most effective</li> <li>-STAWNO board members get to know more neighbors</li> </ul>	<ul style="list-style-type: none"> <li>-Engage with newer residents to the neighborhood</li> <li>-Encourage renters to become involved/invested in their neighborhood</li> </ul>	<ul style="list-style-type: none"> <li>-Make STAWNO a resource for neighbors of color when they have concerns or ideas for the neighborhood</li> <li>-Identify ways to make STAWNO more welcoming to people of color</li> </ul>
<b>Outcome of engagement</b>	<ul style="list-style-type: none"> <li>-By 2024, STAWNO board demographics are more in line with the neighborhood --&gt; more representative</li> <li>-Neighbors know how to get in touch with STAWNO about neighborhood issues/ideas/comments</li> </ul>	<ul style="list-style-type: none"> <li>-Neighbors know how to get in touch with STAWNO about neighborhood issues/ideas/comments</li> <li>-Tenants feel connected to the neighborhood (not just homeowners)</li> </ul>	<ul style="list-style-type: none"> <li>-By 2024, STAWNO board demographics are more in line with the neighborhood --&gt; more representative</li> <li>-Neighbors know how to get in touch with STAWNO about neighborhood issues/ideas/comments</li> <li>Neighbors feel engaged and a part of the neighborhood</li> </ul>
<b>Next steps</b>	Review STAWNO events for 2023 and beyond	Identify volunteers to do outreach	Learn more about neighborhood events we could sponsor