

## Engagement Plan

### Neighborhood

East Bde Maka Ska (formerly ECCO)

### Time frame

2023-24

### Work summary

In late 2019, our neighborhood association created the Culture Diversity & Inclusion committee which has served as a launch pad for learning and programming to fight racial inequities. For instance, in 2021 the committee hosted an interactive and facilitated conversation that surfaced racial topics by inviting Danger Boat Productions to produce Let's Get Uncomfortable for the neighborhood. We also hosted a book club event with a local author and editor of the book A Good Time for the Truth and placed numerous copies of the book on the shelves of 11 Free Little Libraries dispersed around the neighborhood. The evaluation data suggests neighbors loved these events! And on a more systemic front, our neighborhood voted to change its name from ECCO to East Bde Maka Ska in 2021 too! Our board sees this committee's work as an extension of the Equitable Engagement Fund and is committed to meaningful change with under-represented populations.

### Scope of work, outcomes, and goals

It's very clear to the neighborhood board that we are under-represented by our tenant population – currently, less than 30% of our board is from the renter population despite it making up 62% of our neighborhood. We want to identify new ways of connecting with this population not only because they are disproportionately under-represented, but because this demographic is also more racially diverse, and our board currently contains no people of color (and only marginally at the committee level). We want to attract more renters of color to participate in the neighborhood, so our hope is to understand the needs of the tenant population using surveys and then use that data to create new communication pathways and create more access for this group to become more involved. Ultimately, we want our neighborhood welcoming intent to have meaningful and measurable impact as well! To accomplish this, we are going to set up a system of surveys and listening sessions. The surveys will function as the neighborhood's ability to harness the raw data, and the listening sessions will function as empathetic learning. In addition, a social media campaign will run parallel to reach these individuals on a more daily basis. This social media campaign will be built to welcome individuals, and support the interests and needs of renters.

### Plan detail

Demographic group	Tenants
Numbers or percentage	62% of occupied housing units are rental (850)
Initiative, activity, project or program	Tenant Outreach Program
Barriers to engagement	Accessing apartments Transient population Communication methods

Demographic group	Tenants
<b>Outreach and engagement strategies</b>	Connect with property managers/owners Identify resident leaders for multi-unit buildings Neighborhood newsletter Social media campaign (Facebook, NextDoor, Website) Mailed / hand delivered survey In-person listening event
<b>Resources needed</b>	Contact information for property owners/managers Wages for survey development Monetary resources for survey delivery Monetary resources for listening session events (Daymark Fjord space) Flyers with neighborhood organization information Consultant to help the board identify possible strategies Local restaurant gift cards to encourage survey participation (non-City funds) Funds for F/B advertising
<b>Partners in the work</b>	Owners/property managers of the rental properties
<b>Person(s) responsible</b>	Neighborhood board members (volunteers) Culture Diversity & Inclusion Committee members (volunteers) Neighborhood volunteers

Demographic group	Tenants
<b>Timeline</b>	<p>January-February: Create and send out surveys (mailers and listening sessions). Set up surveys online and advertise the survey within the neighborhood on social media.</p> <p>March: Analyze results, establish some initial ways to engage under-represented voices, and set goals for board and committee representation.</p> <p>April-June: Create a marketing campaign for Fall board elections. Plan a social event directed towards neighborhood tenants (Daymark Fjord space). Plan monthly listening sessions.</p> <p>July-December: Review representation goals, identify additional ways to get under-represented populations involved and set new goals. Host monthly listening sessions.</p>
<b>Quantitative goals</b>	<p>Increase tenant board member representation</p> <p>Get responses from 25% of the tenant population (~200 residents)</p> <p>Hold 3 listening sessions with at least 5 neighbors</p> <p>Increase participation of renters on social media.</p>
<b>Qualitative goals</b>	<p>Learn about what tenants care about in the neighborhoods</p> <p>Identify issues that need attention</p> <p>Create a visualization of the neighborhood's outreach efforts.</p> <p>Create a community of digital interaction with renters</p>
<b>Outcome of engagement</b>	<p>More representation of tenants on neighborhood board and/or committee membership</p> <p>More tenants receive neighborhood organization updates, newsletters, and other information</p> <p>Tenants have the knowledge and ability to become involved in the organization and in decision-making</p> <p>The issue is identified in the community</p>
<b>Next steps</b>	<p>Community conversations around issue identified to discuss the issue further, come up with solutions and possible program implementation</p>

## **2025 Amendment**

East Bde Maka Ska

### **TIMELINE**

Jan–Mar: Winter Social, Neighborhood Socials, Safety Walks, Board Meetings

Apr–Jun: Earth Day Cleanup, Lake Cleanups, Uptown Farmers Market, Neighborhood Socials, Safety Walks, Board Meetings

July–Sept: Uptown Farmers Market, Super Sale, Lake Cleanups, Neighborhood Socials, Safety Walks, Board Meetings

Oct–Dec: Annual Meeting, Buckthorn Pull, Holiday Caroling Party, Lake Cleanups, Safety Walks, Board Meetings

### **GOALS**

1. Re-contact all active rental properties to subscribe to email list (and urge tenants to subscribe) by Mar 2025
2. Recruit 1-2 renters onto board by Sept 2025
3. Incorporate quarterly local business articles into newsletters by Dec 2025