

Engagement Plan

Neighborhood

East Isles

Time frame

2023/2024

Plan detail

Demographic group	Renters
Numbers or percentage	55% of the neighborhood, or 1,967 people (total neighborhood population 3,576)
Initiative, activity, project or program	Renter Engagement Plan
Barriers to engagement	<ul style="list-style-type: none"> • Organization is not widely known among renters in the neighborhood • Renters are a transient population • Difficulty getting letters and postcards delivered to the correct addresses • No events specifically targeting renters • Renters may be less likely to know others in the neighborhood, serving as a barrier to their attending annual events such as the Summer Social
Outreach and engagement strategies	<ul style="list-style-type: none"> • Identify and connect with property managers/owners to access apartments and develop relationship (so they will forward our emails to their renters) • Distribute flyers on apartment doors for neighborhood events and activities • Host a renter-focused happy hour social event • As we build our membership base in 2023, we will add more to the engagement plan for 2024
Resources needed	<ul style="list-style-type: none"> • Contact information for property owners of apartment buildings • Continued funding for flyers and other paper advertisements • Contact information for neighborhood Block Captains to gain further email addresses from renters • Funding for a staff position to support this initiative

Partners in the work

- Land owners/landlords/building caretakers
- Main priority is to start building relationships with those in the neighborhood

EXHIBIT C

Demographic group	Renters
Person(s) responsible	<ul style="list-style-type: none"> • An engagement staff position (we would need to hire one, see above) • Volunteers
Timeline	<p>January – April 2023: Connect with property owners and managers, start asking them to send emails about our organization/allow us into the buildings to flyer</p> <p>March-August 2023: Flyer apartment buildings for events</p> <p>September-November 2023: Expanding email contact list through landlord emails and Block Captains, further develop engagement plan for 2024</p>
Quantitative goals	<ul style="list-style-type: none"> • Obtain contact information and demographic data for 100 residents in the neighborhood in year 1 in order to more accurately assess equitability of current engagement using baseline data
Qualitative goals	<ul style="list-style-type: none"> • More involvement by renters in committees and ideas about types of events they would like to attend • Feelings of inclusion and belonging for renters who participate in the organization
Outcome of engagement	<ul style="list-style-type: none"> • The main outcome of year 1 engagement plan is to gather baseline data about our neighborhood in order to assess our current engagement practices effectively • Once that is accomplished, the organization will develop a plan to engage with underrepresented groups • The ultimate goal is more representation of renters and other underrepresented groups on neighborhood board and/or committee membership, and receive neighborhood organization updates, newsletter and other information • Renters have the knowledge and ability to become involved in the organization and in decision-making
Next steps	Embark on a long-term plan to continue the involvement of renters in all aspects of decision making and program planning, continue building relationships with apartment owners to increase access for flyering

2025 Amendment

East Isles

TIMELINE

Jan–Mar: Winter Social, Fundraiser, Safety Forum, Safety Walks, Board Meetings

Apr–Jun: Annual Meeting, Earth Day Cleanup, Lake Cleanups, Uptown Farmers Market, Happy Hours, Safety Walks, Board Meetings

July–Sept: Uptown Farmers Market, Summer Social, Super Sale, Lake Cleanups, Happy Hours, Safety Walks, Board Meetings

Oct–Dec: Greenway Cleanup, 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 Feb 2025
2. Recruit 1-2 renters onto board by April 2025
3. Develop comprehensive renter/owner outreach plans for farmers market by May 2025
4. Increase Super Sale resident registrations by 15–20% by Sept 2025
5. Incorporate quarterly local business articles into newsletters by Dec 2025