

Engagement Plan

Neighborhood

Kingfield

Time frame

2023 & 2024

Plan detail

Demographic group	Demographic group: Renters
Numbers or percentage	35% of neighborhood population
Initiative, activity, project or program	Renter Outreach & Engagement Program
Barriers to engagement	<p>Accessing apartments</p> <p>Less investment in the neighborhood</p> <p>Volunteer activities not well explained or supported</p> <p>Not aware of the opportunity to engage</p> <p>Feeling uncertain that meetings pertain to them</p>

Demographic group	Demographic group: Renters
Outreach and engagement strategies	<p>Provide information on Renters Rights</p> <p>Provide voting location information to renters</p> <p>Doorknock and flier for events on blocks with numerous multi-unit apartments.</p> <p>Hold block events, or attend them when we know about them, on streets with numerous multi-unit apartments.</p> <p>Connect with property managers/owners to access multi-unit buildings.</p> <p>Communicate with other local nonprofits about ways we could work together to survey renters about needs.</p> <p>Work with local businesses to see if there is a way to host a renter-social.</p> <p>Engage renters in GOTV work, since they have access to their buildings.</p> <p>Check in with other neighborhood groups to see what strategies they have used that worked to engage renters.</p>
Resources needed	<p>Volunteers</p> <p>Social media account and manager of the accounts</p> <p>Updated contact information for property owners/managers</p> <p>Outreach wages for staff</p> <p>Door-knocking materials (clipboards, logs, pens, handouts and contact cards</p> <p>Flyers with neighborhood</p> <p>Issue survey</p>

Demographic group	Demographic group: Renters
Partners in the work	<i>Homeline, local nonprofits (i.e. Harvest From the Heart, The Aliveness Project), multi-unit Property Owners, local businesses, and other neighborhood associations</i>
Person(s) responsible	Equity & Justice Organizer (part-time employee) KFNA Board Volunteers
Timeline	<p>2023</p> <p>Engage property managers and/or property owners to let them know we want to connect with tenants and see if they will send a message regarding events</p> <p>Spring: relaunch monthly doorknocking at high density rental housing sites</p> <p>Summer: hold a block party on a high density block</p> <p>Fall: distribute GOTV information to property managers and tenants and in the general public, focusing on multi-family housing areas</p> <p>2024: Repeat and refine</p>
Quantitative goals	<p>Have conversations with 25% of tenants whose doors were knocked</p> <p>Leave information at least once for 100% of doors in multi-unit apartments</p> <p>Obtain contact information from 25% of tenants whose doors were knocked and add them to the eNews distribution list (or verify that they are already on it)</p>

Demographic group	Demographic group: Renters
Qualitative goals	<p>Learn about what tenants care about in the neighborhood</p> <p>Identify what the barriers are to involvement in KFNA</p> <p>Identify issues that need attention</p> <p>Offer to work with renters on a campaign based upon identified issue with renters</p>
Outcome of engagement	<p>More representation of renters on neighborhood board, in committee membership, or on working groups</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>Issue are identified in the community</p>
Next steps	Community conversations involving renters around issues identified to discuss issue further, come up solutions and possible campaign development or project implementation

2025 Amendment

Kingfield

TIMELINE

Q1- Host Empty Bowls- Feb, partner with Center for Performing Arts on winter festival activities in Jan/Feb

Q2- Porchfest- June

Q3- Garden Tour- July, National Night Out community outreach with traveling ice cream cart- August

Q4-Local election polling parties- Nov

GOALS

- 1) Further engage renters in the community over the next year, focusing on canvassing and inviting people in the larger apartment complexes in the neighborhood to attend events and volunteer. Goal to canvass 200 renters.
- 2) Have an attendance at Empty Bowls event in February of 500 or more.
- 3) Raise \$15,000 from events (Empty Bowls, Porchfest, fundraising letter) that will be distributed to neighborhood organizations and help cover KFNA operating costs.