

Engagement Plan

Neighborhood Sheridan

Neighborhood name(s) Sheridan

Time frame

Year(s) 2023 - 2024

Plan detail

Demographic group	Renters/Tenants	Immigrants	Youth	Elderly and Disabled
Numbers or percentage	Renter Occupied 1,192 = 70.1% Cost Burdened renter households 479 = 41.9%	379 = 12.6%	13%	Elderly 486 = 16.2% Disabled 355 = 11.8%
Initiative, activity, project or program	Renters Engagement & Education Program	East African & Spanish Language Outreach Working with interns experience with working with each demographic Working with translators to have print materials translated. Community Garden at the Mosque	Youth Programming with Broadcast the Bridge/MCN6 and partnership with Las Estrellas School	Accessibility Plan, facilitating Hybrid Meetings so that it is accessible to those who cannot or do not feel comfortable leaving their homes.

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Barriers to engagement	<p>Historically, programs have catered to homeowners; unfamiliar with how NOs serve renters</p> <p>Transient population</p> <p>Accessing apartments</p> <p>Conflicting meeting/event times</p> <p>Busy and diverse schedules, hard to fit in additional commitments</p>	<p>Historically, programs have not served immigrant community members; unfamiliar with NOs</p> <p>Cultural and language barriers</p> <p>Conflicting meeting/event times</p> <p>Irrelevant topics covered</p> <p>Busy and diverse schedules, hard to fit in additional commitments</p> <p>Unfamiliar meeting spaces</p> <p>Distrust of unfamiliar institutions</p>	<p>Historically, NOs have not had much youth involvement or representation; unfamiliar with NOs</p> <p>Difficulty reaching this population in school</p> <p>Conflicting meeting/event times</p> <p>Irrelevant topics covered</p>	<p>Difficulty reaching this population at home; scattered population</p> <p>Difficulty reaching population after first contact; many do not have emails or phones</p> <p>Poor health and lack of energy for involvement</p> <p>Difficulties utilizing transportation and technology to access meetings, events, and programs</p> <p>Events/meetings do not have ASL interpreters or other accommodations</p> <p>Irrelevant topics covered</p> <p>Still uncomfortable with in person meetings post pandemic</p>

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<p>Outreach and engagement strategies</p>	<p>Connect with property managers/owners and resident councils</p> <p>Create and distribute welcome bags for new residents</p> <p>Social media</p> <p>Flyering, tabling at events.</p> <p>Identify resident leaders for multi-unit buildings</p> <p>Host renter-specific educational events and opportunities</p> <p>Provide stipends to participants in Renter Engagement & Education Program</p> <p>Improving and cleaning Public Spaces</p>	<p>Have Somali and Spanish speaking people present at all outreach opportunities</p> <p>Have interpretation options at meetings and events</p> <p>Arranging events, like SNOcial, in their residential areas</p> <p>Flyering, tabling at events.</p> <p>Distributing informative translated resources</p> <p>Providing rewards for engagement (e.g. food, free supplies and resources, stipends) (non-City funds)</p> <p>Improving and cleaning Public Spaces</p>	<p>Collaborate with local schools to connect with students in the classroom and send information home with them</p> <p>Partnership with Broadcast the Bridge to teach the youth new skills</p> <p>Social Media</p> <p>Plan youth friendly events and activities</p> <p>Providing rewards for engagement (e.g. food, free supplies, books and resources, stipends) (non-City funds)</p> <p>Improving and cleaning Public Spaces</p>	<p>Flyering, connecting with the library and Meals on Wheels through Eastside Neighborhood Services</p> <p>Including ads in the Northeaster and in the Sentryz Mailer</p> <p>Conduct outreach in spaces with elderly attendance such as churches and service organizations</p> <p>Provide an easy way to request accommodations needed prior to all meetings and events</p> <p>Provide online options, such as our partnership with MCN 6 and hybrid meeting options with ESNS to engage in meetings</p> <p>Improving and cleaning Public Spaces</p>
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<p>Resources needed</p>	<p>Contact information for and relationship with property owners/managers and resident councils</p> <p>Lists of new residents, updated quarterly (in collaboration with property owners/managers and resident councils)</p> <p>Flyers with neighborhood organization information and other local resources</p> <p>Social media accounts and wages for manager of the accounts</p> <p>Wages for resident leaders and other people flyering</p> <p>Data entry system for collecting emails and outreach info</p> <p>Stipends for Renter Engagement & Education Program participants</p> <p>Educational resources and trainings for renters</p> <p>Funds for relevant programming including food & activities</p>	<p>Contact information for and relationship with local institutions and leaders in Somali and Latino communities</p> <p>Wages for Community Outreach Interns (Somali and Spanish speakers)</p> <p>Data entry system for collecting emails and outreach info</p> <p>Translation & Interpretation services</p> <p>Flyers in multiple languages</p> <p>Funds for relevant programming including food & activities</p>	<p>Contact information for and relationship with local schools/teachers</p> <p>Social media accounts and wages for manager of the accounts</p> <p>Wages for Youth Intern(s) for in-school outreach and partnerships</p> <p>Flyers catered to youth with neighborhood organization information and other local resources</p> <p>Funds for relevant programming including food & activities</p>	<p>Contact information for and relationship with local clinics, churches, and service organizations with programs for elderly and people with disabilities</p> <p>Wages for Community Outreach Interns</p> <p>Print newsletter and person to make one, funds for mailers/flyers</p> <p>ADA accessible spaces for meetings/events</p> <p>Transportation support</p> <p>ASL interpretation, closed captioning, and other accommodations</p> <p>Funds for relevant programming including food & activities</p>
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Demographic group	Renters/Tenants	Immigrants	Youth	Elderly and Disabled
Partners in the work	<p>HOME Line</p> <p>Other neighborhoods participating in Renters Engagement and Education Program</p> <p>Sentryz</p> <p>Friends of the Mississippi River</p>	<p>Salaam Community</p> <p>Center Masjid Al-Iman (Mosque)</p> <p>Iglesia San Cirilo (St. Cyril's Church)</p> <p>East Side Neighborhood Services</p> <p>Sentryz</p> <p>Friends of the Mississippi River</p>	<p>Sheridan Arts Spanish Dual Immersion</p> <p>Exploration High School</p> <p>New City School</p> <p>Menlo Park Alternative School</p> <p>Banaadir Elementary</p> <p>Sentryz</p> <p>Friends of the Mississippi River</p> <p>My very Own Bed</p> <p>Broadcast the Bridge</p>	<p>East Side Neighborhood Services</p> <p>Sheridan Clinic</p> <p>Grace Lutheran</p> <p>Church Holy Cross</p> <p>Tree of Life Church</p> <p>Catholic Eldercare MCN6</p> <p>Friends of the Mississippi River</p> <p>Sentryz</p> <p>The Northeaster</p>

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Demographic group	Renters/Tenants	Immigrants	Youth	Elderly and Disabled
Person(s) responsible	Office & Outreach Manager Community Outreach Interns Board Members & Volunteers	Office & Outreach Manager Community Outreach Interns Board Members & Volunteers	Office & Outreach Manager Community Outreach Interns Board Members & Volunteers	Office & Outreach Manager Community Outreach Interns Board Members & Volunteers

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Timeline				
	<p>Jan-March: Contact property managers and/or owners and resident councils; recruit resident leaders and flyer staff</p> <p>April-July: Flyer identified buildings, businesses and streets; build database of contact info; recruit Renters Engagement & Education Program (REEP) participants</p> <p>Aug-Dec: Facilitate volunteer and training opportunities for REEP participants; conduct a comprehensive survey on what they would like to see in the neighborhood</p> <p>Jan - March: reevaluate plan and adapt for the new year based on what worked and what did not</p> <p>April-July: Flyer identified buildings, businesses and streets; build database of contact info; recruit Renters Engagement & Education Program (REEP) participants</p> <p>Aug-Dec: Facilitate</p>	<p>Jan-March: Contact local institutions and leaders in East African and Latino communities; support their programs and discuss ways to collaborate; translate all relevant materials</p> <p>April-July: Flyer identified buildings; build database of contact info; distribute translated materials</p> <p>Aug-Dec: Plan events and public meetings specific to East African and Latino communities in Sheridan; conduct comprehensive survey on what they would like to see in the neighborhood</p> <p>Jan - March: reevaluate plan and adapt for the new year</p>	<p>Jan-March: Contact schools and discuss partnerships; work with Broadcast the Bridge on Crossover projects</p> <p>April-May: Present at schools; begin taking applications for summer internships</p> <p>June-Aug: Have interns help with flyer, outreach; plan youth inclusive events; include in volunteer opportunities</p> <p>Sept-Dec: Make plans for the next year to increase engagement with the youth</p> <p>Jan - March: reevaluate plan and adapt for the new year based on what worked and what did not</p>	<p>Jan-March: Contact local clinics, churches, and service organizations with programs for elderly and people with disabilities and discuss partnerships</p> <p>April-July: Table at service centers, join community events and congregations, build database of contact info; distribute accessible materials</p> <p>Aug-Dec: Plan events and public meetings specific to elderly community; conduct comprehensive survey on what they would like to see in the neighborhood and best ways to engage</p> <p>Jan - March: reevaluate plan and adapt for the new year based on what worked and what did not</p>

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Demographic group	Renters/Tenants	Immigrants	Youth	Elderly and Disabled
	<p>volunteer and training opportunities for REEP participants; conduct a comprehensive survey on what they would like to see in the neighborhood</p>	<p>based on what worked and what did not</p> <p>April-July: Flyer identified buildings; build database of contact info; distribute translated materials</p> <p>Aug-Dec: Plan events and public meetings specific to East African and Latino communities in Sheridan; conduct comprehensive survey on what they would like to see in the neighborhood</p>	<p>April-May: Present at schools; begin taking applications for summer internships</p> <p>June-Aug: Have interns help with flyering, outreach; plan youth inclusive events; include in volunteer opportunities</p> <p>Sept-Dec: Make plans for the next year to increase engagement with the youth</p>	<p>April-July: Table at service centers, join community events and congregations, build database of contact info; distribute accessible materials</p> <p>Aug-Dec: Plan events and public meetings specific to elderly community; conduct comprehensive survey on what they would like to see in the neighborhood and best ways to engage</p>

Demographic group	Renters/Tenants	Immigrants	Youth	Elderly and Disabled
Quantitative goals	<p>Flyer all major apartment buildings in Sheridan</p> <p>Obtain contact information from 50% of renters who we survey and connect with at volunteer and tabling events; add them to the distribution list</p> <p>Receive input from at least 100 renters on end-of-year survey to guide future engagement</p>	<p>Have conversations with immigrant communities through tabling events.</p> <p>Obtain contact information from 100 East African or Latino community members through meetings, or tabling events participation.</p> <p>Increase East African and Latino representation and involvement on the SNO Board and in neighborhood committees</p>	<p>Reach out to at least 4 schools to inquire about a partnership</p> <p>Create partnerships with at least 1 school</p> <p>Have at least 2 youth interns for Summer 2022, with ties to the neighborhood</p> <p>Host at least one aspect of each event catered towards youth</p>	<p>Reach out to at least 5 local clinics, churches, and service organizations with programs for elderly and people with disabilities</p> <p>Create and distribute easy to read flyers to above institutions</p> <p>Partner with at least 2 of these institutions to join events/meetings to distribute flyers, share information, and receive input</p>

Demographic group	Renters/Tenants	Immigrants	Youth	Elderly and Disabled
Qualitative goals	<p>Learn about what Sheridan renters consider primary concerns in the neighborhood</p> <p>Work towards serving renters in ways that have historically been overlooked</p> <p>Identify location of the Neighborhood’s renters to better serve them in the future by concentrating efforts in those spaces</p>	<p>Learn about what Sheridan’s immigrant community members consider primary concerns in the neighborhood</p> <p>Establish better communication between SNO and immigrant community members to make SNO’s programs more accessible and useful for them</p> <p>Begin establishing trust between SNO and these communities, working towards collaborative relationships in the future to address their needs</p>	<p>Learn about what youth care about in the neighborhood</p> <p>Create lasting youth programming that is guided by the Neighborhood Youth Council</p> <p>Stimulate a passion for community-based work for this group</p>	<p>Learn about what elderly and disabled community members consider primary concerns in the neighborhood</p> <p>Create an accessibility plan to use for future outreach, meetings, and events</p>

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Demographic group	Renters/Tenants	Immigrants	Youth	Elderly and Disabled
Outcome of engagement	<p>More representation of renters on neighborhood board and/or committee membership</p> <p>More renters receive neighborhood organization updates, newsletters and other information</p> <p>Renters have the knowledge and ability to become involved in the organization and in decision-making</p>	<p>Identify and remove barriers to participation in the neighborhood</p> <p>More representation of immigrant community on neighborhood board and/or committee membership</p> <p>Immigrants have the knowledge and ability to become involved in the organization and in decision-making</p>	<p>Establish partnerships with organizations that cater to youth events and programming</p> <p>Youth have the knowledge and ability to become involved in neighborhood organization and in decision-making</p>	<p>Identify and remove barriers to participation in the neighborhood</p> <p>More elderly and disabled community members receive and can access neighborhood organization updates, newsletters and other information</p> <p>Elderly and disabled community members have the knowledge and ability to become involved in the organization and in decision-making</p>
Next steps	Community conversations around identified concerns and come up with solutions and possible program implementation.	Identifying community issues through community involvement, implementing solutions to better respond to barriers	Engage in lasting collaboration with schools and local youth to invigorate programming and stimulate youth involvement	Community conversations around identified concerns and come up with solutions and possible program implementation