

Engagement Plan

Neighborhood

Seward

Time frame

2023-2024

Plan detail

Demographic group	<i>Renters</i>
Numbers or percentage	About 67% of occupied housing units in Seward are renter occupied.
Initiative, activity, project or program	Renter Engagement Initiative
Barriers to engagement	The usual stuff: Access to buildings, resistance from building owners and managers, a transient population that has more urgent things to do and think about, lack of time to get involved, language barriers, etc.
Outreach and engagement strategies	<p>Building Ambassador Program</p> <p>Door-knocking in buildings with 10+ units</p> <p>Social media campaign on Facebook, Instagram and Twitter</p> <p>Renter-Focused Welcome Packets</p> <p>Renter Resource Page on website</p> <p>Funds for renter-focused initiatives (\$5,000 in SNG budget reserved for this)</p>
Resources needed	Staff and volunteer time for consistent engagement, social media accounts and manager for accounts, updated database of rental properties including contact information for property owners/managers, print materials (door hangers, flyers, welcome packets, etc.).
Partners in the work	SNG is partnering with LCC on the Renter Engagement Program. SNG & LCC have a shared HOME Line VISTA working with us on this program.
Person(s) responsible	Communications Coordinator and Community Organizer, working closely with the HOME Line VISTA, the Seward Towers Community Facilitator, and volunteers (perhaps organized as a Renter Engagement Working Group).

<p>Timeline</p>	<p><i>This is a timeline for 2023 only. After 2023, we will assess the renter engagement program and modify as necessary.</i></p> <p>January-March:</p> <ul style="list-style-type: none"> ● Create a 1st Quarter door knocking plan (timing, turf, volunteer recruitment, etc.) and scripts for door knocking. ● Create door-hangers with information about LCC/SNG and funds available to support community initiatives, including renter initiatives. ● Door-hanger distribution and door-knocking in 10+ unit rental properties. ● Recruit Building Ambassadors in 10+ unit buildings, meet with prospective Building Ambassadors, and train selected Building Ambassadors. ● Create and distribute renter Welcome Packets. ● Update rental property spreadsheet. ● Create/update renter resource page on SNG/LCC websites. ● Utilize social media, newsletter and website to regularly update the community on rental assistance or resources as they are made available. <p>April-June:</p> <ul style="list-style-type: none"> ● Create a 2nd Quarter door knocking plan (timing, turf, volunteer recruitment, etc.) and scripts for door knocking. ● Create a door hanger with information about LCC/SNG and upcoming Annual Meeting and board elections (held in May 2023 and May 2024). ● Door-hanger distribution and door-knocking in 10+ unit rental properties. ● Recruit Building Ambassadors in 10+ unit buildings, meet with prospective Building Ambassadors, and train selected Building Ambassadors. ● Create and distribute renter Welcome Packets. ● Update rental property spreadsheet. ● Utilize social media, newsletter and website to regularly update the community on rental assistance or resources as they are made available. <p>July-September:</p> <ul style="list-style-type: none"> ● Create a 3rd Quarter door knocking plan (timing, turf, volunteer recruitment, etc.) and scripts for door knocking. ● Create a door hanger with information about LCC/SNG and upcoming events. ● Door-hanger distribution and door-knocking in 10+ unit rental properties.
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	<ul style="list-style-type: none"> ● Recruit Building Ambassadors in 10+ unit buildings, meet with prospective Building Ambassadors, and train selected Building Ambassadors. ● Create and distribute renter Welcome Packets. ● Update rental property spreadsheet. ● Utilize social media, newsletter and website to regularly update the community on rental assistance or resources as they are made available. <p>October-December:</p> <ul style="list-style-type: none"> ● Create a 4th Quarter door knocking plan (timing, turf, volunteer recruitment, etc.) and scripts for door knocking. ● Create a door hanger with information about LCC/SNG and upcoming events. ● Door-hanger distribution and door-knocking in 10+ unit rental properties. ● Recruit Building Ambassadors in 10+ unit buildings, meet with prospective Building Ambassadors, and train selected Building Ambassadors. ● Create and distribute renter Welcome Packets. ● Update rental property spreadsheet. ● Utilize social media, newsletter and website to regularly update the community on rental assistance or resources as they are made available.
Quantitative goals	<p>Door-knock all buildings with 10 or more units (21 buildings; 1700 units total) 4x during the year.</p> <p>Recruit a Building Ambassador for all 10+ unit buildings.</p> <p>Sign up 250+ renters for the SNG e-newsletter.</p>
Qualitative goals	<p>Identify the most pressing issues for renters in the area and how SNG can help address those issues.</p> <p>Increase knowledge of SNG within the renter community.</p> <p>Help renters build community within their buildings.</p> <p>Build relationships with the rental property owners/management.</p>

EXHIBIT C

Demographic group	<i>Renters</i>
Outcome of engagement	Connection with residents in buildings with 10+ units (21 buildings; 1700 units total) Established relationships with Building Ambassadors in all 10+ unit buildings. 250+ renters for the SNG e-newsletter. At least one renter-lead initiative implemented during 2023
Next steps	Develop a 3 to 5 year strategic plan that foregrounds renter engagement.