

Exhibit C

Engagement Plan Template

Neighborhood

East Bde Maka Ska



Time frame

2026

Work summary

The East Bde Maka Ska Neighborhood Association (EBMSNA) is committed to creating a welcoming, connected, and informed neighborhood where renters, seniors, and families feel represented and involved. In 2026, our Social and Livability Committees will focus on expanding accessible, free, and low-barrier programming, along with more intentional outreach, to ensure that historically under-engaged residents have clear pathways to participate, share their perspectives, and shape neighborhood priorities.

Through events, door-knocking, partnerships with local businesses, and consistent communication, our goal is to meet people where they are, learn about their needs, and build long-term relationships that strengthen community belonging.

Scope of work, outcomes and goals

EBMSNA's engagement work centers on increasing awareness, access, and participation among renters, seniors, and families – three groups that have historically been under-engaged in neighborhood decision-making. Our scope of work combines direct outreach, free programming, and partnerships to create multiple entry points for involvement.

Across all demographic groups, our goals for 2026 include:

- **Increasing awareness** of EBMSNA through a targeted annual mailer, door-knocking, business partnerships, and visibility at community events.
Reducing barriers to engagement by providing free childcare, accessible event locations, low-cost programming, and clear communication channels.
Building relationships with residents through surveys, conversations, and presence at places they already gather (e.g., rental buildings, the farmers market, family-friendly businesses, and senior-serving organizations.)
- **Creating feedback loops** that help us understand what renters, seniors, and families care about most, and ensuring those insights inform our programming, advocacy, and decision-making.
Increasing participation from each demographic by offering events and activities specifically designed around their needs and interests.

The outcome of this work is a more inclusive neighborhood organization where renters, seniors, and families feel informed, connected, and empowered to participate in community life and leadership.

<i>Demographic group</i>	<i>Renters</i>	<i>Seniors</i>	<i>Families</i>
<i>Numbers or percentage</i>	62%	13%	N/A
<i>Initiative, activity, project or program</i>	Create Mailer, Have booth at Uptown Farmers Market, Have table at Open Streets	Relaunch Wine Tasting Fundraiser, Organize Quarterly Book Club	Adapt Annual Meeting, Host Lake Cleanups
<i>Barriers to engagement</i>	Lack of awareness, access to apartments, transient population	Lack of awareness	Childcare options
<i>Outreach and engagement strategies</i>	Highlighting free events (with QR code on mailer to track reach), sending out one mailer per year to all 1825 households in East Bde Maka Ska, working with property managers/owners, placing extra mailers in common areas in rental buildings, tabling at Uptown Farmers Market, flyering neighborhood businesses like Moona Moono/Magers & Quinn/Perennial Cycle, conducting door knocking at rental buildings, conducting two seasonal online surveys targeted at renters distributed via our website, e-newsletter, and fliers	Partnering with local organizations, providing free events at accessible locations, sending out one mailer per year, conducting two seasonal online surveys targeted at seniors distributed via our website, e-newsletter, and fliers	Providing free childcare during Annual Meeting, marketing the service with a signup form in e-newsletter, Fliering local businesses where families frequent to share about event (i.e. Moona Moono/Magers & Quinn/Perennial Cycle/La La Homemade Ice Cream), Hosting 3-4 lake cleanups per year that all ages can participate in, conducting two seasonal online surveys targeted at families distributed via our website, e-newsletter, and fliers

<i>Resources needed</i>	Contact information for property owners/managers, funds for printing/translation support, materials for events	Board capacity and interested committee members to organize	Funds and partners to provide the childcare
<i>Partners in the work</i>	Owners/property managers of the Rental properties, Moona Moono, Uptown Farmers Market, Perennial Cycle, Queermunity, Magers & Quinn, Thesis, Mosaic, Curioso Coffee	Cruise Minneapolis, St. Mary's Greek Orthodox Church, Granada Theater, Lake & Irving, Zen Meditation Center, Adopt-a-drain Program, Safety Walking Groups	Childcare providers, Entertainers, Artrageous Adventures, Moona Moono, La La Ice Cream, Parks Department, Other Neighborhood Associations
<i>Person(s) responsible</i>	Coordinator (Vasiliki Papanikolopoulos), Social & Livability Committees, Board	Coordinator (Vasiliki Papanikolopoulos), Social & Livability Committees, Board	Coordinator (Vasiliki Papanikolopoulos), Social & Livability Committees, Board
<i>Timeline</i>	<p>January-March - Design and send out mailer</p> <p>April-June - Conduct door knocking at rental buildings</p> <p>July-September - Have presence at Uptown Farmers Market</p> <p>October-December - Gather data to report out</p>	<p>January-March - Organize planning committee, reach out to volunteers, host fundraiser, host Book Club</p> <p>April-June- Gather feedback for fundraiser, Host Book Club</p> <p>July-September - Host Book Club</p> <p>October-December - Host Book Club, gather data to report out</p>	<p>January-March - Find childcare provider for Annual Meeting, Design fliers for events</p> <p>April-June - Host 2 Lake Cleanups, Host 1 event with neighborhood business</p> <p>July-September - Host 2 Lake Cleanups, Host 1 event with neighborhood business</p> <p>October-December - Host Annual Meeting with childcare option, gather data to report out</p>

<i>Quantitative goals</i>	<p>Door knock at least 10 rental buildings and collect notes</p> <p>Get responses to QR-coded survey in mailer from at least 15 renters</p> <p>Tabling at Uptown Farmers Market at least 6 x</p> <p>Distribute at least 100 fliers</p>	Increase senior volunteers at events	Increase guardians' attendance at events by (attendance at 2025 Annual Meeting: 3)
<i>Qualitative goals</i>	<p>Learn about what tenants care about in the neighborhoods</p> <p>Identify issues that need attention</p>	<p>Exchange historical knowledge with seniors in the neighborhood</p> <p>Learn about what seniors care about in the neighborhood</p>	<p>Learn about what families care about in the neighborhoods</p> <p>Identify issues that need attention</p>
<i>Outcome of engagement</i>	<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>More seniors receive neighborhood organization updates, newsletters, and other information</p> <p>Seniors have the knowledge and ability to become involved in the organization and in decision-making</p>	<p>More families receive project updates i.e. park enhancement proposal, newsletters, and other information</p> <p>Families have the knowledge and ability to become involved in the organization and in decision-making</p>