

Exhibit C



Engagement Plan Template

Neighborhood

Tangletown Neighborhood Association

Time frame

2026

Work summary

Summary of activities across all programs and demographic groups.

Scope of work, outcomes and goals

Overall scope of work, outcomes and goals across all activities and demographic groups. Show how your organization will engage historically under-engaged groups

<i>Demographic group</i>	<i>Tangletown Renters</i>	<i>Tangletown business owners</i>
<i>Numbers or percentage</i>	18% renters	130 (number of businesses in Tangletown that we have contact info for)
<i>Initiative, activity, project or program</i>	<ul style="list-style-type: none"> ● Tangletown community meet and greet event with a focus on welcoming renters ● Education on organics recycling drop-offs available to residents and help advocating for organics recycling at rental properties serviced by the city (part of our 2026 HC Green Partners Grant project with Lyndale and Kingfield) ● Biannual Tangletown neighborhood community priorities/engagement survey 	<ul style="list-style-type: none"> ● Letter and introduction to business owners ● Business owners meet and mingle ● Biannual Tangletown neighborhood community priorities/engagement survey
<i>Barriers to engagement</i>	<ul style="list-style-type: none"> ● Hard to reach renters in building with greater than 4 units ● Cost of homes in Tangletown is higher than city average, so many renters see living in Tangletown as temporary/not somewhere where they will buy ● Perception that neighborhood associations are for homeowners 	<ul style="list-style-type: none"> ● Owner availability, busy running the business ● Current economy and competition with online shopping and larger businesses in nearby Richfield and Edina means our small businesses are feeling pinched financially ● Owners don't always live in or near Tangletown
<i>Outreach and engagement strategies</i>	<ul style="list-style-type: none"> ● Direct mail to renters (keep mailing list up to date) ● Direct communications to rental property owners ● Doorknocking/survey ● Host an event with renter-focused resources and resources for residents with lower incomes ● Continue to include inclusive language such as "Tangletown renters" and "Tangletown residents who rent" in communications ● Deliver Welcome Bags to new renters 	<ul style="list-style-type: none"> ● Direct mail to businesses ● Visit properties in person ● Host a business-owner meet and mingle event

<p><i>Resources needed</i></p>	<ul style="list-style-type: none"> ● Mailing list kept up to date ● Up-to-date rental property owner/manager list (many of the emails sent to emails on the city rental license list bounce back) ● Renter-relevant resources (handouts, presenters, etc) ● Welcome letters ● Doorknockers ● Survey ● Direct mail postcard ● Food and/or giveaways 	<ul style="list-style-type: none"> ● Up-to-date mailing list ● Introduction letter ● Space and food for hosting a meet and mingle event ● 2027: Potentially engage a consultant to help develop a strategy for engaging Tangletown businesses
<p><i>Partners in the work</i></p>	<ul style="list-style-type: none"> ● NCR ● Property owners/managers ● Tangletown board members and Equity Committee members ● Hennepin County, and the Lyndale and Kingfield neighborhood orgs, our HC Green Partners grant partners 	<ul style="list-style-type: none"> ● Business Engagement Task Force ● SW Business Assoc. ● Engagement consultant ● Local restaurant for event space and food
<p><i>Person(s) responsible</i></p>	<p>TNA executive director, board, and Equity Committee members</p>	<p>TNA executive director, board, and Business Engagement Task Force</p>

<p><i>Timeline</i></p>	<p>Q1</p> <ul style="list-style-type: none"> ● Request new rental license list from City ● Update mailing list and property owner/manager contact list <p>Q2</p> <ul style="list-style-type: none"> ● Welcome bags to new renters (April) ● Board recruitment post card mailed to all rental addresses (early May) <p>Q3</p> <ul style="list-style-type: none"> ● Neighborhood survey with door knocking focused on rental properties and homes with lower home values compared to market <p>Q4 (or late Q3, Sept or Oct)</p> <ul style="list-style-type: none"> ● Renter/new neighbor welcome event with renter-relevant resources 	<p>Q1: Outreach and feedback from business owners</p> <ul style="list-style-type: none"> ● Intro letter to businesses ● Business engagement survey to find out how they would like to engage with us) <p>Q2</p> <ul style="list-style-type: none"> ● Business owners meet and mingle event ● Business engagement/support specific to the Nicollet Avenue Bridge Project <p>Q3</p> <ul style="list-style-type: none"> ● Continue engagement based on Q1 survey feedback ● Include business owners in the biannual neighborhood-wide survey <p>Q4</p> <ul style="list-style-type: none"> ● Continue engagement based on Q1 survey feedback/Nicollet Avenue Bridge project support needs
<p><i>Quantitative goals</i></p>	<ul style="list-style-type: none"> ● 10 renters attend a meet and greet event ● Increase number of renters on the TNA board and committees ● 1 direct mail postcard is mailed to every rental household in Tangletown ● 30 renters participate in the 2026 Tangletown neighborhood survey 	<ul style="list-style-type: none"> ● Intro letters are mailed and/or hand-delivered to 130 TNA businesses ● 10 business owners attend a meet and greet event ● 1 business owner joins the TNA board and/or a committee

<p><i>Qualitative goals</i></p>	<ul style="list-style-type: none"> ● Tangletown renters feel a stronger sense of belonging and awareness of neighborhood opportunities ● The TNA board and committees demonstrate strengthened capacity to apply equity and inclusion to their work 	<ul style="list-style-type: none"> ● Increased awareness of and trust in TNA, resulting in more consistent communication, collaboration, and support for neighborhood initiatives ● Increased community awareness of and support for TNA businesses
<p><i>Outcome of engagement</i></p>	<ul style="list-style-type: none"> ● Diversify board and committee representation by 2027 ● Stronger sense of community across Tangletown stakeholders 	<ul style="list-style-type: none"> ● Business owner represented on the board by 2027 ● Stronger sense of community across Tangletown stakeholders