

**Engagement Plan
(2022-2025)**

EXHIBIT C

Hale, Page, Diamond Lake
Community Association

Demographic Group	Older adults (65+)	Rental households	People with disabilities	Households w/kids	Households w/teens	Small Businesses
Number or percentage (from MNCompass.org; includes entire Nokomis neighborhood)	12.10%	18.70%	11.10%	30.10%	8.4% of neighborhood is 10-17	na
Barriers to engagement	Potential lower social media use Potential lower attendance at HPDL events	Transient feeling unwelcome Fewer word of mouth connections	Sight or hearing disability limits access to outreach media and events	Child care cost for parents, liability; unsupervised children, No incentives to participate, feeling unwelcome at events, contacts unknown at schools.	Liability; unsupervised teens, No incentives to participate or volunteer, feeling unwelcome at events, contacts unknown at schools.	May live outside of neighborhood. Clientbase may not be local.
Initiative, activity, project, or program (current in regular font; new ideas in <i>italics</i>)	- <i>Volunteer opportunities</i> - <i>Walk groups</i> - <i>Bike groups</i>	-Community events like Picnic in the Park	- Mobility - Communication	Summer program *Request HPDL Newsletter be added to "Other resources" section of school newsletters	Volunteer opportunities. Request HPDL Newsletter be added to "Other resources" section of school newsletters. Create Youth Board for HPDL.	- Partnership - Promotions

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Outreach and Engagement Strategies	Newsletter and mailings; neighborhood-wide events; block group meetings	Newsletter and mailings; neighborhood-wide events; block group meetings	Investigate accessibility standards and ensure that outreach materials meet Section 508 standards. Newsletter and mailings; neighborhood-wide events; block group meetings	Newsletter and mailings; neighborhood-wide events; parent group meetings. Request time on school PTA/PTO agenda to increase awareness of childcentered events in HPDL neighborhood.	Newsletter and mailings; neighborhood-wide events; block group meetings; parent group meetings. Request time on school PTA/PTO agenda to increase awareness of youth centered events and programming in HPDL neighborhood.	Newsletter and mailings; neighborhood-wide events; block group meetings
Partners in the Work	Local businesses; places of worship; parks and rec; AARP; Mpls Public Schools	Local businesses; places of worship; schools, childcare centers and in-home daycare	Local businesses; places of worship; parks and rec; Sidewalk Repair Hunters; Minnesota Council on Disability	Schools, child care centers and in-home daycare; local businesses; places of worship; parks and rec	Schools; local businesses; places of worship; local youth leadership programs; parks and rec	Parks and rec
Person(s) Responsible	Rebecca; board members	Rebecca; board members	Rebecca; board members	Rebecca; board members	Rebecca; board members	Rebecca; board members

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Resources needed	- Coordinator(s) - Webpage(s) -	a list of which houses are rental properties would be helpful, additional funding for mailers to increase the amount of renters receiving our mailers	Grant funds for a sidewalk improvement program to assist neighborhood properties cover costs to fix sidewalks and increase accessibility. Connect with Sidewalk Repair Hunters group to identify areas that need improvements.	Names of parent liaison at the schools. Funds to print additional copies for families without internet access. Space in schools to place paper copies of HPDL Newsletter	Names of parent liaison at the schools. Funds to print additional copies for families without internet access. Space in schools to place paper copies of HPDL Newsletter	one main contact person with each business who is knowledgeable about HPDL and understands how HPDL can benefit their business and how the business can help HPDL
Timeline	Year 2	year 1	Year 1	Year 2	Year 2	Year 3
Quantitative Goals	Increase older adults (65+) on the Board	Increase renters on the Board Ensure all mailings go to 100% of addresses in the area	Increase people with disabilities on the Board	Explore adding an " At Large" position to Board to be liaison between stakeholders and HPDL organization	Create an HPDL Youth Board. Host at least one teen/youth centered event/program.	Host a Small Business owner event or meeting.

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Qualitative Goals	Increase participation in HPDL Board/committee initiatives	Increasing feelings of connectivity among renters and homeowners in HPDL	Increase feelings of inclusion and support for people with disabilities in the community	Increase feelings of inclusion and support for parents with teens/teens in the community.	Increase feelings of inclusion and support for parents with teens and teens in the community. Create opportunities that build buy-in and trust with youth.	Increase community buy-in from local businesses
Demographic Group	Older adults (65+)	Rental households	People with disabilities	Households w/kids	Households w/teens	Small Businesses
Outcome of Engagement	We want the elderly to know about and have access to all that HPDL is doing and events we're hosting, and be included in our decision making.	We want renters to know about everything that HPDL is doing and events we're hosting, and feel included in our decision making.	We want stakeholders to know about and have access to all that HPDL is doing and events we're hosting, and feel included in our decision making.	We want stakeholders to know about and have access to all that HPDL is doing and events we're hosting, and feel included in our decision making.	We want both parents and teens to know about and have access to all that HPDL is doing and events we're hosting, and feel included in our decision making.	We want to support our local business nodes to encourage more small businesses to join the area and improve quality of life for neighbors
Next steps	Evaluate effectiveness of measures 9 months after event/programming to determine if outcomes were achieved	Evaluate effectiveness of measures 9 months after event/programming to determine if outcomes were achieved	Evaluate effectiveness of measures 9 months after event/programming to determine if outcomes were achieved	Evaluate effectiveness of measures 9 months after event/programming to determine if outcomes were achieved	Evaluate effectiveness of measures 9 months after event/programming to determine if outcomes were achieved	Send a survey to small business owners to learn what they need to feel supported and part of the HPDL community

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Demographic Group	Bicyclists	Non-Native English Speakers	BIPOC residents	LGBTQIA+ residents
Number or percentage (from MNCompass.org; includes entire Nokomis neighborhood)	na	12.10%	21.30%	5.6% of US population identifies as LGBTQIA+
Barriers to engagement	May not see community org as part of their affinity group. May feel like programming is not relevant to their biking interests.	Currently, most mailings and communication are in English; limited staff and resources for translation	Unaware of HPDL community events and opportunities to volunteer, feeling unwelcome; events not of interest to stakeholders.	Unaware of HPDL community events and opportunities to volunteer, feeling unwelcome; events not of interest to stakeholders.
Initiative, activity, project, or program (current in regular font; new ideas in <i>italics</i>)	Connect with local bikeshops. MPRB programming. Bike race. Installment of bicycle obstacle course.	- Partner with MSP to get mailings translated into common languages for city mailings (Vietnamese, Somali, Spanish and Amharic)	<i>Food festival</i> <i>Black History,</i> <i>Native American,</i> <i>AAPI and Hispanic</i> <i>History Month</i> <i>social media posts</i> <i>Allyship</i>	<i>Pride Month social media posts</i> <i>Get a booth at TC Pride</i> <i>Allyship</i>

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Demographic Group	Bicyclists	Non-Native English Speakers	BIPOC residents	LGBTQIA+ residents
Outreach and Engagement Strategies	Newsletter and mailings; neighborhood-wide events; block group meetings; posters at local bike shops; sponsor races/recreational bike events at Lake Nokomis and include promotional materials in participant bags.	Newsletter and mailings; neighborhood-wide events; block group meetings	Newsletter and mailings; neighborhood-wide events; block group meetings Connect with Hale and Field School Welcoming Equity Committees	Newsletter and mailings; connect with local LGBTQIA+ organizations; neighborhood-wide events; block group meetings, advertise events in Lavendar and other local LGBTQIA+ local media sources
Partners in the Work	Parks and rec; Open Streets Mpls; Bike clubs	Schools, child care centers and in-home daycare; local businesses; places of worship; parks and rec	Schools; local businesses; places of worship; parks and rec	Schools; local businesses; places of worship; parks and rec
Person(s) Responsible	Rebecca; board members	Rebecca; board members	Rebecca; board members	Rebecca; board members

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Demographic Group	Bicyclists	Non-Native English Speakers	BIPOC residents	LGBTQIA+ residents
Resources needed	Connections with local bike groups. Support from MPRB. Funding for bike obstacle course at Pearl Park.	Translation resources; survey of neighborhood to know which languages (Somali, Hmong, Spanish, etc?)	Schools; local businesses; places of worship; parks and rec; local NAACP and other African American orgs, local Native American orgs, Latinx orgs, AAPI orgs	Schools; local businesses; places of worship; parks and rec; local LGBTQIA+ orgs
Timeline	Year 3	Year 1	Year 1	Year 3
Quantitative Goals	Host a bike centered event-- bike maintenance 101 or bike parade around HPDL	- Increase non-native English speakers on the Board - Increase translated mailings 100%	Increase BIPOC representation on the Board	Increase LGBTQIA+ participation on the Board of Directors and HPDL Committees Host 1+ presentation from a local LGBTQIA+ community org or resource

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Qualitative Goals	Build trust and connection with community bikers	Increase participation non-native English speakers in HPDL Board/committee initiatives	Increase feelings of inclusion and support for BIPOC families in the community.	Increase feelings of inclusion and support for LGBTQIA+ families and individuals in the community.
Demographic Group	Bicyclists	Non-Native English Speakers	BIPOC residents	LGBTQIA+ residents
Outcome of Engagement	We want community members interested in biking to form added layers of community in HPDL	We want the non-native English speaking residents to know about and have access to all that HPDL is doing and events we're hosting, and be included in our decision making.	We want stakeholders to know about and have access to all that HPDL is doing and events we're hosting, and feel included in our decision making.	We want stakeholders to know about and have access to all that HPDL is doing and events we're hosting, and feel included in our decision making.
Next steps	Partner with MPRB to evaluate whether bikers need additional trails and opportunities for connection	Evaluate effectiveness of measures 9 months after event/programming to determine if outcomes were achieved	Evaluate effectiveness of measures 9 months after event/programming to determine if outcomes were achieved	Evaluate effectiveness of measures 9 months after event/programming to determine if outcomes were achieved