

Engagement Plan

Neighborhood

East Harriet

Time frame

2023 & 2024Year(s)

Plan detail

Demographic group	Renters	Low income	Seniors
Numbers or percentage	40.5%	18%	21%
Initiative, activity, project or program	Renter Outreach and Inclusion	Assist with renters struggling financially (as allowed, or using non-City funds)	More engagement opportunities for those 60+ with community at large
Barriers to engagement	Feelings of disengagement Property management concerns Hard to reach	Identifying those struggling financially Transient population Lack of knowledge of East Harriet Neighborhood Association	Mobility Isolation Access/knowledge of Technology

EXHIBIT C

Demographic group	Renters	Low income	Seniors
Outreach and engagement strategies	Print newsletter, flyers connect w/ caretakers & property management events with food at rental buildings (as allowed, or using non-City funds)	Print newsletter, flyers connect w/ caretakers & property management events with food at rental buildings (as allowed, or using non-City funds)	Print newsletter, flyers Programming at Lyndale Farmstead Park
Resources needed	Sponsored social media/geolocation marketing, mailing lists, contacts for building owners, managers, renters, funds for print newsletters or postcards, EHNA Funds (not city funding) for BBQ at larger rental buildings	Funds for media to get word out on funding program East Harriet funding previously used for Propel loans	Funds for newsletter Volunteers for: Writing and designing newsletter technology assistance
Partners in the work		PPNA	High School Volunteers

EXHIBIT C

Demographic group	Renters	Low income	Seniors
Person(s) responsible	Coordinator, Megan Nolan Neighborhood Engagement Committee, Community Partnerships Committee, Volunteers Board members	Megan Nolan PPNA staff Board Volunteers	Megan Nolan Student Volunteers Volunteer Writers
Timeline	Jan- March Newsletter with Board Election information April-June- Planning of renter event July-Sept Renter event Oct-Dec-Newsletter/Plan events for 2023	Jan-March Newsletter with rent assistance information April-May – 1st rent assistance applicant helped July-Sept – 2nd rent assistance applicant helped Oct-Dec 3rd rent assistance applicant helped	Jan- March Newsletter with Board Election information April-June- work with Park for Programming July- Sept- Newsletter with senior programming Oct-Dec- Newsletter/Plan events for 2023
Quantitative goals	Increase renter engagement by 20% Have renters on board and every EHFNA committee	Have more low income residents become aware of neighborhood resources Assist with a minimum of three low income renters (as allowed, or using non-City funds)	Increase senior representation on board At least 2 seniors utilizing borrowed chromebooks for technology assistance

EXHIBIT C

Demographic group	Renters	Low income	Seniors
Qualitative goals	Build relationships and engagement with renters, Identify concerns/cares of renters	Have more low-income residents become aware of neighborhood	Senior representation on board Older adults feel more socially connected
Outcome of engagement	<i>More representation of tenants on neighborhood board and/or committee membership</i> <i>More tenants receive neighborhood organization updates, newsletters and other information</i> <i>Tenants have the knowledge and ability to become involved in the organization and in decision-making</i>	More financially stable resident, more likely to stay in the community With less financial worries, may have more bandwidth to become involved residents	<i>More seniors receive neighborhood organization updates, newsletters and other information</i> <i>Older adults have the knowledge and ability to become involved in the organization and in decision-making</i>
Next steps	Newsletter printed this year	Identify residents needing financial assistance	Newsletter printed this year

2025 Amendment

East Harriet

TIMELINE

Q1 - neighborhood engagement event, publication and distribution of quarterly newsletter to all households in neighborhood

Q2 - publication and distribution of quarterly newsletter to all households in neighborhood

Q3 - neighborhood engagement event, publication and distribution of quarterly newsletter to all households in neighborhood

Q4 - publication and distribution of quarterly newsletter to all households in neighborhood

GOALS

1. Develop an updated strategic plan for organization by end of 2025
2. Produce quarterly newsletters reaching entire neighborhood
3. Grow partnerships/relationships with East Harriet residents, businesses and community leaders, nonprofits and schools
4. Host at least 2 place-based neighborhood engagement events