

## Engagement Plan

### Neighborhood

Heritage Park

### Time frame

Year(s) 2023-2024

### Plan detail

Demographic group	Renters	East African	Adults 18-40
<b>Numbers or percentage</b>	62%	~20%	35%
<b>Initiative, activity, project or program</b>	<ul style="list-style-type: none"> <li>• Board engagement</li> <li>• Event attendance</li> </ul>	<ul style="list-style-type: none"> <li>• Board engagement</li> <li>• Event attendance</li> <li>• Garden Involvement</li> </ul>	<ul style="list-style-type: none"> <li>• Board engagement</li> </ul>
<b>Barriers to engagement</b>	<ul style="list-style-type: none"> <li>• High turnover</li> <li>• Mistrust of MCB/Wrong association of HPNA and MCB</li> <li>• USI has primary connection</li> </ul>	<ul style="list-style-type: none"> <li>• Language barriers</li> <li>• Lack of knowledge of board</li> </ul>	<ul style="list-style-type: none"> <li>• Busy with other things</li> <li>• Working hours</li> </ul>
<b>Outreach and engagement strategies</b>	<ul style="list-style-type: none"> <li>• Work with MCB and USI to introduce HPNA when someone new moves in</li> <li>• Continued door knocking</li> </ul>	<ul style="list-style-type: none"> <li>• Develop translated documents</li> <li>• Add in celebrations around cultural holidays</li> </ul>	<ul style="list-style-type: none"> <li>• Emphasize flexibility of board membership</li> <li>• Offer childcare if barrier to participating</li> </ul>
<b>Resources needed</b>	<ul style="list-style-type: none"> <li>• Video and brochure</li> <li>• Flyers</li> </ul>	<ul style="list-style-type: none"> <li>• Translated brochures/flyers</li> <li>• Trusted community kitchens to provide meals familiar to EA community</li> </ul>	<ul style="list-style-type: none"> <li>• Flyers</li> <li>• Childcare</li> </ul>
<b>Partners in the work</b>	USI	Translators	TBD
<b>Person(s) responsible</b>	<ul style="list-style-type: none"> <li>• Board</li> <li>• Organizer</li> <li>• USI</li> <li>• MCB</li> </ul>	<ul style="list-style-type: none"> <li>• Board</li> <li>• Organizer</li> </ul>	<ul style="list-style-type: none"> <li>• Board</li> <li>• Organizer</li> </ul>

## EXHIBIT C

<b>Demographic group</b>	<b>Renters</b>	<b>East African</b>	<b>Adults 18-40</b>
<b>Timeline</b>	<p>Winter/Spring</p> <p>Develop welcome packet/videos</p> <p>Summer</p> <p>Establish process with MCB to identify new renters</p> <p>Fall</p> <p>Begin delivering welcome packets</p>	<p>Winter/Spring</p> <p>Create plan for developing translated documents</p> <p>Summer</p> <p>Plan/host cultural celebration</p> <p>Fall</p> <p>Support East African thanksgiving event</p>	<p>Winter/Spring</p> <p>Revamp board recruitment materials</p> <p>Summer</p> <p>Push for attendance of annual meeting and new board members</p> <p>Fall</p> <p>Second push of recruitment</p>
<b>Quantitative goals</b>	Give out new neighborhood welcome packets to at least 75% of new renters (pending notification of new renters from McCormick Baron)	Plan at least 1 event around a cultural holiday (such as EID)	Get new board members
<b>Qualitative goals</b>	Create unique bond with renters so we are not working through other orgs to gain access to this community	Make better connections within the community so that we can have interpreters within our neighborhood who can help bridge any language gaps	Learn why people may have not joined the board sooner and things we can change to make it easier for people to participate
<b>Outcome of engagement</b>	Renters will access additional resources through HPNA and feel knowledgeable about events and ability to participate on the board	More engagement from our East African neighbors at events and potentially board meetings	More representation of younger ages on the board
<b>Next steps</b>	More outreach to collect emails and phone numbers	<p>Participate in thanksgiving giveaway</p> <p>Work with translators to make connections</p>	<p>Create board recruitment materials</p> <p>Do doorknocking for recruitment</p>