

SE Como Neighborhood Association (SECIA) Board Meeting:
FEBRUARY 9, 2021 CPP NEIGHBORHOOD PRIORITY PLAN (NPP)
PLAN MODIFICATION PROPOSAL & VOTE

Requested amount: \$6,000

Source: Community Participation Program (CPP) Reserve Program Income

Description: Phase I Equitable Engagement Campaign

Proposed motion for February 9th, 2021 Southeast Como Improvement Association Meeting:

The SECIA board approves reallocating \$6,000 from the existing CPP reserves to the new “Phase I Equitable Engagement Campaign” Neighborhood Priority Plan (NPP).

This priority plan will begin to implement a robust outreach campaign to engage and connect with our historically underrepresented neighborhood residents. Our efforts will specifically focus on students living off-campus, other rental residents, residents with disabilities, residents who are low-income and people of color through the continued development and implementation of multi-modal outreach utilizing a neighborhood mapping approach.

This priority plan will include several identified strategies, which may include: the development and delivery of updated welcome and involvement written outreach materials, a targeted survey, COVID-safe targeted door-knocking, and the hiring of neighborhood residents from the underrepresented communities we are seeking to reach as short-term contractors to assist with the outreach. These strategies may also include a pilot mini-grant program to provide modest, but accessible funds for neighborhood pilot projects identified as priorities by newly engaged residents, and that also align with and expand our outreach campaign.

The specific aims of this initial phase of our equitable engagement plan are to quantify the demographics, interests and needs of SE Como and to evaluate SECIA’s recent internal and external performance. An additional objective is to begin to move our engagement along the fuller spectrum of public participation amongst our historically underrepresented community members from first informing and involving to then collaborating and empowering a broader representation of our neighborhood residents, to in turn inform our organizational priorities and work. (<https://www.iap2.org>). Finally, this first phase of equitable engagement work is designed to provide preliminary input to inform further specific programming, inclusive of a potential second phase NPP in Q2 2021 as well as SECIA’s future equity action planning required for the city’s new neighborhood program in Q3-Q4 2021.

At least 21-day notice was provided to the board and community in advance of a proposed SECIA Board vote to be held February 9, 2021. A proposed Phase I Equitable Engagement NPP project description was included in the January 20, 2021 SECIA “E-Comotion” newsletter and the SECIA board packet for February 9, 2021.

This priority was developed through a series of SECIA community meetings held between September 2020 and January 2021, including a Reimagining SECIA Mini-forum at SECIA’s November 18, 2020 Annual meeting, involving preliminary discussions and community input-gathering about organizational priorities and strategies to implement SECIA’s identified priority of increasing equitable engagement.