

Engagement Plan

Neighborhood

Cedar Isles Dean

Time Frame

January – December 2022

Work summary

Building on work completed for the 2020 Census and a neighborhood survey conducted in April, 2021, CIDNA will seek to improve its connections to the large community of renters in the neighborhood and increase their involvement in CIDNA.

Scope of work, outcomes and goals

See below.

Plan detail

Demographic group	<i>Tenants</i>
Numbers or percentage	Cedar Isles Dean has a total population of about 3,300 and an adult population of just under 3,000. About 53% of the neighborhood's 1600+ occupied housing units are owner-occupied and about 47% are renter-occupied. A little over 40% of the neighborhood's total population live in rental units and a little under 60% live in owner-occupied homes.
Initiative, activity, project or program	CIDNA Renter Engagement Initiative.
Barriers to engagement	Access to rental buildings: some rental property managers are reticent to allow access.
Outreach and engagement strategies	Connect with property managers/owners to identify opportunities to promote CIDNA (e.g. building newsletter, building bulletin board, etc.). Direct mailings to rental units. Hosting events that have wide appeal to all residents. Hosting events specifically targeted to renters (e.g. a mixer at The Foundry or another large apartment complex; a "welcome to the neighborhood" event a couple of times a year).
Resources needed	Contact information for property owners/managers. Funds for direct mailings. Volunteers to help organize events.

Partners in the work	Rental property owners/managers. Direct contacts in buildings.
Person(s) responsible	CIDNA Board of Directors CIDNA Communications and Social Committees. CIDNA Coordinator. Event planning teams.
Timeline	<p>January/February/March: Outreach to property managers and/or owners. Direct mail to rental properties encouraging sign-up for e-news, promoting committees, soliciting volunteers, and promoting late-winter event. Social media campaign to follow up on postcard. Host a late-winter event.</p> <p>April/May/June Promotion of annual meeting and recruitment for committees and event planning teams. Host a late spring event.</p> <p>July/August/September Promotion of summer events and recruitment for committees and event planning teams. Host two summer events.</p> <p>October/November/December Promotion of Fall events, including Fall Festival, and recruitment for committees and event planning teams. Host the Fall Festival</p>
Quantitative goals	50+ additional contacts on Constant Contact email list. 5-10 additional renters on board, committees, and event planning teams. 50+ renters attend renter-targeted events. More renter participation in community-wide events.
Qualitative goals	Renters are more aware of CIDNA and its initiatives.
Outcome of engagement	More renters involved in CIDNA and its activities.
Next steps	CIDNA Board of Directors approves 2022 Work Plan.