

Engagement Plan Template

Neighborhood

Cedar-Isles-Dean Neighborhood Association



Time frame

2026

Work summary

CIDNA has planned a year of engaging renters and seniors in 2026. For renters, CIDNA will update our rental and multi-family building database with manager contact info and access hours so we can flyer and increase outreach to renters year-round. In addition, CIDNA will continue to host Happy Hours. Our goals are to boost renter engagement and recruit more renters to the CIDNA Board and growing Environmental Committee.

For seniors, CIDNA would like to continue and expand its engagement offerings geared toward this demographic group. In addition to our wonderful May Day basket-making and delivery, we plan to hold an Intergenerational Movie Night, a speaker series and to clean up the green space adjacent to Jones-Harrison Senior Living, which is an important part of our community. Our goals are to reach at least 50 seniors and to help seniors feel that CIDNA has offerings focused on them.

Scope of work, outcomes and goals

Overall scope of work, outcomes and goals across all activities and demographic groups. Show how your organization will engage historically under-engaged groups

[Here's our CIDNA demographic info on MN Compass](#)

<i>Demographic group</i>	<i>Renters</i>	<i>Seniors</i>
<i>Numbers or percentage</i>	41.8% of households	24.3% of residents
<i>Initiative, activity, project or program</i>	Renter outreach program	Senior engagement program
<i>Barriers to engagement</i>	It's challenging to know when new renters move in. Renters may only stay for a year or two, making it harder to reach them. They may feel the neighborhood association is more focused on owners. We don't always have access to buildings to flyer and CIDNA doesn't have the budget to send mailings to	CIDNA is home to a large population of seniors who live at Jones-Harrison Senior Living and have varying levels of care needs. Many of our neighborhood's most visible events have major components focused on families with children and seniors have shared they don't always feel represented.

	every household multiple times a year.	
<i>Outreach and engagement strategies</i>	<ul style="list-style-type: none"> - Update our rental building database, including larger condo buildings. - Build relationships with building managers through regular contact. - Recruit more board members to help with outreach. - Flyer for all big CIDNA events (Winter Party, Annual Meeting, Solstice Celebration, Ice Cream Social, Fall Festival) in multi-family buildings - Support the Environmental Committee, which provides a great way for renters to get involved. - Continue to hold happy hours at local businesses like Taberna after work hours geared toward adults without young children. 	<ul style="list-style-type: none"> - Hold our annual May Day basket making event & deliver to every unit at Jones-Harrison with CIDNA info. - Plan a community intergenerational movie night with ice cream also at Jones-Harrison with CIDNA information and attendees of all ages. - Environmental Committee will host a clean-up of the green space near Jones-Harrison, which is filled with litter. - Other engagement ideas: a speaker series, a Birdability (birding for those with disabilities) event and accessible music therapy at Cedar Lake South Beach.
<i>Resources needed</i>	Contact information and hours for building managers, access to buildings, volunteers to help flyer, eye-catching promotions for CIDNA events well ahead of time.	Contact information for Jones-Harrison Senior Living Volunteers to participate in clean-up. Contacts for therapeutic offerings (birding, music, etc.)
<i>Partners in the work</i>	Building managers. Board members. Coordinator. Other neighborhoods - West Maka Ska	Cedar Lake Park Association Environmental Committee Jones-Harrison Senior Living Management
<i>Person(s) responsible</i>	Board Coordinator Environmental Committee	Board Coordinator Environmental Committee
<i>Timeline</i>	Jan-Feb: update multi-family building listings Feb, May, July, Oct: host Happy Hours (think about renter-relevant themes like sustainable small space living) Jan through Sep: deliver flyers for buildings and elevators	Jan-Mar: Speaker Series April: Intergenerational Movie Night April 30: May Day basket-making & delivery Summer: Music therapy or birdability Fall: Greenspace Clean-up

	(based on 2025 efforts, recommend 35).	
<i>Quantitative goals</i>	Print and deliver flyers to ~10 multifamily buildings for at least 5 CIDNA events. Recruit renters to serve on the CIDNA Board.	Reach seniors through in-person engagement activities.
<i>Qualitative goals</i>	Boost renter attendance at CIDNA regular events. Sign up more renters the CIDNA e-News. Identify issues important to renters. Build stronger relationships with CIDNA building managers.	Build a stronger relationship with Jones-Harrison Senior Living (this is already an important part of our neighborhood). Increase senior engagement in CIDNA events. Continue to identify issues important to seniors.
<i>Outcome of engagement</i>	Renters feel connected to CIDNA and that their voice in our neighborhood matters. Board incorporates renters' needs/preferences into planning.	Seniors feel seen and supported by CIDNA and that the neighborhood has engagement offerings geared toward them.