

Engagement Plan Template



Neighborhood

Kenny Neighborhood Association

Time frame

2026

Work summary

The Kenny Neighborhood Association (KNA) will continue fostering inclusive engagement through community events, environmental initiatives, communications, and outreach programs that strengthen connection among all residents. In 2026, KNA will focus on maintaining and deepening relationships with renters, BIPOC residents, and older adults (65+), ensuring that all neighbors feel welcomed, informed, and empowered to participate. Efforts will include continued promotion of the annual Ice Cream Social & Green Fair, the New Neighbor & Renter Welcome Gathering, the Safety Rebate Program, and environmental stewardship events, while increasing accessibility and representation in decision-making.

Scope of work, outcomes and goals

KNA's engagement work aims to create equitable opportunities for all residents to participate in shaping neighborhood life. The organization will focus on strengthening outreach to under-engaged groups by offering inclusive, no-cost, and family-friendly events, improving communications access, and broadening participation in board and committee work. Over 2026, KNA will continue to build relationships with renters, BIPOC residents, and older adults by listening to community feedback, reducing participation barriers, and fostering a stronger sense of belonging. Success will be measured through increased diversity among event attendees, improved communication reach, and greater representation of underrepresented residents in leadership and volunteer roles.

<i>Demographic group</i>	<i>Renters</i>	<i>BIPOC Residents</i>	<i>65+ Residents</i>
<i>Numbers or percentage</i>	~13% of Kenny residents	~17% of Kenny residents	~20-25% of Kenny residents
<i>Initiative, activity, project or program</i>	New Neighbor & Renter Welcome Gathering; Welcome Packets; targeted mailings; renter outreach via property managers and block leaders	Equity-focused workshops; continued relationship with KORE; renewal of AAPI Heritage Month Potluck; inclusive board outreach	Senior outreach and connection efforts through Kenny newsletter, social media, and community partners; accessible event design (timing, location, mobility); promotion of volunteer roles and neighbor check-ins
<i>Barriers to engagement</i>	High turnover, limited contact information, and fewer long-term ties to neighborhood activities	Historical racial exclusion, underrepresentation in leadership, and limited awareness of KNA opportunities	Limited digital access, transportation, and mobility; fewer opportunities for daytime or small-group participation
<i>Outreach and engagement strategies</i>	Connect with property owners and block leaders to identify new renters; distribute welcome materials and invitations to events; host a free annual renter gathering and dinner; continue targeted mailings before elections and events	Promote board openings to BIPOC residents through print and digital outreach; support resident-led cultural events; share information about renouncing racial housing covenants; collaborate with partner organizations on racial equity programming	Provide printed newsletters and mailed updates; offer daytime events and meetings; partner with local organizations for accessibility support; encourage older residents to serve as volunteers or mentors in neighborhood initiatives
<i>Resources needed</i>	Mailing list for rental properties, event funds, volunteer and staff time, communication materials,	KNA communications tools, printed outreach materials, workshop facilitation, and event support	Postage, printed materials, accessible venues, transportation assistance, volunteer recruitment support

	renter-specific handouts		
<i>Partners in the work</i>	City of Minneapolis, block leaders, Homeline, Kenny residents	City of Minneapolis, Kenny residents, KORE, AAPI community leaders	City of Minneapolis, local churches, Kenny Park staff, volunteer groups
<i>Person(s) responsible</i>	KNA Coordinator, Board members, committee members	KNA Coordinator, Board members, committee members	KNA Coordinator, Board members, committee members
<i>Timeline</i>	<p>Q1 (Jan–Mar): Update rental contact lists; coordinate with block leaders and property owners; prepare welcome materials and event outreach.</p> <p>Q2 (Apr–Jun): Outreach to renters through spring events and welcome packets; promote upcoming renter-focused gatherings.</p> <p>Q3 (Jul–Sep): Host the annual New Neighbor & Renter Welcome Gathering; collect feedback and contact information.</p> <p>Q4 (Oct–Dec): Review participation and outreach effectiveness; identify opportunities for</p>	<p>Q1 (Jan–Mar): Promote KNA board and committee opportunities through digital channels and partner organizations; connect with KORE and community partners to align engagement priorities.</p> <p>Q2 (Apr–Jun): Support and participate in resident-led cultural events such as the AAPI Heritage Month Potluck; increase in-person engagement at community gatherings.</p> <p>Q3 (Jul–Sep): Continue relationship-building through participation at neighborhood events (Ice Cream Social & Green Fair); share</p>	<p>Q1 (Jan–Mar): Share information through print newsletters and digital channels; identify accessibility considerations and preferred engagement formats.</p> <p>Q2 (Apr–Jun): Promote daytime or accessible events; connect with older residents through spring community activities.</p> <p>Q3 (Jul–Sep): Engage residents 65+ at major neighborhood events and through volunteer or mentor opportunities.</p> <p>Q4 (Oct–Dec): Year-end outreach and recognition; evaluate participation and identify ways to improve</p>

	improvement in 2027 engagement.	equity-related information via digital, social, and partner networks. Q4 (Oct–Dec): Reflect on engagement outcomes, gather informal feedback from participants and partners, and refine approaches for future programming.	accessibility and inclusion.
<i>Quantitative goals</i>	Reach 20 new renters through welcome packets; 15+ attendees at the annual Renter Gathering; add 15 renter contacts to KNA’s email list	Recruit at least two BIPOC residents for board or committee participation; support at least one equity-focused community event annually	Increase attendance of residents 65+ at events; maintain regular communication via print and email
<i>Qualitative goals</i>	Help renters feel welcome, informed, and connected to neighborhood resources	Foster belonging and trust among BIPOC residents; elevate diverse voices in decision-making	Promote inclusion, intergenerational connection, and access to information
<i>Outcome of engagement</i>	More renters participate in events, communications, and board opportunities; renters feel represented and valued in neighborhood decision-making	More inclusive neighborhood leadership and better understanding of racial equity within KNA	Older residents feel informed, connected, and valued in community life; increased accessibility and representation within KNA activities