

Engagement Plan Template

Neighborhood

Kenwood Neighborhood Organization



Time frame

2026

Work summary

The Kenwood Neighborhood Organization (KNO) will focus on three main areas in 2026: neighborhood communications, engagement and stewardship. KNO will continue hosting and expand free programming open to Kenwood residents and visitors of all ages at the East Cedar Lake Beach and Kenwood Park. We will collaborate with surrounding neighborhoods to offer opportunities for residents to engage and learn from political candidates, elected officials and MPD, Park Board and SWLRT staff. We will also continue to collaborate with surrounding neighborhoods to organize engagement events that appeal to a diverse cross-section of Minneapolis residents such as the Super Sale, Uptown Farmer's Market and Hennepin Holidays. KNO recognizes that we are but one Minneapolis neighborhood so collaboration with other neighborhoods and community organizations is a critical engagement strategy to reach a more diverse audience.

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

As an all-volunteer board with very limited staff time, KNO focuses on three main areas: neighborhood communications, engagement and stewardship. We intend to build on KNO's current engagement and outreach efforts by leveraging communication channels such as the KNO e-newsletter, paid and earned advertising in the Hill & Lake Press (15,000 circulation), social media and flyer distribution to Kenwood School families. These communication efforts will broaden our reach with more diverse audiences.

KNO will continue to seek out engagement and stewardship efforts in collaboration with surrounding neighborhoods and community organizations to ensure we reach a diverse cross-section of residents and visitors to the Kenwood neighborhood. KNO has been focused on the East Cedar Lake Beach area, addressing public safety and engagement goals through free wellness and music and performance programming. In collaboration with other neighborhoods, Kenwood School, and other engaged community organizations, KNO is expanding its engagement and stewardship efforts to the area surrounding the beach, the School Forest. We are aiming to include programming that appeals to a diverse cross-section of people - bird watching, nature walks, scavenger hunts and other opportunities to engage with the natural space.

<i>Demographic group</i>	<i>Renter Occupied</i>	<i>People of Color</i>	<i>Older Residents/Seniors</i>
<i>Numbers or percentage</i> <u>Data from Minneapolis DataSource</u>	Owner-occupied 90% Renter 10%	3% People of color/BIPOC 97% White *Specific races suppressed due to limited numbers	39% (472) residents 50-75+ years old
<i>Initiative, activity, project or program</i>	<ul style="list-style-type: none"> • <i>KNO Community Building events and forums</i> • <i>KNO email & print Newsletters</i> • <i>New resident Welcome program</i> 	<ul style="list-style-type: none"> • <i>KNO Community Building events and forums</i> • <i>KNO email & print Newsletters</i> 	<ul style="list-style-type: none"> • <i>KNO Community Building events and forums</i> • <i>KNO email & print Newsletters</i>
<i>Barriers to engagement</i>	<ul style="list-style-type: none"> • Identifying new renters • Capturing email addresses for newsletters 	<ul style="list-style-type: none"> • Capturing email addresses for newsletters • Appearance of genuineness in the effort 	<ul style="list-style-type: none"> • Capturing email addresses for newsletters • Ensuring elders receive programming materials
<i>Outreach and engagement strategies</i>	<ul style="list-style-type: none"> • <i>Expand Kenwood School partnership & support including School Forest project</i> • <i>Serve as a sponsor for Kenwood mutual aid for Kenwood School families</i> 	<ul style="list-style-type: none"> • <i>Expand Kenwood School partnership & support including School Forest project</i> • <i>Serve as a sponsor for Kenwood mutual aid for Kenwood School families</i> 	<ul style="list-style-type: none"> • Continue to expand wellness programming to include accessible & gentle yoga, Tai Chi...
<i>Resources needed</i>	<ul style="list-style-type: none"> • <i>KNO email newsletter content</i> • <i>Expansion of resident email list</i> • <i>KNO web site</i> • <i>KNO social media</i> • <i>Funding for events/programming</i> 	<ul style="list-style-type: none"> • <i>KNO email newsletter content</i> • <i>Expansion of resident email list</i> • <i>KNO web site</i> • <i>KNO social media</i> • <i>Funding for events/programming</i> 	<ul style="list-style-type: none"> • <i>KNO email newsletter content</i> • <i>Expansion of resident email list</i> • <i>KNO web site</i> • <i>KNO social media</i> • <i>Funding for events/programming</i>

<p><i>Partners in the work</i></p>	<ul style="list-style-type: none"> • Kenwood School • Surrounding Neighborhoods • Kenwood Recreation Center • Community partners 	<ul style="list-style-type: none"> • Kenwood School • Surrounding Neighborhoods • Kenwood Recreation Center • Community partners 	<ul style="list-style-type: none"> • Wellness vendors • Surround Neighborhoods • Community partners
<p><i>Person(s) responsible</i></p>	<p>KNO Board, volunteers & Communications Coordinator</p>	<p>KNO Board, volunteers & Communications Coordinator</p>	<p>KNO Board, volunteers & Communications Coordinator</p>
<p><i>Timeline</i></p>	<ul style="list-style-type: none"> • Winter-Spring: Program & communications planning, identify collaborative partners • Late Spring-Early Fall: Programming • Fall-Winter: Review/Evaluation of programming 		
	<p>Year-round - Public Safety Walks and Stewardship activities (i.e. buckthorn removal, trash pick-up)</p> <p>January - Public Safety forum -Ice Skating Event, collaborative with surrounding neighborhoods</p> <p>May -Annual meeting -Bike Event at Kenilworth Trail/21st Street Station in collaboration with Melanin in Motion -East Cedar Lake Beach Clean-Up Stewardship Event</p> <p>June-August -At East Cedar Lake Beach: Yoga, Tai Chi, family events -At Kenwood Park: Events in collaboration with MPRB -School Forest Stewardship and all ages activities</p> <p>September -Fire and Ice Cream family event -Super Sale, collaborative with surrounding neighborhoods -Political Forum</p>		
<p><i>Broad Quantitative Goals</i></p>	<ul style="list-style-type: none"> • Create a full-page ad for the May 2026 Hill & Lake Press (15,000 circulation) that includes Summer events and the message that “All are welcome” • Share engagement events at least two weeks in advance on social media. • Live stream all Public Safety & Candidate Forums, post recordings on Kenwood YouTube for broader access and include link in at least two KNO e-newsletters. • Hire a communications coordinator to streamline and expand social media efforts. • Develop School Forest map and materials by late Spring that explains the area and encourages use of the space. 		

<p><i>Quantitative goals</i></p>	<ul style="list-style-type: none"> ● Share at least two Summer program communications with Kenwood School families. ● Distribute at least 15 new resident Welcome Kits. ● Include the Welcome Kit program with sign-up link in 12 KNO e-newsletters 	<ul style="list-style-type: none"> ● Share at least two Summer program communications to Kenwood School families. ● Partner with a BIPOC focused organization on at least one event & include Kenwood School in the communications plan. 	<ul style="list-style-type: none"> ● Provide at least three gentle Yoga & Tai Chi offerings. ● Collaborate on at least two events with surrounding neighborhoods to broaden accessible programming.
<p><i>Qualitative goals</i></p>	<ul style="list-style-type: none"> ● Develop KNO board agendas that are relevant, informative and allow for discussion and questions. ● Actively pursue more collaborative efforts with surrounding neighborhoods & community organizations. ● Continue to identify ways to broaden communications & more regularly use social media. ● Remain engaged and collaborative as it relates to public safety for ALL Kenwood residents & visitors 		
<p><i>Outcome of engagement</i></p>	<ul style="list-style-type: none"> ● More renters participate in KNO programming. ● Maintain renter representation on the KNO board ● Attendance at programming reflects the diversity of Minneapolis not just the Kenwood neighborhood. 	<ul style="list-style-type: none"> ● Attendance at programming reflects the diversity of Minneapolis not just the Kenwood neighborhood. 	<ul style="list-style-type: none"> ● More senior residents participate in programming ● Maintain senior representation on the KNO board