

# Engagement Plan Template

## Neighborhood

Linden Hills



## Time frame

2026

## Work summary

The focus of our engagement work in 2026 will be on community building. Two of the initiatives that we'd like to complete in 2026 focus specifically on building community among renters and seniors. We've heard feedback that renters often don't feel included in the Linden Hills neighborhood identity – even though they comprise more than one-third of our neighborhood – and that some seniors feel out of the loop with regard to LHiNC programming.

## 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

<i>Demographic group</i>	<i>Renters</i>	<i>Older Adults</i>
<i>Numbers or percentage</i>	36.8%	12%
<i>Initiative, activity, project or program</i>	Renter's Night Out	Coffee Social Hour
<i>Barriers to engagement</i>	The largest barrier to engaging renters is accessing the renters residing in large apartment buildings and locating renters in area homes, duplexes, triplexes, etc. Also, unlike homeowners, we have no current system to alert us when new renters move in.	Accessibility and mobility; digital divide (a lot of our communications are via social media and our e-newsletter, which are not always the preferred communications method for this population)
<i>Outreach and engagement strategies</i>	Flyer multi-family buildings; post on socials; include in e-newsletter; email landlord/building manager list, gather input for events from renters on LHiNC Board	Partner with a few well-connected older adults in the neighborhood to identify best ways to get the word out about the social hour, flyer neighborhood businesses like Turtle

	and survey in e-newsletter	Bread and Coffee & Tea Ltd.
<i>Resources needed</i>	<p>Funding to purchase one beverage each or effort to arrange a special discount with a neighborhood restaurant or brewery.</p> <p>Design, printing, and posting of flyers.</p>	<p>Funding to purchase one beverage each or effort to arrange a special discount with a neighborhood restaurant or coffee shop.</p> <p>Design, printing, and posting of flyers.</p> <p>Create survey for communication preferences of older adults.</p>
<i>Partners in the work</i>	Landlords; Multi-unit building managers; Local restaurant or brewery partner for venue	Local restaurant or coffee shop partner for venue and/or coffee supply
<i>Person(s) responsible</i>	Coordinator, Board Members TBD, lead renting resident TBD	Coordinator, Board Members TBD, lead senior resident TBD
<i>Timeline</i>	<p>January-March: Create planning committee, collect contact information for landlords and managers</p> <p>April-June: Set a date, Pick a venue, Start event promotion in mailer and on social media</p> <p>July-September: Flyer multiunits</p> <p>October-December: Host Renters Night Out, Collect data to report out</p>	<p>January-March: Conduct outreach in communications for lead older adult resident, Have older adult resident gather feedback for events, create planning committee</p> <p>April-June: Set a date, Pick a venue, Start event promotion in mailer and on social media, Flier neighborhood businesses</p>

		<p>July-September: Host Coffee Social Hour, Share survey</p> <p>October-December: Collect data to report out</p>
<i>Quantitative goals</i>	<p>Update our multi-family housing contact list</p> <p>Flyer all multi-unit properties with 10+ units</p> <p>Compile suggestions from renters on what they'd like to see LHiNC work on</p>	<p>Improved response rate on communications surveys completed by two weeks post-event</p> <p>Compile suggestions from older adults on what they'd like to see LHiNC work on</p> <p>Help more older adults get signed up for e-news</p>
<i>Qualitative goals</i>	<p>Attendees feel welcome at event</p> <p>Attendees get to know new people</p> <p>Learn more about renters' priorities for LHiNC</p>	<p>Learn more about older adults' communications preferences</p> <p>Learn more about older adults' priorities for LHiNC</p>
<i>Outcome of engagement</i>	<p>Renters and people who live in multi-family housing feel more included in the community and know more of their neighbors and become aware of and connected with LHiNC</p>	<p>Older adults feel more connected to LHiNC and understand how older adults and LHiNC can partner on programming</p>