

# 2026 Lowry Hill Engagement Plan (written Fall 2025)



## Neighborhood

Lowry Hill Neighborhood Association

## Time frame

2026

## Work summary

During the 2023-2025 funding cycle, LHNA made significant strides in community engagement. We successfully hired part-time staff in Fall 2023, which enabled improved outreach, website updates, record keeping, and communications. Our hourly staff resource also works with other neighborhood associations so that saves all of us time in website and other actions that need to be taken. We've been told recently by residents that our website has "improved markedly" and is informative and helpful to understand what's going on in Lowry Hill.

Our survey of neighborhood priorities revealed strong interest in community connection and engagement over crime-focused programming which is informing our strategic pivot for 2026. Our neighborhood safety walks were declining in attendance, so we restructured them as neighborhood walks along with neighborhood cleanup - a change that has resulted in increased monthly participation.

We had limited success directly accessing rental buildings through property managers as they aren't always responsive to requests to share communications. We've also worked hard not to inundate them with requests. We have identified additional strategies for the next cycle.

Finally, we had nearly a full executive leadership change on the Board with newly elected Board members. We revamped our committee structure and meeting format to be more focused, accountable, and measurable, with each committee setting specific goals – all tied to our engagement plan. This organizational improvement positions us well for our 2026 engagement plan and work.

**Measures:** While we have measures on many items going back to 2023, we have implemented pre and post campaign and event measures going forward for **all** engagement efforts to ensure everything is formally measured.

### **Email:**

- 2023: 36 emails sent. Ended year with 738 email addresses - an increase of 5%.
- 2024: 42 emails sent. Ended year with 755 email addresses – an increase of nearly 2.5%
- 2025: 54 emails sent (newsletters, event reminders, etc.). Ending year with 777 addresses – up nearly 3%

**Hill & Lake Press ads** monthly (local publication) – papers go to every address in Lowry Hill

### **Instagram (demographics are shared below):**

2025: We're ending the year with 892 followers. We don't have prior year count but believe we added approximately 100+ this year.

**Facebook:**

2025: We're ending the year with 217 followers. We believe approximately ½ came this year with the rest in 2024.

**Posters** for storefront and other building signage:

We made 7 posters this year for event awareness and engagement.

**Neighborhood walks:**

We had these each month. Attendance ranged from 2-8 people each time.

Some of 2025's events included:

**Thrill Kenwood 2025:**

We co-sponsoring of the event with other neighborhood associations in 2025 so it was re-named Thrill Uptown

**The Lowry Hill ice cream social:**

We joined forces with East Isles Association which drew a record crowd for LHNA.

**Lowry Hill kid fishing event:**

We had nearly a dozen kids attend this year's fishing event at Lake of the Isles.

**Happy hours:**

We started a happy hour in 2024 and are now making it annual.

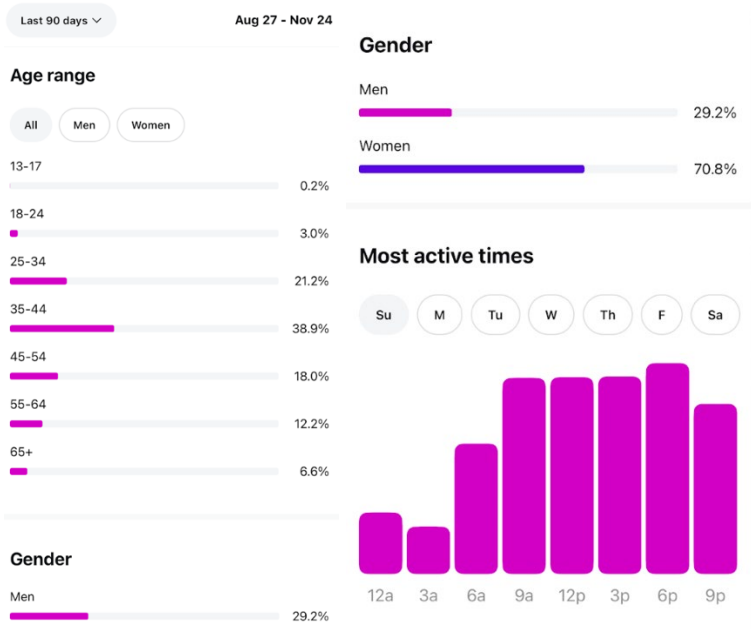
In 2025, our happy hour was planned on Juneteenth and celebrated the artwork and music of minority artists. The attendance was very strong bringing in well over 50 residents.

We co-sponsored the **Uptown Art Fair** with funds and volunteer hours.

**Holidays on Hennepin** – we were the lead Neighborhood Association behind HOH and a financial and volunteer sponsor of it. We expect it to be a great success in driving renter and other neighbor engagement.

Note: We are also exploring more effective use of QR codes to share information via signage, advertisements and store windows. We don't have effective ways to measure minority or diversity engagement at the neighborhood level.

**Example of Instagram demographics:**



## Scope of work, outcomes and goals

<i>Demographic group</i>	Demographic group 1 RENTERS	Demographic group 2 UNENGAGED
<i>Numbers or percentage</i>	2,380 Renters (4,175 residents*57%)	3,173 (4,175 residents – 1,000 event and Social Media attendees)
<i>Initiative, activity, project or program</i>	Engage the rental community in Lowry Hill by understanding their priorities and creating meaningful opportunities for participation. Building on our 2023-2025 outreach efforts, we're expanding our approach with new renter-specific events, enhanced digital communications, and alternative access strategies beyond property managers.	Engage community members who are not currently active with LHNA by highlighting neighborhood improvements, creating connection opportunities, and addressing concerns about the area. Building on survey feedback from 2023-2025 showing residents want community connection over crime-focused programming, we're pivoting our approach while maintaining safety awareness.
<i>Barriers to engagement</i>	<ul style="list-style-type: none"> <li>• No direct access to apartment buildings</li> <li>• Renters may not feel part of the neighborhood or be aware of LHNA</li> <li>• More transient population with frequent turnover</li> <li>• New residents unaware of LHNA services and amenities</li> <li>• Traditional outreach methods don't always reach younger renters</li> </ul>	<ul style="list-style-type: none"> <li>• Perception challenges about vacant Uptown area and businesses</li> <li>• Frustration with pace of neighborhood improvements</li> <li>• Unawareness of positive LHNA activities and accomplishments</li> <li>• Lack of personal connections to other neighbors</li> <li>• Previous crime-focused efforts may have created negative perceptions</li> </ul>

<p><i>Outreach and engagement strategies</i></p>	<p><b>Building on What Worked (2023-2025):</b></p> <ul style="list-style-type: none"> <li>• Continue email list growth - we successfully added 150 emails and will build on this momentum</li> <li>• Leverage our part-time staff hired in Fall 2023 for consistent communications and outreach</li> <li>• Maintain improved website updates and record keeping established in previous cycle</li> </ul> <p><b>New Strategies for 2026:</b></p> <ul style="list-style-type: none"> <li>• Expand rental building manager outreach to improve their participation in enabling communications in their buildings (ask to add QR codes driving to LHNA comms)</li> <li>• Host at least two annual renter-specific events based on survey feedback showing interest in community connection</li> <li>• Expand social media presence across multiple platforms (Instagram, Facebook, Nextdoor) with targeted content for renters</li> <li>• Create "Welcome to Lowry Hill" packets distributed through local businesses, coffee shops, and community gathering places frequented by renters</li> <li>• Integrate renter recruitment into our successful neighborhood cleanup walks</li> <li>• Partner with nearby neighborhood associations for joint events that reach broader audiences</li> <li>• Develop relationships with individual building residents who can serve as information conduits (adding to our limited success with property managers)</li> <li>• Create digital flyer campaigns and sign campaigns prior to events</li> </ul>	<p><b>Building on What Worked (2023-2025):</b></p> <ul style="list-style-type: none"> <li>• Build a Know Your Neighbor effort</li> <li>• Maintain our successful neighborhood cleanup walks (evolved from safety walks) which now attract more participants monthly</li> <li>• Leverage improved board committee structure and accountability established in 2025</li> <li>• Use enhanced communication systems developed with part-time staff</li> </ul> <p><b>New Strategies for 2026:</b></p> <ul style="list-style-type: none"> <li>• Build block leader outreach to improve their participation in enabling communications with their neighbors</li> <li>• Host "Know Your Neighbor" tables at all neighborhood events</li> <li>• Create monthly website and social media updates highlighting neighborhood improvements, new businesses, and community wins will continue to provide upcoming events</li> <li>• Publish positive Lowry Hill news in Hill and Lake Press, social media, and email communications</li> <li>• Feature resident and business success stories to build interest and engagement</li> <li>• Partner with neighboring associations for joint events and to broaden reach</li> <li>• Integrate community connection activities into all events</li> <li>• Conduct information-gathering sessions at local senior living buildings, community centers, and coffee shops</li> <li>• Focus committee work on measurable, achievable goals that demonstrate progress toward our plan.</li> <li>• Monthly Association President's call with neighboring associations to better coordinate and update across the orgs.</li> </ul>
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	<ul style="list-style-type: none"><li>• Hold quarterly "Know Your Neighbor" tables at our events</li><li>• Conduct targeted outreach at Uptown community events to meet renters where they are</li></ul>	
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<p><i>Resources needed</i></p>	<ul style="list-style-type: none"> <li>• Contact information for individual building residents willing to help</li> <li>• Funding for renter-specific events (at least two annually)</li> <li>• Funding for existing part-time staff to manage expanded communications</li> <li>• Funding for print materials (welcome packets, flyers, yard signs)</li> <li>• Funding for social media promotion and digital communications</li> <li>• Survey tools (Survey Monkey or similar) for ongoing feedback</li> <li>• Partnership with local businesses for welcome packet distribution</li> </ul>	<ul style="list-style-type: none"> <li>• Funding for monthly website updates and social design</li> <li>• Funding for part-time staff to manage additional communications and outreach</li> <li>• Funding for events that bring neighbors together to meet others and get engaged</li> <li>• Funding for promotional materials and signage posted at busy walkways and intersections</li> <li>• Build block leader contact lists and volunteer coordination tools</li> </ul>
<p><i>Partners in the work</i></p>	<ul style="list-style-type: none"> <li>• Building Managers</li> <li>• Hill and Lake Press – reaches every door</li> <li>• Neighboring associations for joint events</li> <li>• Coffee shops</li> <li>• Local businesses featured in success stories</li> <li>• Board committees (restructured format)</li> </ul>	<ul style="list-style-type: none"> <li>• Local senior living facilities</li> <li>• Hill and Lake Press</li> <li>• Neighboring associations for joint events</li> <li>• Community centers and coffee shops</li> <li>• Local businesses featured in success stories</li> <li>• Board committees (restructured format)</li> </ul>
<p><i>Person(s) responsible</i></p>	<ul style="list-style-type: none"> <li>• Board members and community volunteers</li> <li>• Part-time staff</li> <li>• Board Committees</li> <li>• Building Managers</li> </ul>	<ul style="list-style-type: none"> <li>• Board members and community volunteers</li> <li>• Part-time staff</li> <li>• Board Committees</li> <li>• Block leaders</li> </ul>

<p><i>Timeline</i></p>	<ul style="list-style-type: none"> <li>• <b>January 2026 - April 2026:</b> Identify building residents willing to serve as contacts; develop and distribute welcome packets through local businesses; plan first renter-specific event; expand social media presence</li> <li>• <b>April 2026 - August 2026:</b> Host first renter-specific event; distribute flyers and post yard signs before events; conduct mid-year survey to assess renter priorities; continue social media marketing</li> <li>• <b>September 2026 - December 2026:</b> Host second renter-specific event; send U.S. mail to every address in neighborhood; expand email list through event signups; evaluate year's progress and plan for 2027</li> </ul>	<ul style="list-style-type: none"> <li>• <b>January 2026 - April 2026:</b> Launch monthly website changes; expand building manager program; focus board committees on 2-3 measurable goals; plan spring engagement events</li> <li>• <b>May 2026:</b> Hold major event on Neighborhood Day (May 2) and Annual Meeting (May 19)</li> <li>• <b>April 2026 - August 2026:</b> Conduct information-gathering sessions at senior buildings and community locations; host "Know Your Neighbor" tables at all events; publish monthly positive news</li> <li>• <b>September 2026 - December 2026:</b> Evaluate engagement strategies; continue newsletter and positive communications; plan 2027 based on feedback; assess committee goal achievement</li> </ul>
<p><i>Quantitative goals</i></p>	<ul style="list-style-type: none"> <li>• Add 200 new emails to our list in 2026 (building on the 150 added in 2023-2025)</li> <li>• Welcome at least 50 renters to neighborhood events</li> <li>• Host 2 renter-specific events with minimum 25 attendees each</li> <li>• Establish communication relationships with residents in at least 5 apartment buildings</li> <li>• Distribute 500 welcome packets through local businesses</li> <li>• Expand social media reach by 25% (followers and engagement)</li> <li>• Recruit at least 3 renters to serve on volunteer committees or board</li> </ul>	<ul style="list-style-type: none"> <li>• Increase overall event attendance by 25%</li> <li>• Add 250 people to our communication lists (email and social)</li> <li>• Recruit 5 new volunteers for committees and events</li> <li>• Engage 20% more building managers</li> <li>• Hold 12-16 community events throughout the year</li> <li>• Publish 12 monthly web and social updates</li> <li>• Feature at least 12 positive neighborhood stories across all communications</li> </ul>

<p><i>Qualitative goals</i></p>	<ul style="list-style-type: none"> <li>• Renters feel welcomed and included in neighborhood leadership</li> <li>• Increased sense of community connection reported in surveys</li> <li>• Better understanding of renter priorities through ongoing feedback</li> <li>• Stronger relationships between renters and homeowners</li> <li>• Higher satisfaction with LHNA responsiveness to renter concerns</li> </ul>	<ul style="list-style-type: none"> <li>• Increased sense of community pride and connection</li> <li>• Improved perception of neighborhood progress and engagement</li> <li>• Greater awareness of LHNA activities and accomplishments</li> <li>• Stronger neighbor-to-neighbor relationships across the entire community</li> <li>• Higher satisfaction with quality of life in Lowry Hill</li> <li>• More diverse representation in leadership and volunteer roles</li> </ul>
<p><i>Outcome of engagement</i></p>	<ul style="list-style-type: none"> <li>• Increased participation and satisfaction of renters in Lowry Hill neighborhood activities, events, and leadership.</li> <li>• Renters feel they are valued members of the community with voice in neighborhood decisions.</li> </ul>	<ul style="list-style-type: none"> <li>• Broader community participation across all renters.</li> <li>• Residents feel informed, connected, and optimistic about the neighborhood.</li> <li>• Increased volunteer base for neighborhood initiatives and stronger sense of shared community identity.</li> </ul>