

# Engagement Plan Template



## Neighborhood

Logan Park Neighborhood

## Time frame

2026-2028

## Work summary

Summary of activities across all programs and demographic groups.

## 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>Residents earning less than the poverty level</i>	<i>BIPOC residents</i>
<i>Numbers or percentage</i>	49.2%	7.2%	32.1%
<i>Initiative, activity, project or program</i>	Events in apartment buildings -Bingo in elderly building -Youth programming in family building Fitness series	Clothing swap Annual wellness event providing services and resources Bike rodeo	Basketball tournament 3 culturally appropriate performances annually (incl LoL)
<i>Barriers to engagement</i>	-Volunteer planning capacity -Access to buildings -Renters' engagement	-Volunteer planning capacity for wellness event -Relationships with these residents -Lack of knowledge of neighbors' needs	-Volunteer planning capacity -Effective marketing strategies
<i>Outreach and engagement strategies</i>	Advertising in schools Partnership marketing (Pedal Power, Don't Shoot Guns, Shoot Hoops, apt buildings, etc...) Logan ledger, email newsletter, social media, neighborhood flyers (incl. Free little libraries)		

<i>Resources needed</i>	Paid staff time, volunteer capacity,		
<i>Partners in the work</i>	Local fitness instructors	Pedal Power	Don't Shoot Guns Shoot Hoops
<i>Person(s) responsible</i>	Bingo - Joshua and Megan  Kids event -  Fitness series - Marissa	Clothing swap - Alicia and Becky  Wellness event - Marissa  Bike rodeo - Alicia and Becky	Basketball - Marissa  Performances - Megan
<i>Timeline</i>	March: Bingo  June: Kids event, Bike Rodeo  June-Aug: Fitness series  Dec: Lights of Logan	April & Oct: Clothing swap  February : Wellness event -  June: Bike rodeo	July: Basketball -  Ongoing: Performances -
<i>Quantitative goals</i>	Obtain contact from more renters.  Recruit more renters for the LPNA board by the end of 2028.	Secure at least two new community partners (beyond the listed ones) focused on serving low-income residents by 2028.	Execute 3 culturally appropriate performances annually, ensuring the artists and content reflect the diverse BIPOC communities present  Increase BIPOC youth participation and BIPOC program lead/coaches in the Basketball tournament.  Partner with at least one new organization that directly serves a specific BIPOC group by 2028.

<p><i>Qualitative goals</i></p>	<p>Establish and maintain active relationships in at least 1 elderly and 1 family apartment building.</p> <p>Gather survey data from renters identifying two key issues the neighborhood should prioritize.</p>	<p>Ensure services and resources provided at the Wellness Event are consistently perceived as dignified and highly valuable by low-income participants (e.g., feedback on quality of services).</p> <p>Collect testimonial feedback from low-income participants highlighting how an LPNA-supported initiative helped address a basic need.</p>	<p>Achieve a survey rating where at least 80% of BIPOC attendees feel the events are welcoming and reflective of their culture and identity.</p> <p>Successfully overcome the "Relationships with these residents" barrier by establishing a core BIPOC community liaison who serve as a trusted communication channel</p>
<p><i>Outcome of engagement</i></p>	<p>Renters consistently view the LPNA as a relevant resource that addresses housing, safety, and community needs, not just homeowner concerns.</p> <p>Renter engagement leads to an increase in renter-focused activities offered by the LPNA.</p>	<p>Low-income residents experience a reduction in barriers to accessing key wellness services (health, housing, job resources) due to neighborhood-level coordination.</p> <p>The neighborhood demonstrates increased awareness and sensitivity to the financial needs of its low-income neighbors, leading to more appropriate programming overall.</p>	<p>The LPNA's image shifts from being a historically white-led organization to a true cross-cultural convener that respects and celebrates neighborhood diversity.</p> <p>The existence of a successful, annual culturally appropriate performance series establishes a tradition of inclusive programming that is sustained beyond the 2028 timeline.</p>