

# Engagement Plan Template



## Neighborhood

Sheridan Neighborhood Organization

## Time frame

Year(s) **2026 - 2028**

## Work summary

The Sheridan Neighborhood Organization (SNO) offers a wide range of programs and activities designed to connect residents, strengthen community pride, and improve neighborhood livability for all. Our work engages residents of all ages, backgrounds, and income levels through both hands-on projects and social events that make it easy for everyone to participate.

Environmental stewardship is a key focus of SNO's programming. We organize neighborhood cleanups, invasive plant removal, and community garden projects that bring together homeowners, renters, families, and youth. These activities improve shared spaces while fostering collaboration and environmental awareness.

SNO also promotes community connection through potlucks, seasonal gatherings, and our popular Halloween stroll—events that are free, family-friendly, and welcoming to everyone. These activities help build relationships among neighbors and ensure that residents who might not attend formal meetings still have meaningful opportunities to engage.

To promote safety and livability, SNO conducts safety walks and hosts community-oriented meetings where residents can share concerns, learn about city resources, and collaborate on neighborhood improvements. These discussions often include diverse participation—from long-time homeowners to newer residents, including renters and immigrant families—helping ensure a broad range of voices are heard.

We also maintain a strong presence at community events through tabling opportunities at local events, parks, and businesses. This outreach helps SNO connect with underrepresented and under-engaged populations, distribute information in accessible formats, and invite ongoing participation in neighborhood activities.

Across all programs, SNO strives to make participation equitable and inclusive. We provide translated materials, flexible meeting options, and events scheduled at different times and locations to reach as many residents as possible. By using surveys and feedback from our community, we continuously adapt our programming to reflect changing needs and interests.

Together, these activities strengthen connections among residents, support neighborhood pride, and ensure that all members of the Sheridan community—regardless of age, background, or housing status—have opportunities to contribute to and benefit from a vibrant, inclusive neighborhood.

## Scope of work, outcomes and goals

The **Sheridan Neighborhood Organization (SNO)** works to strengthen community connections, improve neighborhood livability, and ensure all residents have a voice in shaping Sheridan's

future. Our scope of work includes environmental stewardship, safety and livability initiatives, and community-building activities that bring neighbors together across diverse backgrounds.

### **Scope of Work**

SNO's ongoing programs include neighborhood cleanups, invasive plant removal, community gardening, and safety walks that keep the neighborhood clean, green, and safe. We also host community gatherings such as potlucks, seasonal events, and the annual Halloween stroll, which create welcoming spaces for residents to connect and celebrate. In addition, SNO organizes community-oriented meetings, surveys, and outreach at schools, parks, and local businesses to share information, gather input, and advocate for neighborhood priorities.

### **Outcomes and Goals**

Our overarching goal is to create an inclusive, connected, and resilient neighborhood. Expected outcomes across programs include:

- **Increased resident engagement** across demographic groups, including renters, immigrants, seniors, and youth.
- **Improved neighborhood appearance and safety** through ongoing cleanups, plant removal, and safety walks.
- **Greater community connection and trust** fostered through social and cultural events that bring people together.
- **Enhanced resident input and leadership**, ensuring that neighborhood priorities reflect a wide range of perspectives.
- **Stronger partnerships** with city departments, local organizations, and community institutions to address issues such as housing, sustainability, and livability.

### **Engaging Historically Under-Engaged Groups**

SNO recognizes that not all residents have had equal access to participation in the past. To change this, we focus on meeting people where they are and lowering barriers to involvement. This includes providing translated materials, flexible meeting options (in-person, hybrid, and virtual), and outreach at community locations frequented by underrepresented groups—such as apartment complexes, schools, grocery store and local events.

We also design activities that are free, family-friendly, and welcoming to residents of all ages and backgrounds. Our tabling efforts and surveys intentionally seek input from renters, low-income households, and immigrant families, while our leadership recruitment aims to reflect the diversity of the neighborhood.

Over the next three years, SNO will continue to strengthen inclusive engagement by deepening partnerships with cultural groups and service providers, expanding youth participation, and increasing resident-led projects. These actions will help ensure that everyone—especially historically under-engaged neighbors—has meaningful opportunities to shape Sheridan's future.

<i>Demographic group</i>	<i>Renters</i>	<i>Immigrant and non-English-speaking households</i>	<i>Elderly and disabled</i>
<i>Numbers or percentage</i>	61.6%	13.7%	19.4% Elderly 10.2% Disabled
<i>Initiative, activity, project or program</i>	Renters Engagement Program, Cleanup Initiatives, Halloween Stroll, Ice Cream SNOcial, SNO Big Deal Potluck, Community Gardens, Empty Bowls	Cleanup Initiatives, Halloween Stroll, Ice Cream SNOcial, SNO Big Deal Potluck, Community Gardens, Empty Bowls	Renters Engagement Program, Cleanup Initiatives, Halloween Stroll, Ice Cream SNOcial, SNO Big Deal Potluck, Community Gardens, Empty Bowls, Hybrid meetings
<i>Barriers to engagement</i>	Access to apartment complexes and smaller units, renters often move more frequently, it can be difficult to maintain consistent engagement and communication	Stay within own communities, language, meeting them where they are at	Mobility and transportation challenges, Technology access or literacy, Health or caregiving responsibilities, social isolation or loss of networks, Accessibility of meeting times or locations

<p><i>Outreach and engagement strategies</i></p>	<p><b>Meet people where they are:</b> Table &amp; post flyers at apartment buildings, laundromats, and local businesses.</p> <p><b>Build relationships with property managers and tenant groups</b> to share information and distribute materials.</p> <p><b>Offer flexible participation options</b> such as short surveys, volunteer opportunities, &amp; events</p> <p><b>Use digital communication tools</b> (social media, email, QR codes) to reach renters who move frequently.</p> <p><b>Focus on neighborhood benefits</b> (safety, cleanliness, social connection) to encourage short-term residents to engage.</p>	<p><b>Provide translated materials</b> (flyers, surveys, signage, digital posts) in the most common neighborhood languages.</p> <p><b>Partner with trusted community leaders, schools, faith groups, and cultural organizations</b> that already have relationships with immigrant families.</p> <p><b>Recruit bilingual volunteers and interpreters</b> for meetings and events.</p> <p><b>Host informal, family-friendly gatherings</b> like potlucks or outdoor events where language is less of a barrier.</p> <p><b>Use visuals and plain language</b> in outreach materials to ensure clarity and inclusivity.</p>	<p><b>Select accessible venues</b> with ramps, accessible restrooms, nearby parking, and good lighting.</p> <p><b>Provide hybrid options</b> (in-person and online) so residents can participate from home if needed.</p> <p><b>Use multiple communication methods</b>—printed materials and word-of-mouth—to reach those not active online.</p> <p><b>Schedule opportunities at varied times</b> (including daytime) to accommodate different mobility and health needs.</p> <p><b>Use large-print, high-contrast materials</b></p> <p><b>Partner with senior housing facilities and disability organizations</b> to share information and co-host events.</p>
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<p><i>Resources needed</i></p>	<p><b>Staff and Volunteer Support:</b> Dedicated staff to coordinate outreach, volunteers, translation, and event planning.</p> <p><b>Communication Tools:</b> Hybrid meeting technology, digital survey platforms, and social media tools to reach residents in multiple formats.</p> <p><b>Event and Activity Supplies:</b> Funding for community events, materials for cleanups, gardens, and safety walks.</p> <p><b>Printing and Outreach Materials:</b> Flyers and signage.</p> <p><b>Partnership Development:</b> Collaboration with schools, housing</p>	<p><b>Staff and Volunteer Support:</b> Dedicated staff to coordinate outreach, volunteers, translation, and event planning.</p> <p><b>Translation and Interpretation:</b> Professional translation of materials.</p> <p><b>Communication Tools:</b> Hybrid meeting technology, digital survey platforms, and social media tools to reach residents in multiple formats.</p> <p><b>Event and Activity Supplies:</b> Funding for community events, materials for cleanups, gardens, and safety walks.</p> <p><b>Printing and Outreach Materials:</b> Multilingual flyers and signage.</p> <p><b>Partnership Development:</b> Collaboration with schools, cultural groups, and service agencies.</p>	<p><b>Staff and Volunteer Support:</b> De dedicated staff to coordinate outreach, volunteers, translation, and event planning.</p> <p><b>Communication Tools:</b> Hybrid meeting technology, digital survey platforms, and social media tools to reach residents in multiple formats.</p> <p><b>Accessibility Resources:</b> ADA-compliant venues and large-print materials.</p> <p><b>Event and Activity Supplies:</b> Funding for community events, materials for cleanups, gardens, and safety walks.</p> <p><b>Printing and Outreach Materials:</b> Flyers and signage.</p> <p><b>Partnership Development:</b> Collaboration with Eastside Neighborhood Services, housing</p>
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<i>Partners in the work</i>	Public Housing, Apartment Management, Sentryz mailer, Broken Clock, Eastside Neighborhood Services	Islamic Center, Sentryz mailer, Broken Clock, Eastside Neighborhood Services, Las Estralles	Public Housing, Apartment Management, Sentryz mailer, Broken Clock, Eastside Neighborhood Services
<i>Person(s) responsible</i>	Staff, board members and volunteers	Staff, board members and volunteers	Staff, board members and volunteers

<p><i>Timeline</i></p>	<p>2026</p> <p>Jan-March: Contact property managers and/or owners</p> <p>March-May: Flyer identified buildings, businesses and streets; build database of contact info; recruit Renters Engagement &amp; Education Program (REEP) participants</p> <p>May-October: Facilitate volunteer and training opportunities for REEP participants;</p> <p>October-December: conduct a comprehensive survey on what they would like to see in the neighborhood</p>	<p>2026</p> <p>Jan-March: Contact local institutions and leaders in East African and Latino communities; support their programs and discuss ways to collaborate; translate all relevant materials</p> <p>April-July: Flyer identified buildings; build database of contact info; distribute translated materials</p> <p>Aug-Dec: Plan events and public meetings specific to East African and Latino communities in Sheridan; conduct comprehensive survey on what they would like to see in the neighborhood</p>	<p>2026</p> <p>Jan-March: Contact local clinics, churches, and service organizations with programs for elderly and people with disabilities and discuss partnerships</p> <p>April-July: Table at service centers, join community events and congregations, build database of contact info; distribute accessible materials</p> <p>Aug-Dec: Plan events and public meetings specific to elderly community; conduct comprehensive survey on what they would like to see in the neighborhood and best ways to engage</p>
	<p>2027</p> <p>Jan - March: reevaluate plan and adapt for the new year based on what worked and what did not</p>	<p>2027</p> <p>Jan - March: reevaluate plan and adapt for the new year based on what worked and what did not</p>	<p>2027</p> <p>Jan - March: reevaluate plan and adapt for the new year based on what</p>

	<p>March-May: Flyer identified buildings, businesses and streets; build database of contact info; recruit Renters Engagement &amp; Education Program (REEP) participants</p> <p>May-September: Facilitate volunteer and training opportunities for REEP participants;</p> <p>October-December: Evaluate and strategize for next cycle.</p> <p>2028</p> <p>Adjust timeline from 2026 and 2027 to maintain ongoing goals of SNO</p>	<p>April-July: Flyer identified buildings; build database of contact info; distribute translated materials</p> <p>Aug-Dec: Evaluate and strategize for next cycle.</p> <p>2028</p> <p>Adjust timeline from 2026 and 2027 to maintain ongoing goals of SNO</p>	<p>worked and what did not</p> <p>April-July: Table at service centers, join community events and congregations, build database of contact info; distribute accessible materials</p> <p>Aug-Dec: Evaluate and strategize for next cycle.</p> <p>2028</p> <p>Adjust timeline from 2026 and 2027 to maintain ongoing goals of SNO</p>
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<p><i>Quantitative goals</i></p>	<p>Reach <b>300 renters/year</b> through flyers, surveys, and events.</p> <p>Recruit <b>5 renter volunteers</b> for committees or outreach.</p> <p>Host <b>1 renter-focused events/listening sessions</b> annually.</p> <p>Increase renter participation by <b>20%</b> within one year.</p>	<p>Translate <b>all key materials</b> into <b>2+ languages</b>.</p> <p>Engage <b>20 immigrant residents/year</b> through partnerships.</p> <p>Recruit <b>2–3 bilingual liaisons or volunteers</b>.</p> <p>Increase immigrant participation by <b>10% over two years</b>.</p>	<p>Hold <b>100% of events</b> in <b>ADA-accessible locations</b>.</p> <p>Offer <b>large-print materials</b> at all meetings.</p> <p>Conduct <b>1 outreach sessions/year</b> at senior or disability sites.</p> <p>Increase participation from seniors/disabled residents by <b>10% annually</b>.</p>
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<p><i>Qualitative goals</i></p>	<p>Build stronger relationships and trust with renters through consistent communication.</p> <p>Increase renters' sense of belonging and connection to the neighborhood.</p> <p>Ensure renter perspectives are reflected in neighborhood decision-making.</p> <p>Create welcoming, low-barrier opportunities for renters to participate.</p>	<p>Strengthen trust between SNO and immigrant communities through culturally responsive outreach.</p> <p>Foster a sense of inclusion and visibility for non-English-speaking residents.</p> <p>Improve communication and understanding across cultural and language differences.</p> <p>Ensure immigrant voices shape community priorities and programming.</p>	<p>Reduce isolation by creating more accessible, welcoming community spaces.</p> <p>Increase confidence among seniors and disabled residents to participate and share input.</p> <p>Strengthen relationships between SNO and local senior or disability organizations.</p> <p>Foster a neighborhood culture that values accessibility and intergenerational connection.</p>
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<p><i>Outcome of engagement</i></p>	<p>Renters feel more connected and represented in neighborhood decision-making.</p> <p>Increased renter participation leads to more balanced community input.</p> <p>Improved communication channels between renters, SNO, and property managers.</p> <p>Stronger neighborhood pride and stability among short-term residents.</p>	<p>Immigrant residents feel welcomed and included in community activities.</p> <p>Greater trust built between SNO and diverse cultural communities.</p> <p>Increased access to information and resources in residents' preferred languages.</p> <p>Broader representation of immigrant voices in planning and advocacy efforts.</p>	<p>Seniors and residents with disabilities report feeling more informed and connected.</p> <p>Improved accessibility and participation at neighborhood meetings and events.</p> <p>Stronger partnerships with senior housing and disability service organizations.</p> <p>Greater visibility and inclusion of elderly and disabled residents in community initiatives.</p>
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