

Engagement Plan

Neighborhood

Heritage Park Neighborhood Association

Time frame

2022

Work summary

Summary of activities cross 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.

Plan detail

Demographic group	Transit Dependent	Families with Children	East African Groups
Numbers or percentage	30%	50%	~25%
Initiative, activity, project or program	Blue Line Realignment	Family friendly events to engage both adults and children	
Barriers to engagement	Identifying transit dependent individuals Feelings of not being heard in the past when decisions were made	Families tend to have packed schedules Making parents and children feel welcome at the same event	This group often has language barriers
Outreach and engagement strategies	Post flyers at transit stops in neighborhood Post to social media Door knocking		

Demographic group	Transit Dependent	Families with Children	East African Groups
Resources needed	Space for meetings/listening sessions Flyers for social media and physical distribution Multimodal ways for individuals to submit feedback		
Partners in the work	MetroTransit	USI	
Person(s) responsible	Staff and Board	Staff and Board	Staff and Board
Timeline	Jan-Mar: Finish up listening sessions, wait for new route proposal Mar-Jun: Collaborate with Metro Transit		
Quantitative goals			
Qualitative goals			
Outcome of engagement			
Next steps			