

Engagement Plan Template

Neighborhood

Columbia Park Neighborhood Association



Time frame

2026

Work summary

In 2026, CPNA plans to form communications, outreach, and events planning around three tenets: community service, community organizing, and community building. In our second year after relaunching, we continue to be in a learning phase, and will continue to update our Equitable Engagement Plan throughout the year, in collaboration with NCR. We plan to review and reflect on the data from our 2025 equitable engagement survey, expand on our door knocking initiatives, provide programming and community building opportunities in Spanish, and sponsor at least four targeted engagement events during the year. CPNA also intends to streamline, systematize, our communications and information sharing with the neighborhood. Our organization also hopes to engage in more community organizing initiatives and take a more active role in stakeholder relationships.

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>Tenants</i>	<i>Immigrant and refugee community members and neighbors who speak languages other than English</i>	<i>Low-income Columbia Park Resident</i>
<i>Numbers or percentage</i>	29.1% of the neighborhood	No data currently exists on the percentage of Columbia Park neighbors who are immigrants and refugees and/or who speak languages other than English	Approximately 18.8%

<p><i>Initiative, activity, project or program</i></p>	<p>1. 2025 CPNA Survey</p> <ul style="list-style-type: none"> • CPNA will process and share with neighbors the results of the 2025 CPNA Neighborhood Survey • Document feedback for future reference and updating • CPNA will assess for gaps in responses re target demographic (tenants) <p>2. 2026 CPNA targeted questionnaire</p> <ul style="list-style-type: none"> • Develop a brief questionnaire for door knocking and events, to target renting, low-income, and/or Spanish speaking tenants and better understand their needs 	<ul style="list-style-type: none"> • 2025 CPNA Survey • CPNA will process and share with neighbors the results of the 2025 CPNA Neighborhood Survey • Document feedback for future reference and updating • CPNA will assess for gaps in responses re target demographic (Spanish speaking residents) <p><i>CPNA has made a strategic decision not to ask for people’s nationality or immigration status on a written survey or to document any neighbors legal status</i></p> <p>2. 2026 CPNA targeted questionnaire</p> <ul style="list-style-type: none"> • Develop a brief questionnaire for door knocking and events, to target renting, low-income, and/or Spanish speaking tenants and better understand their needs 	<ul style="list-style-type: none"> • 2025 CPNA Survey • CPNA will process and share with neighbors the results of the 2025 CPNA Neighborhood Survey • Document feedback for future reference and updating • CPNA will assess for gaps in responses re materials needs in the neighborhood <p>• 2026 CPNA targeted questionnaire</p> <ul style="list-style-type: none"> • Develop a brief questionnaire for door knocking and events, to target renting, low-income, and/or Spanish speaking tenants and better understand their needs
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<p><i>Initiative, activity, project or program</i></p>	<p>3. Doorknocking</p> <ul style="list-style-type: none"> • Organize at least one door knocking campaign to engage tenants. • Door knock on 27th Avenue properties. • Distribute renter’s rights and information about CPNA and how to get involved. • Obtain feedback with questionnaire • Track door knocking responses via sheets or another application 	<p>3. Doorknocking</p> <ul style="list-style-type: none"> • Utilize tenant outreach to obtain feedback from Spanish speaking residents • Organize at least two additional doorknocking campaigns • Doorknock on 27th Avenue, where more Spanish-speaking and renting neighbors live. • Distribute bilingual literature to neighbors about CPNA and how to get involved • Obtain info from the short questionnaire • Note any linguistic needs in homes • Ensure at least one doorknocker speaks Spanish concerns. • Invite Spanish speaking neighbors to WhatsApp group • Track door knocking responses via sheets or another application 	<p>Doorknocking</p> <ul style="list-style-type: none"> • Utilize tenant outreach to obtain feedback on material needs through questionnaire • Organize at least two additional doorknocking campaigns to further assess material needs • Doorknock on 27th Avenue, • Obtain info from the short questionnaire • Track door knocking responses via sheets or another application
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	<p>4. Engagement events</p> <ul style="list-style-type: none"> • Sponsor 4 larger community engagement events • Sponsor 4-8 smaller “pop-up” events • Events will emphasize volunteer and board recruitment, provide community resources, highlight community education and civic engagement, • Obtain qualitative and quantitative data on tenant needs <p>5. Communication</p> <ul style="list-style-type: none"> • Share events and resources of interests to renting neighbors through email, newsletter, and social media • Launch a quarterly newsletter highlighting areas of interest to renters 	<p>4. Engagement events</p> <ul style="list-style-type: none"> • Sponsor 4 larger community engagement events • Sponsor 4-8 smaller “pop-up” events • Events will emphasize volunteer and board recruitment, provide community resources, highlight community education and civic engagement • Obtain qualitative and quantitative data on demographic needs • Interpretation available at larger events. <p>5. Communication</p> <ul style="list-style-type: none"> • Share events and resources of interests to Spanish-speaking, latino/a, and immigrant neighbors through email, newsletter, and social media • Launch a quarterly, bi-lingual (English/Spanish) newsletter highlighting areas 	<p>4. Engagement events</p> <ul style="list-style-type: none"> • Sponsor 4 larger community engagement events • Sponsor 4-8 smaller “pop-up” events • 1-2 smaller events will focus on food access • Events will emphasize volunteer and board recruitment, provide community resources, highlight community education and civic engagement • Obtain qualitative and quantitative data on demographic needs <p>5. Communication</p> <ul style="list-style-type: none"> • Share events and resources of interests to Spanish-speaking, latino/a, and immigrant neighbors through email, newsletter, and social media • Launch a quarterly newsletter highlighting material resources for neighbors
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	<p>6. Special project</p> <ul style="list-style-type: none"> Establish a relationship with two landlords to gain access to certain multi-family units in CP, <p>7. Building crisis response capacity and systems</p> <ul style="list-style-type: none"> CPNA will explore how to respond to community crisis around housing, and any emerging concerns tenants may have. CPNA will create a crisis response plan that includes how to address urgent concerns of renters, as they arise. 	<p>of interest to Latino/a and immigrant neighbors</p> <p>6. Special project</p> <ul style="list-style-type: none"> Experiment with “Cafecito” engagement model Focus Cafecito on providing community education, and opportunities for feedback Prioritize native Spanish-speaking neighbors to lead Cafecito <p>7. Building crisis response capacity and systems</p> <ul style="list-style-type: none"> CPNA will explore how to respond to community crisis around urgent and emergency issues facing Spanish-speaking, immigrant, and refugee neighbors. CPNA will create a crisis response plan that includes how to address urgent concerns of immigrant and refugee and community members, as they arise. 	<p>6. Special project</p> <ul style="list-style-type: none"> Dedicate at least 1-2 pop-ups to a mini “farmers market” Offer free produce and food, community resources Invite produce vendors, and provide agricultural education <p>7. Building crisis response capacity and systems</p> <ul style="list-style-type: none"> CPNA will explore how to respond to community crisis around urgent and emergency issues facing Spanish-speaking, immigrant, and refugee neighbors. CPNA will create a crisis response plan that includes how to address immediate and urgent materials needs of neighbors
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<i>Barriers to engagement</i>	Transient demographic, historically low attendance at events, low survey response rate, access to multi-unit complexes, need more feedback from renters on concerns and need	Building community trust, heightened sense of fear in community, sense of belonging in CPNA or that CPNA is for them, language	CPNA needs to conduct more information on how to address concerns about neighbors' material needs.
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<p><i>Outreach and engagement strategies</i></p>	<ul style="list-style-type: none"> • Targeted doorknocking + literature drop to rental properties • Questions in doorknocking script ready to answer to get rental feedback • Tracking mechanism for doorknocking results and feedback provided from tenant • Provide food and relevant information at pop-ups, community meetings, and larger CPNA engagement events • Work with landlords to disseminate CPNA information and invite committee participation 	<ul style="list-style-type: none"> • Targeted doorknocking + literature drop to 27th Ave, 37th Avenue and other densely populated blocks • Questions in doorknocking script ready to answer to get feedback, some doorknockers will speak Spanish / be from community • Tracking mechanism for doorknocking results and feedback provided by immigrant and/or Spanish-speaking neighbors • Provide food and relevant information and resources at pop-ups, community meetings, and larger CPNA engagement events • Engage Spanish-speaking board members and volunteers to coordinate Cafecitos, to provide a more inviting space for feedback 	<ul style="list-style-type: none"> • Targeted doorknocking + literature drop to 27th Ave, 37th Avenue and other densely populated blocks • Questions in doorknocking script ready to answer to get feedback on material needs • Tracking mechanism for doorknocking results and feedback provided by neighbor • Provide food and relevant information and resources at pop-ups, community meetings, and larger CPNA engagement events • Engage all neighbors on food security and access at pop-up “farmers markets” held during summer
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<p><i>Resources needed</i></p>	<p>Translation and interpretation services</p> <p>Door knockers</p> <p>Volunteers</p> <p>Staff</p> <p>Printing and design</p> <p>Event supplies</p> <p>Community space</p> <p>Postage</p> <p>Tablets to input questionnaire responses and track doorknocking results</p> <p>Park permits</p> <p>Technology</p>	<p>Translation and interpretation services</p> <p>Door knockers</p> <p>Volunteers</p> <p>Staff</p> <p>Printing and design</p> <p>Event supplies</p> <p>Community space</p> <p>Postage</p> <p>Tablets to input questionnaire responses and track doorknocking results</p> <p>Park permits</p> <p>Technology</p>	<p>Translation and interpretation services</p> <p>Door knockers</p> <p>Volunteers</p> <p>Staff</p> <p>Printing and design</p> <p>Event supplies</p> <p>Community space</p> <p>Postage</p> <p>Tablets to input questionnaire responses and track doorknocking results</p> <p>Park permits</p> <p>Technology</p>
<p><i>Partners in the work</i></p>	<p>Private sponsors and donors, City and state government stakeholders and agencies, area non-profits and universities, local businesses, other neighborhood organizations</p>	<p>Private sponsors and donors, City and state government stakeholders and agencies, area non-profits and universities, local businesses, other neighborhood organizations</p>	<p>Private sponsors and donors, City and state government stakeholders and agencies, area non-profits and universities, local businesses, other neighborhood organizations</p>
<p><i>Person(s) responsible</i></p>	<p>CPNA Board of Directors, volunteers with the Community Engagement and Outreach committee, and other CPNA committees</p>	<p>CPNA Board of Directors, volunteers with the Community Engagement and Outreach committee, and other CPNA committees</p>	<p>CPNA Board of Directors, volunteers with the Community Engagement and Outreach committee, and other CPNA committees</p>

<p><i>Timeline</i></p>	<p>Q1: January to March</p> <ul style="list-style-type: none"> • Review 2025 survey and identify gaps • Create equitable engagement questionnaire • First engagement event • Q1 newsletter • Develop tracking mechanism to collect feedback <p>Q2: April to June</p> <ul style="list-style-type: none"> • Doorknocking campaign begins • Neighborhood Days (Engagement event No.2) • Q2 newsletter • Pop-ups begin <p>Q3: July to September</p> <ul style="list-style-type: none"> • Door knocking campaign continues • Annual Meeting (Engagement event No. 3) • Q3 newsletter • Park pop-ups begin <p>Q4: October to December</p> <ul style="list-style-type: none"> • Process results and data from feedback given during doorknocking and events 	<p>Q1: January to March</p> <ul style="list-style-type: none"> • Review 2025 survey and identify gaps • Create equitable engagement questionnaire • First engagement event • Q1 newsletter • Develop tracking mechanism to collect feedback <p>Q2: April to June</p> <ul style="list-style-type: none"> • Doorknocking campaign begins • Neighborhood Days (Engagement event No.2) • Q2 newsletter • Cafecito • Pop-ups begin <p>Q3: July to September</p> <ul style="list-style-type: none"> • Doorknocking campaign continues • Annual Meeting (Engagement event No. 3) • Q3 newsletter • Park pop-ups <p>Q4: October to December</p> <ul style="list-style-type: none"> • Process results and data from feedback given during door knocking and events 	<p>Q1: January to March</p> <ul style="list-style-type: none"> • Review 2025 survey and identify gaps • Create equitable engagement questionnaire • First engagement event • Q1 newsletter • Develop tracking mechanism to collect feedback <p>Q2: April to June</p> <ul style="list-style-type: none"> • Doorknocking campaign begins • Neighborhood Days (Engagement event No.2) • Q2 newsletter • Cafecito • Pop-up begins <p>Q3: July to September</p> <ul style="list-style-type: none"> • Doorknocking campaign continues • Annual Meeting (Engagement event No. 3) • Q3 newsletter <p>Q4: October to December</p> <ul style="list-style-type: none"> • Process results and data from feedback given during doo knocking and events
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	<ul style="list-style-type: none">• Fourth engagement event• Q4 newsletter• Park pop-ups begin	<ul style="list-style-type: none">• Fourth engagement event• Cafecito• Park pop-ups• Q4 newsletter	<ul style="list-style-type: none">• Fourth engagement event• Cafecito• Q4 newsletter
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<p><i>Quantitative goals</i></p>	<ul style="list-style-type: none"> • Complete outreach to at least 50% of known rental properties in CP • Obtain 10 total questionnaire responses • Recruit renters to become involved in committee volunteer position • Obtain consent of two landlords to enter multi-family property to provide CPNA literature and outreach • Hold 4 larger engagement events where recruitment will occur for doorknocking and committee volunteers • Hold 1 training on doorknocking 	<ul style="list-style-type: none"> • Obtain 10 questionnaire responses in Spanish (through door knocking and engagement events) • Hold 1-2 cafecitos during the year • Increase the number of additional native Spanish speaking, or any immigrant / refugee neighbors on the board by the end of 2026 • Hold 4 larger engagement events where interpretation is available 	<ul style="list-style-type: none"> • Obtain 10 total questionnaire responses (through door knocking and engagement events) • Dedicate at least 1 pop-up to food security issues in the neighborhood
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<p><i>Qualitative goals</i></p>	<ul style="list-style-type: none"> • Encourage participations and real relationships with CPNA and tenants/landlords • Gather data on how to increase CPNA engagement with tenants • Include tenants in org leadership Develop CPNA programming and initiatives that is tenant-led and best resonates with tenant neighbors • Have information and enough engagement to explore renter-specific programming and committees within CPNA • CPNA will have information to better advocate for neighborhood regarding issues of concern to demographic 	<ul style="list-style-type: none"> • Learn about issues that immigrant and refugee neighbors care about • Gather data on how to increase CPNA engagement with immigrant and refugee neighbors • Develop CPNA programming and initiatives that are led by new Americans and best resonates with new American neighbors • Have enough information and engagement from particularly Spanish speaking neighbors to explore specific programming and committees within CPNA • CPNA will have information to better advocate for neighborhood regarding issues of concern to demographic 	<ul style="list-style-type: none"> • Learn about material needs in the neighborhood and available local resources • Connect with other organizations that address poverty and become knowledgeable to where resources are for neighbors with specific unmet material needs • CPNA will have information to better advocate for neighborhood regarding issues of concern to demographic
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<i>Outcome of engagement</i>	Increased involved and attendance at board meetings, events, and committee participation, foundation laid for additional advocacy and ordinances needed	Increased involved and attendance at board meetings, events, and committee participation foundation laid for additional advocacy and ordinances needed	Resources shared with community members foundation laid for additional advocacy and ordinances needed
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