

Engagement Plan

Neighborhood

East Harriet



Time frame

2026-2027

Work summary

East Harriet Neighborhood Association (EHNA) will focus on events, activities, and targeted engagement efforts to reach seniors and renters (i.e. Fall Fest, Art Pop ups, Kite Fest). EHNA leadership will doorknock throughout the neighborhood, and engage churches, schools and local organizations in the area for drives and volunteer opportunities. EHNA also aims to connect residents with local and regional resources as well as to city programming.

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>Seniors</i>	<i>Renters</i>
<i>Numbers or percentage</i>	14.8% (+65)* 24.8% (+55)*	35.8%*
<i>Initiative, activity, project or program</i>	Improve engagement opportunities for those 55+ Fall Fest, Earth Day, Kite Festival, Social Hours, Art Pop Ups (see timeline below for specifics)	Improve renter outreach and inclusion in programming Fall Fest, Earth Day, Kite Festival, Social Hours, Art Pop Ups (see timeline below for specifics)
<i>Barriers to engagement</i>	Mobility; transportation; communication/information gaps (digital exclusion); social-emotional challenges: concern that seniors may be viewed as feeble and/or unable to actively participate in community activities; health considerations	Connection/communication with renters; lack of access to multi-family dwellings; uncertainty related to knowing if residents of single family dwellings are renters or owners; concern that renters may be viewed as transient and/or less invested in community
<i>Outreach and engagement strategies</i>	Form a senior advisory committee to improve seniors' participation in and experience at events and activities. Invite seniors to attend and/or volunteer at Fall Fest, Kite Festival and other events.	Connect with renter(s) in multi-family buildings to improve outreach. Connect with landlords and/or managers of rental properties to gain access to buildings. Create a welcome flyer (paper or digital) for new renters.

	<p>Invite seniors to contribute to e-newsletters and print newsletters.</p> <p>Promote events through Walker Place by Vivie through their events calendar.</p> <p>Communicate engagement opportunities via Walker Place by Vivie staff with whom we already have a relationship.</p> <p>Work with Walker Place by Vivie on accommodations and transportation for seniors.</p> <p>Hold at least one board meeting annually at Walker Place by Vivie (if accommodations allow).</p> <p>Create a form to collect contact and demographic information, and suggestions to improve senior engagement. (Include questions specific and types of events/engagements seniors want to see.)</p> <p>Conduct real time data collection from event attendees via QR code, paper forms or short interviews. (Digital data collection at events has not historically yielded much data.)</p> <p>Gather additional feedback from seniors for future events via door-knocks, coffee chats, participation in meetings and quarterly socials.</p>	<p>Connect with landlords to determine best practices for distribution of welcome flyers.</p> <p>Communicate with every rental household via quarterly print newsletters.</p> <p>Recruit at least one renter to run for EHNA board by July 1, 2026.</p> <p>Design, print, display posters in accessible multi-family unit atriums for Annual Meeting and Fall Fest.</p> <p>Door-knock accessible multi-family buildings twice annually (Fall Festival and Annual Meeting).</p> <p>Create a form to collect contact and demographic information, and suggestions to improve renter engagement. (Include questions specific to renter or owner status and types of events/engagements renters want to see.)</p> <p>Conduct real time data collection from event attendees via QR code, paper forms or short interviews. (Digital data collection at events has not historically yielded much data.)</p> <p>Gather additional feedback from renters for future events via coffee chats, participation in meetings and quarterly socials.</p> <p>Task a board committee with carrying out renter engagement initiatives.</p>
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Resources needed

Event Support

- Funds for large annual events (Fall Fest, Kite Festival) and pop up activities (Social Hours, Peace Pole Tile Workshops, Art Pop Ups)
- Art supplies for creative workshops (tiles, paints, brushes, sketch paper, pencils)

Communication

- Budget for monthly e-newsletters and quarterly print newsletters (Feedback has shown that some seniors prefer printed communications)
- Social media platforms and neighborhood website for digital outreach

Human Resources

- Volunteers and staff for event preparation, marketing, execution and follow-up of events
- Senior advisory committee will include one board member

Transportation

- ADA accessible shuttle options for major events

Incentives

- Refreshments, giveaways or senior discounts at events to encourage participation

Collaborations

- Work with Walker Place by Vivie and neighborhood churches for outreach and shared resources
- Network with local businesses for tabling and support of Fall Fest
- Invite local organizations to present at Fall Fest
- Engage MPRB to improve winter accessibility at EHNA parks and year-round accessibility at the Rose Garden
- Enlist Mpls Advisory Committee on Aging to advise EHNA senior advisory

Contact Data

- Updated list of all rental properties.
- Landlord and property manager contact information

Event Support

- Funds for renter-focused events (listening sessions, social hours)
- Funds for large annual events (Fall Fest, Kite Festival) and pop up activities (Social Hours, Peace Pole Tile Workshop, Art Pop Ups)
- Art supplies for creative workshops (tiles, paints, brushes, sketch paper, pencils)

Communication

- Budget for quarterly print newsletters and monthly e-newsletters (Feedback has shown that some renters appreciate getting quarterly newsletter.)
- Access to translation services for non-English-speaking renters
- Social media platforms and neighborhood website for digital outreach

Human Resources

- Volunteers and staff for door knocking and event outreach
- A designated renter liaison or committee member

Incentives

- Engagement incentives for attendance/participation in events, explore rental credits to encourage volunteerism

Collaborations

- Work with landlords, property owners, and local businesses for communications
- Invite city staff to write articles for renters about City programs offering renter rights education and housing resources to be published in our newsletters
- Approach local schools to enlist students interested in and/or required to volunteer to provide needed services to East Harriet renters

	<p>committee</p> <ul style="list-style-type: none"> -Approach local schools to enlist students interested in and/or required to volunteer to provide needed services to East Harriet seniors 	
<i>Partners in the work</i>	<ul style="list-style-type: none"> -Seniors -Walker Place by Vivie -Grace Episcopal Church -Bethlehem Lutheran Church -Lynnhurst Congregational Church -Local businesses -Justice Page Middle School -Washburn High School 	<ul style="list-style-type: none"> -Renters -Landlords -Apartment Managers -Property Owners -Local businesses -Justice Page Middle School -Washburn High School
<i>Person(s) responsible</i>	<ul style="list-style-type: none"> -Coordinator (Vasiliki Papanikolopoulos) -EHNA Board and Committee Members 	<ul style="list-style-type: none"> -Coordinator (Vasiliki Papanikolopoulos) -EHNA Board and Committee Members
<i>Timeline</i>	<p>Q1, 2026: January–March</p> <ul style="list-style-type: none"> -Invite seniors to early-year events: Kite Festival and Peace Pole Tile Decorating Workshop -Connect with Walker Place by Vivie to form a senior advisory committee -Task EHNA senior advisory committee with engaging Minneapolis Advisory Committee on Aging -Cultivate potential board members to maintain proportional senior representation -Create a contact, demographic information form with opportunity for suggestions to improve engagement for Annual Meeting and Fall Fest. -Hold one board meeting at Walker Place by Vivie (if accommodations allow) -Publish and distribute quarterly print newsletter <p>Q2: 2026 April–June</p> <ul style="list-style-type: none"> -Invite seniors to Earth Day activities, options for doing educational tabling for those with mobility challenges -Conduct door-knocking for Annual Meeting while distributing Annual Meeting door hangers 	<p>Q1, 2026: January–March</p> <ul style="list-style-type: none"> -Form a committee tasked with carrying out renter engagement initiatives -Promote early-year events: Kite Festival and Peace Pole Tile Workshop -Conduct outreach to identify a renter point of contact in accessible multi-family buildings -Confirm the number of multi-family units to determine poster printing needs -Recruit potential committee and board members at early-year events -Design event survey template for all major events -Market quarterly social hour to renters -Publish and distribute quarterly print newsletter <p>Q2, 2026: April–June</p> <ul style="list-style-type: none"> -Market Earth Day Cleanup event -Design, print, display posters in accessible multi-family unit atriums for Annual Meeting -Conduct door-knocking for Annual Meeting while distributing Annual Meeting door hangers -Collect qualitative data from door-knocks. Report back EHNA board meeting -Mail the Annual Meeting postcard

	<ul style="list-style-type: none"> -Collect qualitative data from door-knocks. Report back EHNA board meeting. (Collecting baseline data in 2026) -Mail annual meeting invitation -Invite engaged seniors to run for board position -Market quarterly social hour to seniors -Send monthly e-newsletters -Publish and distribute one print newsletter <p>Q3, 2026: July–September</p> <ul style="list-style-type: none"> -Begin planning with senior involvement for Fall Fest -Conduct door-knocking for Fall Fest while distributing Fall Fest door hangers <ul style="list-style-type: none"> -Collect qualitative data from door-knocks. Report back to EHNA board -Host Fall Fest -Gather real time data collection from event attendees via QR code, paper forms or short interviews -Market quarterly Social Hour to seniors -Send monthly e-newsletters -Publish and distribute quarterly print newsletter <p>Q4, 2026: October–December</p> <ul style="list-style-type: none"> -Begin planning senior engagement for the upcoming Kite Festival -Market quarterly Social Hour to seniors -Send monthly e-newsletters -Publish and distribute quarterly print newsletter <p>Q1, 2027: January–March</p> <ul style="list-style-type: none"> -Invite seniors to early-year events: Kite Festival and Art Pop Ups -Sustain work with EHNA senior advisory committee -Continue EHNA engagement with Minneapolis Advisory Committee on 	<ul style="list-style-type: none"> -Host the Annual Meeting (collect renter email addresses, collect real time data or send post-meeting surveys) -Recruit one renter to run for EHNA board -Market quarterly Social Hour to renters -Publish and distribute quarterly print newsletter <p>Q3, 2026: July–September</p> <ul style="list-style-type: none"> -Design, print, display posters in accessible multi-family unit atriums for Fall Fest -Begin recruiting renter volunteers for Fall Fest -Board members circulate to National Night Outings to promote engagement in EHNA and our Fall Fest (focus on events near multi-family dwellings) -Invite and coordinate renter volunteers for Fall Fest -Host Fall Fest -Collect real time data from attendees via QR code, paper forms or short interviews. -Market quarterly Social hour to renters -Publish and distribute quarterly print newsletter <p>Q4, 2026: October–December</p> <ul style="list-style-type: none"> -Market quarterly Social Hour to renters -Invite renters to volunteer for the upcoming Kite Festival -Publish and distribute quarterly print newsletter <p>Q1, 2027: January–March</p> <ul style="list-style-type: none"> -Monitor board committee work that carries out renter engagement initiatives -Promote early-year events: Kite Festival and Art Pop Ups -Continue outreach to identify a renter point of contact in each accessible multi-family building -Carry on cultivation of potential committee and board members at early-year events -Continue collection of renter email addresses and send post-event surveys -Market quarterly Social Hour to renters -Send monthly e-newsletters
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	<p>Aging</p> <ul style="list-style-type: none"> -Cultivate potential new board members to maintain proportional senior representation -Hold one board meeting at Walker Place by Vivie (if accommodations allow) -Market quarterly Social Hour to seniors -Send monthly e-newsletters -Publish and distribute quarterly print newsletter <p>Q2, 2027: April–June</p> <ul style="list-style-type: none"> -Invite seniors to Earth Day activities, options for doing educational tabling for those with mobility challenges -Conduct door-knocking for annual meeting while distributing annual meeting door hangers -Collect qualitative data from door-knocks. Report back to the EHNA board -Mail annual meeting invitation -Invite engaged seniors to apply to board position -Market quarterly social hour to seniors -Send monthly e-newsletters -Publish and distribute quarterly print newsletter <p>Q3, 2027: July–September</p> <ul style="list-style-type: none"> -Begin planning with senior involvement for Fall Fest -Conduct door knocking while distributing door hangers for Fall Fest -Collect qualitative data from door-knocks. Report back to the EHNA board -Market quarterly social hour to seniors -Send monthly e-newsletters -Publish and distribute quarterly print newsletter <p>Q4, 2027: October–December</p> <ul style="list-style-type: none"> -Host Fall Fest with dedicated senior outreach and volunteer opportunities -Begin planning senior engagement for 	<ul style="list-style-type: none"> -Publish and distribute quarterly print newsletter <p>Q2, 2027: April–June</p> <ul style="list-style-type: none"> -Recruit volunteers for Earth Day Cleanup -Conduct door-knocking for Annual Meeting while distributing Annual Meeting door hangers -Design, print, display posters in accessible multi-family unit atriums for Annual Meeting -Collect qualitative data from door-knocks. Report back to the ensuing board meeting. -Mail the Annual Meeting postcard -Recruit at least one new renter to run for EHNA board -Host the Annual Meeting -Market quarterly social hour to renters -Send monthly e-newsletters -Publish and distribute quarterly print newsletter <p>Q3, 2027: July–September</p> <ul style="list-style-type: none"> -Design, print, display posters in accessible multi-family unit atriums for Fall Fest -Board members circulate to National Night Outings to promote engagement in EHNA and our Fall Fest (focus on events near multi-family dwellings) -Invite and coordinate renter volunteers for Fall Fest -Market quarterly social hour to renters -Send monthly e-newsletters -Publish and distribute quarterly print newsletter <p>Q4, 2027: October–December</p> <ul style="list-style-type: none"> -Host Fall Fest -Market quarterly social hour to renters -Send monthly e-newsletters -Publish and distribute quarterly print newsletter
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	<p>the upcoming Kite Festival</p> <ul style="list-style-type: none"> -Market quarterly social hour to seniors -Send monthly e-newsletters -Publish and distribute quarterly print newsletter 	
<p><i>Quantitative goals</i></p>	<p>Maintain board membership that reflects the senior population of East Harriet.</p> <ul style="list-style-type: none"> -Keep at least 25% of board members aged 55+ -Recruit at least one new board candidate or committee member aged 55+ each year to maintain representation as seats turn over <p>Strengthen connections with seniors—especially residents of Walker Place by Vivie—through consistent, welcoming opportunities to engage.</p> <ul style="list-style-type: none"> -Increase Senior event attendance by 5% annually (explore mechanism(s) for gathering baseline data in 2026 for measurable outcome in 2027) -Maintain senior volunteer levels for Fall Fest from Walker Place by Vivie based on data collected in 2025 -Host or co-host at least two senior-friendly events per year (e.g., walking groups, quarterly socials, informational sessions, Art Pop Ups) 	<p>Build a stable, active communication channel with renters across the neighborhood.</p> <ul style="list-style-type: none"> -Collect at least 50 renter email addresses for ongoing updates and involvement opportunities -Distribute event posters to all accessible multi-family building atriums at least twice per year -Complete two door-knocking outreach efforts annually (Fall Fest and Annual Meeting) <p>Ensure renters can influence programs, events, and priorities</p> <ul style="list-style-type: none"> -Board/committee members collect data from at least 20 renters annually through new data collection form, coffee chats, or conversations -Board/committee members collect contact and demographic data, and suggestions to improve engagement via newly created form at 2 events (Annual Meeting, Fall Fest). -Track and compare insights year to year to measure improvement in renter engagement (2026-gathering data for baseline) <p>Strengthen renter representation in decision-making roles</p> <ul style="list-style-type: none"> -Recruit at least 1 renter to run for EHNA board -Engage 3–5 renters as event volunteers each year to build a pipeline for future leadership roles
<p><i>Qualitative goals</i></p>	<p>Strengthen Senior Connection, Voice, and Representation in the Neighborhood Community</p> <ul style="list-style-type: none"> -Create a senior focus group to gather deeper insights on what activities, resources, and communication methods 	<p>Strengthen Relationships With Renters Through Consistent, Accessible Outreach: Focus the neighborhood association on building trust and visibility in rental communities by showing up where renters are</p>

	<p>best support older neighbors</p> <ul style="list-style-type: none"> -Feature senior stories in newsletters, social media, or at community events to celebrate their perspectives and strengthen intergenerational understanding -Host regular touchpoints (coffee chats, onsite visits at Walker Place by Vivie, or phone outreach) to build familiarity and make it easy for seniors to share ideas or concerns -Solicit input from seniors for all major events by asking about accessibility needs, preferred programming, and interests -Invite seniors to participate in volunteer roles or event planning conversations at committee and/or board meetings to foster a sense of ownership and connection -Request feedback from senior advisory committee on optimal communication channels 	<ul style="list-style-type: none"> -Share posters for key events in the atriums of accessible multi-family buildings -Door-knock accessible rental properties twice yearly (e.g., for the Fall Fest and Annual Meeting) -Work with apartment managers or designated property contacts to provide new renters an EHNA welcome flyer <p>Amplify Renter Voices by Creating Multiple Pathways for Input and Participation: Prioritize listening and collaboration so renters feel seen, heard, and represented in neighborhood decisions</p> <ul style="list-style-type: none"> -Gather event ideas, concerns, and suggestions through data collection forms, casual coffee chats, and open invitations to meetings -Incorporate renter feedback into planning for future neighborhood events and initiatives -Maintaining ongoing dialogue with renters to understand how their needs evolve -Ask for feedback from renters on optimal communication channels
<p><i>Outcome of engagement</i></p>	<p>Neighborhood leadership (committee/board members) reflects the demographics of East Harriet</p> <p>Older adults are empowered with knowledge and ability to become involved in EHNA decision-making, thus amplifying their voices</p>	<p>Promote a sense of community and belonging for renters in East Harriet to foster stability within the renter population</p> <p>Ensure more renter representation in EHNA leadership</p>

*Sourced from Compass MN