

Engagement Plan

Neighborhood

Hale Page Diamond Lake Community Association

Time frame

2026-2028

Plan detail

Demographic group	Seniors	Tweens/Teens
Numbers or percentage	11%	
Initiative, activity, project or program	Savvy Senior engagement program and events that are geared towards our senior population. Create a welcome letter and flyer to distribute. Build out a set number of events each year.	Partner with Pearl Park and the organizations to support programming for tweens/teens in the neighborhood. Work to fill gaps that are needed for events, activities and learning opportunities
Barriers to engagement	Transportation Finances Limited network	Transportation Finances

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Outreach and engagement strategies	Social media and ema Pop-ups near rental corners, grocery stores, parks Mailings	Tabling at schools Promotion and outreach through social media and mailings. Direct invitation to community events.
Resources needed	Flyers and Postcards with HPDL information and opportunities Contacts/emails/social media information for event information	Communication Activity fees
Partners in the work	Local businesses; places of worship; library	Schools, faith communities
Person(s) responsible	Kym Simmons and Rhoda Fields	Kym and Board Members

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Timeline	<p>May: recruit for neighborhood election day.</p> <p>June-August: Scheduled events</p> <p>September-December: Collaborate with renters.</p>	<p>Monthly tabling at food shelf.</p> <p>January/February send out flyer for food shelf and book club to neighborhood seeking awareness and volunteers.</p> <p>March-May: Invite to Neighborhood Day</p> <p>July: table at Picnic in the Park</p> <p>Fall: Send out postcard to neighbors with updated information.</p>
Quantitative goals	<p>To obtain contact information for 25% of tenants in the neighborhood through meeting with them at pop-ups and community events, and through mailings and social campaigns.</p>	<p>Maintain / increase people of color board representation at least 20%.</p> <p>Have a tabling presence at least 1 of our community events.</p>

Demographic group	Seniors	Tweens/Teens
Qualitative goals	<p>To have representation from renters at current events and voice issues in the neighborhood.</p>	<p>To have HPDL representation once a month at the food shelf.</p> <p>Have 1-2 Black Voices Black Stories Events a year.</p> <p>Have New Creations represented once a year at our community events.</p>
Outcome of engagement	<p>To gain a renter to be part of the HPDL Board.</p> <p>Reach more renters through emails, flyers, social media and events.</p> <p>To share their voice about change</p>	<p>Continuing presence so all feel welcome at events in the neighborhood.</p>
Next steps	<p>Getting more input for important neighborhood issues and create action steps.</p> <p>Developing a welcome letter and get contact information for our landlords.</p>	<p>Recruit volunteers for food shelf tabling.</p> <p>Scheduling BVBS Events with the coordinators.</p>