

Engagement Plan Template

Neighborhood

Lynnhurst



Time frame

January 2026-December 2028

Work summary

This strategy focuses on connecting with renters and senior citizens (65+) with our goal being to foster a strong sense of welcome, support and belonging. Initiatives include:

- Tailoring communication to best reach selected underserved groups.
- Working through existing initiatives with partnering agencies to reach seniors
- Using events and surveys as ways to interact with these underserved communities and understand how to best engage them.
- Ensuring that each new resident receives a “welcome bag” for fostering a sense of belonging as soon as they move into Lynnhurst.
- Broadening the reach and scope of Lynnhurst Neighborhood Association (LYNAS) events and programs.

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>Renters/Tenants</i>	<i>Seniors (65 years old +)</i>
<i>Numbers or percentage</i>	10.4%	15%
<i>Initiative, activity, project or program</i>	<ul style="list-style-type: none"> ● Send a mailed rental engagement survey to all rental addresses to add to the information gained from an online survey we completed through our newsletter. ● Host Happy Hours/dinners for renters/new residents ● Ensure renters are getting our “welcome bags” which we deliver to all new residents. 	<ul style="list-style-type: none"> ● Create events or partner with other agencies who target seniors ● Make sure communications and access to events are accessible to seniors ● Explore ways LYNAS can support seniors (examples: snow shoveling, yard work, home repair, specific events, tech help)
<i>Barriers to engagement</i>	<ul style="list-style-type: none"> ● Access to individual apartments/rental units ● Transient Population ● Lack of connection to the neighborhood ● Feeling they may not belong at events or events are not for them. ● Topics/programs oriented to homeowners that may not resonate with renters. ● Meeting times are inflexible and may not align with non-traditional work or school hours. 	<ul style="list-style-type: none"> ● Technology: Are seniors able to access our website, zoom, and other online communication? ● A feeling of being unwelcome or that they may not have enough to offer our organization. ● Physical Limitations: Are they able to physically access our events year-round? ● Interest: Do the current LYNAS events interest seniors?

<p><i>Outreach and engagement strategies</i></p>	<ul style="list-style-type: none"> ● Connect with building managers/owners or block leaders in blocks with duplexes. ● Mail renter engagement survey to all rental addresses ● Tailor events and programming based on survey input. ● Hold initial renter/new resident events and use feedback to plan other events or tailor existing events. 	<ul style="list-style-type: none"> ● Add a phone number to the ways residents can communicate with LYNAS ● Make sure information about LYNAS events and programs continues to be available in other ways than online (mailed newsletter, flyers), LYNAS's mailed newsletter is mailed to 2327 households, every address in the neighborhood. Our e news currently has 798 subscribers. ● Partner with other organizations working with this demographic (i.e. Trust Inc, Lynnhurst Park) and encourage our residents to attend. Use these events to learn from residents what types of events and programs LYNAS could create to support them and their awareness of LYNAS.
<p><i>Resources needed</i></p>	<ul style="list-style-type: none"> ● Board member time ● Staff time ● Mailed Survey ● Food for events ● Materials for gaining feedback at events 	<ul style="list-style-type: none"> ● Board member time ● Staff time ● Printed Materials for newsletter and flyers ● Phone line ● Materials for gaining feedback at events.
<p><i>Partners in the work</i></p>	<ul style="list-style-type: none"> ● LYNAS board members and staff ● Landlords ● Tenants 	<ul style="list-style-type: none"> ● LYNAS board members and staff ● Trust Inc ● Lynnhurst Park Staff

<i>Person(s) responsible</i>	<ul style="list-style-type: none"> ● LYNAS board and staff 	<ul style="list-style-type: none"> ● LYNAS board and staff
<i>Timeline</i>	<p>Year 1</p> <ul style="list-style-type: none"> ● Complete and distribute mailed renter engagement survey.-January 2026 ● Host first renter/new resident even- July 2026 ● Work with existing block captains to help ensure “welcome bags” are delivered to residents in rental duplexes and homes- March 2026 ● Engage landlords of multi-unit residences on the best way to contact new tenants. - September 2026 (after gathering data from in person event and survey) <p>Year 2-3</p> <ul style="list-style-type: none"> ● Analyze survey data to see how we can tailor our events and programming to engage renters. - Timeline will be developed based on year one learnings. ● Consistently provide “welcome bags” to all renters. ● Continue renter/new resident events to welcome residents and encourage participation when people move into the neighborhood. 	<p>Year 1-2</p> <ul style="list-style-type: none"> ● Tailor communication to seniors- Start work group in February 2026 ● Ensure website is easy to read and accessible- Start work group in 2026 ● Obtain phone line ● Work with partners to promote their events for seniors- January 2026 ● Attend events/have surveys available at events to learn what events could appeal to seniors-on going as events are set up <p>Year 2-3</p> <ul style="list-style-type: none"> ● Put together a small work group to discuss data gathered at events in the community and have them suggest tailoring our events, creating new programming, and other ideas to gain seniors participation and address barriers to participation. -Time line will be developed based on year on learnings.

<p><i>Quantitative goals</i></p>	<ul style="list-style-type: none"> ● Host at least one renter/new resident event a year. ● Increase renter participation on the board, at events, and volunteering. ● Number of printed quarterly newsletters delivered to all addresses (inclusive of rental units) ● Goals measured by increased engagement of renters at events and as volunteers and those continuing ongoing conversation.. 	<ul style="list-style-type: none"> ● Promote or create at least 5 events targeting seniors per year. ● Increase in senior participation on the board, at our events, and volunteering. ● Goals measured by looking at senior attendance at our events and our volunteer base.
<p><i>Qualitative goals</i></p>	<ul style="list-style-type: none"> ● Enhanced, earlier connection when new renters move to Lynnhurst ● A sense of belonging and increased sense of wellbeing ● Increased participation in LYNAS 	<ul style="list-style-type: none"> ● Increased connection across Lynnhurst ● Increased support and sense of wellbeing. ● Intergenerational events bringing the neighborhood together. ● Increased participation in LYNAS
<p><i>Outcome of engagement</i></p>	<ul style="list-style-type: none"> ● More diverse participation in our events and programs. ● More active members of Lynnhurst ● Increased duration of time living in Lynnhurst as people feel more a part of the community. 	<ul style="list-style-type: none"> ● Wider age range of participation for our events and program. ● Residents that may experience isolation become more engaged. ● More active members of Lynnhurst