

Engagement Plan Template

Neighborhood

Willard Hay and Near North



Time frame

2026-2028

Work summary

Summary of activities across 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

<i>Demographic group</i>	<i>Senior</i>	<i>Renters</i>	<i>Youth</i>
<i>Numbers or percentage</i>	100	60	50
<i>Initiative, activity, project or program</i>	Senior Network-NRRC will work with Seniors in our community to develop a communication network that does not rely as heavily on social media or email.	Increased participation in board and committee meetings from renters who live in Apartment Buildings.	Youth Engagement
<i>Barriers to engagement</i>	Seniors Fear of COVID Lack of Transportation Seniors strained relationship with current communication technologies	Lack of understanding as to how NRRC serves as a vehicle for them to build their community Stress and Fatigue Focus on daily living	Per North High Staff youth are overwhelmed and still recovering from pandemic Youth reticence towards socializing as a result of the pandemic Developing trust with youth

		False perception that as a renter their voice is not important	
<i>Partners in the work</i>	Seniors in our community who have offered to help with this work. Loppet Foundation Cycling Without Age	Translation services Property Managers Residents in apartment buildings Loppet foundation	Neighboring schools (Hall Elementary School, North High School, PCYC.) Community Centers (North Commons, Phyllis Wheatley, Hospitality house) The Loppet Foundation Collaborative Pathways Hennepin County Minneapolis Health Department
<i>Person(s) responsible</i>	NRRC Outreach Staff Senior Leaders	NRRC Outreach Staff	NRRC Staff
<i>Timeline</i>	In January develop outreach plan based on updated senior needs assessment In March or April host a Senior Luncheon Connect with Seniors monthly and communicate information from our email blasts	January/February: Determine poster content, meet with graphic designer to create posters and identify Somali translation services February/March: Print and distribute posters. Connect with property managers to create tabling plan at apartment buildings	January/February: Meet with returning youth to plan this summer 2026 Youth Green Team activities February-April Connect with youth by tabling at organizations that serve youth to ensure they are aware of our work

	<p>using the newly formed Senior Network</p> <p>In July host the Garden Party with Seniors as our special guests</p> <p>September meet with Senior Leaders to evaluate what worked and lay out the ground work for the upcoming year.</p> <p>In November host our fall Senior Luncheon</p>	<p>April through October table at apartment buildings throughout the NRRC Zone</p> <p>November/December evaluate efficacy of outreach.</p>	<p>May-host youth pop-up events</p> <p>May-August: Green Team will maintain community vegetable gardens and tend chickens at Demonstration Site</p> <p>September-host youth pop-up events</p> <p>October: Continue to recruit and encourage youth to participate in committee and board meetings</p> <p>November/December Review and evaluate the work that was completed with participating youth to determine successes and areas for improvement.</p>
<p><i>Quantitative goals</i></p>	<p>Established Senior Network for seniors in the NRRC Zone to stay connected to NRRC and other resources</p> <p>Seventy or more seniors connected to</p>	<p>Increase renter participation on our board and committees</p> <p>Increase board members who are renters to 15% and the number of renters who receive our paper newsletter by 100 residents.</p>	<p>Gain at least 3 young people to sit-in and/or participate at a monthly board or committee Meeting</p> <p>Reach at least 4 young</p>

	<p>and/or signed up for the senior network</p> <p>Equip 4 seniors interested in participating in community offerings via zoom with the needed technology</p>		<p>people who will help with youth recruitment</p> <p>Maintain partnerships with at least 3 of our past Green Team Members to serve as advisors</p> <p>Create Youth Consultant Team drawing from previous Green Team Members who support youth engagement</p> <p>Engage with 40 youth at Youth Pop-Ups</p>
<i>Qualitative goals</i>	<p>Learn more about NRRC seniors' needs and concerns</p> <p>More senior input and participation at NRRC Board and committee meetings</p>	<p>Learn about issues for renters living in Apartment Buildings</p> <p>Renters from apartment buildings connecting and strategizing with each other to address concerns</p>	<p>Youth voices in our community are valued and heard</p> <p>Identify youth needs and prioritize their concerns/needs</p>
<i>Outcome of engagement</i>	<p>More representation of seniors on our board and committee meetings</p> <p>Develop new programming and adapt current programming based on new ideas</p>	<p>More renters attend NRRC events along with board and committee meetings.</p> <p>Renters help shape the future of development in particular housing development in North Minneapolis</p> <p>More renters receive</p>	<p>Engaged young people interested in community involvement and restoration</p> <p>Youth voices in our community are involved in decision-making</p>

	<p>generated from seniors More seniors receive neighborhood organization update, newsletters, and other information and then share that information with their network</p>	<p>NRRC updates, newsletters and other information</p> <p>More renters utilize NRRC's Demonstration Site for Healthy Urban Living as Third Space</p> <p>More renters are equipped to address community issues</p> <p>More renters access financial coaching services</p>	<p>Accessible and realistic resources for young people</p>
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