

## **Engagement Plan Lowry Hill Neighborhood Association**

For the Lowry Hill Neighborhood

First Demographic Group: Tenants, Condo Owners and New Residents

Engage the Rental and Condo Community in the greater community by finding out what people want from their community and devising strategies to provide it. Reach out to new owners and make them aware of activities and events with Lowry Hill Neighborhood Association.

### **Barriers to Engagement**

- Access to apartments, condominiums
- Lack of Interest in getting engaged
- Tenants/renters may not feel welcome
- New to area so may be unaware of LHNA, local services and amenities

### **Strategies for Engagement**

- Survey the neighborhood to better understand more effective strategies for engaging the residents
- Develop an effective means of communication by finding out what people use or read the most such as newspapers, social media.
- Encourage people to sign up for the email lists.
- Contact rental building owners and develop a relationship with one key person in each building who would serve as a conduit of information.
- Eventually hold an event for renters to discuss what we learned and to ask participants for ideas about what they would like to see.
- Provide LHNA information and possibly local merchant and community information to new residents.

### **Resources Needed**

- Contact information for property owners or managers.
- Volunteers to make initial contacts and create a survey (Survey Monkey)
- Potentially add part-time staff to manage communications with apartment building contacts.
- A flyer to distribute to new tenants.

### **Person(s) Responsible**

- Various board members and other volunteers.
- Staff to be added Fall of 2023

### **Timeline**

- January 2023 - April 2023: Contact rental buildings and identify key contact person.
- January 2023 - April 2023: Develop and distribute flyer to renters.
- January 2023 - April 2023: Conduct survey.
- Summer of 2023: Focus on communication and building the email list.

- Fall 2023: Add part-time staff to manage two-way communication.

#### Quantitative Goals

- Add 300 emails to our list; measure attendance at events.
- Measure attendance of target groups (renters, families, minorities, new residents) through the use of surveys.

#### Qualitative Goals

- Find out what is important to renters, condo owners and new residents and help provide it to them.
- Improve the community satisfaction level of many residents.

### **Engagement Plan Lowry Hill Neighborhood Association - Lowry Hill Neighborhood**

#### Second Demographic Group: People not Engaged Due to Concern for Criminal Activity

This group includes victims of crime and all community members who are reluctant to engage due to fear of being a victim of crime.

#### Barriers to Engagement

- Fear of becoming a victim.
- Frustration with the lack of progress in reducing crime.
- People speak about it, but aren't willing to be involved in solutions.
- We aren't reaching everyone with news of the positive things we are doing with Crime and Safety.

#### Strategies for Engagement

- Continue and grow our "Know Your Neighbor Initiative."
  - Aggressively expand our block leader program to include every block by phoning people on our call list.
  - Host a "Know Your Neighbor Table" at our events.
- Create a monthly newsletter summarizing incidents, prevention comments and recent victories.
- Possibly have a frequent guest letter from a prominent safety official.
- Integrate Crime and Safety initiatives into the events that will be created for the tenants/renters, seniors and youth.
- Publish pertinent Lowry Hill Crime and Safety information every month in the Hill and Lake Press, emails to our list and social media.

#### Resources Needed

- Additional Crime and Safety Committee member who can assist with communications
- Funds for printing the newsletter and additional initiatives.

- Funds for part-time staff.
- Funds for promotional materials.

#### Person(s) Responsible

- Crime and Safety Committee, both board members and other community volunteers.
- Part time-staff.
- Volunteers working with the tenants, Seniors and Youth.

#### Timeline

- January 2023 - April 2023: Expand Crime and Safety Committee Membership, and focus on “Know Your Neighbor Initiatives.”
- January 2023: Brainstorm with the interested parties and host a meeting for interested residents with local crime fighting leaders.
- April 2023: Conduct information gathering session at local Senior living buildings.
- Summer of 2023: Integrate Crime and Safety Initiatives into all events.
- October 2023: Begin work on Crime and Safety Newsletter.
- 2024: Continue to collect ideas and modify our strategy to meet evolving needs.

#### Quantitative Goals

- Increased participation at Events and Meetings.
- Greater community participation on LHNA crime and safety committee.
- Decreased crime in our neighborhood.

#### Qualitative Goals

- Increased engagement and safety for the entire Lowry Hill community including small businesses, renters, seniors, and homeowners..

### **2025 Amendment**

Lowry Hill

#### **TIMELINE**

Safety walks 3 times a month and in coordination with other neighborhood

Jan - Skating Party in coordination with other neighborhoods

Coffee neighborhood chat at Sebastian Joes

February Coffee neighborhood event at Sebastian Joes

March Coffee neighborhood event at Sebastian Joes

June Annual meeting discussing with neighborhood our events and ideas on how we can engage with our neighbors

Farmers Market in coordination with other neighborhoods

July Ice cream social

Farmers Market in coordination with other neighborhoods

August: Fishing event in coordination with other neighbors

Farmers Market in coordination with other neighborhoods

Pop up Market and Live puppy show in coordination with other neighborhoods

September: Super Sale in coordination with other neighborhoods

October Thriller event in coordination with other neighborhoods

Music and Appetizers

## **GOALS**

1. Hold at least 6 social events that promote community
2. Contact the owners of the large apartment complexes to get more renters to our events.
3. Work in coordination with other neighborhoods at least 4 events to help promote a sense of community
4. Create a questionnaire and send out to our neighborhood to find out what they want from Lowry Hill Board.