

Engagement plan template with example

Neighborhood

Shingle Creek

Time frame

2023-2024

Plan detail

| Demographic group | <i>Example: Tenants</i> | Homeowners | Hmong | Youth |
|-----------------------|-------------------------|------------|-------|-------|
| Numbers or percentage | 6,300 | 76% | 29.9% | 36% |

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|---|----------------------------------|---|---------------------|---|
| Initiative, activity, project or program | <i>Tenant Engagement Program</i> | <p>Neighborhood events.</p> <p>When neighbors come home to SCNA they are coming home to their families. SCNA is strictly a bedroom community with no commercial businesses in the neighborhood. If a resident wants to go out to eat or shop, they must leave the neighborhood. By hosting different seasonal events, we are keeping neighbors in the neighborhood and connecting with other residents.</p> | Neighborhood Events | Lifeguard scholarships, Beacons, Olson middle school, |

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|------------------------|--|-----------------|--|-------|
| Barriers to engagement | <i>Accessing apartments</i> <i>Transient population</i> <i>Feeling unwelcome at meetings</i> | Lack of funding | Lack of awareness of neighborhood organization | Time |

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|---|--|--|--------------------------------------|-------------------------------------|
| Outreach and engagement strategies | <i>Connect with property managers/owners</i> <i>Identify resident leaders for multi-unit buildings</i> <i>Door-knocking</i> <i>Social media campaign</i> | Advertise events through social media, Camden News and mailers | Will work on identifying strategies | Will work on identifying strategies |
| Resources needed | <i>Social media account and manager of the account</i> <i>Contact information for property owners/managers</i> <i>Wages for door-knockers</i> <i>Door-knocking logs</i> <i>Flyers with neighborhood organization information</i> | Advertising and web design dollars | Will work on identifying resources | Will work on identifying resources |
| Partners in the work | <i>Homeline</i> | Major Taylor | Identify Hmong serving organizations | Olson Middle, Beacons, MPRB |

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|-----------------------|--|---|---|---|
| Person(s) responsible | <i>Outreach staff name(s)</i> <i>Volunteers</i> | Volunteer SCNA board members | Volunteer SCNA board members | Volunteer SCNA board members |
| Timeline | <i>Jan.-March: Send letters to property managers and/or owners and recruit resident door-knocking staff</i> <i>April: Follow-up phone calls; set up date/time to door-knock buildings</i> <i>May-July: Door-knock identified buildings</i> | April – Earth day Cleanup – Annual meeting June – Summer Fun July – Tour de Camden August – National Night Out August – Mingle and Jingle in Shingle October – Halloween Spooktacular December – Winter Solstice Luminary walk and Craft fair | April – Earth day Cleanup – Annual meeting June – Summer Fun July – Tour de Camden August – National Night Out August – Mingle and Jingle in Shingle October – Halloween Spooktacular December – Winter Solstice Luminary walk and Craft fair | April – Earth day Cleanup – Annual meeting June – Summer Fun July – Tour de Camden August – National Night Out August – Mingle and Jingle in Shingle October – Halloween Spooktacular December – Winter Solstice Luminary walk and Craft fair |
| Quantitative goals | <i>Have conversations with 75% of tenants whose doors were knocked</i> <i>Obtain contact information from 50% of tenants whose doors were knocked and add them to the distribution list</i> | Increase Facebook followers from 600 to 750. | Explore outreach strategies to Hmong community | Winter Solstice event |

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|------------------------------|--|--|--|--|
| Qualitative goals | <p><i>Learn about what tenants care about in the neighborhoods</i></p> <p><i>Identify issues that need attention</i></p> | Allow residents to express their desires and concerns for the neighborhood | Allow residents to express their desires and concerns for the neighborhood | Allow residents to express their desires and concerns for the neighborhood |
| Outcome of engagement | <p><i>More representation of tenants on neighborhood board and/or committee membership</i></p> <p><i>More tenants receive neighborhood organization updates, newsletters and other information</i></p> <p><i>Tenants have the knowledge and ability to become involved in the organization and in decision-making</i></p> <p><i>Issue is identified in the community</i></p> | Residents meet their neighbors, learn more about SCNA and how they can be involved in the association. | Residents meet their neighbors, learn more about SCNA and how they can be involved in the association. | Residents meet their neighbors, learn more about SCNA and how they can be involved in the association. |
| Next steps | <i>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation.</i> | Continued outreach | Continued outreach | Continued outreach |

2025 Amendment

Shingle Creek

TIMELINE

First quarter - Work on merger paperwork and legalities

Second quarter - Invite neighbors to participate in activities related to the merger i.e. joining the new combined board, joining a committee, informing us of what they would like to see within the new board structure

Third Quarter - Tour de Camden bike ride - expanding to encompass other northside neighborhoods

Fourth Quarter - Holiday on 44th Event. 2024 will be the first year our new group has revived the preCOVID event.

GOALS

1. Notify Neighborhood of merger with Victory by February 2025
2. Encourage board participation in new Organizational Structure
3. Host Tour de Camden with neighboring associations to continue joining the northside associations. Webber Camden joined in for the 2024 ride, need to engage Lind Bohannon Summer 2025