

MORE THAN A LANDLORD

Resident Program Design Canvas

Before you create another event, answer these questions

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1. NEED

What resident problem, barrier, interest, or opportunity are we addressing?

2. WHO

Which residents is this specifically for?

3. LISTEN

What have residents told us about this issue?

4. OUTCOME

What should be different after the program?

5. BARRIERS

What could prevent participation: trust, timing, childcare, transportation, language, accessibility, technology, relevance?

6. PARTNERS

Who already has expertise, trust, space, staff, funding, or access?

7. COST

What can be done at no cost? What actually requires money?

8. INVITATION

Why would a resident want to come? How will we communicate that value?

9. MEASURE

What will we track besides attendance?

10. DECISION

Afterward, will we continue, improve, expand, pause, or stop?
