

Engagement plan

Neighborhood

Bryn Mawr Neighborhood Association

Time frame

January 1, 2022-December 31, 2022

Work summary

Create new and more inclusive methods of communication to reach more people in the neighborhood.

Scope of work, outcomes and goals

We hope to increase participation on the Board and at events from renters and tenants.

Demographic group	Renters/Tenants
Numbers or percentage	8%, 100/1290 households
Initiative, activity, project or program	Creating alternative formats for accessing Board and committee meeting using virtual interactive meeting technology
Barriers to engagement	<p>Transient population</p> <p>Difficulty in getting to in-person meetings</p> <p>Feeling unwelcome at meetings and events</p> <p>Feeling that they have nothing to offer the neighborhood</p> <p>Identifying rental properties/homes that are being rented</p>
Outreach and engagement strategies	Identify rental properties using the city website. Create a list to share with Board Area Reps. Board Reps will make contact via flyer or doorknock. Keep the list updated using the city website. (All renters currently receive a monthly neighborhood newspaper advertising all neighborhood events. The majority of rental units in Bryn Mawr are single family homes and are more accessible than large locked apartment buildings)

	<p>Identify current number of renters who are members of the BMNA. Set goal for increased number based on current number.</p> <p>Purchase technology that will allow meetings to be virtual and interactive. Virtual meetings will serve as a gateway to involving participants in other ways, such as committees and events.</p> <p>Develop a survey that can be distributed through a variety of methods. The survey will identify renter participation at events, board meetings, committee meetings etc. Information from the survey will be disaggregated to assess which events appeal to renters.</p>
Resources needed	<p>Social media campaign to communicate options for engaging and participating virtually in neighborhood meetings</p> <p>Contact information for renters</p> <p>City of Minneapolis Active Rental License database</p> <p>Interactive website camera</p>
Partners in the work	<p>1. City of Minneapolis, 2. Neighborhood realtors who have access to home owner information. 3. Neighborhood businesses who can advertise the surveys and donate incentives for completing them.</p>
Person(s) responsible	<p>Communication coordinator- Lynda Shaheen</p>

Timeline	<p>January -Purchase interactive website camera and implement use at Board meetings and other neighborhood meetings.</p> <p>Jan.- March (and on going): Identify renters and communicate options for engaging virtually.</p> <p>March- Determine baseline number of renters who are members of the BMNA</p> <p>January - May - Develop survey.</p> <p>May - December - Conduct surveys and identify renter participation in events.</p>
Quantitative goals	<p>Increase number of renters who are members of the BMNA by 20% by January 2023.</p> <p>Using baseline info from surveys, increase number of renters who attend Board meetings and other events by 5% by December 2023.</p>
Qualitative goals	Renters feel welcome to participate in neighborhood
Outcome of engagement	Board becomes more representative of the community with more participation of renters.
Next steps	<p>Address any further equipment needed to be purchased.</p> <p>Continue to collect and disaggregate data.</p>