

# BMNA Engagement Plan Template



## Neighborhood

Bryn Mawr

## Time frame

2026-2028

## Work summary

We plan to host 8 yearly events, smaller committee events, monthly board meetings, publish and deliver a print newspaper 11 times a year, and provide information biweekly via email and social media channels regarding city, county, parks, schools, transportation, voter services, and other relevant public and private entities. We will also implement more use of printed flyers, in addition to digital communications, to relay information. We continue to maintain the previous goal of welcome packets being distributed at move-in in Areas 8 and 9.

## Scope of work, outcomes and goals

We hope that our board will be fully representative of the new rental areas and have a similar percentage of renters to reflect the neighborhood. We will use both print and digital flyers, in-person communications, and other print resources to increase renter participation in neighborhood events, meetings, and planning. We will continue to grow renter involvement and build trust by soliciting input and actively listening to resident feedback. This has already proven successful by using the new participants to help better inform us how to recruit more input and involvement. We will continue to maintain and grow our relationship with building management as a mutually beneficial partner in community involvement.

<i>Demographic group</i>	<b>Renters</b>
<i>Numbers or percentage</i>	20%
<i>Initiative, activity, project or program</i>	Flyers for every event and meeting posted at new buildings, including new building in Area 2. QR code with link to website and email signup
<i>Barriers to engagement</i>	New residents unaware of email list and social media and may not receive Bugle newspaper to their door.
<i>Outreach and engagement strategies</i>	More effective than email and social media initially. Engage management to help advertise. Engage Area reps to spread the word. Deliver Bugle door to door in Area 8.
<i>Resources needed</i>	Flyer design, printing, and distributing
<i>Partners in the work</i>	Graphic designer, Area reps
<i>Person(s) responsible</i>	Communications Coordinator, Event Coordinator, Area 2, 8 and 9 reps

<i>Timeline</i>	January meet with volunteer from neighborhood who offered to create template that has consistent feel for all events. Monthly- post meeting agenda in 4 large rental buildings. February - Winter Fest flyer, April- Garage Sale flyer, May-Annual Meeting flyer, July-Ice Cream Social flyer, September- Member Night flyer, October -Sip and Stroll flyer, December- Saturnalia flyer. Post quarterly blood drive flyers
<i>Quantitative goals</i>	10 new followers on social media or email from rental units in Areas 2,8,9. All vacancies filled for Area 8 and 9 reps. Renters from Area 2,8,9 participation on a committee, 1 person. Renters from Area 2,8 or 9 attendance at a meeting, 2 people
<i>Qualitative goals</i>	More participation in events from renters in areas 2,8 and 9
<i>Outcome of engagement</i>	More participation in life of Bryn Mawr from renters in areas 2,8 and 9

<i>Demographic group</i>	<b>Renters</b>
<i>Numbers or percentage</i>	20%
<i>Initiative, activity, project or program</i>	New event held in Area 8 or 9
<i>Barriers to engagement</i>	New residents unaware of BMNA and BMNA activities
<i>Outreach and engagement strategies</i>	Ask Area reps what residents would be interested in. Flyers for every event posted at new buildings, including new building in Area 2. More effective initially than email and social media. Engage management to help advertise. Engage Area reps to spread the word. Deliver Bugle door to door in Area 8.
<i>Resources needed</i>	Flyer design, printing, and distributing
<i>Partners in the work</i>	Graphic designer. BMNA Committees
<i>Person(s) responsible</i>	Communications Coordinator, Event Coordinator, Area 2, 8 and 9 reps
<i>Timeline</i>	January-March discuss possibilities for new event in Area 8 or 9 with event coordinator, committee chairs, and Area 8 & 9 Representatives. Ideas may include expansion of Garage Sale. Garden event, Active Transportation activity. April - finalize idea and beginning marketing. June or July- event takes place
<i>Quantitative goals</i>	10 participants in new event held in Area 8 or 9

<i>Qualitative goals</i>	More participation in all events from residents in areas 8 and 9
<i>Outcome of engagement</i>	More participation in life of Bryn Mawr from residents in areas 8 and 9

<i>Demographic group</i>	<b>Renters</b>
<i>Numbers or percentage</i>	20%
<i>Initiative, activity, project or program</i>	Bugle delivered door to door in Area 8
<i>Barriers to engagement</i>	Need Area 8 rep to volunteer to deliver
<i>Outreach and engagement strategies</i>	Engage management to help advertise. Engage Area reps to spread the word. Deliver Bugle door to door in Area 8.
<i>Resources needed</i>	Bugle printing and distributing
<i>Partners in the work</i>	Bugle independent contractors, Area reps
<i>Person(s) responsible</i>	Communications Coordinator, Event Coordinator, Area 2, 8 and 9 reps
<i>Timeline</i>	January - advertise need for Area 8 Bugle delivery person in the e-newsletter. February-advertise need for Area 8 Bugle delivery person in the February Bugle and e-newsletter. March - Identify new delivery person. April- New person begins delivery.
<i>Quantitative goals</i>	72 Bugles delivered monthly to townhomes
<i>Qualitative goals</i>	More participation in all events from residents in areas 8
<i>Outcome of engagement</i>	More participation in life of Bryn Mawr from residents in areas 8