

Neighborhood Engagement Plan

Neighborhood

Neighborhood name(s)

Bryn Mawr Neighborhood Association

Time frame

Year(s) 2023 - 2024

Plan detail

Demographic group	Renters and Tenants
Numbers or percentage	14% 180/1290 Households
Initiative, activity, project or program	<p>Creating alternative formats for accessing Board and committee meeting using virtual interactive meeting technology</p> <p>Increased delivery of Welcome Packets</p>

Demographic group	Renters and Tenants
Barriers to engagement	<ul style="list-style-type: none"> • Transient population • Difficulty in getting to in-person meetings • Feeling unwelcome at meetings and events • Feeling that they have nothing to offer the neighborhood • Identifying rental properties/homes that are being rented
Outreach and engagement strategies	<p>Identify rental properties using the city website. Create a list to share with Board Area Reps. Board Reps will make contact to deliver Welcome Packets. 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> <p>Identify current number of renters who are members of the BMNA. Set goal for increased number based on current number.</p> <p>Continue to use technology that allows 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>

Demographic group	Renters and Tenants
	<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>

Demographic group	Renters and Tenants
Partners in the work	<ol style="list-style-type: none"> 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
Person Responsible	Communication coordinator- Lynda Shaheen

Demographic group	Renters and Tenants
Timeline	<p>January – December Use interactive website camera and for Board meetings and other neighborhood meetings.</p> <p>January - December Identify renters and communicate options for engaging virtually.</p> <p>January- 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 2024.</p> <p>Using baseline info from surveys, increase number of renters who attend Board meetings and other events by 5% by December 2023.</p>

Demographic group	Renters and Tenants
Qualitative	Renters feel welcome to participate in neighborhood
Outcome of engagement	Board becomes more representative of the community with more participation of renters.

Demographic group	Renters and Tenants
Next Steps	<p>Address any further equipment needed for interactive meetings.</p> <p>Continue to collect and disaggregate data.</p> <p>Determine effective survey techniques.</p>

2025 Amendment

Bryn Mawr

TIMELINE

Jan -Recruit volunteer to deliver Bugle to all townhomes

Jan-Feb - Meet with management to check on welcome packet procedure

Mar - Outreach-flyers and Bugle articles, to recruit Area 8 Board member

May-December Host event in Area 8 or 9 that incorporates one of the committees

GOALS

1. Fill vacant Board position for new rental area, Areas 8 and 9
2. Deliver Bugle Newspaper to each door in new rental Area 8 vs bulk drop off
3. Work with management to continue to provide welcome packets at move in
4. Active Transportation, Garden, Safety, Elections, and Schools Committees interact with residents in Areas 8 and 9 at least once.
5. One event held during the year in Area 8 or 9