

Community Participation Program 2014 Annual Report

Neighborhood Organization: Harrison Neighborhood Association

Contact person: Shauen Pearce

Date of Board Approval: For approval in April

1. Stakeholder Involvement

Reviewing your CPP activities in 2014, Please provide information about:

- What outreach and engagement activities did you carry out in 2014?

In addition to our ongoing communications and program, we hosted and lead several outreach and engagement activities. We convened neighbors within the Van White and Penn Station Areas for both the Blue Line and Green Line extensions. We held monthly meetings with residents and Harrison supporters for transit-oriented development, housing, undoing racism, economic development, and crime and safety. Additionally, we hosted a Penn Ave Community works open house and some Redevelopment and Oversight Committee (ROC) meetings, including the May meeting regarding the options for the impound lot. HNA also ensured that the community gardens we fully utilized during the growing season and hosted a garden party to celebrate the harvest and engage residents around issues related to food economies. We were happy to support 11 National Night Out Block parties and spread the work of the neighborhood and events of the city at the block gatherings. As we closed 2014 we engaged the neighborhood as we lead a non-partisan get out the vote (GOTV) action center with door knocking, phone banking and more.

Our other outreach and engagement activities included:

- Grand opening of the Harrison Neighborhood Bread Oven, a publicly owned resource
- Outreach for the BLRT first community working groups and open house
- SWLRT municipal consent turnout and speaker engagement
- “Arts Happening in the Park”, Harrison Fall Festival
- Harrison Pizza Party and transit focus group
- Print newsletters and notices
- Tenant door-knocking
- Bus canvasses

- How did you reach out to and involve under-represented communities in 2014?

We built and sustained involvement of under-represented communities by connecting people with training opportunities, ensuring that our office was welcoming and staff available, reinstating our print newsletter, solidifying our mailings process to ensure notices reach residents and business owners, connecting people to housing options, and connecting residents to each other and the station area planning processes—showing proof that we heard their voices and communicated it to policy makers and developers.

We also maintained involvement of under-represented communities through our tool-voucher program, gardening, and tenant organizing.

- Did you find any strategies to be particularly successful? Why?

Our face-to-face work was the most successful in all forms, especially open houses. Deliveries to homes and businesses were also helpful. People felt like staff cared about them, that the funding of the organization was going back into the community and that they could network with each other in a safe and welcoming atmosphere that did not seem like a social service agency.

- What did not work so well? Why?

Flyers and banners did not work well for most people we connected with; they were seen as impersonal and treated as low-level engagement at best.

- How many people did you reach through direct contact (door knocking, meetings, one-on-ones, etc.)?

We reached approximately 700 people through direct contact.

- How many individuals volunteered in organization activities?

Approximately 65 people volunteered at our organizational activities.

- How many individuals participated in your organization's activities?

Approximately 1,000 people participated in HNA's activities.

- How many people receive your print publications?

Approximately 1,400 people receive our print publications.

- How many people receive your electronic communications?

Approximately 773 people receive our electronic communications.

2. 2014 Highlights

Please describe one or two major highlights, and if possible, please include digital photos or illustrations:

- What was the issue or opportunity the neighborhood was facing?
- Who was impacted?
- What steps did you take to address the issue or opportunity?
- What was the outcome?



As we deepened engagement with community leaders we noticed that many people had little knowledge about who to express their visions and concerns with. They felt powerless to engage their neighbors, silenced by city systems and hopeful that we could build a critical mass of informed Harrison residents and business owners. Hearing this we decided to partner in the Get Out The Vote (GOTV) work to move people into action by exercising their vote and getting their neighbors to understand systems that impact daily lives. Canvassers said the weekend was “life changing” and that they never thought so many people would be excited about the right to vote or seeing people from the neighborhood spreading the word. Nine of every 10 canvassers was a person of color, every door that was not a business or an apartment building that decided not to participate was knocked at least twice. The weekend, lead to new residents feeling welcome, more people of color coming into HNA, increased turnout for public meetings, better

connections with residents and former residents of a variety of ethnicities, ages, and genders. Our youngest canvasser was 16 and brought his family and our eldest volunteer was in her 70s.

3. 2014 Accomplishments

Please provide information about your other accomplishments in 2014:

- What were your organization's major accomplishments?
- How were individuals in your community directly impacted by your work?

Some of the other HNA accomplishments include:

- The construction and grand opening of the Harrison Bread Oven that is available for anyone from the Harrison Neighborhood to cook in and host events at, free of charge.
- Completion of the HNA strategic plan with a focus on governance, neighborhood development in light of the LRTs coming to the neighborhood and a more robust local economy.
- Influential tenant advocacy with residents at Park Plaza and Olson Townhomes, home to many of the African American and Asian and Pacific Islander communities.
- Clarity on the Harrison housing strategies and plans to develop the Glenwood corridor of Harrison through deeper relationships with developers.

4. *Housing*

What percentage of time did your organization spend on housing-related activities?

With the major catalytic transit oriented development on the horizon, housing is an integral component of our organizational work plans. We lead monthly housing and crime and safety meetings, working with potential home-owners, helping to prevent evictions and excessive citations, and administered the tool-voucher program. Given the intersecting nature of our work, we estimate that we spent at least one-third of our time on housing, 50% if we calculate the housing work of the Station Area Process of Phase I.

5. *Financial Reports*

Please provide an income and expense report for your organization for the year. (Please include all funding sources).

Please see the attached income and expense statement.

In addition to your annual report, please take time to describe your interactions with City departments and other jurisdictions.

1. *Impact*

What interactions with City departments occupied a major part of your time? What worked well? What could be improved?

Contracts and billing occupied a major part of our time. Administering the Façade grant went well, City staff members were always helpful. Interactions were limited but fruitful.

Interactions with offices using the translation equipment could be improved. On two occasions we had to track down equipment that was not tracked by city staff or returned properly.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate your overall experience with your interactions with the City? 5

2. *City Communications – effectiveness*

Is the information that you receive from the City understandable and useful? It often is.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate overall communications from the City? 4

3. *City Communications – timeliness*

Do you receive adequate notice of City activities in your neighborhood? If not, did your organization inform somebody at the City of this? Did the City respond in a positive manner? Please explain.

Increased notice of public hearings would be helpful.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the timeliness of communications from the City? 4

4. *City Departments*

How can City departments improve the way in which they function in your neighborhood?

No feedback at this time.

5. *City Assistance*

How can the Neighborhood and Community Relations Department improve the assistance it provides to your organization as a community participation group?

Increased clarity of available contract dollars is always appreciated.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the assistance provided to your neighborhood by NCR? 5

6. *Other comments?*

No additional comments at this time. Thank you!