

## Engagement Plan

Neighborhood: Harrison

Time frame: 2023-2024

**In the next two years HNA will seek to diversify community representation of Board Members and Committee Members to provide the neighborhood association with representation that reflects the make-up of the Harrison Neighborhood. We will seek common goals among HNA membership and build an understanding of what make a successful neighborhood for all.**

### A Diverse and Inclusive Board:

Presently the HNA Board is made up of a majority of white homeowners; we have one minority representative and also representation from the LGBTQ community. HNA staff and current board members will work to promote opportunities for all members of HNA to actively participate on the board in an effort to reflect the demographics of the neighborhood.

### Engage Community Members through Committees and Work Groups:

The commitment of a board member may be too great for many HNA members. However, introducing under-represented Harrison members to committees that may hold a special interest to them can enable them to have a voice in the decisions of their neighborhood.

### Foster Broad Opportunity for Community Engagement:

We will build connections and communication opportunities with members of the HNA community through a variety of means. We will organize block ambassadors to serve as a liaison between neighbors and also between neighborhoods and the Board. They will work in conjunction with staff to host small community events. In so doing, we recognize the power of food to bring people together and will incorporate the opportunity to share ethnic food with local neighbors. We will maintain a social media outreach, a regular newsletter, and email notifications. We recognize that our members from diverse backgrounds may have some inherent distrust of organizations that are unfamiliar to them. We therefore will strive to connect with elders or leaders and members of various ethnic groups to build trust and to introduce HNA as a reliable and assistive neighborhood agency. Ultimately, we hope to ensure that all HNA residents are aware of current events that may affect their lives and be empowered to participate in decisions affects them.

Plan detail

	<i>Renters</i>	<i>BIPOC Homeowners</i>	<i>Transit-Dependent Residents</i>

**Initiative,  
activity, project  
or program**

Schedule Monthly Board Meetings at a variety of community venues to facilitate attendance of low-income, disabled, and immigrant populations.

Establish block / apartment building ambassadors throughout Harrison. Staff can utilize those ambassadors to share vital community information with their trusted neighbors and vice-versa. Provide support to neighborhood block groups for gatherings and sharing of community information.

Provide “Welcome to Harrison” packets to all new residents.

Harrison Community Gardening (offer renters garden plots to grow food in one of Harrison’s four community gardens. If the new garden plot at Olson Park apartments does not come to fruition, priority will be given to renters from that site.)

*Same initiative*

*Same initiative*

*Same initiative*

HNA will continue its outreach efforts to homeowners impacted by the MPRB required removal of Emerald Ash Borer infested trees. Thus far, those impacted have primarily been BIPOC, low-income, senior homeowners. We will continue to educate homeowners about the MPRB process, opportunities to voice their concerns to decision-makers, and potential funding solutions to alleviate their financial hardship.

Engage transit-dependent residents regarding their transportation needs. Explore the possibility of providing transportation assistance to residents without cars/barriers to transportation either through direct support from HNA staff by providing rides, or through recruiting community volunteers to provide rides to their neighbors.

	<i><b>Renters</b></i>	<i><b>BIPOC Homeowners</b></i>	<i><b>Transit-Dependent Residents</b></i>
		HNA will continue to administer our Internal & External Home Improvement Grant program. While this program is available to all homeowners in Harrison, it is often utilized by BIPOC homeowners.	

	<i><b>Renters</b></i>	<i><b>BIPOC Homeowners</b></i>	<i><b>Transit-Dependent Residents</b></i>
<b>Barriers to engagement</b>	<p>Language Barriers for non-english speaking neighbors.</p> <p>Inherent Distrust of Unfamiliar Organizations</p> <p>Barriers to Technology Access</p> <p>Transportation</p>	<i>Same</i>	<i>Same</i>

	<i><b>Renters</b></i>	<i><b>BIPOC Homeowners</b></i>	<i><b>Transit-Dependent Residents</b></i>
<b>Outreach and engagement strategies</b>	<i>Identify Ambassadors for multi-unit buildings</i> <i>Identify neighborhood block Ambassadors</i> <i>Identify Immigrant Leaders</i> <i>Social media campaign</i> <i>Delivery of Flyers</i> <i>Email</i> <i>Newsletter</i> <i>Translator Assistance</i> <i>Identify Property Managers</i> <i>Identify Residents needing resource assistance.</i>	<i>Same</i>	<i>Same</i>

	<b><i>Renters</i></b>	<b><i>BIPOC Homeowners</i></b>	<b><i>Transit-Dependent Residents</i></b>
<b>Resources needed</b>	<i>Social media account and manager of the account</i> <i>Mail Chimp Account and Manager</i> <i>Zoom Account</i> <i>Website</i> <i>Funding for Translation/Interpreters</i> <i>Printing costs, postage for newsletter, postcards, flyers, Welcome Packets</i> <i>Wages for Flyer delivery</i> <i>Resources/Food for neighborhood Events</i> <i>Meeting Room Rental Fees</i>	<i>Same</i>	<i>Same</i>
<b>Partners in the work</b>	<i>Lao Assistance Center, Minneapolis NCR, Harrison Business Owners, Harrison Property Managers</i>	<i>Same</i>	<i>Same</i>
<b>Person(s) responsible</b>	<i>HNA Staff Members</i> <i>Board Members</i> <i>Community Volunteers</i>	<i>Same</i>	<i>Same</i>
<b>Timeline</b>	<i>Varied and on-going</i>	<i>Same</i>	<i>Same</i>

	<b><i>Renters</i></b>	<b><i>BIPOC Homeowners</i></b>	<b><i>Transit-Dependent Residents</i></b>
<b>Quantitative goals</b>	<p><i>HNA will work toward adding two Board Members and two committee members from under-represented economic and race groups during each of the next two years.</i></p> <p><i>HNA will work toward having two or more under-represented groups attend board meetings.</i></p> <p><i>HNA will work toward initiating three neighborhood ambassadors in apartment complexes and 8 neighborhood block ambassadors.</i></p> <p><i>HNA will regularly have at least 8 participants for resource assistance.</i></p>	<i>Same</i>	<i>Same</i>
<b>Qualitative goals</b>	<i>Residents will feel informed about the issues that impact them and be knowledgeable about how to have their voice heard. Neighbors will feel a stronger sense of community with their near neighbors as well as the larger Harrison community.</i>	<i>Same</i>	<i>Same</i>



	<b><i>Renters</i></b>	<b><i>BIPOC Homeowners</i></b>	<b><i>Transit-Dependent Residents</i></b>
<b>Outcome of engagement</b>	<p><i>More representation of under-represented groups on the board of directors and committee seats.</i></p> <p><i>New Harrison residents receive contact information for local entities, voting locales, voter registration form, transit information, park and entertainment information, etc.</i></p> <p><i>More residents receive neighborhood organization updates, newsletters and other information</i></p> <p><i>All members of HNA have the knowledge and ability to become involved in the organization and in decision-making</i></p>	<i>Same</i>	<i>Same</i>

## **2025 Amendment**

Harrison

### **TIMELINE**

Jan - outreach (phone bank, door knock & lit drop) for Anniversary Party/Fundraiser

Feb - outreach for Bring Back 6th; Anniversary Party/Fundraiser; & tree outreach

Mar - outreach for Tree Event

Apr- Earth Day Clean-Up (recruit volunteers & promote);host Tree Resources Community Event; recruit new board members

May- promote & prepare for Annual Meeting & Election

Jun- Imagine 6th planning committee (recruit residents, businesses & board members)

Jul- Imagine 6th planning & promotion

Aug-outreach for Tree Resources Event

Sep- host Tree Resources Event

Oct-recruit volunteers for Harrison Halloween Hunt

Nov- TBD

Dec- TBD

## **GOALS**

1. Bring Back 6th (door knock all residents by Feb. 2025)
2. 40th Anniversary Party & Fundraiser (locate & invite all former board members to event by Jan. 2025)
3. Emerald Ash Borer/Climate Equity campaign (ensure all eligible residents receive financial resources by June 2025).
4. Recruit new board members for Annual Election by May 2025.
5. Blue Line Reparations for Harrison (continue to work with the Anti-displacement Community Prosperity Board to secure funding by June 2025).