

HNIA Neighborhood Engagement Plan

Neighborhood

Holland

Time frame

Three years: 2026-2028

Work Summary

HNIA's purpose centers on improving the quality of life for our neighbors. We champion a broad view of 'neighbor' to include everyone and everything. We use annual events to connect residents to each other and artists. We inform the community of local matters across its publications and communications. We creatively promote businesses and resources that inspire innovative action. We advocate for equitable systems, processes and policies. We support Art, Energy, and Innovation in all our decision-making as we strive to ***Serve, Represent & Build the Holland Neighborhood in NE Minneapolis.***

We recognize that the representation at our events and within our organization's Board of Directors does not accurately represent the demographic makeup of our neighborhood, as is common among many neighborhood organizations in Minneapolis. Meeting our organizational purpose requires improving the representation of traditionally-underrepresented groups. Therefore, we have developed this Neighborhood Engagement Plan focused on three groups: **POCII, Renters, and Low-Income Families.**

Scope of work, outcomes and goals

Demographic Group 1: POCII (People of Color, Indigenous, and Immigrant Residents)

According to Minnesota Compass, 46.2% of residents in the Holland neighborhood identify as non-white. Engagement strategies will intentionally include and prioritize outreach to POCII residents to ensure equitable participation in HNIA programs and decision-making.

Source: [Minnesota Compass – Holland Neighborhood Profile](#)

Culturally-Connected Art and Outreach Initiatives

Barriers to Engagement:

- Language barriers
- Access, exposure, and awareness of events, information, and neighborhood activities
- Time and interest in neighborhood (buy in)
- Feeling welcome

- Lack of trusted messengers
- Lack of representation on the current HNIA board
- Fear of federal immigration authorities

Outreach and Engagement Strategies:

- Develop new outreach strategies in partnership with NE Arts District to engage and feature art created by POCII.
- Explore relationship with Public Functionary (community and platform for artists of color) as well as other similar organizations.
- Translating materials & mailers – Somali and Spanish, Oromo, Arabic, depending on what we learn about specific needs in the 38% of residents for whom English is not primary/native language.
- Pop-up tabling and surveying at various locations in Holland (JROW, Art-A-Whirl, other community events).
- Distribute yard signs with meeting info and other opportunities.
- Poster outreach in Holland businesses and public spaces.
- Explore partnership with Edison High School for outreach.
- Explore partnerships with local places of worship for outreach.
- Explore partnership with POCII-owned businesses.
- Continue working with Ecuadorian Consulate for outreach and hosting a meeting.
- Provide live online translation services virtually for all community meetings in other languages.
- Share information for immigration services and legal support.
- Form connections/partnerships with immigrant support organizations (such as Unidos, Immigrant Law Center, and others).
- Host culturally-specific events/outreach.
- Implement policies that encourage POCII businesses/individuals in contracts with HNIA.

Resources Needed:

- Staff(s) and wage(s)
- Board and volunteers
- Safe indoor space for events
- Social Media/Account Manager with translations
- Signage and materials for communications and outreach
- Software tools for live meeting translations

Partners in the work:

- Building manager(s)
- Edison High School
- Ecuadorian Consulate
- Places of worship
- POCII-owned businesses
- Immigrant support organizations
- Northeast newspaper
- Outreach/engagement experts

Persons Responsible:

- HNIA Staff(s)
- Volunteers and Board

Timeline:

Jan – June 2026

- Identify and test tools for meeting translations.
- Establish schedule/calendar for outreach programs.

July – Dec 2026

- Network with building owners and residential owners and blanket them with posters.
- Co-host events with community organizations.
- Implement live meeting translations.

Jan – Dec 2027

- Review 2026 lessons-learned.
- Strengthen partnerships and build off of lessons of year 1.

Jan – Dec 2028

- Review 2027 lessons-learned.
- Strengthen partnerships and build off of lessons of years 1 and 2.

Quantitative Goals:

- Grow neighborhood community meeting attendance by 10% by end of year 2026.
- Have 100% of HNIA mailed content and targeted social media messages translated in multiple languages by end of year 2026. This will be six postcards and six social media posts per year.
- Host one culturally-specific event per year.
- Develop one partnership with a local arts organization to support POCII artists.

Qualitative Goals:

- Understand what priorities matter to the demographic group listed.
- Understand issues that can be addressed by HNIA; form partnerships where needed.
- Increase diversity and representation at HNIA meetings, programs, and events.

Outcomes of Engagement:

- Increased meeting attendance and engagement with POCII
- More engagement and feedback from POCII
- Deeper connections with a broader variety of community members

Demographic Group 2: Renters

According to Minnesota Compass, 50.7% of housing units in the Holland neighborhood are renter-occupied. Engagement strategies will focus on increasing participation among renters to ensure that their perspectives and experiences are represented in HNIA's programs, decision-making, and neighborhood initiatives.

Source: [Minnesota Compass – Holland Neighborhood Profile](#)

Renter Engagement Initiatives

Barriers to Engagement:

- Short-term residency in the neighborhood
- Feeling disconnected from community organizations
- Limited neighbor engagement opportunities
- Postcards from HNIA do not arrive in mailboxes in multi-unit buildings
- Lack of capital investment in property and surroundings in the neighborhood

Outreach and Engagement Strategies:

- Build and expand HNIA's successful Renter Engagement Program (REP).
- Identify management companies and larger buildings and connect with property managers/owners.
- Post Information on meetings and events in building lobbies.
- Host meetings in apartment lobbies/community rooms where possible.
- Develop and implement an annual HNIA activities calendar.
- Pop-up tabling and surveying at various locations in Holland (JROW, Art-A-Whirl, other community events).
- Distribute yard signs with meeting info and other opportunities.
- Poster outreach in Holland businesses and public spaces.
- Advertise for a "Special Election" for renters to join the HNIA board outside of the regular elections at the Annual Meeting.
- Social media outreach.

Resources needed:

- Staff(s) and wage(s)
- Board and volunteers
- Safe indoor space for events
- Social Media/Account Manager
- Signage and materials for communications and outreach

Partners in work:

- Building managers
- Renter Advocacy Groups

- Rental realtors
- Northeast newspaper
- Other neighborhood organizations

Persons Responsible:

- HNIA Staff(s)
- Volunteers and Board

Timeline:

Jan – Feb 2026

- Establish a schedule for REP events.
- Revise, plan, and continue previous year’s REP events.

March - June 2026

- Recruit and accept participants for REP.
- Pop-up tabling and surveying at various locations in Holland.
- Identify and contact key contacts (building owners/managers and residents) to establish communication within large apartment buildings.

July – Dec 2026

- Begin to reach out to tenant community to gather insights on what matters to them (build a survey to distribute through management companies or other).
- Host HNIA board “listening session” with REP participants.

Jan – Dec 2027

- Review 2026 lessons-learned.
- Strengthen partnerships and build off of lessons of year 1.

Jan – Dec 2028

- Review 2026 lessons-learned.
- Strengthen partnerships and build off of lessons of years 1 & 2.

Quantitative Goals:

- Increase the number of renters on HNIA’s board of directors each year.
- Increase renter representation on HNIA committees.
- Identify and engage with a contact within 25% of large residential buildings in the neighborhood to help spread communications. We estimate this to be two buildings. Some of the buildings that HNIA could target are the Lofts, the Lowry building managed by Pergola Management, Hook and Ladder, Jax, Huxley, and the building at Washington and 20th.

- Increase tenant attendance at community meetings by 10%.

Qualitative Goals:

- Understand what priorities matter to renters.
- Understand issues that can be addressed by HNIA; form partnerships where needed.
- Increase renter representation at HNIA meetings, programs, and events.

Outcomes of engagement:

- Increased meeting attendance and engagement with renters
- More engagement and feedback from renters
- Deeper connections with a broader variety of community members

Demographic Group 3: Low-Income Families

According to Minnesota Compass, 20.8% of households in the Holland neighborhood have incomes below the poverty level. Engagement strategies will prioritize outreach to low-income families to reduce barriers to participation and ensure that HNIA programs and events reflect the needs and perspectives of families with limited financial resources.

Source: [Minnesota Compass – Holland Neighborhood Profile](#)

Low-Income Family Outreach Initiatives

Barriers to Engagement:

- Lack of childcare during evening meeting times
- Lack of convenient and safe public transportation to meeting location
- Time and interest in neighborhood (buy-in)
- Lack of engagement for children
- Inability to attend meetings due to non-traditional work schedules

Outreach and Engagement Strategies:

- Develop a neighborhood loan program.
- Table at local school events (Edison High School, Banaadir, Las Estrellas, Pillsbury, New City School).
- Outreach to Northeast Library; propose partnership opportunities.
- Outreach to Minnesota Tool Library and NE Minneapolis Toy Library; provide meeting time for each organization to present to a targeted audience.
- Host community outreach walks.
- Offer childcare or age-appropriate activities for children at meetings; encourage parents to bring kids to meetings.
- Host family-focused “kids” meetings with activities for families and children.
- Provide food at open community meetings and events.
- Explore giveaways/raffles for HNIA-”branded” merch or school supplies for kids.
- Invite resource groups (East Side Neighborhood Services, etc.) to table and/or present information at community meetings; encourage community support at meetings through food, supply and funding drives.
- Support neighborhood outreach for neighborhood/National Night-Out events focused on families.

Resources Needed:

- Staff(s) and wage(s)
- Board & Volunteers
- Software tools to record and post meetings on our website

Partners in the work:

- Northeast Library
- Minnesota Tool Library
- NE Minneapolis Toy Library

- Community Resource Networks
- Local Businesses

Persons Responsible:

- HNIA Staff(s)
- Volunteers and Board

Timeline:

Jan – June 2026

- Evaluate known barriers to organizational participation, create strategies for elimination.
- Explore tools for and begin recording and posting community meeting recordings on our website.
- Explore options and venues for providing childcare assistance during community meetings.

July – Dec 2026

- Plan annual kid-centered neighborhood event/meeting.
- Create 'Resources' page on HNIA website, designate volunteer to keep updated.
- Host meeting focused on supporting low-income families.

Jan – Dec 2027

- Host one drive (food, supply, or fund).
- Deepen partnerships and continue building trust.
- Build off of lessons of year 1; reevaluate programming and adjust based on community feedback.

Jan – Dec 2028

- Host one drive (food, supply, or fund).
- Deepen partnerships and continue building trust.
- Build off of lessons of year 2; reevaluate programming and adjust based on community feedback.

Quantitative Goals:

- Host two events/meetings (per year) focused on low-income families.
- Host an annual kid-centered neighborhood event/meeting with activities for families and children.
- Make all community meeting recordings accessible online for individuals who can't make meetings in-person.
- Establish annual drive of supplies, food or funds .

Qualitative Goals:

- Understand what priorities matter to the demographic group listed.
- Understand issues that can be addressed by HNIA; form partnerships where needed.
- Increase diversity and representation at HNIA meetings, programs, and events.

Outcome of engagement:

- Increased meeting attendance and engagement with low-income individuals and families
- More engagement and feedback from low-income individuals and families
- Deeper connections with a broader variety of community members