

Engagement Plan

Neighborhood  
Hawthorne

Time frame  
2023-2024

Plan detail

Demographic group	BIPOC Residents	Housing cost burdened and poverty	Language
Numbers or percentage	4,270 out of 5,209 residents (82%)  654 children under 17 living in poverty (35.6%)  85% low income, 27.4% children below poverty line, and 76.9% higher rate of poverty.	688 households with 48.4% cost burdened, 149 homeowners - 26.8% and 539 renters- 62.3%. A total of 1,420 of households.	The languages are diverse. English, is spoken by 61.7% of households. Spanish and African languages are important as well. Sub-Saharan African (20.2%), Mexican ancestry (14.3%) and Asian (8.5%).

**EXHIBIT C**

<b>Demographic group</b>	<b><i>BIPOC Residents</i></b>	<b>Housing cost burdened and poverty</b>	<b>Language</b>
<b>Initiative, activity, project or program</b>	<p>We will continue to work with the BIPOC organizations on mentoring and providing health resources.</p> <p>Our continued work with the other partners, churches and schools has only made our relationship stronger.</p> <p>Health &amp; Wellbeing &amp; Northside Urban Coalition initiative will continue to be broadcast worldwide.</p> <p>Continue educate on the dangers of using drugs as main focus.</p>	<p>Offer homeowners and renters better improvement and emergency loans.</p> <p>Adhoc committee to address housing issues in various languages.</p> <p>Hold a housing fair with others as well as conducting a survey around community segregation since the pandemic.</p>	<p>Now working with Big Brother Big Sister on the mentoring in Hawthorne.</p> <p>Work with several other organizations on translating for others.</p> <p>Hold community forums with various cultures to get to know them and their needs.</p>

**EXHIBIT C**

<b>Demographic group</b>	<b><i>BIPOC Residents</i></b>	<b>Housing cost burdened and poverty</b>	<b>Language</b>
<b>Barriers to engagement</b>	<p>Lack of medical staff and emergency resources continues.</p> <p>Not knowing who to contact in the community with an emergency issue or language barrier.</p> <p>Unable to participate in community meetings or events due to lack of resources.</p>	<p>Not enough funding which is why we need to move NRP dollars.</p> <p>Two different laws homeowner's vs renters.</p> <p>Continue to work with good developers on affordable housing.</p>	<p>Not educated or speak English.</p> <p>Don't know the community, Council or other organizations nor agencies.</p> <p>Safety continues to be a big concern due to language barriers.</p>

**EXHIBIT C****Outreach and  
engagement strategies**

Continue to use the following: Vibe newsletter, postcards, social sites, and flyers.

Continue our work with Insight News, LinkedIn, Twitter, Dynasty TV, Facebook, YouTube, Black Press Journalist, KFAI and Insight Culture Digital News.

National Night out continues to bring the community together. We have grown this event since the pandemic.

Continue working with others on the back pack give-a-way and the winter warmth coat drive.

Continue the surveys in various languages since this has been enhanced from last year.

Door-knocking will be an option in the next 2 yrs.

Continue the Hawthorne Huddle which is a platform to hold open public meetings for the community.

Continue the Northside Urban Coalition as a way to educate others on the danger of using drugs.

Continue to partner with others on housing fairs/events. Host a forum around renter's rights.

Conduct surveys to identify homeowner's vs renters since 2021.

Welcome packet for new residents.

Provide more recovery and health resources around lead.

Continue to promote Multi-Media advertising of our housing programs.

Continue to partner with community newspapers.

Continue our work with the U of M, North Point, Hennepin County and others to provide support for families that are uninsured.

Work with the schools to provide more information for students to give to their parents or guardians.

Continue working on getting a translator for door knocking.

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<b>Demographic group</b>	<b><i>BIPOC Residents</i></b>	<b>Housing cost burdened and poverty</b>	<b>Language</b>
<b>Resources needed</b>	<p>Continue to use social media, radio and newspapers.</p> <p>Outreach through a translator at events and meetings.</p> <p>Continue to outreach on community issues through surveys.</p>	<p>Wages for door knocking and translation services.</p> <p>Continue monthly meetings on housing issues.</p> <p>Continue to distribute resource info to renters &amp; homeowners.</p> <p>Continue outreach through newspapers and radio stations.</p>	<p>Need to invest in sign language translator so the deaf can understand.</p> <p>Continue to distribute flyers, postcard, and all resources in various languages.</p> <p>Create pop up events and meetings to get to know the neighborhood and residents.</p>

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<b>Demographic group</b>	<b><i>BIPOC Residents</i></b>	<b>Housing cost burdened and poverty</b>	<b>Language</b>
<b>Partners in the work</b>	BIPOC organizations  Farview Park  Hue-MAN, Hennepin County, City of Mpls, MDH, Churches, Lifesource, Schools and U of M.  Continue to work with other neighborhood organizations and agencies.	Tenant support organizations.  Farview Park  North High School  Nellie Stone Johnson  Hue-MAN, U of M, City of Mpls, CEE, CLCLT, Churches, MDH and Hennepin County.	Continue our relationship with the Somali TV, Asian Media Access, and Hmong Academy.  Working with Big Brother Big Sister of the Twin Cities.  Continue with McFarlane Media, Hennepin County, MDH, Churches and Schools.  Farview  North High School  Nellie Stone Johnson  Seed to Harvest  Latine E- Newsletter
<b>Person(s) responsible</b>	Executive Director  Board  Volunteers  Other partners	Housing committee  Board  Executive Director  Housing staff	Other partners  Executive Director  Board  Schools and other agencies

**EXHIBIT C**

<b>Demographic group</b>	<b><i>BIPOC Residents</i></b>	<b>Housing cost burdened and poverty</b>	<b>Language</b>
<b>Timeline</b>	<p>Jan.-Mar: Work with a translator to help with resource distribution.</p> <p>Apr-Jun: Work to create a mentor program with other partners. Pop up events specific to BIPOC residents.</p> <p>Jul-Sept: Promote Board engagement, volunteers to door knock.</p> <p>Oct-Dec: Create a survey on community concerns to be addressed at a public forum.</p>	<p>Jan-Mar: Create new housing promotion tools. Work with Block Clubs.</p> <p>Apr-Jun: Continue to hold housing forums, work with a translator on various initiatives.</p> <p>Jul-Sept: Continue NNO event, Hold a renters/owners summer clean up.</p> <p>Oct-Dec: Continue with give back to the community events around the backpacks and winter warmth. Continue to update housing listing for next year.</p>	<p>Jan-Mar: Work with Big Brother Big Sister and schools to create a mentor program.</p> <p>Apr-Jun: Continue to hold culture day with a clean-up in the neighborhood. Continue to work with other agencies that are new to the neighborhood.</p> <p>Jul-Sept. Continue the summer programs at Farivew Park to help with reading and language.</p> <p>Oct-Dec: Continue to hold mental health day once a month. Work with Hennepin County on distributing mask, test kits and flu shots.</p>

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<b>Demographic group</b>	<b><i>BIPOC Residents</i></b>	<b>Housing cost burdened and poverty</b>	<b>Language</b>
<b>Quantitative goals</b>	<p>Continue to hold conversation with 6% of the residents around their issues.</p> <p>Continue to work on getting increasing representation on Boards and community projects.</p> <p>Continue to secure funding from various agencies to do the work.</p>	<p>Continue to provide loans and grants of the available NRP funds.</p> <p>Continue to market our partners programs and resources.</p>	<p>Continue to provide mentors to residents that are struggling with the language barrier.</p> <p>Continue working with the Youth Congress on leadership skills.</p> <p>Continue to secure funding for the programs.</p>
<b>Qualitative goals</b>	<p>Continue to encourage residents to attend BIPOC events and meetings.</p> <p>Continue to provide resources around trauma and the danger of opioids use.</p> <p>Continue clear communications with various outlets.</p> <p>Continue to work with other organizations on funding and program materials.</p>	<p>Continue to provide resident resources and funding to overcome housing insecurity.</p> <p>Continue providing resources on trauma, prostate cancer, diabetes and other health conditions.</p> <p>Continue to offer lead test to test residents.</p>	<p>Need clear communications.</p> <p>Continue to work with schools and other agencies to measure the student's progress.</p> <p>Continue working with Big Brother Big Sister and the Youth Congress on a mentor program.</p>



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<b>Demographic group</b>	<b><i>BIPOC Residents</i></b>	<b>Housing cost burdened and poverty</b>	<b>Language</b>
<b>Outcome of engagement</b>	<p>Continue to encourage BIPOC residents to get involved with community and Board events.</p> <p>Make sure the BIPOC residents have a sense of safety where they live now with all the crime.</p> <p>Continue to use the Northside Coalition as a tool to educate our community on the danger of Opioids use.</p>	<p>Continue to make sure the residents are using the loan programs to their advantage.</p> <p>Continue to hold youth forums around housing and renting.</p> <p>Continue our relationship with U of M and Hue-MAN by providing a healthy app, community dialog and surveys.</p>	<p>Continue to focus on a better education for our youth.</p> <p>Jobs where they are getting equal pay with everyone.</p> <p>Continue to help the BIPOC residents speak more than one language.</p>
<b>Next steps</b>	<p>Continue on a 3 year plan for BIPOC resident's issues.</p> <p>Continue working on a safety plan for BIPOC residents.</p> <p>Continue to educate the youth on crime and staying out of the system.</p>	<p>Continue working on a 2 year plan for renters and affordable housing.</p> <p>Continue educating youth on owning vs renting, and the value of homeownership.</p>	<p>Continue to evaluate the effectiveness of the mentor program.</p> <p>Continue to monitor the student's development progress.</p>

**2025 Amendment**

Hawthorne

**TIMELINE**

Jan.-Mar: Continue to work with a translator to help with resource distribution. Create new housing promotion tools.

Apr-Jun: Continue to work on the mentor program with other partners. Pop up events specific to BIPOC residents. Hold more health workshops.

Jul-Sept: Promote Board engagement, volunteers to engage in community events. Encourage renters/owners to hold a summer clean up.

Oct-Dec: Continue with give back to the community events around the backpacks and winter warmth. Create another survey on community concerns to be addressed at a public forum.

**GOALS**

1. Continue to hold conversation with 6% of the residents around their issues.
2. Continue to encourage residents to attend BIPOC events and meetings
3. Continue to provide loans and grants of the available NRP funds.
4. Continue to provide resources around trauma and opioids use and the danger.
5. Continue with clear communications with various outlets.