

Engagement Plan

Neighborhood

Harrison Neighborhood Association

Time frame

Year(s)

Work summary

In the coming three years, HNA will continue our work to implement effective anti-displacement policies, advocate for equitable development, combat racism, and strengthen our Harrison community in the face of unprecedented economic challenges (please see our Equitable Engagement Plan for a list of our specific projects/campaigns).

Scope of work, outcomes and goals

Overall scope of work, outcomes and goals across all activities and demographic groups. Show how your organization will engage historically under-engaged groups.

During the next several years, HNA will continue to employ the following strategies to engage historically under-engaged groups:

A Diverse and Inclusive Board

At HNA, we know that racial disparities are linked to a lack of access by communities of color to the policy decisions that impact them. Accordingly, HNA is currently run by a majority BIPOC board of directors elected directly from the Harrison community. HNA staff and outgoing board members will continue to work to ensure that our board reflects the demographics of the neighborhood by actively recruiting residents and business owners from traditionally underrepresented groups to run for board seats each year.

Engage Community Members Through Committees and Work Groups

HNA has hopes and dreams of creating an equitable future for the Harrison community. Although we are a small organization in terms of staff and budget, our wealth lies in our community members. Our committees and work groups provide an opportunity for Harrison residents to engage in work that enables them to advance change through focusing on a particular community-identified priority.

Foster Broad Opportunities for Community Participation

HNA centers its work in the wisdom that community members know what is best for their community. Through the process of hosting community events, outreach via social media, door knocking, a bi-monthly newsletter, email blasts, and presence at other, non-HNA community

events, we build connections, trust and confidence in the organization. Our goal is to provide an authentic engagement process, leading to increased community capacity, and crucial buy-in from our diverse community members. Recognizing that the Harrison neighborhood is subject to a system of race and class-based disparities in power which negatively impact multiple facets of residents’ lives, HNA strives to accommodate those residents who may work evening hours, lack childcare, are limited in their access to technology, or are non-English speakers. Our goal is to ensure that all Harrison residents can participate in the decisions that affect their neighborhood, city, state, and region.

Meaningful and Strategic Partnerships with Others

HNA has big dreams of policy and systems change and we recognize that we need many people to help us actualize them through organizational solidarity and support. To this end, HNA is a proud member of the Northside Neighborhoods Council, the Blue Line Coalition, Equity in Place, Minneapolis United for Rent Control, and the Housing Justice League.

Plan detail

Demographic group	Tenants		
Numbers or percentage	782		

**Initiative, activity,
project or program**

Tenant Union Organizing (technical support for RCFL Tenants Union, expansion of the model to other properties)

Olson Townhome Redevelopment Project

Minneapolis United for Rent Control (grassroots organizing to get rent control on the ballot; future grassroots organizing for strong, universal rent control policy)

Housing Justice League/Advocating for Tenant Opportunity to Purchase (organizing with Harrison renters to secure their right to purchase their units when the property owner decides to sell)

Make Harrison Whole (organizing to achieve promised benefits from the former BLRT line)

Harrison Community Gardening (Peace Haven, Morgan Greens, Logan Blooms, Irving Garden)

Near North/Harrison Encampment (coordinating support for basic needs, support residents' long-term housing goals)

Legal Aid Clinic (hosting walk-in legal services for eviction defense,

Demographic group	Tenants		
	<p><i>tenants' rights, orders for protection, etc.)</i></p> <p><i>Twin Cities Habitat for Humanity Homebuyer Assistance Program</i></p> <p><i>(recruit Harrison renters to participate in the program, host info sessions)</i></p>		
<p>Barriers to engagement</p>	<p><i>Accessing apartment buildings</i></p> <p><i>Barriers to technology (virtual meetings due to COVID)</i></p> <p><i>Varying work schedules</i></p> <p><i>Language/Non-English Speakers</i></p> <p><i>Childcare</i></p>		

Demographic group	Tenants		
Outreach and engagement strategies	<p><i>Door-knocking</i></p> <p><i>Phone-banking</i></p> <p><i>Social media campaigns</i></p> <p><i>Email</i></p> <p><i>Hard copy quarterly newsletter</i></p> <p><i>Translate materials into Lao, Spanish, Hmong, and Somali</i></p> <p><i>Vary our schedule for community meetings to accommodate different work schedules</i></p> <p><i>Provide childcare/kids' activities at in-person meetings</i></p> <p><i>Interpreters at meetings</i></p>		

Demographic group	Tenants		
Resources needed	<p><i>Social media account and manager of the account</i></p> <p><i>MailChimp account and manager of the account</i></p> <p><i>Zoom account</i></p> <p><i>Website</i></p> <p><i>Contact information for tenants</i></p> <p><i>Wages for door-knockers, phone-bankers</i></p> <p><i>Flyers with campaign/neighborhood organization information</i></p> <p><i>Funding for translation of materials and interpreters at meetings</i></p> <p><i>Printing costs & postage for newsletter, postcards, flyers, etc.</i></p>		
Partners in the work	<p><i>Lao Assistance Center; RCFL Tenants Union; Minneapolis United for Rent Control; Blue Line Coalition; YouthFarm; Northside Neighborhoods Council; Housing Justice League; Legal Aid; Home Line; City of Minneapolis- Neighborhood Community Relations Department</i></p>		

Demographic group	Tenants		
Person(s) responsible	<i>Outreach staff name(s): Qannani Omar (HNA Housing Organizer); Jamar Nelson (HNA Community Outreach Director); Nichole Buehler (HNA Executive Director); Marcus Kar (YouthFarm ind. contractor)</i> <i>Board Members</i> <i>Community volunteers</i>		
Timeline	<i>Outreach activities vary depending on the program/project/campaign (see Equitable Engagement plan)</i>		

Demographic group	Tenants		
<p>Quantitative goals</p>	<p><i>Have conversations with 75% of tenants whose doors were knocked or who were called via phone banking.</i></p> <p><i>Obtain contact information from 50% of new resident tenants whose doors were knocked and add them to the distribution list.</i></p> <p><i>Develop two tenant leaders for each project/grassroots organizing campaign.</i></p> <p><i>Recruit and train 4 more renter "garden captains" to co-captain with existing garden captains.</i></p> <p><i>Expand membership of Blue Line Work Group by 5-10 members.</i></p>		
<p>Qualitative goals</p>	<p><i>Learn about what tenants care about in the neighborhoods</i></p> <p><i>Identify issues that need attention</i></p>		

Demographic group	Tenants		
<p>Outcome of engagement</p>	<p><i>More representation of tenants on neighborhood board and/or committee membership</i></p> <p><i>More tenants receive neighborhood organization updates, newsletters and other information</i></p> <p><i>Tenants have the knowledge and ability to become involved in the organization and in decision-making</i></p> <p><i>Issue is identified in the community</i></p> <p><i>Tenants develop leadership skills and the ability to drive the organizing campaigns and/or community projects, with HNA staff serving a technical assistance/facilitator role.</i></p>		
<p>Next steps</p>	<p>(see Equitable Engagement plan for specific action steps)</p>		