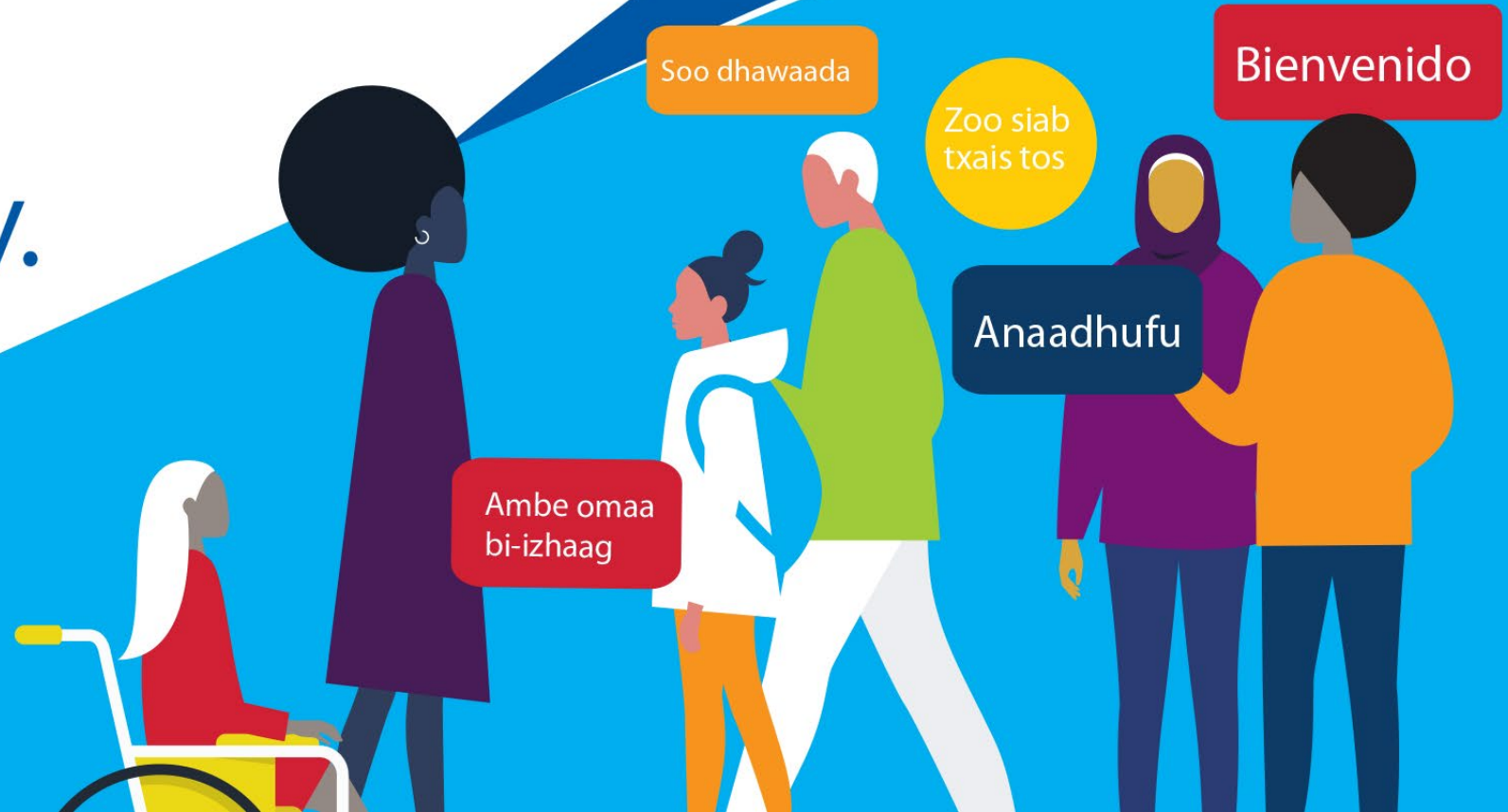


Here. For our  **community.**



# Outreach and Community Supports

Board briefing | April 4, 2024

# Our commitment to disparity reduction

Through policies, services and programs we will drive disparity reduction and work to benefit people's lives in the areas of:

-  Connectivity
-  Education
-  Employment
-  Health
-  Housing
-  Income
-  Justice

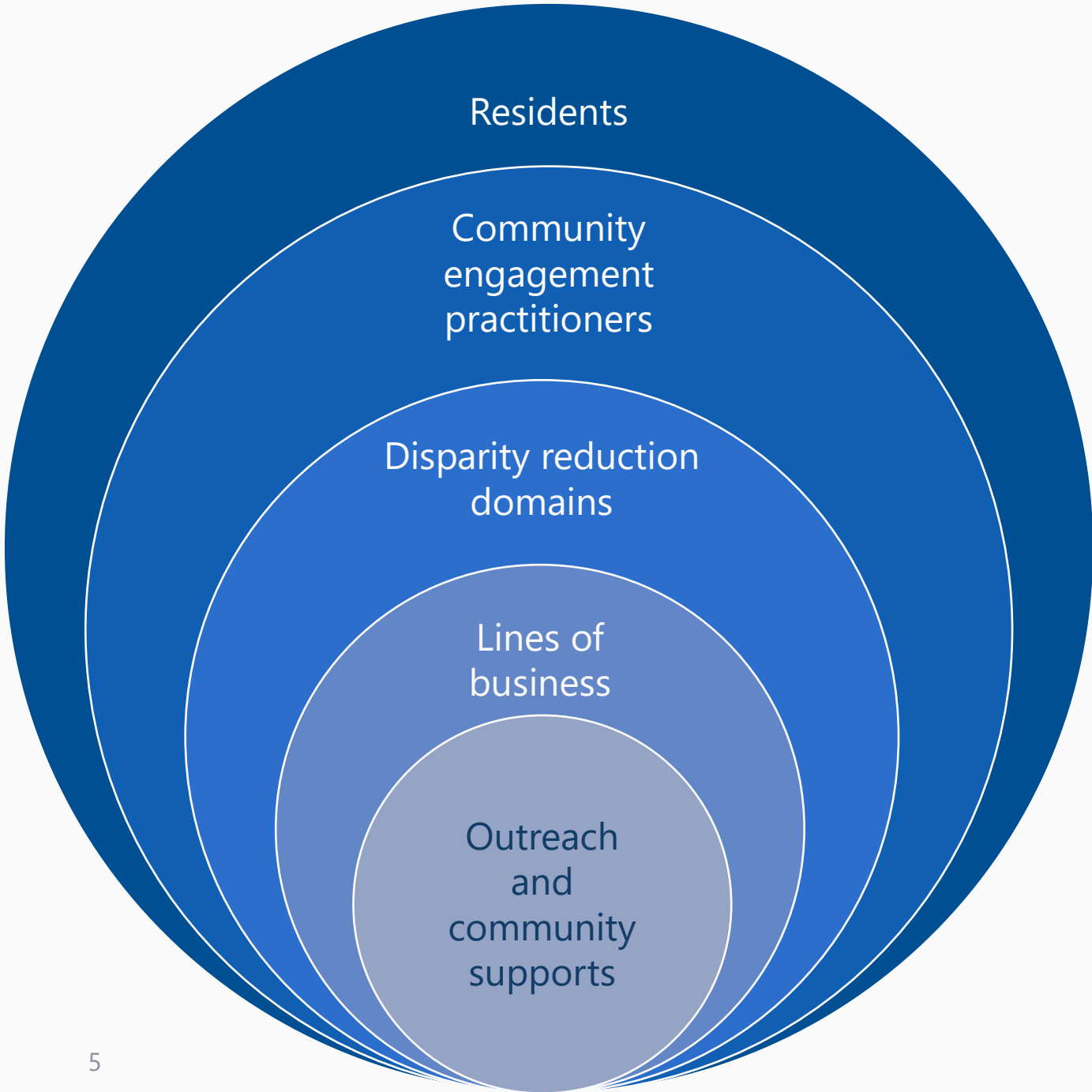


# Agenda

- Structure and vision
- Advancing community engagement
- Community engagement in practice
- Discussion

# Structure and Vision

# Structure of Outreach and Community Supports



# Vision

Residents see their voices and needs reflected in Hennepin County's decision-making, policies, practices and priorities



# Advancing community engagement





# Outreach and Community Supports strategies



Build community engagement  
advisory committee



Focused development and  
training of staff



Create consistency of practice  
in policies and implementation



Tell our story through the eyes  
of community and data



# Build community engagement advisory committee

- Coordinate community engagement strategies and approaches
- Anchor Hennepin County as a leader in community engagement



# Focused development and training of staff

- Share learnings and expertise across the organization
- Establish community engagement processes that reflect the interests and concerns of all stakeholders



International Association of Public Participation



# Create consistency of practice in policies and implementation

- Create standardized definitions, policies, procedures and metrics
- Ensure consistency in approach and best practices countywide





# Tell our story through the eyes of community and data

- Use data to support storytelling, tracking and reporting engagement activities
- Currently developing data dashboard
- Capture community voice
- Assess and eliminate gaps



# Community Engagement in Practice

# Current services and programs



## Community Connections

- Roster program
- Trusted messenger program
- Healing circles
- Multi-jurisdictional partnerships
- Race Equity Advisory Council



## Engagement Support

- Examples:
- Elections
  - Opioid framework
  - Climate resilience
  - Emergency management
  - Purchasing and contracts



## Engagement, Training and Education

- Community Engagement Leadership Program
- Community engagement huddle



## Community Support

- Examples:
- Department planning
  - Event/outreach support
  - Request for proposal
  - Promotional items
  - Van

# Community Connections



# Community engagement roster program

- Collaboration with Purchasing and Contract Services
- 82 contracts executed in 2023
- 260+ organizations registered with the roster



# Trusted Messengers program

- Contracted with 26 community-based organizations in 2023
- Connect people to services like vaccines, housing, food and other essential county resources
- Organizations provide outreach to target populations including youth, seniors, LGBTQIA+ and culturally specific groups.

*"Due to the Trusted Messenger Program, COPAL has assisted dozens of individuals in applying for Driver's License, resulting in positive outcomes for themselves and their families. This achievement reflects COPAL's unwavering dedication to social causes and our commitment to facilitating positive change in the lives of those we serve."*

**-COPAL**

# Multi-jurisdictional partners

- Partners include Brooklyn Park, Brooklyn Center, Bloomington, Edina, Minneapolis, Minnetonka, Saint Paul, St. Louis Park, Ramsey County and more.
- Over 400 staff attended National Day of Racial Healing, nearly half were Hennepin County employees

# Connecting community events – healing circles

- Began in 2021 as response to racism as a public health crisis
- 10 culturally specific events with 150+ community members in attendance
- Worked with 6 community leaders to facilitate sessions
- *“[The event provided] the opportunity for Black men to engage authentically in a space where they can feel free to do so amongst themselves”.*  
-Community participant



# Engagement Support

# Engagement support

## Streets to Housing

- Utilized van to engage with over 500 individuals primarily living at encampments
- 156 days of van use typically an average of 3 times per week
- Used van to support 101 individual exits to permanent solutions and 78 individuals exits to shelters





# Engagement support

## Opioid framework

- OCS will work with 42 contracted community organizations
- Partnering to support prevention, intervention, needs assessments, education, and overdose elimination
- Engagement specialists will create a community engagement workplan for opioid prevention strategies for African American, Indigenous and Somali communities

Outreach and Community Supports Briefing,  
April 4, 2024





# Engagement support

## Blue Line Extension project

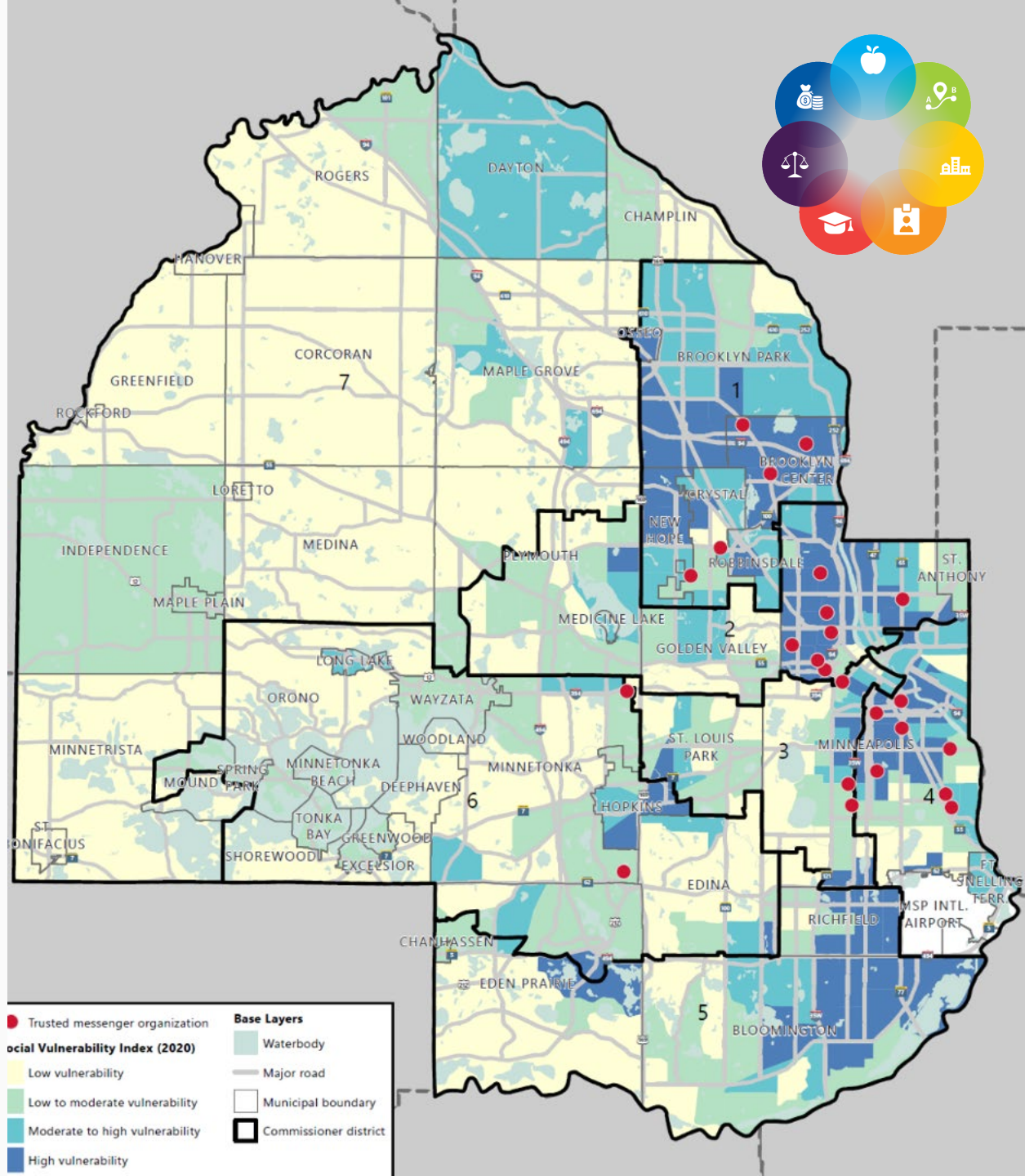
- OCS provides engagement support to the Blue Line Extension (BLE) project
- Contracted with 10 community-based organizations since 2022
- Cultivate Arts featured work from 10 community-based artists focused on the BLE project in 2023





# Climate resilience engagement

Partnering with Climate and Resiliency Department and the Trusted Messenger Program



# Engagement, Training and Education





# Community Engagement Leadership Program

- Partnership with Human Resources Learning and Development
- 27 employees in the current cohort
- More than 100 employees have participated in the program from across all lines of business



HENNEPIN COUNTY  
MINNESOTA

Bonjour  
Jambo  
Akkam  
Hola  
Здравствуйте  
Anpetu wasté  
Hello  
Xin chào  
Nyob zoo  
Haye  
Boozhoo

## Congratulations!

You have completed the  
Community Engagement Leadership Program

*Irene Fernando*  
Irene Fernando  
Hennepin County Board Chair

*David Hough*  
David Hough  
Hennepin County Administrator

*Verona Boswell*  
Verona Boswell  
Hennepin County Director of  
Outreach and Community Supports

*Kelsey Dawson Walton*  
Kelsey Dawson Walton  
Hennepin County Deputy Director,  
Outreach and Community Supports

# Community Support





# Hmong Day at the State Fair

- One of the largest celebrations of Hmong culture in the state with thousands of participants showing up each year since 2015
- OCS coordinated participation from 30 staff representing 11 different areas across the county
- The strategy is to promote the sharing of information about voting registration, vaccinations, small business support, and more services the county provides





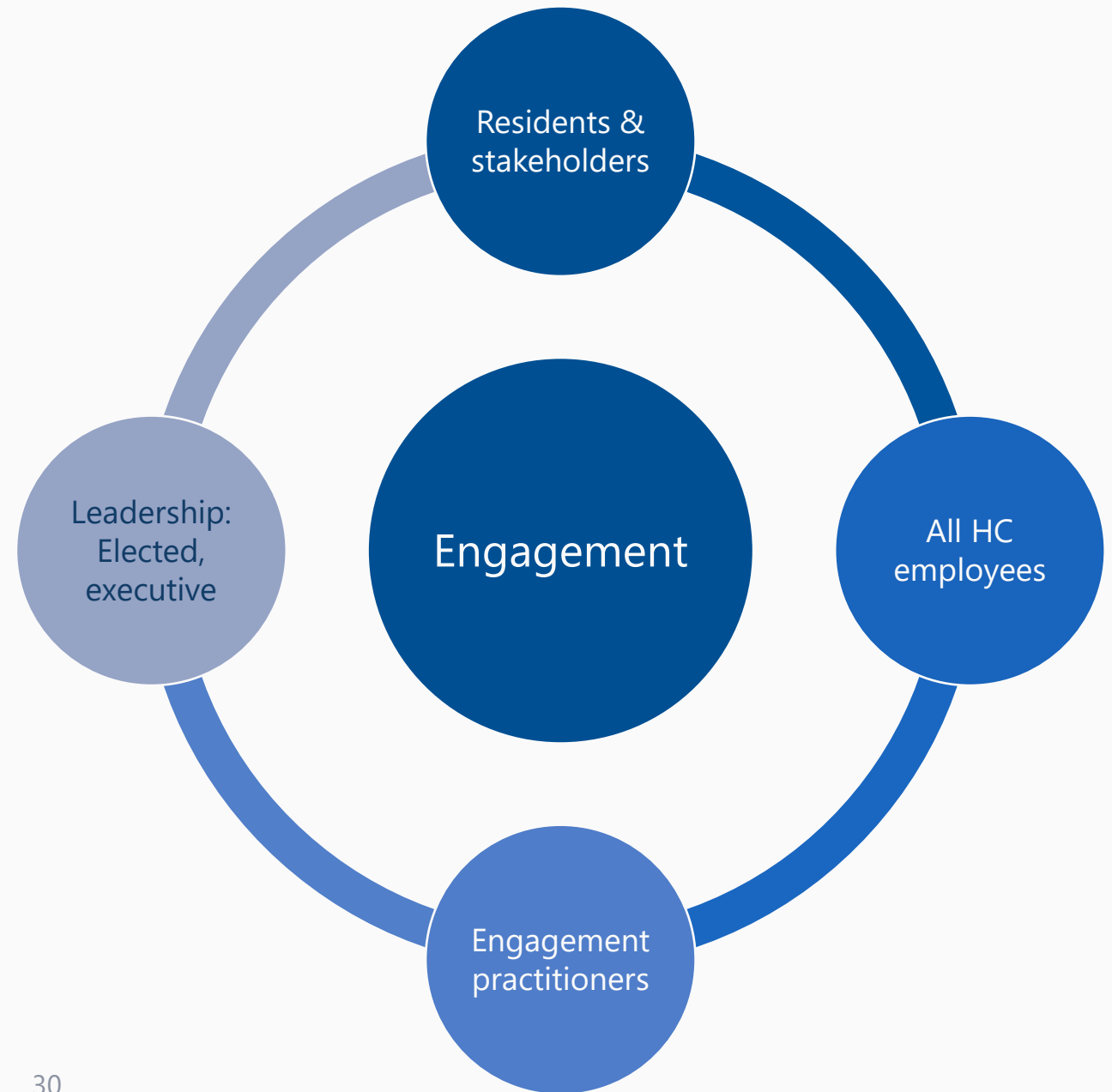
# Culturally specific engagement

- Five community engagement specialists dedicated to culturally specific engagement
- Support and advance internal and external community engagement
- Drives an intentional strategy of inclusivity and representation





We all play a role in promoting more inclusive engagement



# Discussion