



**CITY OF HARRISONBURG**  
**OFFICE OF THE**  
**CITY MANAGER**

HARRISONBURG CITY HALL  
409 SOUTH MAIN STREET, HARRISONBURG, VA 22801  
OFFICE (540) 432-7701 • FAX (540) 432-7778

To: Ande Banks, City Manager  
From: Amy Snider, Deputy City Manager  
Date: July 12, 2025  
Re: Community Connectors Program Update

**Summary:**

City Council will receive an update on the Community Connectors Program.

**Background:**

Harrisonburg was selected in September 2023 to be the recipient of a Community Connectors Program grant through national nonprofit Smart Growth America and the Robert Wood Johnson Foundation. The grant of \$130,000 is focused on building local capacity to co-design projects alongside impacted communities to advance new transportation infrastructure projects that repair damage from divisive infrastructure. The Harrisonburg team is led by the Northeast Neighborhood Association, Shenandoah Valley Black Heritage Project, Harrisonburg Downtown Renaissance and the City government.

The Harrisonburg Community Connectors Program includes four components developed by the project team:

1. The Northeast Neighborhood Small Area Plan
2. The Complete Streets Leadership Academy and North Mason Complete Street Demonstration Project
3. Urban Renewal Historical Research
4. Facilitated Community Dialogues

**Key Issues:**

The Community Connectors grant concludes in July 2025. The activities funded by the grant will continue into late Summer/early Fall 2025.

The Northeast Neighborhood Small Area Plan is nearing completion and is on target for presentation to City Council in August 2025.

The North Mason Complete Street Demonstration Project was implemented starting on July 7 and will be in place until early August. The North Mason Street Block(s) Party was held on July 12 to invite residents to experience the changed corridor.



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The Urban Renewal historical research team, Ann Pfau, David Hochfelder, and Stacy Sewell, will produce a report and other deliverables for the community. A community presentation of their findings is Monday, July 21 at the Lucy Simms Continuing Education Center. The team will present to City Council this evening, July 21.

The Institute for Engagement and Negotiation at the Weldon Cooper Center for Public Service at the University of Virginia has been contracted to facilitated community dialogues with residents of the Northeast Neighborhood. This is the final aspect of the Community Connectors project and will begin in August 2025. Mike Foreman, Project Manager at IEN, will be in attendance at the July 21 City Council meeting to introduce himself.

**Environmental Impact:** N/A

**Fiscal Impact:** \$130,000 grant

**Prior Actions:**

**Recommendation:** N/A

**Alternatives:** N/A

**Community Engagement:**

Recent Community Connectors Events & Information Sessions

- June 22, 2024 - First Baptist Church Festival, 611 Broad Street
- August 6, 2024 - National Night Out in the Northeast Neighborhood
- September 14, 2024 - Harrisonburg Rockingham African American Festival
- November 9, 2024 - Community Connectors Luncheon at the Lucy F. Simms Continuing Education Center
- December 9, 2024 - Northeast Neighborhood Virtual Town Hall Meeting
- February 15, 2025 - Community Visioning Session at the Lucy Simms Continuing Education Center
- June 2, 2025 - Draft Small Area Plan Community Input Meeting at the Lucy Simms Continuing Education Center
- Saturday, July 12 - North Mason Street Blocks Party, North Mason Street between Gay Street and Elizabeth Street
- Monday, July 22 – Urban Renewal History Community Presentation and Q&A

**Attachments:** PowerPoint Presentation

**Review:** N/A



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