

1. NEIGHBORHOOD ORGANIZATION

Windom Park Citizens in Action (WPCiA)

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Gayle Bonneville \(staff\) / Zach Wefel \(board president\)](#)

Organization Address: [1845 Stinson Parkway, #201/203](#)

Organization Address 2:

Organization ZIP: [55418](#)

Organization Email Address: info@windompark.org

Organization Phone Number: [612-788-2192](tel:612-788-2192)

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: www.windompark.org

Facebook:

Twitter: [@windompark](https://twitter.com/windompark)

Other:

4. DATE OF BOARD APPROVAL

Once your board has reviewed this draft annual report, please provide the date of the meeting at which the board approved submission of this report to NCR. Note: Meeting minutes may be requested by NCR.

[03/27/2018](#)

Community Participation Program

WHICH OF THE FOLLOWING OUTREACH ACTIVITIES DID YOUR ORGANIZATION USE IN 2017?

5. **MEETINGS** (please check all that apply)

- Held regular committee meetings or discussion groups that are open to all stakeholders
- Held at least one general membership or community meeting (in addition to the annual meeting) to gather input from residents and other stakeholders for a neighborhood specific initiative
- Hosted at least one general membership or committee meeting in response to a City request for input - such as a development proposal, transit planning or public works project
- Conducted one or more focus groups

6. **DOOR-TO-DOOR** (please check all that apply)

Door-Knocking (with goal of face-to-face engagement)

- At least once reaching a portion of neighborhood
- At least once reaching most or all of the neighborhood
- For more than one issue/outreach effort
- On a routine basis
- Conducted primarily by staff members
- Conducted primarily by volunteers
- Carried out primarily to increase membership and participation
- Carried out primarily to gather input or inform on a specific city or neighborhood issue

7. **Approximately how many households did you reach through DOOR-KNOCKING in 2017?**

0

8. **FLYERING** (please check all that apply)

Distributing flyers (dropping literature at doors)

- At least once reaching a portion of neighborhood
- At least once reaching most or all of the neighborhood
- Carried out primarily to inform and increase membership and participation
- Carried out primarily to gather input or inform on a specific city or neighborhood issue

9. **Approximately how many households did your organization reach through FLYERING in 2017?**

0

10. **EVENTS** (please check all that apply)

- Staffed a booth or table at neighborhood event or other community event that included sign-up sheets, surveys or information about your organization
- Organized one or more issue specific event (such as a safety forum, housing fair, Open Streets, Creative Citymaking, etc.)
- Organized smaller events for specific outreach to target audiences (e.g., sidewalk tabling to reach renters, lemonade stands, tabling at Farmer’s Market, etc.)

11. **COMMUNICATION** (please fill in all that apply)

Print a paper newsletter (If so, at what frequency?) no

Number of subscribers to your email list 408 on MailChimp system

Number of followers on Facebook and Twitter Combined 360 on Twitter; Facebook page had approx. 300 before being removed or hacked mid-year; NextDoor account removed mid-year by corporation due to policy against true participation by any “business” beyond closed system of ad-type page

12. **OTHER** (please check all that apply)

- Conducted at least one community-wide survey (such as a random sample or all-household survey)
- Conducted another form of survey (e.g., intercept survey)
- Developed partnerships with cultural, religious, professional or business associations to expand outreach into under-represented populations

Other activities (please describe here):

WPCiA, as a large geographic area, uses U.S. Mail for monthly mailings to each address in the neighborhood. In 2017 we began including some of the key pieces of text in Spanish. Monthly mailings via U.S. Mail to each address in the neighborhood; Twitter; e-blasts averaging a couple per month; revamped web site; yard signs announcing upcoming neighborhood meetings. WPCiA also tabled at Open Streets, the Northeast Farmers Market, and Movie in the Park, where a “dot-mocracy” was conducted on the artwork choice for our pending utility box art wrap designed to combat graffiti.

13. Please provide an estimate of VOLUNTEER HOURS provided to your organization in 2017

400

14. How did your organization reach out to under-represented groups in your neighborhood? (please check all that apply)

- Worked on an issue of particular interest to an under-represented group within the neighborhood
- Provided notices of annual and special meetings in multiple languages
- Provided newsletter articles or web pages in multiple languages
- Targeted outreach in apartment buildings or blocks to reach renters
- Targeted tabling at other events or locations (such as farmers markets, cultural events, etc.)
- Held focus groups or open meeting formats for under-represented communities
- Met with other agencies in the community that work closely with under-represented constituencies in the neighborhood
- Included an Americans with Disabilities Act statement on meeting and event notices
- Reviewed participation activities, and identified new leaders and volunteers for volunteer, committee and board participation
- Held one-time/pop up events in areas of the neighborhood that don't often have neighborhood meetings

Other activities (please describe here):

To grab the attention of and gather more input from residents and local businesses who may not normally attend our regular meetings, WPCiA sent a special mailing in late December via U.S. Mail that consisted of a full-page letter inside an envelope, with teaser text on the outside. Based on numbers attending the subsequent meetings, this appears to have had a positive outcome. We continue to work with our mail house to tap their expertise on effective direct-mail marketing.

15. What more would you like to tell NCR or the community about your Stakeholder Involvement? What are you doing that is new or particularly successful to involve residents and others?

We continue to assess our monthly mailings and gather input on their effectiveness. For instance, neighbors offered feedback on the mailings as our Small Area Plan was nearing completion last fall. Based on this input, we added two additional meetings (one on a Saturday at an alternate location) and are revamping our monthly mailings to do a six-month experiment to see if the new format for mailings gathers larger input at our monthly neighborhood meetings. So far it does seem to have worked successfully.

Community Participation Program

PLEASE DESCRIBE ONE OR TWO MAJOR HIGHLIGHTS

Consider the following when describing each highlight:

- What was the issue or opportunity the neighborhood was facing?
- Who was impacted?
- What steps did you take to address the issue or opportunity?
- What was the outcome?

17. MAJOR HIGHLIGHT #1

Small Area Plan:

WPCiA planned to wrap up its Small Area Plan project by the end of 2017. That goal was nearly completed, but the board – based on input from residents – extended the engagement/input period for approximately one more month in order to conduct two more community meetings on the SAP. Residents who attended were encouraged to also fill out a second survey. One of the meetings took place on a Saturday at an alternate, new site, in order to provide new options for residents and businesses to engage at this final stage. Revisions to the plan resulted from these additional meetings, and the general consensus was that the final product was truly a community effort reflecting the opinions of the Windom Park neighborhood.

18. MAJOR HIGHLIGHT #2

Pending Redevelopments:

Two potential major redevelopment projects became agenda items at our neighborhood meetings in 2017 – one at the corner of Central-Lowry, the other across the street from our neighborhood in the City of St. Anthony Village.

While final outcomes are still pending, WPCiA engaged with not only new residents of our neighborhood but residents in the Audubon neighborhood and across our border in the adjacent city to discuss and offer input on a large residential redevelopment at the former Lowry Grover mobile home park. Overall, it appears that community engagement has helped scale down the project to possibly a more manageable size and to raise the issue of the need for affordable housing. Traffic impacts and what WPCiA feels is a flawed traffic study are still unresolved issues. The Central-Lowry redevelopment discussions are still in the early stages, but the neighborhood hopes to meld this with our Small Area Plan and the Central Avenue Master Plan in calling for much-needed roadway reconfiguration as well as enhancement of a large, long-vacant fire site on this key corridor/major intersection by developing a mixed-use affordable housing project. We will continue to work with city and county staff in 2018, and have scheduled a spring community meeting with Minnesota Pollution Control Agency and Minnesota Department of Health officials regarding this site.