

## 1. NEIGHBORHOOD ORGANIZATION

### Windom Park Citizens in Action (WPCiA)

## 2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: Zach Wefel, board chair, and Gayle Bonneville, staff

Organization Address: 1845 Stinson Parkway, #201/203

Organization Address 2:

Organization ZIP: 55418

Organization Email Address: [info@windompark.org](mailto:info@windompark.org)

Organization Phone Number: 612-788-2192

## 3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: [windompark.org](http://windompark.org)

Facebook: n/a

Twitter: [twitter.com/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.

**02/26/2019**

# Community Participation Program

## WHICH OF THE FOLLOWING OUTREACH ACTIVITIES DID YOUR ORGANIZATION USE IN 2018?

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 2018?**

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 2018?**

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?) n/a

Number of subscribers to your email list n/a

Number of followers on Facebook and Twitter Combined no Facebook page at this time; 361 on Twitter

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

*Other activities* (please describe here):

13. Please provide an estimate of **VOLUNTEER HOURS** provided to your organization in 2018

450

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):

See #15 below. In addition, a portion of our monthly mailings are translated into Spanish.

**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?**

WPCiA continues to hold monthly neighborhood meetings that aim to engage and educate residents and businesses on current topics affecting their lives or operations in the city of Minneapolis. These monthly forums and speakers/presentation are a time for neighbors to offer input and weigh in to, for example, city staff and elected officials. Open Forum is held at each neighborhood meeting. Neighbors at large are allowed to make motions and vote at our neighborhood meetings, per the bylaws, so WPCiA offers neighbors the chance to participate in democracy at the most grassroots level. All meetings and meetings topics are advertised throughout the neighborhood via monthly postcard mailings to all 3,100 addresses (residences and businesses alike) in the Windom Park neighborhood.

Some of our monthly neighborhood meeting speakers in 2018 included the city's Director of Long-Range Planning, city, park board and state elected officials, the City Clerk, city inspectors, police leadership, public works transportation staff, developers of local housing projects impacting the neighborhood, NCEC, MPRB staff and Master Plan advisory council, Metro Blooms, Northeast Investment Co-op, Minnesota Pollution Control Agency, Minnesota Department of Health, Hennepin County Master Gardener, 911 dispatchers, the Minnesota Tool Library, and resident volunteers from our own neighborhood as well as adjacent neighborhoods presenting topics of concern to them and their committee work.

Each December WPCiA holds an informal meeting/holiday meet and greet at a restaurant in the neighborhood, with a good turnout of new faces. This provides residents and businesses a chance to talk and learn about WPCiA's mission in an alternate setting outside of the usual meeting room. Food is provided by WPCiA's donated funds so that attendees don't feel pressured to spend money to attend a neighborhood gathering. This offers an additional format and venue for those who may be less inclined to attend traditional meetings.

WPCiA has not used door-knocking as a tool. More and more households are becoming inaccessible for door knocking or otherwise unavailable due to such issues as locked doors, work schedules, safety concerns (for both volunteer doorknockers as well as residents), inaccessible apartment buildings, door-knocking fatigue/overkill of residents, and other realities of Minneapolis.

WPCiA posts flyers at neighborhood businesses, such as restaurants on Central Avenue and other retail establishments. WPCiA also sends a large-sized postcard monthly to all addresses in the neighborhood – approximately 3,100 postcards per month.

# 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

Our annual summertime meeting in the park/ice cream social saw a major increase in turnout. We enticed neighbors in with a Hoola Hooper event that provided an activity for children while their parents could engage with our Citizens Advisory Committee representative on the park board's East of the River Parks Master Plan process. Displays of suggested enhancements to our local park were presented for comment, sparking conversations amid a visual display of park amenity options. At the same event, we also tabled regarding our Small Area Plan being considered by the City of Minneapolis during the Minneapolis 2040 comprehensive plan process. We were able to engage with and educate residents on this process, asked them to fill out comment cards that we forwarded to the city, and got them to discuss land use issues facing the neighborhood as well as the city as a whole.

### 18. MAJOR HIGHLIGHT #2

Another highlight has been the number of presenters from various government agencies and developers engaging with us at our monthly neighborhood meetings. This continues to grow each year. It offers residents and businesses an opportunity to hear firsthand from and speak directly to elected officials, government staff, and developers. These civil discussions – in a town hall format – are a benefit to residents seeking a voice in the direction of our city. They can come to an informal gathering with their own neighbors, learn, speak their mind, and decide what action steps might help. At the same time, these meetings offer elected officials, city staff, and developers an opportunity to hear directly from residents and possibly make their projects more acceptable to the community – hopefully, making a better, stronger outcome for all.