

## Windom Park Citizens in Action Engagement Plan 2023-24

### Neighborhood

Windom Park

### Time frame

2023-2024

### Plan detail

Demographic group	<i>Example: Tenants</i>	Tenants & Renters	BIPOC Residents & Stakeholders
Numbers or percentage	6,300	~2,583 people / 1,293 households / 44.9%	1,021 people / 18%

Demographic group	<i>Example: Tenants</i>	Tenants & Renters	BIPOC Residents & Stakeholders
<b>Initiative, activity, project or program</b>	<i>Tenant Engagement Program</i>	Strategy #1) Conduct public “neighborhood meetings”  2) General awareness campaign  3) Pop-up style events	Neighborhood meetings  General awareness campaign  4) Community event engagement  5) Business owner engagement

Demographic group	<i>Example: Tenants</i>	Tenants & Renters	BIPOC Residents & Stakeholders
<b>Barriers to engagement</b>	<p><i>Accessing apartments</i></p> <p><i>Transient population</i></p> <p><i>Feeling unwelcome at meetings</i></p>	<p>People are stretched for time, low return on investment</p> <p>WPCiA programs are targeted toward homeowners</p> <p>Accessing apartments</p> <p>People don't know that neighborhood orgs exist or what they do</p> <p>People have a different schedule than the organized times</p> <p>Challenges accessing technology or in-person meetings</p>	<p>Same as Tenant &amp; Renters, but includes:</p> <p>Low BIPOC board representation</p> <p>Lack of support for non-native English-speaking residents</p>

Demographic group	<i>Example: Tenants</i>	Tenants & Renters	BIPOC Residents & Stakeholders
<b>Outreach and engagement strategies</b>	<p><i>Connect with property managers/owners</i></p> <p><i>Identify resident leaders for multi-unit buildings</i></p> <p><i>Door-knocking</i></p> <p><i>Social media campaign</i></p>	<p>1) Offer neighborhood meetings in-person and via Zoom simultaneously with improved technology, so residents aren't forced to choose to attend when its one form over another. Supports reaching community members who feel unsafe in group settings due to COVID-19. Food will help with participation and engagement. We will start working with other neighborhood orgs to find opportunities for consolidation and partnership.</p> <p>2) Utilize direct mail, social media, and email to maintain and increase awareness of WPCiA and neighborhood activities to our residents and stakeholders.</p> <p>3) Hold pop-up style events to bring the neighborhood org to renters, instead of always requiring renters come to us. Fun, casual events that feel welcoming and include food as an incentive to participate. These can be conducted at apartment complexes, empty spaces, businesses, and other locations that are frequented by Windom Park residents.</p>	<p>4) Invest in stronger community events through increased volunteerism, tabling, and financial support as necessary/applicable. Help build up already established community events and reach a larger, "built-in" audience. We will collaborate with neighborhood and other local organizations, such as NE Chamber of Commerce to find ways to enhance community events and generate new ideas.</p> <p>5) Contact and meet with BIPOC and migrant business owners in our neighborhood, especially along Central Ave. We will bring the board and its resources to our neighborhood business leaders to create stronger sense of community.</p>

Demographic group	<i>Example: Tenants</i>	Tenants & Renters	BIPOC Residents & Stakeholders
<b>Resources needed</b>	<i>Social media account and manager of the account</i>  <i>Contact information for property owners/managers</i>  <i>Wages for door-knockers</i>  <i>Door-knocking logs</i>  <i>Flyers with neighborhood organization information</i>	1) Physical technology improvements, such as camera, projector, microphones, sign in sheets, etc. We are in the process of identifying the complete list of tech needs for this strategy.  2) Printing and mailing partner, translation services, copy writer, designer  3) A portable event setup, including a collapsible tent, branded table skirt, printed materials to hand out, easels, etc. We are in the process of identifying the complete list of equipment for this strategy.	4) Generate a list of community events coming up in 2022/23/24 so the board can select which to support.  5) Printed materials for programs we offer. List of businesses and contact information for owners.
<b>Partners in the work</b>	<i>Homeline</i>	Do Good Printing & Mailing  Apartment owners/managers  Government organizations - City of Minneapolis, MPRB, Hennepin County, Mn DOT, others.	Business owners  Neighborhood organizations – Waite Park, Holland, Audubon  NEMA, NE Chamber of Commerce, Masjid Al-Huda Islamic Cultural Community Center, HC Library, others.
<b>Person(s) responsible</b>	<i>Outreach staff name(s)</i>  <i>Volunteers</i>	Thomas and WPCiA Board	Thomas and WPCiA board

Demographic group	<i>Example: Tenants</i>	Tenants & Renters	BIPOC Residents & Stakeholders
<b>Timeline</b>	<p><i>Jan.-March: Send letters to property managers and/or owners and recruit resident door-knocking staff</i></p> <p><i>April: Follow-up phone calls; set up date/time to door-knock buildings</i></p> <p><i>May-July: Door-knock identified buildings</i></p>	<p>1) Schedule meetings for January, March, May, July, September, November.</p> <p>2) January – Finalize meeting dates and plan deadline schedule. Coordinate with neighborhood orgs. Rest of year – conduct meetings.</p> <p>3) Winter/Spring – outreach to apartment owners/managers and open dialogue. Schedule 4 summer pop up event dates. Spring/Summer – activate on events in collaboration with government organization partners.</p>	<p>4) January – Finalize list of upcoming events for the year. February – identify events to participate in and assign board volunteers. Summer – activate on events.</p> <p>5) Winter/Spring – collect info on business owners and schedule call blocks and visits to businesses. Draft script for conversations and produce materials. Spring/Summer – activate on meetings and invite businesses to support events from strategy #4.</p>
<b>Quantitative goals</b>	<p><i>Have conversations with 75% of tenants whose doors were knocked</i></p> <p><i>Obtain contact information from 50% of tenants whose doors were knocked and add them to the distribution list</i></p>	<p>1) Conduct 6 neighborhood meetings with goal of getting 100 participants for at least one meeting, comprised of mix of renters, owners, and 20% BIPOC community members.</p> <p>2) Increase social media followers 50% and email subscribers 100% from November 2022 levels.</p> <p>3) Hold 4 pop-up events and engage with at least 100 community members</p>	<p>4) Support 4 community events and engage with at least 100 community members, targeting BIPOC and migrant communities.</p> <p>5) Meet with business leaders from 10 community businesses, targeting BIPOC and migrant owners/managers.</p>

Demographic group	<i>Example: Tenants</i>	Tenants & Renters	BIPOC Residents & Stakeholders
<b>Qualitative goals</b>	<p><i>Learn about what tenants care about in the neighborhoods</i></p> <p><i>Identify issues that need attention</i></p>	<p>Raise awareness of neighborhood organizations and resources available to community members.</p> <p>Gather input from target communities for upcoming civic investments, such as road reconstruction, transit, and others.</p> <p>Encourage collaboration and breaking down of cultural and communication barriers in our community.</p>	<p>Foster healthy, safe, and inviting community events that celebrate the diverse cultures and perspectives that NE Minneapolis has to offer.</p> <p>Build resilient and strong communities by helping local businesses grow and thrive.</p> <p>Make progress on accomplishing the four selected goals of our organization in alignment with the Minneapolis 2040 plan, including raising awareness of issues, seeking input, and helping to heal past injustices.</p>
<b>Outcome of engagement</b>	<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>More representation of tenants and BIPOC communities on our board of directors. Increased volunteerism for community events.</p> <p>Stronger network of stakeholders and community partners. Reduced duplication of efforts across neighborhood organizations and redundancies in communication from government orgs to community members.</p> <p>Increased civic participation on important issues and community investments.</p>	<p>Community events that grow, thrive, and are self-sustaining.</p> <p>Locally-owned businesses that grow, thrive, and provide cultural access and jobs to our neighborhood.</p>

Demographic group	<i>Example: Tenants</i>	Tenants & Renters	BIPOC Residents & Stakeholders
<b>Next steps</b>	<i>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation.</i>	Planning and communication.  Design and order printed materials.  Design and purchase capital goods (technology and tent equipment).	Planning and communication.  Generate list of events and business contacts.



## **2025 Amendment**

Windom Park

### **TIMELINE**

#### Quarter 1

- (2) hybrid Neighborhood Meetings utilizing A/V equipment to connect virtual attendees
- (3) virtual/in-person Board Meetings

#### Quarter 2

- (1) hybrid Neighborhood Meetings utilizing A/V equipment to connect virtual attendees
- (3) virtual/in-person Board Meetings
- (1) pop-up event on Central Ave

#### Quarter 3

- (1) Annual Meeting & Elections event (outdoors if possible)
- (1) hybrid Neighborhood Meetings utilizing A/V equipment to connect virtual attendees
- (3) virtual/in-person Board Meetings
- (4) Movie in the Park events
- (1) pop-up event on Central Ave

Last revised Aug. 31, 2022

(1) Partnership project with Ward 1 neighborhood organizations

#### Quarter 4

(1) hybrid Neighborhood Meetings utilizing A/V equipment to connect virtual attendees

(3) virtual/in-person Board Meetings

(1) Movie in the Park events

#### **GOALS**

1. Host (5) Movie in the Park events that average 100 attendees between August and October of 2025.
2. Host (2) pop-up events on Central Avenue, in or near Windom Park boundaries, to specifically connect with Communities of Color before December 2025.
3. Directly partner with 3-5 Ward 1 neighborhood organizations to perform outreach on issues important to each organization.