

Engagement Plan

Neighborhood

Windom Park

Org: Windom Park Citizens in Action (WPCiA)

Time frame

1 Year(s)

Work summary

WPCiA seeks to reach out to underrepresented groups using events, door knocking, working with Pillsbury school and multilingual engagement.

Scope of work, outcomes, and goals

Over the course of the next year, WPCiA will work through a systematic plan to engage with community members in our neighborhood with the goal of increased participation in general meetings, votes, and board membership by residents of historically underrepresented groups. WPCiA would like to substantially increase representation on the board of people of color and renters.

Plan detail

Demographic group	<i>Example: Tenants</i>	Tenants	BIPOC	Demographic group 4
Numbers or percentage	6,300	~2,493 people / 1,187 households / 42.1%	1,021 people / 18.2%	
Initiative, activity, project or program	<i>Tenant Engagement Program</i>	Tenant Engagement Program	BIPOC Engagement Program	

Demographic group	<i>Example: Tenants</i>	Tenants	BIPOC	Demographic group 4
Barriers to engagement	<p><i>Accessing apartments</i></p> <p><i>Transient population</i></p> <p><i>Feeling unwelcome at meetings</i></p>	<p>Ability to connect due to apathy for civic engagement</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>Resources to engage – staff & funding</p> <p>People don't know that neighborhood orgs exist</p> <p>People have a different schedule than the organized times</p>	<p>Locating and contacting BIPOC neighbors</p> <p>Low BIPOC board representation</p> <p>Multilingual programing</p>	

Demographic group	<i>Example: Tenants</i>	Tenants	BIPOC	Demographic group 4
Outreach and engagement strategies	<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>Contact Apartment complex managers</p> <p>Connect with building community board where applicable</p> <p>Door knocking & conduct survey</p> <p>Engage with Windom Park Programing staff</p> <p>Meet & Greet Event</p> <p>Closed Captioning</p> <p>Social Media Campaign & Website Update</p> <p>EDDM Mailing</p> <p>Tabling at area events</p>	<p>Identify & work with community institutions to engage with BIPOC neighbors</p> <p>Engage with Pillsbury school to reach residents</p> <p>Engage with Windom Park Programing staff</p> <p>Door knocking & conduct survey</p> <p>Meet & Greet Event</p> <p>Social Media Campaign</p> <p>EDDM Mailing</p> <p>Tabling at area events</p>	

Demographic group	<i>Example: Tenants</i>	Tenants	BIPOC	Demographic group 4
Resources needed	<p><i>Social media account and manager of the account</i></p> <p><i>Contact information for property owners/managers</i></p> <p><i>Wages for door-knockers</i></p> <p><i>Door-knocking logs</i></p> <p><i>Flyers with neighborhood organization information</i></p>	<p>Wages staff to oversee/manage program</p> <p>Wages for door knockers</p> <p>Direction on organizing a door knocking campaign</p> <p>Flyers for handing out during door knocking</p> <p>Translation Services</p> <p>Budget for Food & Candy (non-City funds)</p> <p>Resources for Social Media campaign build</p> <p>Printed Banner & branding for live events</p> <p>Concise language for initiatives</p>	<p>Same as tenants +</p> <p>Identifying neighborhood institutions to engage with BIPOC neighbors</p> <p>Translation Services</p> <p>Budget for Food & Candy (non-City funds)</p>	

Demographic group	<i>Example: Tenants</i>	Tenants	BIPOC	Demographic group 4
Partners in the work	<i>Homeline</i>	Neighborhood Institutions City of Minneapolis Partner for organizing a door knocking campaign Do Good Printing – for flyers and mailers Local Businesses – Windom Park & Adjacent Places of Worship	Same as Tenants	Can Homeline be considered a partner for the 3 rd bucket?
Person(s) responsible	<i>Outreach staff name(s)</i> <i>Volunteers</i>	Staff – TBD Volunteers Board Members	Same at Tenants	

Demographic group	<i>Example: Tenants</i>	Tenants	BIPOC	Demographic group 4
Timeline	<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>Jan-March: Organize staff, door knockers and create plan for campaign</p> <p>March-June: Social Media Campaign</p> <p>April-May: Schedule door knocking campaign with staff & plan summer event</p> <p>April-June: Engage with WP park programming.</p> <p>April-September: Table at live area events</p> <p>May-June: Door Knocking campaign</p> <p>July-August: Summer engagement event</p> <p>September-October: Recap year & document findings</p> <p>November-December: Plan for following year</p>	<p>Same as Tenants +</p> <p>Jan-March: Identify institutions and make first contact</p> <p>March-June: Social Media Campaign</p> <p>April-June: work with institutions to make contact with BIPOC neighbors</p> <p>April-September: Table at live area events</p> <p>April-June: Engage with Pillsbury</p> <p>July-August: Summer engagement event</p>	

Demographic group	<i>Example: Tenants</i>	Tenants	BIPOC	Demographic group 4
Quantitative goals	<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>Talk with over 50% of tenant households in the neighborhood</p> <p>Complete surveys with 20% of tenant households in the neighborhood</p> <p>Increase neighborhood meeting attendance (x2 – to 100 attendees)</p>	<p>Talk with 25% of BIPOC neighbors in the neighborhood</p> <p>Complete surveys with 20% of BIPOC neighbors in the neighborhood</p> <p>Increase neighborhood meeting attendance (x2 – to 100 attendees)</p>	
Qualitative goals	<p><i>Learn about what tenants care about in the neighborhoods</i></p> <p><i>Identify issues that need attention</i></p>	<p>Create a more connected neighborhood</p> <p>Learn what tenants care about in the neighborhood</p>	<p>Create a more connected neighborhood</p> <p>Learn what BIPOC neighbors care about</p>	

Demographic group	<i>Example: Tenants</i>	Tenants	BIPOC	Demographic group 4
Outcome of engagement	<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>Greater attendance at neighborhood meetings.</p> <p>More tenants participate in neighborhood meetings & decisions</p> <p>Identify how WPCiA can help tenants</p> <p>Identify how tenants can help WPCiA</p> <p>Higher participation in neighborhood & city decisions</p> <p>Use WPCiA tools to serve the residents – (website)</p>	<p>More diverse attendance at neighborhood meetings</p> <p>More diverse and representative board</p> <p>Identify how WPCiA can help BIPOC neighbors</p> <p>Identify how BIPOC neighbors can help WPCiA</p>	
Next steps	<p><i>Community conversations around issue identified to discuss issue further, come up solutions and possible program implementation.</i></p>	<p>Develop programs that address the needs identified</p>	<p>Develop programs that address the needs identified</p>	