



Windom Community Council

Board of Directors

Triennial Windom Neighborhood Engagement Plan (January 1, 2026 – December 31, 2028)

This plan will be amended according to NRC's 3-year cycle.

Submitted to the City of Minneapolis
Neighborhood and Community Relations Department
October 31, 2025

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Windom Neighborhood Demographics

Key Characteristics

- ❑ **Total Population:** 5,416
- ❑ **Race:** 65.8% **White**; 30.6% **Of Color** (17% Black, 10% Latino)
- ❑ **Age:** 65.6% (**0-44 years**); 34.4% (**45 ^ older**)
- ❑ **Home Ownership:** 59.2% (**Homeowners**); 35.9% (**Renters**)
- ❑ **Housing Cost-Burden:** 61.8% of renters {24% under 17}; 38.3% owners
- ❑ **Poverty Level:** 15.2% living **Below the Poverty Level** (Natl. 13%); (24.8% children under the age of 18)
- ❑ **Other Language:** 21% **Speak Other Languages** (6% speak English “well”)

Neighborhood Geography

Windom is a southwest Minneapolis neighborhood. Bordered by I-35W to the East and Highway 62 to the South. Bordered by Lyndale Avenue to the West and W. Diamond Lake Rd/ W. 54th Street to the North.



- Zone 1 (Windom Corner, West side of Lyndale, or north of cemetery)
- Zone 2 (Between 56th and Diamond Lake west of Pleasant or between 58th and 56th west of Pillsbury)
- Zone 3 (Between 58th and 56th east of Pillsbury and between 56th and Diamond Lake east of Pleasant)
- Zone 4 (Between 58th and the Crosstown east of Nicollet, including City Limits apartments) – **Characterized by significant concentrations of BIPOC/New American community members.**
- Zone 5 (58th – 61st between Pleasant and Nicollet, apartments south of cemetery)
- Zone 6 (Windom Gables townhomes and apartments south of 61st) – **Characterized by significant concentrations of BIPOC/New American community members.**

Windom Neighborhood Engagement Plan Information

Neighborhood Boundaries

Windom is a southwest Minneapolis neighborhood. Abutting I-35W and Highway 62. Bordered by Lyndale Avenue to the West and W. Diamond Lake Rd/ W. 54th Street to the North. It is a rich blend of residential, commercial, and industrial complex structures. Windom residents enjoy a location that is near many of the metro area's best features: Minnehaha Creek and the Chain of Lakes, direct access for work or play to major arterials and the International Airport, great local businesses and short drives to major cultural attractions and malls.

Neighborhoods 2020 Contract Time Period

January 1, 2026 – December 31, 2028

General Work Summary

WCC proposes using Equitable Engagement Funds to accomplish the following Equitable Engagement Strategies:

- I. Continue WCC's current BIPOC/New American focused Renter Engagement Program and expand** to non-renters using its survey results to:
 - i. Engage and organize BIPOC/New American residents on issues of importance to them.
 - ii. Organize Windom Residents, especially BIPOC/New American community members, to lead in further shaping and owning WCC's Strategic Equitable Engagement Plan.
 - iii. Listen and learn directly from renters, especially BIPOC/New American community members, on process to address concerns and issues.

- II. Continue to build internal WCC's Cultural Competence organizational capacity** to better serve and engage underserved members in our community through:
 - i. Stronger knowledgebase to better understand meet Windom's changing population demographics and needs.
 - ii. Identifying additional resources to assist in improving WCC's governance such as staffing and Board recruitment training on issues as they relate to developing and sustaining internal cultural competence.
 - iii. Promote local cultural competence, diversity & disparity issues (economic, health, education, employment) that BIPOC/New Americans face resulting from racism/discrimination.

- III. Strategically develop new Opportunity neighborhood programs** that positively impact Windom BIPOC/New American and other underserved populations socially and economically while increasing their engagement with the WCC Board.
 - i. New programs need to be identified and developed, to meet better meet the needs of our underserved Windom community members.
 - ii. Bridge BIPOC/New American resources and information to Windom community residents to help increase tolerance through informed facts and history (past and current).

Windom Neighborhood Engagement Plan Information

WCC Past/Current Windom Neighborhood & Renter Engagement Timeline

2018-2019

- Board members began organizing several house meetings across the neighborhood to learn issues of concern to neighbors at a block level.
- In response to new housing development proposal of two troublesome motel rental properties, WCC organized local block leaders to engage developers interested in purchasing the properties for redevelopment.

2019-2020

- WCC deployed its first ever neighborhood community engagement survey. The impetus behind the survey was twofold:
 - To learn directly from Windom Residents their needs and priorities to live higher quality of lives in the Windom neighborhood.
 - Use information from the survey to develop new WCC programs to help meet those needs and priorities.

2021-2022

- WCC surveys Somali residents in the Windom Gables Townhome rental community.
- Planning begins for neighborhood door-knocking and surveying Windom Residents

2022-2025

- First Windom door-knocking and canvassing are completed in the neighborhood. 372 rental and home-owned were reached. We had about an overall 25% open-door or greeting rate. Over 95% of those who opened their doors to greet us rent or own in single family homes and/or townhouses/duplexes.
- Renter input and engagement survey developed.
- Started new partnership with Home Line AmeriCorps VISTA that is strategically focused on apartment complex, single-family, duplex/multiunit tenant organizing/engagement.

Windom Neighborhood Engagement Plan Information

Timeline and Summary of Work Activities

January 2026 – June 2026

- **Broad and BIPOC/New American Renter Engagement Program**
 - Renter survey results are made public.
 - Identify, recruit and train community resident leaders within City Limits, Windom Gables Townhome rentals, and Woodhaven apartment communities.
 - Renter events planned and executed at City Limits, Windom Gables Townhome rentals, and Woodhaven apartment communities.
- **Cultural Competency Board Development**
 - Plan and coordinate a diversity equity and inclusion (cultural competence) training for the fall Board retreat in association local faith-based institutions.

June 2026 – December 2026

- **Broad and BIPOC/New American Renter Engagement Program**
 - Begin tenant individual meetings and tenant group house meetings in City Limits, Windom Gables Townhome rentals, and Woodhaven apartment communities, to develop an agenda of renter issues to organize them around.
 - Begin larger tenant engagement in single-family, duplexes/triplex and multi-unit apartments throughout the remaining areas in Windom.
 - Establish the first Windom tenant leadership core team to begin heading and front facing the tenant agenda of issues in collaboration and with the support of WCC.
 - Recruit a liaison from the Windom tenant leadership core team to the WCC Board of Directors and to the Outreach and Engagement Committee.
- **Cultural Competency Board Development**
 - Implement fall 2026 WCC's Board cultural competence training program.
 - Develop and plan to implement a diversity equity and inclusion survey to learn local level of knowledge and experience diversity within Windom community stakeholder (businesses, faith-based institutions, schools etc.) groups.

January 2027 – December 2028

- **BIPOC/New American Renter Engagement Program**
 - Using survey results, individual meeting learnings and house meeting learning, and event surveying, identify and prioritize action-based projects and allocate resources for long-term organizing of BIPOC/New Americans residing in Windom's largest apartment complexes.
- **Cultural Competency Board Development**
 - Deploy the diversity equity and inclusion survey withing the Windom community stakeholder groups.
 - Explore the development of a Windom neighborhood diversity equity and inclusion task force to lead, address problem-solve knowledge and experience gaps.
- **New Opportunity Program/Project Development**
 - Support the Windom tenant leadership core team in developing new programs, campaigns or initiatives that address the needs and wants to renters in Windom.

Windom Neighborhood Engagement Plan Information

General Outcomes

- I. **Increased engagement and participation of renter and BIPOC/New American Windom Resident population** at a WCC organizational level and in our programs.
 - a. BIPOC/New American Windom residents have integrated into the WCC fabric of committee work and NCR city-wide equitable efforts.
 - b. BIPOC/New American Windom residents have organized to address issues of concern to them as renters and potentially homeowners.
 - c. BIPOC/New American Windom residents feel that they are listened to, and needs are heard.

- II. **Windom residents representing BIPOC/New American communities will be better served through more culturally competent WCC Board and neighborhood leadership.**
 - a. WCC Board Members will develop new abilities to build relationships and work with BIPOC/New American Windom residents and those different from our own.
 - b. WCC Board Members will learn the components of multicultural competence of awareness, attitude, knowledge, and skills to bridge and negotiate cross-cultural differences to accomplish Neighborhood goals.

- III. **New Opportunity Windom neighborhood programs** are developed that positively impact Windom BIPOC/New American and other underserved populations socially and economically while increasing their engagement with the WCC Board.
 - a. Communications: WCC will develop better vehicles to effectively communicate important messages and information to BIPOC/New American Windom residents
 - b. Programs: WCC will develop programs, projects and events that effectively reach and engage BIPOC/New American Windom residents.
 - c. Governance: WCC's Board of Directors will ensure adequate BIPOC/New American Windom resident participation on Board Committees and the Directive.

General Goals

- I. Successfully reach and engage the underserved populations including BIPOC/New American groups in the Windom neighborhood on issues that are important to them, as they strive for a higher quality of life.

- II. Build internal WCC core BIPOC/New American competencies to effectively develop engagement programs and services.

- III. WCC develop and implement programs and services that meet the engagement and service needs of our Windom BIPOC/New American community members

WORK PLAN #1: Renter Engagement Program

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| DEMOGRAPHIC GROUP | BIPOC/New Immigrant Community Renters Apartment Complexes & Single-Family, Duplexes, Multi-family Housing Units |
| NUMBERS OR PERCENTAGE | 1,950 renters (est.) |
| INITIATIVE, ACTIVITY, PROJECT, OR PROGRAM | Renter Engagement |
| BARRIERS TO ENGAGEMENT | <ul style="list-style-type: none"> • Language • No Relationships • Cultural Lack of Skill • No Significant Outreach |
| OUTREACH AND ENGAGEMENT STRATEGIES | <ul style="list-style-type: none"> • In-Person Individual Survey Interviews • Open Group Meetings • Apartment-House Meetings • Panel/Town Hall Meetings • Events |
| RESOURCES NEEDED | <ul style="list-style-type: none"> • High quality data (demographic/economic/social indicators) • Community Partnerships/Collaboration • Coordination Effort with NCR • Neighborhood Best Practices • Neighborhood Association Training • Financial Resources for Association |
| PARTNERS IN THE WORK | <ul style="list-style-type: none"> • WCC Board of Directors • WCC Contracted Staff • Apartment Complex Management Companies • Local Community-Based Partners • City of Minneapolis (various departments) • Minneapolis City Council |
| PERSON(S) RESPONSIBLE | WCC Executive Committee WCC Contracted Main Staff |
| TIMELINE | January 2026 – December 2026: Outreach to renters: Recruit and organize renters. January 2027 – December 2028: Plan and implement new renter programs. |
| QUANTITATIVE GOALS | Gather high quality demographic, economic and social indicator resident data for all of the neighborhood. Reach 100% of the 1,950-renter population Activate and engage at least 10% of the 1,950-renter population |
| QUALITATIVE GOALS | Frequency of communication and outreach to BIPOC/New Americans. Number of new WCC BIPOC/New Immigrant community programs offered. Frequency of small-group and one-on-one interactions between WCC & BIPOC/New Americans. |
| OUTCOME OF ENGAGEMENT | Increased BIPOC/New American in new program participation. Increased participation in WCC Board of Directors and Committees. |
| NEXT STEPS | Inform Windom renters of the survey results and next steps. WCC Board and committees restructure to develop meet NEP funding priorities & new contractual criteria. WCC evaluates current organizational goals in preparation for new organizational structure. WCC evaluates staffing and contractor needs. |

WORK PLAN #2: WCC Board & Neighborhood Cultural Competence Training

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| DEMOGRAPHIC GROUP | BIPOC/New American (NA) Community Members |
| NUMBERS OR PERCENTAGE | 1,950 renters (est.) |
| INITIATIVE, ACTIVITY, PROJECT, OR PROGRAM | WCC Board & Neighborhood Cultural Competence Training |
| BARRIERS TO ENGAGEMENT | <ul style="list-style-type: none"> • Majority White • Limited or No Relationships in BIPOC /NA community • Cultural Lack of Skill • Limited experience working with BIPOC/NA comm. |
| OUTREACH AND ENGAGEMENT STRATEGIES | <ul style="list-style-type: none"> • Meet with nonprofit experts in serving BIPOC/NA community • Identify local training and presentations that highlight working with BIPOC/NA community members • Identify local information presentations that discuss BIPOC/NA community issues (racism, discrimination etc.) |
| RESOURCES NEEDED | <ul style="list-style-type: none"> • Local cultural competency programs • Local diversity trainers and presenters • City of Minneapolis and other government agency best practices and resources helpful to Governing nonprofit Boards |
| PARTNERS IN THE WORK | <ul style="list-style-type: none"> • BIPOC/NA Community Experts • Nonprofit representatives working with BIPOC/NA groups • Members of BIPOC/NA communities • Local Community-Based Partners • City of Minneapolis (various departments) • Minneapolis City Council |
| PERSON(S) RESPONSIBLE | WCC Executive Committee WCC Contracted Main Staff |
| TIMELINE | January 2026 – December 2026: Research and select Board cultural training. January 2027 – December 2028: Implement WCC and neighborhood-wide cultural training, |
| QUANTITATIVE GOALS | Train and develop the entire Board of Directors of the Windom Community Council. Mass saturates the Windom Neighborhood with positive messaging as it relates to BIPOC/New Americans. |
| QUALITATIVE GOALS | Frequency of positive messaging of the contributions of BIPOC/New Americans to Minnesota and the Country. Frequency of corrective messaging as it relates to BIPOC/New American history and current affairs. Frequency of promotion of education and information opportunities in Minnesota to learn about BIPOC/New Americans. Local Windom BIPOC/New Americans active in and leading in communication and community education initiatives. |
| OUTCOME OF ENGAGEMENT | Increased local knowledge of BIPOC/New Americans based on current and historical facts Increased positive attitudes, acceptance, and treatment of BIPOC/New American community members |
| NEXT STEPS | WCC Board and committees restructure to develop meet NEP funding priorities & new contractual criteria. WCC evaluates current organizational goals in preparation for new organizational structure. WCC evaluates staffing and contractor needs. |

WORK PLAN #3: New BIPOC/New American Program, Project, Event Development

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| DEMOGRAPHIC GROUP | BIPOC/New American (NA) Community Members | |
| NUMBERS OR PERCENTAGE | 1,950 total renters (est.) Targets for Programming, Projects, Events: Windom Neighborhood Apartment Complexes – 1. City Limits – 197 units | 2. Woodhaven – 176 units 3. Windom Gables – 157 units 4. Wexford Commons Apartments – 119 units 5. Diamond Pointe - 63 units |
| INITIATIVE, ACTIVITY, PROJECT, OR PROGRAM | Development of Innovative Local Windom BIPOC/Programs, Projects, Events | |
| BARRIERS TO ENGAGEMENT | <ul style="list-style-type: none"> • Lack of Knowledge: Not informed of issues, needs of our Windom BIPOC/New American population • No Local Relationships with members of the Windom BIPOC/New American population | |
| OUTREACH AND ENGAGEMENT STRATEGIES | <ul style="list-style-type: none"> • Learn through in-person individual survey and other engagement activities • Apply learning to research and development of new ideas for effective programs, projects, and events | |
| RESOURCES NEEDED | <ul style="list-style-type: none"> • BIPOC/NA Community Experts • Members of BIPOC/NA communities • Local Community-Based Partners | <ul style="list-style-type: none"> • City of Minneapolis (various departments) • Minneapolis City Council • Nonprofit representatives working with BIPOC/NA groups |
| PARTNERS IN THE WORK | <ul style="list-style-type: none"> • Local nonprofits serving BIPOC/New Americans • Local Churches and faith centers • Apartment Complex Management Companies | <ul style="list-style-type: none"> • Minneapolis Public Schools • Minneapolis Parks & Recreation • Minneapolis City Council & City Departments |
| PERSON(S) RESPONSIBLE | WCC Executive Committee WCC Contracted Main Staff | |
| TIMELINE | January 2027 – December 2026: Implement and evaluate WCC's first neighborhood-wide cultural training. | |
| QUANTITATIVE GOALS | Communications with valuable relevant resources and information reach 100% of BIPOC/NA residents. NEW WCC Programs, Projects, Events reach at least 10% of the renter population in each apartment complex. | |
| QUALITATIVE GOALS | Participation of BIPOC/New American Windom residents in programs is evident. Effectiveness of new programs, projects events yielding higher participation and engagement. | |
| OUTCOME OF ENGAGEMENT | Increased BIPOC/New American in new program participation Increased participation in WCC Board of Directors and Committees | |
| NEXT STEPS | Inform Windom renters of the survey results and next steps. WCC Board and committees restructure to develop meet NEP funding priorities & new contractual criteria. WCC evaluates current organizational goals in preparation for new organizational structure. WCC evaluates staffing and contractor needs. | |

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