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Page 2: Organization Information

**Q1**

Neighborhood Organization Information

Main Contact Name	<b>Jared Simonsen</b>
Organization Name	<b>Whittier Alliance</b>
Organization Address:	<b>10 E 25th St</b>
City	<b>Minneapolis</b>
State	<b>MN</b>
Organization ZIP:	<b>55404</b>
Organization Email Address:	<b>info@whittieralliance.org</b>
Organization Phone Number:	<b>(612) 871-7756</b>

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**Q2**

WEBSITE AND SOCIAL MEDIA

Website	<b><a href="https://www.whittieralliance.org/">https://www.whittieralliance.org/</a></b>
Facebook	<b><a href="https://www.facebook.com/WhittierAlliance">https://www.facebook.com/WhittierAlliance</a></b>
Twitter	<b><a href="https://twitter.com/whittiermn">https://twitter.com/whittiermn</a></b>

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**Q3**

When and where do you hold your monthly board meetings?

Monthly on the 4th Thursday held at Whittier Alliance's office

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**Q4**

Date of Board approval

After your board reviews this **02/21/2024** draft annual report, please provide the approval date or the anticipated approval date if not yet approved. Meeting minutes may be requested by NCR.

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Page 3: Updated Documents

**Q5**

Upload your Certificate of Insurance for liability insurance

**23%20MPLS.coiLI.pdf (110.7KB)**

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**Q6**

Upload your Certificate of Insurance for Directors and Officers Insurance

**23%20coi.D%26OI.PDF (1.1MB)**

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**Q7**

Upload an update board list

**WA%20Board%20Directory%20-%20Google%20Sheets.pdf (55.5KB)**

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**Q8**

Upload your overall organizational budget

**23.24%20WA%20Budget.pdf (200.1KB)**

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Page 4: Staffing

**Q9**

Indicate the POSITION TITLE of each PAID EMPLOYEE OR CONTRACT STAFF (excluding professional services such as accounting, legal, etc.)

Position Title #1

**Programs Manager**

Position Title #2

**Communications and Admin Specialist**

Position Title #3

**Engagement Coordinator**

Position Title #4

**Outreach Specialist**

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**Q10**

Please indicate below the AVERAGE HOURS PER WEEK of each paid staff (excluding separate professional services such as accounting, legal, etc.)

#1 Hours/Week	40.0
#2 Hours/Week	15.0
#3 Hours/Week	40.0
#4 Hours/Week	20.0

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**Q11**

Please share the name of your accountant or bookkeeping service provider.

Willow Kreibich

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**Q12**

IF NEEDED, PROVIDE ADDITIONAL INFO BELOW: Note if any positions are seasonal, temporary, etc.

Position #3 transitioned from "Full Time AmeriCorps VISTA" to "Engagement Coordinator" in September 2023. Both roles were scheduled at 40 hours/week.

Additional support was provided between January and April from a part time "CURA Fellow" who averaged 15 hours/week.

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Page 5: Stakeholder Engagement - Outreach & Engagement

**Q13**

MEETINGS (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 projects**
  - ,
  - Conducted one or more focus groups**
-

**Q14**

DOOR-TO-DOOR - with goal of face-to-face engagement  
(Check all that apply)

At least once reaching a portion of neighborhood,  
At least once reaching most or all of neighborhood,  
For more than one issue/outreach effort,  
Conducted primarily by staff members,  
Conducted primarily by volunteers,  
Carried out primarily to gather input or inform on a  
specific city or neighborhood issue

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**Q15**

Approximately HOW MANY HOUSEHOLDS DID YOU REACH through door-knocking last year?

1500

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**Q16**

FLYERING - Dropping literature at doors (Check all that  
apply)

At least once reaching a portion of the neighborhood,  
Carried out primarily to gather input or inform on a  
specific city or neighborhood issue

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**Q17**

Approximately HOW MANY HOUSEHOLDS DID YOU REACH through flyering last year?

2500

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**Q18**

EVENTS (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.)

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**Q19**

COMMUNICATION (Fill in all that apply)

Email newsletter (share frequency and subscriber total)

1 email/month, 1964 subscribers

Primary social media [facebook, twitter, or other] (share posting  
frequency and subscriber count)

2 posts/day, 2,500 followers on Facebook and 1,100  
followers on Instagram

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**Q20**

OTHER (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**

**Q21**

Please provide an ESTIMATE OF VOLUNTEER HOURS PROVIDED to your organization last year. (see Volunteer Hour Tracking Guide for suggested ways to calculate this.)

3000

**Q22**

HOW DID YOUR ORGANIZATION REACH OUT TO UNDERREPRESENTED GROUPS IN YOUR NEIGHBORHOOD? (Check all that apply)

**Worked on an issue of particular interest to an underrepresented 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**

,

**Held focus groups or open meeting formats for underrepresented communities**

,

**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**

,

**Met with other agencies in the community that work closely with underrepresented constituencies in the neighborhood**

**Q23**

WHAT CITY SERVICES AND SUPPORTS DID YOUR ORGANIZATION USE? (Check all that apply)

Did your staff or board members attend any monthly Citywide Neighborhood Meetingd?

,

Did your staff or board participate in any trainings with the City of Minneapolis (board trainings, learning labs, workshops, conference)

,

Did your organization utilize the provided legal services from MissionGuardian.com?

,

Did your organization have City staff attend any of your board or community meetings to present and engage residents?

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Page 6: Equitable Engagement and 2024 Timeline & Goals

**Q24**

Referencing the QUANTITATIVE GOALS section of your EQUITABLE ENGAGEMENT PLAN, share your progress on the goals, sharing both success and lessons learned.

We are doing relatively well on following through with our quantitative goals; there are a couple metrics we are behind on such as the increase in our e-news subscribers, but we have really been doing a great job of finding people in person and talking about issues in the neighborhood. With regards to our goals around door knocking and community tabling, we have started to see desired outcomes from our newly implemented Community engagement dinners. These serve to both inform the community like tabling/newsletters would while giving members a chance to gather over common interests and food.

**Q25**

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 REACH RESIDENTS and others?

In June of 2023 we launched monthly, donation-based, community dinners to create a more informal opportunity for people to meet each other and get involved in the neighborhood and also to highlight Whittier's many small businesses/restaurants. The attendance at these dinners has grown to include different segments of the neighborhood that otherwise are not likely to intersect in day to day life. WA also used events like the Really, Really Free Market to engage with folks who we wouldn't otherwise intersect with. Events like this allotted opportunities for folks to fill in surveys, learn more about neighborhood updates, and find out other opportunities to get involved.

Another particularly successful endeavor was our involvement hosting one of the most well attended open houses in Minneapolis Public Works history. Whittier Alliance's partnership with the city in planning the future of the New Nicollet/Kmart continues to pave the way for constructing equitable ways for the community to be involved with government projects.

## Q26

Share a timeline of proposed events and activities for 2024(Format by quarter or month as you prefer. Example: “Jan-March: -Plan spring outreach event)

Q1/Jan-Mar '24:

Hiring/Training Programs Manager  
Rebranding (Sourcing/budget, engagement, implementation)  
Kmart engagement contracts and grant work  
Build Equitable Engagement plan into work & reporting plans  
Revise Dining Guide and mail out

Q1-Q2/Jan-Jun '24:

Mission & Vision revisions - engagement, approval  
NRP contract reallocation - proposal, engagement, approval  
Annual Meeting & Board Orientation/Admin  
Lyndale Ave reconstruction engagement  
WA office digitization and clean out

Q1-Q3/Jan-Aug '24:

2024 Municipal election outreach  
Strategic Planning - retrospective, engagement, approval, work plan, metrics/eval

Q3/Aug-Oct '24:

Fundraising/mailler strategy work

Q1-Q4/Jan-Dec '24:

Facade grant outreach and management  
Volunteer Management structure build-out  
2116 Nicollet office space design, lease agreement  
Salesforce implementation  
Community Development Engagement with FRAYEO  
Kmart community governance work (tentative)  
NOAH preservation work: 4d applications + buyer/seller work  
2116 Nicollet Ave engagement - art, community space, general  
Monthly Community Engagement Dinners

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**Q27**

Share your 2024 Equitable Engagement Qualitative goals(Make your goals SMART: Specific, Measurable, Achievable, Relevant, and Time-Bound)

Whittier Alliance's efforts for 2024 will continue to focus our services to 4 major demographics:

- 1) Renters
- 2) Latinx Communities
- 3) Somali/East African Communities
- 4) Small Business Community

Below are our qualitative goals for each demographic going into 2024.

Demographic 1)

- Identify on an ongoing basis issues that need attention and have the volunteer structure in place to act on them
- Identify and effectively mobilize volunteer interests, skills, capacity
- Continue reaching and building relationships between WA and renters
- Facilitate connections between renters
- Build collective power among renters to advocate for themselves and prevent displacement
- Connect renters with other resources and opportunities outside of WA's programming/expertise

Demographic 2)

- Continue identifying issues of concern among Latinx community members
- Build directory of interests, skills, capacity, relationships, within Whittier's Latinx communities to leverage toward shared goals
- Further build out a comprehensive list of culturally responsive community resources based on interests and issues identified
- Maintain existing relationships and establish new ones with community on a consistent basis
- Share all important event with Latinx communities
- Honor the community by valuing their time and resources

Demographic 3)

- Continue identifying issues of concern among Somali community members
- Build directory of interests, skills, capacity, relationships, within Whittier's Latinx communities to leverage toward shared goals
- Further build out a comprehensive list of culturally responsive community resources based on interests and issues identified
- Maintain existing relationships and establish new ones with community on a consistent basis
- Share all important event with Somali community
- Honor the community by valuing their time and resources

Demographic 4)

- Be able to identify all BIPOC and/or immigrant/refugee-owned small businesses in Whittier (have almost achieved this for the south half of Whittier; build out for the rest of the neighborhood and establish a process for regular updates)
- Establish an understanding of the business/commercial vacancy landscape in Whittier and increase our ability to recruit locally- and BIPOC-owned businesses to occupy those spaces
- WA is able to reliably identify issues that need attention for individual business and match with appropriate resources and organization for technical support

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Page 7: Neighborhood Day 2024

**Q28**

**Nothing**

On May 11, 2024, we are hosting...

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**Q29**

**Respondent skipped this question**

Date, time, and location of your Event(Ex. May 11 from 9am to 7pm at Community Rec Center, 1234 Broadway Ave, continuing through May 21)

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**Q30**

Webpage for your event (Board elections, annual meeting, or other event)

<https://www.whittieralliance.org/upcoming-events.html>

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**Q31**

Date / Time

**04/20/2024**

Date of your Annual MeetingIf you aren't hosting your board elections on Neighborhood Election Day, please share the exact or approximate date of your upcoming annual meeting.

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**Q32**

**Respondent skipped this question**

Upload an Event imageWe will use this on the citywide map of Neighborhood Day to promote your event information. (See the 2023 map example)

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Page 8: Program Highlights

**Q33**

**Equitable Engagement**

What category best describes the highlight you'd like to share?

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**Q34**

Write 2-3 paragraphs describing a highlight from 2023 related to the topic above.

Former Kmart & New Nicollet Ave Project:

The last two years of intensive, geographically-focused engagement have resulted in a more connected, better organized East African community who consistently shows up to advocate for their interests and push for their continued involvement in the process. Some of the key priorities for segments of the Lake/Nicollet area's East African communities include affordable, creative homeownership opportunities, affordable and smaller scale commercial spaces, safer streets with less traffic (especially Lake Street), wider and more accessible sidewalks for those with disabilities, and safe places for their kids to spend time year-round, not just outside park space. Those who have been engaged know how important it is for the City to hear their input and for it to show up repeatedly in the engagement process data collected, and they have done well to make it happen.

This project is one that is going to take at least 10 years to complete, and so properly setting expectations with community members about long-term impacts and gradual trends is important. It's also important for preventing (as much as is possible) engagement fatigue, because a project so complex and large requires a lot of intentionality and nuance for each stage of the decision making process. I think that is something we've done a good job of communicating across all of our engagement activities, and it's important for preventing people from feeling discouraged by the slow pace of change in what they physically see happening on the site.

Internally we have built power with our coalition's project team members, in that the for-profit consultants working alongside us now have better understanding of how to successfully partner with small community organizations. We are now able to articulate what support they need to be prepared to provide for us, such as billing templates and solid project management. They can see firsthand the proven value of these partnerships, evidenced by the engagement that took place with people who actually live here and historically difficult to reach groups. Our work has successfully demonstrated what an inclusive and equitable community engagement approach can look like for a government-initiated urban planning project.

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**Q35**

Attach a photo related to the highlight you shared in the story above.

**20221015\_163114\_Jackie%20Adelmann%20Photography.jpg (4.3MB)**

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**Q36**

**Housing**

What category best describes the second highlight you'd like to share? (Optional)

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**Q37**

Write 2-3 paragraphs describing a second highlight from 2023 related to the topic above. (Optional)

Housing Support and Community Resources:

A number of recent reports have detailed the rapid pace at which the Whittier neighborhood is losing its share of Naturally Occurring Affordable Housing (N.O.A.H.), an important part of the housing stock that has provided stable housing for neighbors over many decades. As out-of-state investors' interest in Whittier grows, WA has been working to build relationships with current NOAH owners to generate opportunities for local nonprofit developers, housing providers, and other community-minded buyers with a mission to preserve the affordability and local ownership of housing in the Whittier neighborhood. We know that many long-time owners care about the continued care of their tenants and buildings, and we aim to help them identify all their selling options if/when they become ready to take that step.

Alongside our efforts to inform owners, we have also continued our outreach and resources available to community members looking for housing. With our gifted outreach specialist, Fartun, who has served as an ambassador to and resource for the East African community, Whittier Alliance has provided the assistance our Somali residents need in their language—from completing housing applications, managing expectations, and avoiding predatory housing scams and property managers. At the same time, we can connect them to emergency assistance resources, while advocating on their behalf in our dealings with property owners and public officials. Additionally our talented engagement coordinator, Meggie, has spent time this year supporting folks displaced by fires, working with the community school and MPS to get families connected to resources to keep them in community, coordinating with tenants with problematic landlords to file reports, and coming together as a community to fight against predatory practices.

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**Q38**

Attach a photo related to the highlight you shared in the story above.

**FullSizeRender.jpg (1.9MB)**

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