

Engagement Plan



Windom Community Council

Board of Directors

January 1, 2022 – December 31, 2023

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

Submitted to the City of Minneapolis
Neighborhood and Community Relations Department
September 1, 2021

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

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.

Time Frame

January 1, 2022 – December 31, 2023

Work Summary

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

January 1, 2022 – December 31, 2023

- 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.

January 1, 2022 – December 31, 2023

- II. **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, 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.

January 1, 2023 – December 31, 2023

- III. **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 and Current Windom Neighborhood Engagement Work

Between 2018-2021 WCC Activated the following Strategic Engagement activities of Windom Residents:

- 2018 Community Conversations (House Meetings)
- 2018 Community Organizing (Housing)
- 2019 Community Survey (Resident Needs/Wants/Priorities)
- 2021 Renter Engagement Project (Renter resident Needs/Wants/Priorities)

2018 Community Conversations (House Meetings)

- Board members began organizing several house meetings across the neighborhood to learn issues of concern to neighbors at a block level.

2018 Community Organizing (Housing)

- In response to new housing development proposal of two troublesome motel rental properties, WCC organized local block leaders to front developers interested in purchasing the properties for redevelopment.

2019 Community Survey

(Resident Needs/Wants/Priorities - 20% response rate achieved)

In the fall of 2019, 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.

While the WCC was successful in reaching homeowners through the survey, it needed a more focused effort to reach our culturally diverse community of renters. Roughly 35% of our housing units in Windom are renter occupied. Windom houses several apartment complexes, duplexes, and townhomes. Roughly 30% of our Windom neighborhood population are people of color. The majority live in renter occupied housing in the neighborhood. We have identified several renter-occupied complexes that house a significant number of individuals from the Latino(a)/Latinx, East African (Somali) and American Indian communities.

2021 Renter Engagement Project (Renter Resident Needs/Wants/Priorities)

In the summer of 2021, WCC implemented a renter engagement project that aims to:

- Research and understand the needs, wants and priorities of our renter community; in particular members representing BIPOC/New American communities.
 - Engage our renter community; particularly members of the BIPOC/New American communities with the WCC organization.
-
-

Windom Neighborhood Engagement Plan Information

Scope of Work, Outcomes and Goals

Scope of Work

The Windom Community Council (WCC), representing the Windom Neighborhood of SW Minneapolis, plans to undertake a number of activities to better position itself and prepare to engage and serve traditionally underserved communities of color through its participation in the City of Minneapolis' Equitable Engagement Fund.

While the WCC began this work in the summer of 2018 and spent the summer of 2021 implementing renter engagement, we are aware and will work to meet the guidelines as outlined in the City's Neighborhood Engagement Plan.

Rough Timeline with General Activities

January 2022 – June 2022

- **BIPOC/New American Renter Engagement Program**
 - Renter survey results are made public.
 - BIPOC/New American renter outreach into apartment complexes.
- **Cultural Competency Board Development**
 - Research of local Board cultural competence training programs in Minnesota.
 - Select program(s) and training/education schedules for WCC neighborhood association (invite businesses and community and faith-based groups/churches).

June 2022 – December 2022

- **BIPOC/New American Renter Engagement Program**
 - Identify, recruit and train community resident leaders within the largest apartment complexes in Windom.
 - WCC outreach to BIPOC/New American community members [non-renter] in residential homeowner areas of Windom.
- **Cultural Competency Board Development**
 - Implement fall 2022 WCC's 1st Board cultural competence training program,
 - Gather feedback to include in future 2023 WCC Neighborhood Cultural Competence training.

January 2023 – December 2023

- **BIPOC/New American Renter Engagement Program**
 - Issue-based Organizing of BIPOC/New American renters.
 - 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**
 - Identify strategies for BIPOC/New American Board member recruitment to committees and Board directive.
 - 1st WCC Neighborhood Cultural Competence training development conference.
 - **New Opportunity Program/Project Development**
 - Research and collaborate with other neighborhood groups to identify best BIPOC/New Immigrant program development best practices.
 - Begin development of new BIPOC/New American programs and projects.
-
-

Windom Neighborhood Engagement Plan Information

Scope of Work, Outcomes and Goals

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 member
-
-

WORK PLAN #1: Renter Engagement Program

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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Local Community-Based Partners • City of Minneapolis (various departments) • Minneapolis City Council
PERSON(S) RESPONSIBLE	WCC Executive Committee WCC Contracted Main Staff	
TIMELINE	January 2022 – December 2022: Outreach to renters: Recruit and organize renters. January 2023 – December 2023: 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 resident rents 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

DEMOGRAPHIC GROUP	BIPOC/New Immigrant (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 2022 – December 2022: Research and select Board cultural training. January 2023 – December 2023: 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

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 2023 – December 2023: Implement and evaluate WCC’s first neighborhood-wide cultural training.	
QUANTITATIVE GOALS	Communications with valuable relevant resources and information reach a 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 resident rents 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.	