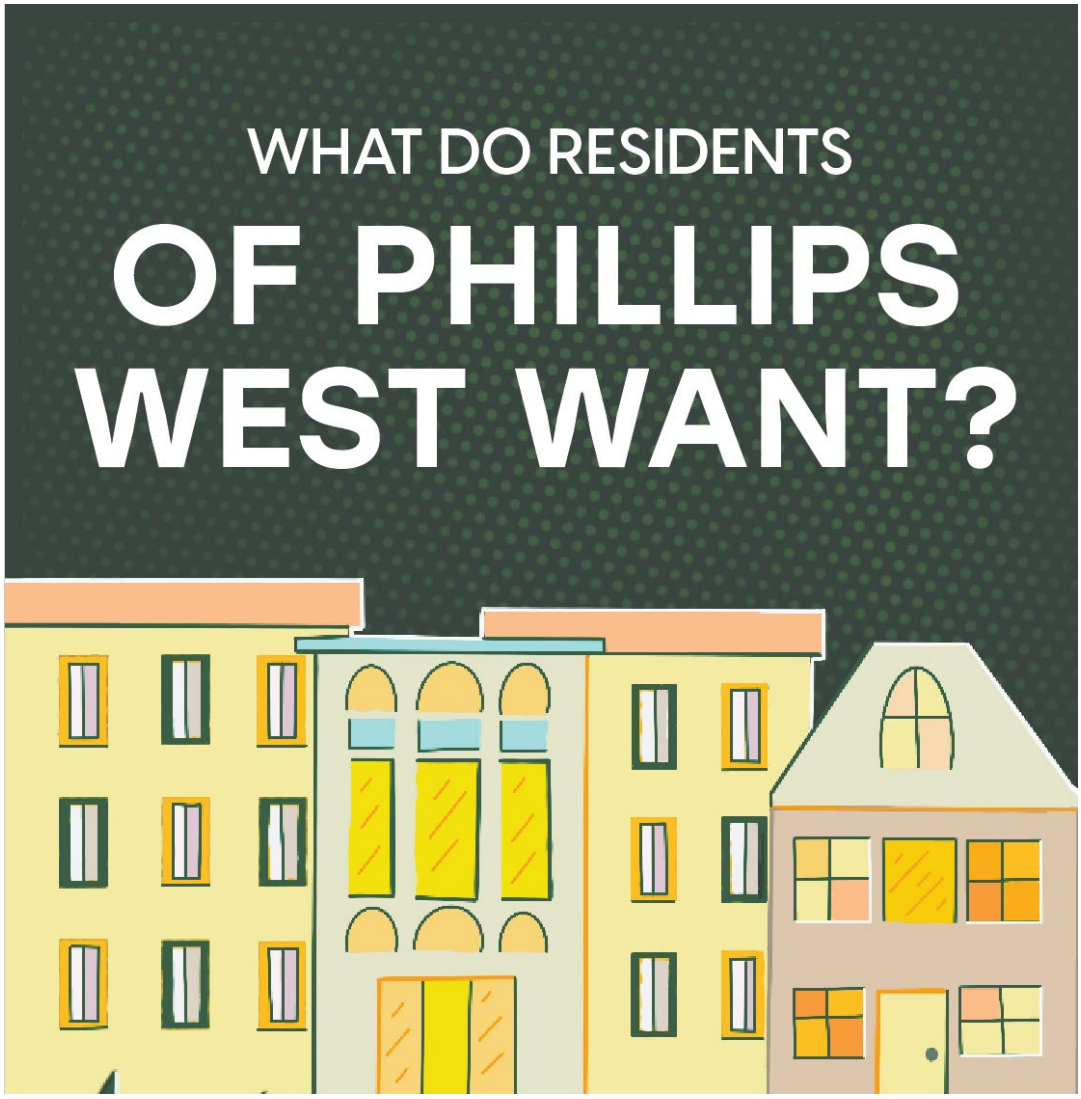


Phillips West Neighborhood Organization Community Asset Mapping

Prepared by:
Alice Bruno, Kya Concepcion, Madeline Geitz, and Vanessa Voller
Center for Urban and Regional Affairs

Lynn Farmer, Verge Granger, Mira Klein, Alex Palacios, Rachel Robison,Greg Walsh
Phillips West Neighborhood Organization

June - August 2021

PHILLIPS WEST
NEIGHBORHOOD ORGANIZATION

cura Center for Urban & Regional Affairs

Table of Contents

List of Tables and Figures 2

Executive Summary 3

Introduction 6

Racial Equity Framework 6

Methods 8

Sample 8

Section 1. Experiences in Phillips West Neighborhood 11
- Factors for Living in the Phillips West Neighborhood 12
- Factors for Leaving in the Phillips West Neighborhood 13
- Resources in the Phillips West Neighborhood 14
- Safety in the Phillips West Neighborhood 15

Section 2. Perceptions, Beliefs, and Opinions about the Phillips West Neighborhood Organization 17
- Priority Areas for the Phillips West Neighborhood Organization 19
- Ways to Engage with Residents in the Phillips West Neighborhood 20

Conclusion 22

Next Steps 23

Appendix 23

List of Tables and Figures

Table 1. Demographic Information of Participants, 2021.
Chart 1. Level of Education of Participants
Chart 2. Average Household of Participants
Chart 3. Anticipated Length of Time Living in Phillips West Neighborhood
Figure 1. Reasons Why People Choose to Live in the Phillips West Neighborhood
Figure 2. Factors Affecting Decision to Move
Figure 3. Responses to the following question: Given conversations about safety in Minneapolis over the past year, how can we make each other feel safe? What can neighbors do to help each other?
Chart 5. Previous Knowledge of PWNO
Figure 4. Recommendations for PWNO Priority Areas
Figure 5. How should PWNO engage with the neighborhood?

Executive Summary

Background

The process of designing, implementing, and assessing the survey has been led by the Phillips West Strategic Planning Committee. This committee was convened in early February 2021 to address the following questions: What do residents of Phillips West want and how can we build on those desires to articulate a set of goals for the organization? The Phillips West community survey, launched in April and open through May 2021, was the primary method we used to answer these questions. Working with the Center for Urban and Regional Affairs at the University of Minnesota, the Strategic Planning Committee developed survey goals, designed questions, and brainstormed methods of outreach so that we could hear from as many people in the neighborhood aspossible.

Findings

The objective of the community survey was to ask those who live, work, and go to school in the Phillips West neighborhood about their priorities. Three clear priorities emerged from the results: community safety, affordable housing, and addressing the food desert. In addition, there was an emphasis on community connection throughoutthe responses, particularly when it came to community safety.

Limitations

From the beginning, we knew that this survey would not reach every one of the 5,000 residents who call Phillips West home. We also know that there are deeply entrenched institutional barriers that make it easier to connect with some residents than others. Thesurvey results disproportionately contain responses from people who are white, highly educated, speak English, and have access to the internet among other demographic indicators.

This is why it is important to note that these results are not the “final say” on the priorities of residents in Phillips West. It is an initial step, one that allows us to structure

our organizational work grounded in our neighbors' experiences while better understanding the work we still have to do. As this survey process has made clear to us, we need ongoing, creative, and diverse engagement methods embedded into the future work of the organization. This survey does not mark the end of our efforts, it is thebeginning.

Next Steps

First and foremost, PWNO will continue our outreach efforts to connect with neighbors who were left out of the initial survey process. We must commit to ongoing information gathering strategies that engage Phillips West residents in a more expansive and inclusive way. In addition to these ongoing outreach efforts, the survey results here havebeen incorporated into a strategic plan that was recently approved by the PWNO board to guide organizational goals over the next few years. Implementing these ambitious goals will not be easy, and we are excited to work in partnership with you, our neighbors, to make it happen!

The Phillips West Community Survey is the product of a lot of hard work, from theresidents who designed the survey, to our partners at the Center for Urban and Regional Affairs, to every resident who took the time to participate. Thank you to everyone involved!

The Phillips West Strategic Planning Committee is a group of five neighbors, all of whom live in the Phillips West neighborhood, who have made a 6 month commitment tobeing part of the strategic planning process. We are renters and homeowners, we rangein age and the length of time we have lived in the neighborhood, we speak English and Spanish, and we are multiracial. We do not represent everyone in the neighborhood with our identities and we are not perfect. This is our very best attempt to assess the survey results with an eye towards inclusion, equity, and accuracy.

For those of you who are interested in getting involved with PWNO, please reach out viaemail or phone at info@phillipswest.org or (612) 642-1487.

WHAT DO RESIDENTS

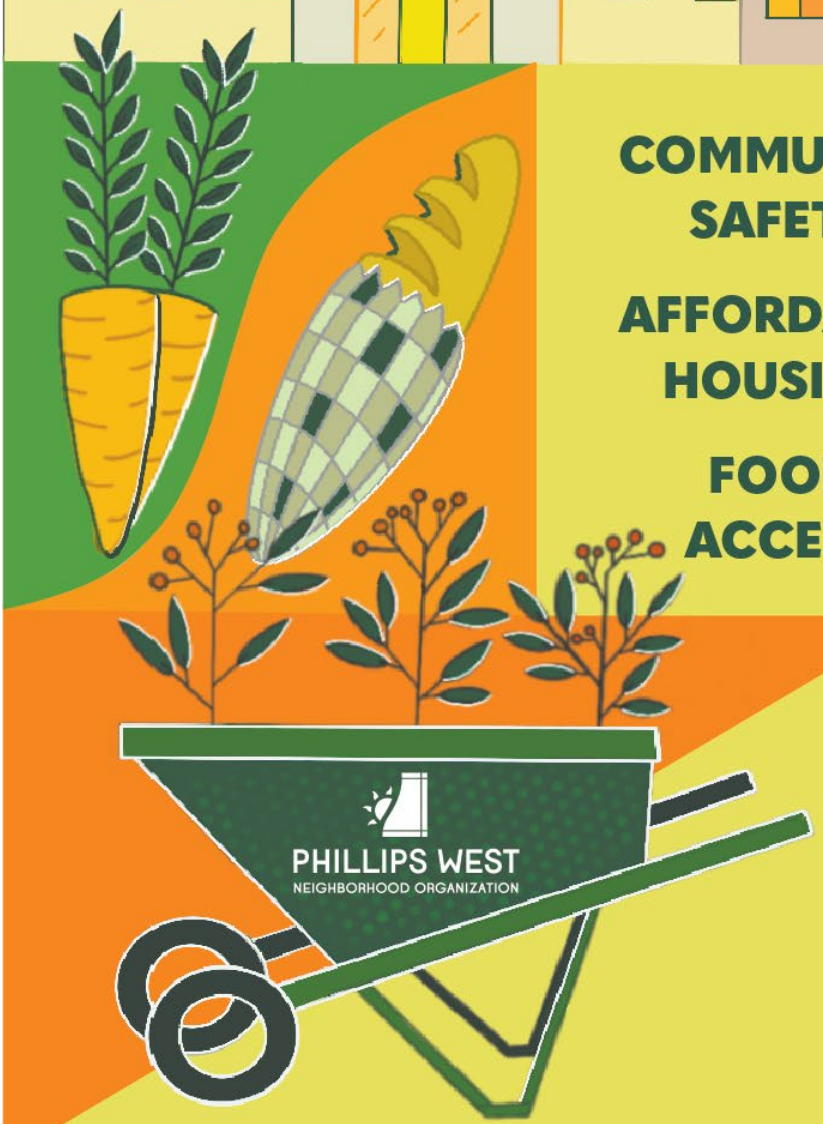
OF PHILLIPS WEST WANT?

We asked those who live, work, and go to school in the Phillips West neighborhood about their concerns. Three very clear priorities emerged from the results:

COMMUNITY SAFETY

AFFORDABLE HOUSING

FOOD ACCESS



As this process has made clear to us, we need ongoing, creative, & diverse engagement methods embedded into the future work of the organization. This does not mark the end of our efforts, it is only the beginning. For more information please visit phillipswest.org/strategic-plan

Introduction

In late 2020 - in the midst of the coronavirus pandemic, racial justice uprisings, and internal transitions - the Phillips West Neighborhood Organization (PWNO) decided to take on a strategic planning process to reevaluate its work. The basis of this process was recommitting to a vision for where PWNO's work is rooted in the expressed needs and desires of those who live, work, and go to school in the Phillips West neighborhood.The Phillips West Community Survey has been the cornerstone of this commitment.

Starting in February 2021, a group of residents convened bimonthly as a Strategic Planning Committee to bring this survey into being, working both with PWNO staff andcollaborators through the Center for Urban and Regional Affairs (CURA). This resident-led committee co-designed the survey, offered guidance for its distribution, andpointed towards important questions for evaluation.

PWNO will use the results of this survey both as an informational and an engagement tool. With respect to the former, the survey will directly inform recommended goals andstrategies for the organization in the coming years. In pursuit of the latter, PWNO will use survey results as a launch point to engage residents in some of the most important - and contentious - issues they face such as safety, housing, and food access.

Phillips West Demographics & Survey Equity Framework

The Phillips West neighborhood is a demographically diverse neighborhood across identities of race, language, age, ability, and housing status. According to census data from 2015-2019 pulled from MNCompass, 75% of neighborhood residents are people ofcolor. 46% of neighborhood residents are Black. 58% of Phillips West neighbors speak a language other than English. About half of those residents speak very little or no English. While Phillips West is notably home to the Ebenezer retirement and elder care community, over 60% of the neighborhood is under the age of 35. One quarter of residents are disabled and 83% are renters.

The survey response sample does not match the demographic characteristics of the Phillips West

neighborhood. This is not surprising when we consider the impact both of broad structural conditions as well as the conditions of the Phillips West Neighborhood Organization. First, considering systemic structures, we must consider that a) technological access trends are connected to race, age, and language among other indicators; b) those who are more cost burdened have less time, capacity, and flexibilityto engage with something like a neighborhood survey tool; and c) those with less housing stability may have less investment in the long term goals of this survey. These are just three examples of how structural oppressions like ableism and racism have an impact on a project conducted at a hyper-local level.

The structure of PWNO, too, contributes to the demographic breakdown of our survey responses. Here we must consider factors such as a) who neighborhood organizationshave historically been set up to serve (white homeowners); b) that PWNO did not havethe capacity for robust multilingual outreach; and c) that PWNO is in a moment of organizational transition and rebuilding and doesn't hold all of the desired community relationships that would have made survey dissemination more reflective of neighborhood demographics. Lastly, the fact that people who work (but don't live) in Phillips West were included in the survey additionally skewed our results older, whiter, and more highly educated.

Throughout this survey analysis we do our best to uplift the responses of Black neighbors, Indigenous neighbors, and neighbors of color (from now on abbreviated asBIPOC neighbors), again who make up three quarters of Phillips West neighbors. Weunderstand that focusing on race doesn't map one to one on with other indicators like language and age. However, given the intersectional identities of many (but not all) BIPOC residents as renters and people who speak languages other than English for example, we still believe pulling out BIPOC responses is useful.

There are some particularly interesting results that one can observe when we disaggregate BIPOC survey responses from white ones. For example, while 68% of respondents who stated they wanted an increase in police presence were white, a disproportionate percentage of responses that named safety as a major concern were

from BIPOC survey takers. We present this analysis as a call for readers to look at the responses to our survey through an equity lens; as you examine these responses keepin mind whose voices are absent and whose are overrepresented.

Methods

Data for this project was gathered from an online survey administered via Google Formsin April and May 2021 and a paper survey that was distributed to residents of Ebenezer's Minneapolis campus as well as Phillips West residents via a door knocking effort. The survey included both closed and open-ended questions about participant's experiences living, working, or going to school in the Phillips West neighborhood and what they believe the Phillips West Neighborhood Organization (PWNO) ought to prioritize in the next 5 years. Quantitative variables were expressed in absolute and percentage frequencies. Quantitative data were analyzed using Microsoft Excel and descriptive statistics were generated. Quantitative data visualizations were generated with the Google Data Analytics package. Qualitative data analysis was inductive and followed a thematic approach. The Institutional Review Board at the University of Minnesota approved this project.

Sample

224 participants completed this survey. Of the 224, 156 completed the survey online and 68 completed a physical paper copy. 95.5% of the participants completed the survey in English, <1.0% (n=2) in Spanish, and 3.5% (n=8) in Somali. Additionally, participants were asked to complete an optional demographics questionnaire at the endof the survey. Table 1 outlines the demographic information (sex, race, and age) of those who completed the optional questionnaire. From this table, it can be noted that 51% of participants identified as female; 39% identified as being 60+ years of age; 60%identified as white; 82% identified English as their first language; and 56.4% had either a college or graduate degree.

Additionally, Chart 1 and 2 outlines both the level of education and the annual household income of the participants.

Table 1. Demographic Information of Participants, 2021.

Variable	N	%
ALL PERSONS		
Total	**225**	**100.00**
GENDER		
Female	114	50.67
Male	63	28.00
Non-binary	10	4.44
Other	5	2.22
N/A	33	14.67
AGE		
20 - 29	18	8.00
30 - 39	36	16.00
40 - 49	26	11.56
50 - 59	30	13.33
60+	87	38.67
N/A	28	12.44
RACE		
Black or African American	31	13.78
Black or African	6	2.67
White or Caucasian	135	60.00
Hispanic or Latinx	9	4.00
Asian American	1	0.44
Native American	3	1.33

Biracial or Multiracial	6	2.67
Other	8	3.55
N/A	26	11.56
Preferred Language		
English	184	81.78
Spanish	6	2.67
American Sign Language	1	0.44
Somali	7	3.11
N/A	27	12.00

Chart 1. Level of Education (n=206)

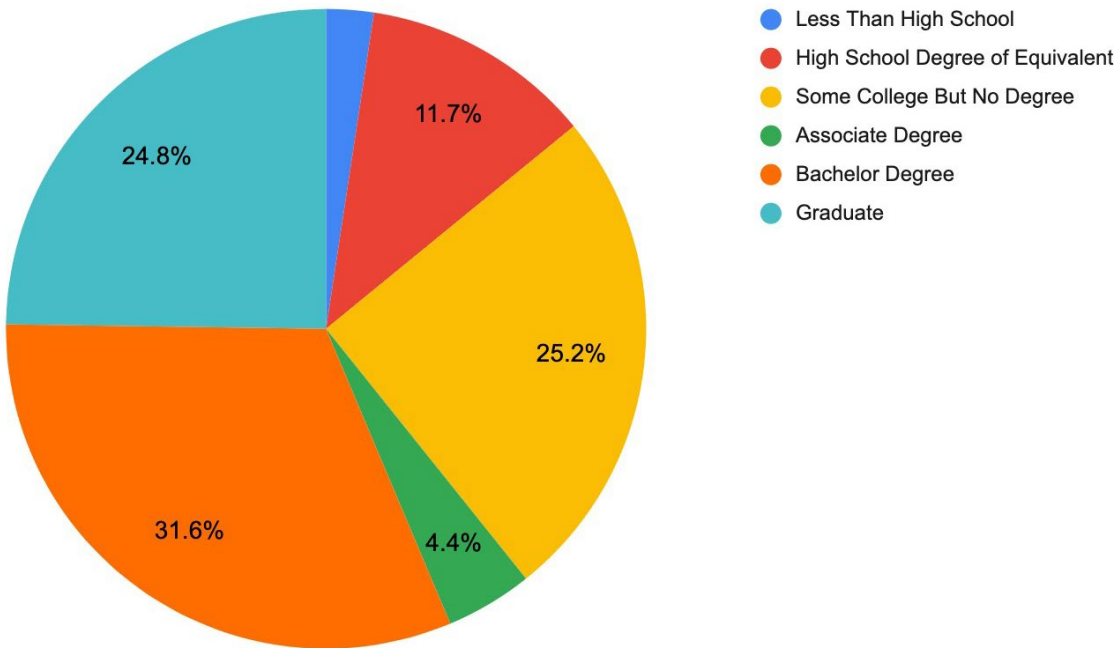
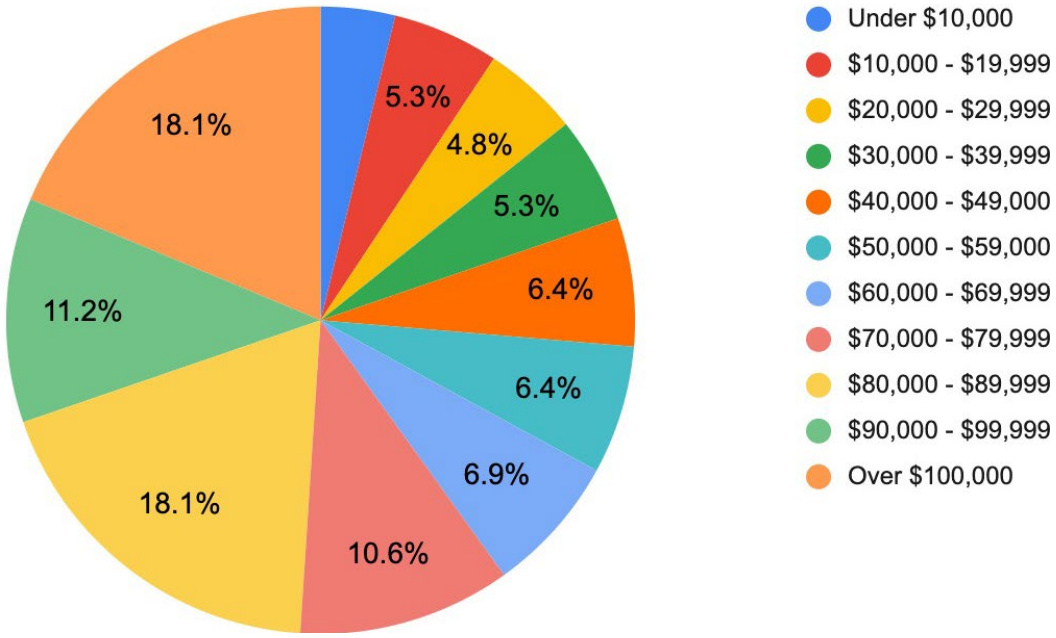


Chart 2. Annual Household Income (n=188)

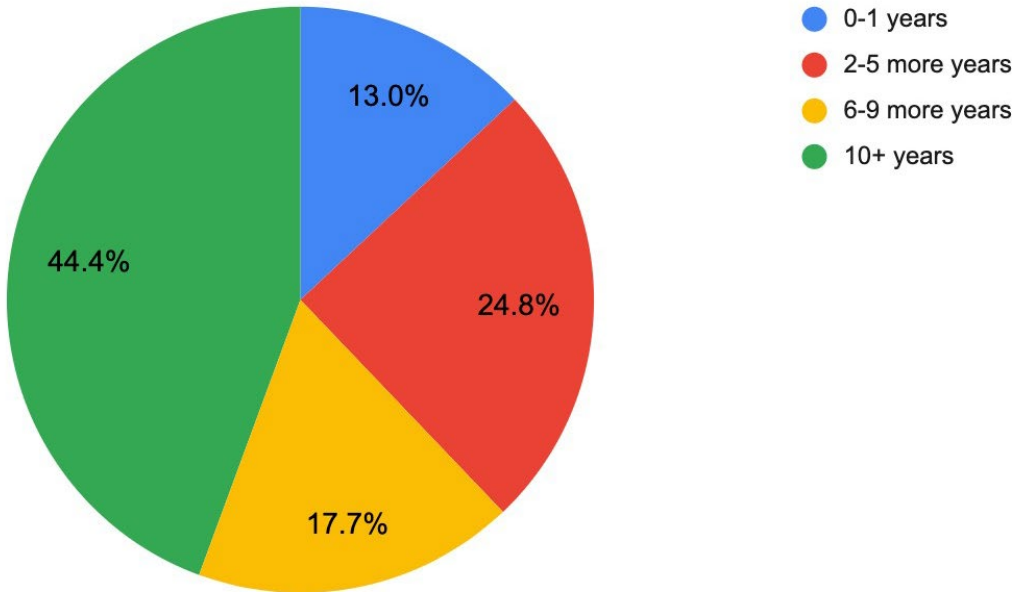


Section 1. Experiences in Phillips West Neighborhood

Of those who completed the survey, 31.2% of participants have lived in the Phillips West neighborhood for 4-9 years, 27.1% have lived in the neighborhood for 1-3 years, 26.2% have lived there for 10 years and 15.4% have lived there less than a year. When asked how many more years they anticipate living in the neighborhood, participants respondedas follows: 44.4% expect to live in the neighborhood for 10+ years, 17.7% for 6-9 more years, 24.2% for 2-5 more years and 13.7% for 0-1 years.

26.2% of total respondents have lived, worked, or gone to school in the Phillips West neighborhood for 10+ years, 31.2% have lived, worked, or gone to school in the neighborhood for 4-9 years, 27.1% for 1-3 years and 15.4% for less than a year.

Chart 3. Length of Time Expected to Live in Phillips West Neighborhood (n=170)



Factors for Living in the Phillips West Neighborhood

When asked why they choose to live in the Phillips West neighborhood, participants hadmany reasons, including: affordability (63.3%), diversity (49.3%), centralized location (45.1%), proximity to work and school 35.3%), walkability (30.7%), proximity to restaurants, shopping, and other amenities (27.9%), sense of community (24.2%), and family connections (12.6%) (Figure 1).

Figure 1. Reasons Why People Choose to Live in the Phillips West Neighborhood

Topic	% of total	# of Participants
Affordability	63.30%	136
Diversity	49.30%	106
Centralized location	45.10%	106
Proximity to work, school, etc.	35.30%	76
Walkability	30.70%	66

Proximity to Public Transportation	29.30%	63
Proximity to restaurants, shops, and other amenities	27.90%	60
Sense of Community	24.20%	52
Family Connections	12.60%	27

Factors for Leaving in the Phillips West Neighborhood

When asked what would affect their decision to move, participants identified four major themes. The themes include: safety, displacement, change in employment, and litter (Figure 2).

Figure 2. Factors Affecting Decision to Move

Code	Description of Code	Key Words	# of Responses (N=188)	Frequency
Safety	Participants described how they saw safety as a contributing factor to their decision to move. They expressed concern about personal and community safety, claiming to have witnessed an increase in crime and violence. Some participants provided concrete examples of factors contributing to their feeling unsafe, including: gun violence, drug dealing, and vandalism. Although rarely, safety was also a concern in terms of poor housing conditions.	(safe OR safety OR unsafe, violence OR violent, crime, break in OR broken into, drugs OR drug dealer, threat OR threatened)	60	64

Displacement	Participants described how displacement might be a contributing factor to their decision to move. In particular, they identified an increase in rent and living costs as a plausible reason for moving out of the neighborhood. Participants described how affordability, both in terms of housing and general expenses, would lead them to consider moving to a different neighborhood.	(gentrification, increase OR raise AND rent OR cost OR costs, cost AND rent, affordable OR affordability)	22	24
Change in Employment	Participants described how a change in their or their family's employment status might lead them to move out of the neighborhood. Some participants identified a change of job or a new position as a plausible factor for moving. Other participants identified job loss as a reason for moving. In particular, participants expressed concern over the loss of job opportunities in the neighborhood.	(job, work OR workplace, employment OR employer OR employed)	19	21
Litter	Participants described how litter and cleanliness impact could motivate them to move out of the neighborhood. Participants explained that lack of community maintenance results in reduced livability due to excess litter and trash.	(litter OR garbage OR trash, clean OR cleaner OR clean-up)	5	6

While only representing 21.0% of the total population 25.0% of respondents who identified as a person of color named safety as a major concern for them. Additionally,11.0% of respondents who identified as a person of color named displacement as a major concern for them. As expected, a significantly higher number of non-resident participants cited a change in employment as their primary reason for leaving the neighborhood.

Resources in the Phillips West Neighborhood

Participants cited many resources that they utilize in the neighborhood. These included:

- Lake and Park Grocery and Other Grocery Stores (19.7%)
- Midtown Global Market (16.3%)
- Public Parks (16.3%)
- Greenway (14.6%)

- Public Transportation (3.9%)
- La Michoacana (3.9%)
- Family and Friends Houses (2.3%)

Overall, participants expressed frustration with the lack of public amenities available in the neighborhood. Some described using the neighborhood just to take walks due to thelack of appealing services to them. Some deemed the neighborhood too unsafe to eventake walks. Among the services and resources used the most (though appearing not as frequently as those mentioned above), participants identified The Swedish Institute, hospitals and clinics, St. Mary's University campus, and the Phillips Eye Institute.

When asked what, if anything, participants would like to see more investment into the neighborhood, participants cited the following:

- Restaurants or shops (65.3%)
- Grocery stores (64.8%)
- Green or recreational spaces (56.5%)
- Affordable housing (56.5%)
- Social services (34.7%)
- Education and training options for adults (32.9%)
- Jobs or employment (31%)
- Healthcare center and access to medical care (23.6%)
- Technology access (23.1%)
- Recreational activities (18.1%)
- Education and childcare (14.4%)

Additionally, several participants cited the following: community gardens, public artinstallations, libraries, and better public transportation options to include safer andcleaner bus stations and Nice Ride stations.

Safety in the Phillips West Neighborhood

Figure 3 outlines the nuanced ways in which participants responded to the following question: Given

conversations about safety in Minneapolis over the past year, how canwe make each other feel safe? What can neighbors do to help each other?. Major themes included: (1) deepening community connection (35.0%), (2) increase neighborhood-based safety programs, protocols, education, or other resources (27.1%), (3) increase police contact, presence, or communication (13.1%), (4) decrease police contact, presence, or communication (6.3%), and (4) improved lighting (3.0%). Of thosewho cited that they wanted an increase in police presence, 68% identified as white and 72% identified as living in the neighborhood (versus commuting to/from and working in the neighborhood). In contrast, of those who cited that they wanted a decrease in policepresence, 32% identified as white and 46% identified as living in the neighborhood (versus commuting to/from and working in the neighborhood).

Figure 3. Responses to the following question: Given conversations about safety in Minneapolis over the past year, how can we make each other feel safe? What can neighbors do to help each other?

Due to the nuance in responses, key words could not adequately reflect sentiment and themes, so responses were coded manually and word frequency is not applicable

Code	Description of Code	Key Words	# of Participants (N=206)
Greater community connection	Residents expressed interest in getting to know their neighbors, whether through personal networking or through neighborhood-facilitated events. Residents are interested in opportunities to meet a diverse array of their neighbors and keep up conversations and connections. Some residents are interested in attending block parties or other similar, family-friendly community events. Some residents practice and encourage making personal efforts to say hello to their neighbors.	Get to know, event, activities, talk, gatherings Coded manually	74
Increase neighborhood-based safety programs, protocols, education, or other resources	Residents are interested in using neighborhood connections and resources to promote community health, wellness, and safety. Many community members express interest in or existing participation in neighborhood watch-type programs, or group learning on achieving safe neighborhoods. Whether neighborhood watch-type programs include intervention or coordination with police varies widely with responses or is undefined, as many people recommend a neighborhood “see something, say something” policy.	Neighborhood watch, resources, education, see something say something Coded manually	56

Increase police contact, presence, or communication	Many residents express wanting increased police presence or engagement in the neighborhood to promote public safety. This category includes those that want more presence of “compassionate” or “smart” police (one person referencing this in contrast to officers like Derek Chauvin). Some residents expressed dissatisfaction with lack of community and government investment in policing. A few residents expressed that criminal activity is being tolerated or promoted without police intervention.	More patrols, increase police, more police Coded manually	25
Decrease police contact, presence, or communication	In contrast, some residents express wanting reduced police presence, resources promoted in lieu of the police, or no police at all. These residents want more neighborhood-based resources as an alternative to policing.	Alternatives, instead, non-police Coded manually	13
Improving lighting	Some residents express that greater lighting in outdoor spaces will improve safety. One resident specifically mentioned better lighting in “dead end” zones and alleyways.	Light, lighting Coded manually	6

Section 2. Perceptions, Beliefs, and Opinions about thePhillips West Neighborhood Organization

Prior to this survey, only 49.8% of participants knew about the PWNO. When asked howthey had heard of the PWNO, residents responded the following:

- Neighbor, landlord, or home-related group (16%)
- Previously having served as a board member or having board member involvement (15%)
- Work or employment (13%)
- Internet (19%)
- Mail/print news (8%)

Although the majority of participants (50.4%) shared that they knew “nothing” or “verylittle” about the PWNO, some participants did know a bit about the organization. For participants who shared that they knew something about the organization, 42.7% identified that the PWNO’s purpose (whether they think it is fulfilled or not) is to servethe needs of community members and enhance the “neighborhood experience.” Participants wrote about its functions as fostering connections between people and organizations and providing information or other forms of support to residents.

Additionally, 9.7% of participants knew of PWNO’s board/community meetings or otherevents it hosts, such as National Night out or an annual neighborhood clean-up in the spring. Unfortunately, 8.7% of participants shared that they have or had negative sentiment towards PWNO, usually because of previous leadership or policy, but also because of its lack of activity or capacity. One participant wrote that the organization needs to “rebuild trust” with the community. Another participant wrote that the organization “does nothing” seems “stagnant and understaffed.” Finally, 7.0% of participants identified that the PWNO noticed that PWNO is undergoing transition andgrowth. All of these participants in this category have positive feelings towards the organization’s change.

The final set of questions in the survey asked participants to identify to what extent theyfeel connected/involved in their community. Only 17.1% of participants said they feel involved in their community and 22.6% of participants said they know their neighbors well.

Of the participants who said they feel involved in their community, 94.8% said they feel involved with their neighbors, block, or building. Of these respondents, 7 specifically mentioned Ebenezer. 23.0% feel/felt connected to PW through volunteering or helping with various causes, or want to become more connected to the neighborhood by volunteering. Many participants volunteer with housing/homelessness issues specifically. And finally, 23.1% participants feel connected to PW through its educationalinstitutions, specifically St. Mary and Hope Academy.

Priority Areas for the Phillips West Neighborhood Organization

Figure 4 outlines the major areas of improvement that participants would like to see thePWNO work towards in the coming years. These themes include: safety (57.0%), improved housing and affordability (29.6%), food accessibility (24.2%), and strengthening the sense of community (13.5%). A greater number of participants who identify as a person of color identified safety, improved housing and affordability, and food accessibility as key priority areas for PWNO.

Figure 4. Recommendations for PWNO Priority Areas

Code	Description of Code	Key Words	# of Responses (N=206)	Frequency
Safety	Participants urge the Phillips West Neighborhood Organization [PWNO] to work towards making the community safer for all. Besides mentioning decrease in violence and crime, participants highlighted their hope for community safety measures. They encourage WNO to promote public safety multiple safety stratgies and come up with new safety intervention strategies.	(community AND safe OR safety OR safer, less AND violence OR violent OR crime, crime, less OR no AND drugs OR drug dealer OR drug traffic)	165	94
Improved Housing and Affordability	Participants wish for the PWNO to prioritize affordable housing. They express concern about homelessness and housing instability, recognizing how race exacerbates disparities in accessing affordable housing. Participants see the PWNO as a resourceful mediator between those needing housing and service providers. Some participants suggest that PWNO should provide residents with information on renters' rights and communicate about available funds/resources.	(affordable AND housing, rent control, help OR support AND homeless OR OR unhoused, maintenance AND home or house, home AND owner OR ownership)	165	49

Food Accessibility	Participants identified food accessibility as a key area for improvement in the neighborhood. They encourage PWNO to work towards eliminating the food desert in the area by promoting better access to grocery stores, community gardens, and/or food shelves.	(food AND security, grocery OR groceries, food shelves, community AND garden OR market)	165	40
Sense of Community	Participants see PWNO as an opportunity to create spaces for people in the neighborhood to come together and get to know each other. They hope to see PWNO organize activities that can foster relationship building among different parties in the neighborhood. Some of the activities and spaces mentioned include rec centers, youth and senior programs, community meetings, and religious and cultural events.	(connect OR meet OR get to know, create AND spaces, events OR activities OR programs)	165	22

Ways to Engage with Residents in the Phillips West Neighborhood

Figure 5 outlines how participants would like to see PWNO engage with residents. These themes include: online community outreach, in-person community outreach and events, building connections and providing information, and using surveys to address people's needs. A greater number of participants who identify as a person of color identified in-person community outreach and events as an important way to engage withresidents.

Figure 5. How should PWNO engage with the neighborhood?

Code	Description of Code	Key Words	# of Responses (N=132)	Frequency
Online Community Outreach	Participants praise the existing efforts to reach the community through virtual means. They suggested that the PWNO keeps using tools such as newsletters and email chains in order to raise awareness about initiatives, events, and opportunities. Additionally, participants recommend expanding the PWNO's overall virtual presence. Some participants provided concrete examples such as using platforms like instagram,	(virtual, on line, email OR mail, newsletter, media OR social media OR socials, website)	14	19

	facebook, and a website to communicate with the neighborhood and answer queries.			
In-person Community Outreach & Events	Emphasizing the need to include traditionally marginalized groups, participants urge a mixed approach that entails in-person outreach. They stressed the need for PWNO to engage in door-to-door neighborhood outreach, thus giving people the opportunity to interact with PWNO staff members and voice their concerns. Moreover, participants described how planning in-person events, gatherings, and activities would be an opportunity for PWNO to better engage with the neighborhood. Some participants proposed block parties, and cultural and music festivals. Many participants highlighted the importance of creating children-friendly events/services.	(in person OR in-person, door to door OR door knocking, event OR gathering OR meeting OR festival OR block parties, children OR kids)	41	52
Building Connections and Providing Information	Participants described how they hope to see PWNO invest energies and time supporting existing initiatives and networks. They wish for PWNO to strengthen existing connections and facilitate the exchange of opportunities and information among all parties in the neighborhood. Participants see PWNO as a "connector" that can facilitate the spread of information, whether it be about services or events or crime updates.	(connect OR connector OR connecting, network, provide AND information OR inform OR info AND resources, partner OR partnership)	19	23
Use Surveys to Assess People's Needs	Participants showed enthusiasm about the survey they were being administered and suggested that PWNO keeps using surveys as a tool to learn about the neighborhood's needs.	(survey)	9	10

Conclusion

This survey both provides a strong foundation for PWNO to develop strategic priorities for the organization over the next few years, while also pointing to response gaps that should be emphasized in future survey and outreach efforts. It is important to note an overrepresentation in responses from people who have access to social, economic, andpolitical power via race, economic status, higher education, and other demographic markers. In particular, PWNO should develop a plan to reach out to BIPOC communitiesand neighborhood communities who speak languages other than English. The process of distributing this survey was a lesson in the limitation of PWNO's current outreach infrastructure, and has shed light on lessons for the organization to implement in future outreach efforts. These results are not an absolute representation of all the opinions and desires of those who live, work, and go to school in the Phillips West neighborhood,and still, considering 224 responses is significant and worthy of the organization's attention.

For the purposes of developing organizational priorities, the results of this survey clearlyindicate that safety, housing, food access, and community connection are primary neighborhood interests.

In addition to outreach limitations, other lessons learned from this process include:

- Financial incentives are helpful. When it came to the survey raffle, a smaller number of large prizes is more effective than a larger number of small prizes.
- PWNO missed out on an opportunity to solicit information about rental/ owning status. The organization should be sure to include that question in future surveys.
- Phillips West is home to a significant number of large institutions that are an important part of the neighborhood. At the same time, we also want to maintain aprimary focus on residents. In the future PWNO can administer separate surveysfor residents and employees.

Next Steps

These results, along with other data, have been incorporated into a strategic plan presented to and approved by the PWNO board. The goals of this strategic plan align with the primary takeaways of this survey: that housing, food, safety, and community connection are of central importance to Phillips West neighbors. These focus areas willbe central to the work of PWNO over the next three years. These results have also highlighted areas where PWNO needs to expand and deepen engagement so that we have an outreach strategy that is inclusive and brings in residents who have historicallyhad less access to the organization. Ongoing engagement is not only necessary to authentically reflect the neighborhood, but is a means by which to build the community connection so many neighbors pointed out as a desire in the survey itself. PWNO is committed to continuing this work in a way that is reflexive, robust, and nuanced; the results of this survey are just one data point in building towards the connected, supportive, and inclusive neighborhood we want to see.

Appendix

Survey Questions

Phillips West Community Survey

Thank you for taking the time to participate!

This survey was designed by a resident-led committee of the Phillips West Neighborhood Organization in partnership with the Center for Urban and Regional Affairs at the University of Minnesota.

The Phillips West Neighborhood Organization (PWNO) is a community-led nonprofit dedicated to the health, vitality, and connection among those who live, work, and go to school in the Phillips West neighborhood. The information gathered from this survey will help staff and volunteers from PWNO identify priorities for the next three to five years that are most aligned with what you want to see in the neighborhood.

You can find out more about PWNO by visiting our website at phillipswest.info and signing up for our newsletter at phillipswest.wordpress.com/subscribe. You can also follow us on social media (Facebook, Instagram, Twitter) @PWNOmpls.

Please contact Vanessa Voller (voll0144@umn.edu) or Mira Klein (info@phillipswest.org) with any questions, concerns, or comments about the survey. Your answers will be kept anonymous and aggregated into a summary used by PWNO and available publicly. This survey should take you

approximately 10 minutes to complete. The deadline to complete the survey is Monday, May 17th, 2021, by 11:59 pm CST.

Please confirm that you live, work, or go to school in the Phillips West neighborhood to begin the survey.

- ❑ Yes, I confirm that I live, work, or go to school in the Phillips West neighborhood.
- ❑ No, I do not live, work, or go to school in the Phillips West neighborhood, but I am interested in learning more about being engaged in my neighborhood.

(If answered no...)

Thank you for your interest in our survey! Currently it is only open to individuals who live, work, or go to school in the Phillips West neighborhood. If you want help getting connected to your neighborhood please email info@phillipswest.org or text/call (612) 642-1487. If you would like to know more about the Center for Urban and Regional Affairs community-based research program please visit this link: https://www.cura.umn.edu/

Experiences in Phillips West

1. How long have you lived, worked, or gone to school in the Phillips neighborhood?
   - ❑ Less than a year
   - ❑ 1-3 years
   - ❑ 4-9 years
   - ❑ 10+ years

2. How many more years do you expect to live in the Phillips West neighborhood?
   _____

3. Why do you choose to live in the Phillips West neighborhood? Please check all that apply.
   - ❑ Proximity to work, school, etc.
   - ❑ Proximity to restaurants, shops, and other amenities
   - ❑ Affordability
   - ❑ Centralized location
   - ❑ Diversity
   - ❑ Sense of Community
   - ❑ Walkability
   - ❑ Proximity to public transportation

- ❑ Family connections
- ❑ Other (please specify):

4. What, if anything, would impact your decision to move?

5. What do you want the future of the neighborhood to look like?

6. What places or resources do you use most in the neighborhood? (Could be a store, a park, etc.)

7. Which of the following would you like to see more of in your neighborhood? Please check all that apply.
   - ❑ Green or recreational spaces
   - ❑ Education and training options for myself or other adults
   - ❑ Education and childcare options for my child(ren)
   - ❑ Recreational activities for my child(ren)
   - ❑ Jobs or employment opportunities
   - ❑ Restaurants or shops
   - ❑ Affordable housing
   - ❑ Grocery stores
   - ❑ Healthcare centers and access to medical care
   - ❑ Social services (i.e., food distribution, language translation, etc.)
   - ❑ Technology access
   - ❑ Other (please specify):

8. Is there anything you would like to see Phillips West Neighborhood Organization work towards in our neighborhood? (e.g., food security, child care resources, community safety measures, housing affordability, other resources.)

9. Given conversations about safety in Minneapolis over the past year, how can we make each other feel safe? What can neighbors do to help each other?

Phillips West Neighborhood Organization

10. Before this survey, were you aware of the Phillips West Neighborhood Organization?
    - ❑ Yes
    - ❑ No
    - ❑ Somewhat

11. (If answered yes) …

How did you find out about the Phillips West Neighborhood Organization?

12. In a few sentences, please describe what you know about the Phillips West Neighborhood Organization?

13. Do you feel involved in your community?
    - ❑ Yes
    - ❑ No
    - ❑ Somewhat

14. If yes, what parts of the Phillips West neighborhood do you feel connected to?

15. Do you know your neighbors well?
    - ❑ Yes
    - ❑ No
    - ❑ Somewhat

16. What would you like to see the Phillips West Neighborhood Organization work on in the next

year? Five years?

17. How would you like to see the Phillips West Neighborhood Organization engage with the Phillips West neighborhood neighbors and residents?

18. What is the best way for you to stay informed about events and issues in the neighborhood (check all that apply)?
    - ❑ Regular in-person meetings
    - ❑ Regular online meetings
    - ❑ Regular US postal service mailers
    - ❑ Email
    - ❑ Social media (e.g., Facebook, Nextdoor)
    - ❑ Text or phone communications
    - ❑ Other (please specify)

Optional Demographic Questions

The following demographic questions are optional and will only be used by the neighborhood at an aggregate level. Your address or contact information will not be connected to any demographic information, and you should feel free to skip any question you would like.

19. What is your gender? _____

❑ Prefer Not to Answer

20. What is your age? _____

❑ Prefer Not to Answer

21. What is your race? _____

❑ Prefer Not to Answer

22. What is the highest level of education you have completed?

_____Less than high school degree
_____High school degree or equivalent (i.e. GED)
_____Some college but no degree
_____Associate degree
_____Bachelor degree
_____Graduate degree
❑ Prefer Not to Answer

23. What is your annual household income level?

_____Under $ 10,000
_____$ 10,000 - $19,999

_____$20,000 - $29,999
_____$30,000 - $39,999
_____$40,000 - $49,999
_____$50,000 - $59,999
_____$60,000 - $69,999
_____$70,000 - $79,999
_____$80,000 - $89,999
_____$90,000 - $99,999
_____Over $100,000
❑ Prefer Not to Answer

24. What is your preferred language?

_____

❑ Prefer Not to Answer

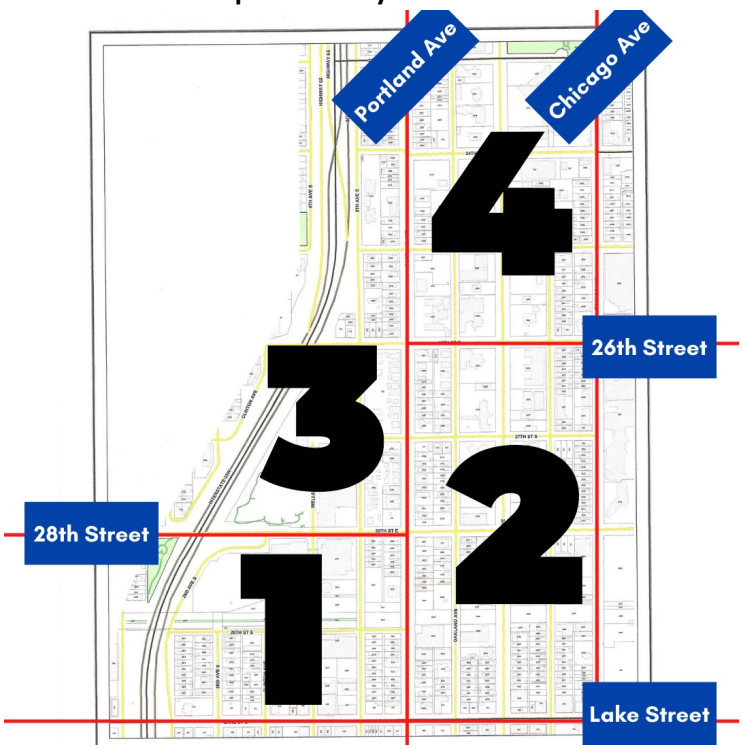
25. Do you have any physical, mental, or emotional disability or impairment?

❑ Yes
❑ No
❑ Prefer Not to Answer

26. Do you have reliable access to internet?

❑ Yes, at my residence
❑ Yes, at a local community center, library, etc.
❑ No
❑ Prefer Not to Answer

27. Which area of Phillips West do you live in?



- ❑ 1
- ❑ 2
- ❑ 3
- ❑ 4

28. Would you like to be entered into a raffle to win $500?

- ❑ Yes
- ❑ No

29. Would you like to stay in touch with PWNO?

- ❑ Yes
- ❑ No

30. If you answered "yes" to either of the two previous questions, please enter your email or phone number below.

_____