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The following is an Executive Summary prepared by the Phillips West Strategic Planning Committee outlining some high-level takeaways from our Community Survey. This committee has issued recommendations to - and approved by - the PWNO board goals and strategies that PWNO should focus on over the next three years based on these survey results.

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 as possible.

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 throughout the 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. The survey 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 the beginning.

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 have been 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!