

EQUITY INVESTMENT RATIONALE



Prepared for: The Payne Phalen Community Council
Prepared by: District Five Equity Work Group

EQUITY INVESTMENT RATIONALE

Established in 1975, **The Payne Phalen Community Council** exists to promote the physical, social and economic development and human dignity of people of all ages, backgrounds, cultures, and communities within its geographic boundaries. District Five works to improve our neighborhoods by engaging, educating, and empowering all residents in our diverse community. District Five is committed to advancing equity, reducing disparities, and to improving access to district, citywide, and regional planning for communities experiencing inequities.

District Five recognizes longstanding and present day disparities in health, wealth, housing, education, land use, access to parks and open spaces, and clean water. While 35% of our residents are White, and 63% of our residents are Non-White, data* continues to bear out the grossest disparities are along racial and cultural lines.

- 43.3% of our residents/families live below the federal poverty guideline;
- 23.4 % of our residents/families speak English 'less than well';
- Median household income in Payne Phalen is \$43,229;
- No District-wide plan has been developed for strategic planning and investment since 1979.

In 2016, the Board of Directors hired an executive director of color to help further inform, implement and promote, best practices in community outreach and engagement. In 2017, the board established an Equity Work Group, to be part of a larger multi-district council collaborative, designed to develop this **Equity Investment Rationale** for adoption by the full board and membership. The next phase of this work will be in developing an **Equity Strategic Action Plan**.

Values that guide our work include:

- We identify and celebrate the strengths and improvements that occur and our focus will be on creating solutions. Practical action will shape our agenda.
- Whether homeowner, tenant or homeless, all D5 residents organize together to improve our collective quality of life.
- Procedures to implement the policy include establishing the following:
 - Equity Work Group (Education)
 - Equity Investment Rationale (Commitment)
 - Equity Strategic Action Plan (Implementation)
 - Community engagement and inclusion through organizing (Supporting Action)

*MN Compass, 2010

EQUITY STRATEGIC ACTION PLAN

GOAL:

PPCC sees 10% increase in resident civic engagement with across the district by 2020.

MEASURES:

Annual PPCC Inclusivity Report

Annual PPCC Participation Report

**Grow 3-4% each year*

APPROACHES:

Hiring Community Organizers

Targeted Outreach

Engaging with Partners

PPCC-Specific Engagement Rubric

Certification in Public Participation

GOAL:

PPCC Board membership is 35% White and 63% Non-White by 2020.

**Based on demographics in 2020*

MEASURES:

Measure after annual meeting/elections

**Grow 3% each year*

Increased interactions with communities of color as evidenced through meeting attendance, communications, social media connections and targeted outreach numbers, and participation in district decisions and district planning.

APPROACHES:

Community Living Room

Elevating Awareness through Education

Civic Education for (the express purpose of) Public Participation

Board Ownership of this Goal

Accessibility
