

Wendell Phillips Implementation Process

Near Term Strategy Progress, 2020-2021

Create neighborhood accountability agreements that emphasize cultural/historic preservation, as well as local hiring.	• Preliminary research on local and national Community Benefit Agreements has been completed. St. Louis Guidebook serves as a great resource for beginning these agreements. These documents are available for viewing here: Community Benefit Agreement Resources • Comprehensive list of faith based orgs, local businesses, social service centers, and more, was created as a resource to begin outreach for the accountability agreements. • Initial meetings have been held with several local developers to discuss the latest on their projects, their plans for the future, and their relationship with the neighborhood. NeighborBuilt, EVE Development, and representatives of the Zhou Brothers have agreed to future meetings to begin planning agreements with the neighborhood. These meetings will be planned for in the new year. Notes from these meetings can be viewed here: EVE Development Updates, NeighborBuilt (Movement KC) Updates • Neighborhood leaders have been involved in ongoing meetings with the 18th & Vine Policy Sub-Committees to ensure that new plans for the historic district are being decided in part by local residents and other important community stakeholders. Future meetings will be planned for in the new year. Notes from the initial meeting can be viewed here: 18th & Vine Policy Sub-Committee Updates • In April and May of 2021, three Community Accountability Agreement templates were created: one for developers, businesses, and faith based organizations/other community groups. These templates can be found here: Community Accountability Agreement Templates
Continue to promote existing efforts with minor home repair and tax abatement.	• A 3-part brochure series for local renters, home owners, and rental property owners was developed to distribute information regarding the city's home repair programs, as well as the LCRA's tax abatement eligibility information. These can be viewed here: Wendell Phillips Housing Brochures • Several meetings have occurred between neighborhood leaders and the Economic Development Corp. to discuss current tax incentives for residents, while also discussing ways to expand existing Urban Renewal Area benefits to the entire Wendell Phillips Neighborhood. EDC Guidelines & Applications • Part of this strategy is addressed further in the electronic communications section. • In April of 2021, UNI's team partnered with the Community Action Agency of Greater Kansas City to canvas the neighborhood and distribute flyers and informational brochures about home weatherization, tax abatement & minor home repair, the neighborhood clean-up, and the neighborhood association's monthly meeting.

Advocate with the city to prioritize tax incentives for existing residents, and identify gap financing for new construction so people can move back home.	• The Wendell Phillips Neighborhood met with neighborhood leaders from Marlborough, and UMKC's Dr. Luppino to discuss their previously successful partnership which helped to promote economic development tools in the Marlboro Neighborhood. • WPN established a similar partnership with UMKC to develop a project that would help promote tax abatement opportunities for local residents by producing a student-led blight study that could be submitted to the LCRA for expanded URA designation. This project is currently scheduled to be completed in Spring of 2021. The project proposal is available for viewing here: WPN/UMKC Project Proposal Draft • Preliminary data analysis and mapping of current zoning in Wendell Phillips is underway, and could be utilized in the future to advocate for specific alterations to local zoning code, or a zoning overlay district. • In May of 2021, the UMKC Entrepreneurial Urban Development class finalized a Wendell Phillips Downtown East Neighborhood Blight Study. An early meeting between WPN and the Economic Development Corporation concluded that the neighborhood should perform outreach with local business owners, and other stakeholders prior to submitting a formal application to the LCRA, as the new terms of the Urban Renewal Area may affect their current incentives among other factors. The finalized blight study can be found here: [INSERT ONCE COMPLETE]
Increase activities that foster relationships and social skills for young people and families including indoor and outdoor recreation and entertainment opportunities.	• Extensive research was performed to isolate local organizations, businesses, and centers that have programming and events catered to youth and families. These resources were embedded within an asset map that includes contact information so that neighborhood leaders could identify existing opportunities amidst the pandemic. These asset maps can be viewed here: WPN Asset Map, Community Services & Resources • Meetings with KC Public Library, and Urban Youth Academy helped to identify activities for youth that are both virtual and in-person. More work will have to be done to develop a marketing/advertising plan to ensure these activities are well-known to residents. Meeting notes can be viewed here: KC Public Library Updates • Future meetings are planned with each organization to discuss an ongoing partnership with the community to ensure sustained opportunities are available for families in Wendell Phillips. • In April, the UNI team collaborated with the Bluford Branch Library who allowed a table to be set up at the location for general community outreach and zoom training. This type of event can be repeated in the future as library scheduling allows, and the library will be resuming indoor and outdoor activities as early as June.
Create a public relations campaign with schools and local businesses on Wendell Phillips plan and work underway.	• A Wendell Phillips Marketing piece, originally created for Habitat for Humanity, would be utilized in local schools and businesses to market the neighborhood's planning process, as well as providing information on how to join the neighborhood association. The marketing piece can be viewed here: WPDEN Marketing Flyer • Local businesses participated in UNI led events, such as the Halloween Drive-Through Trick or Treat, and expressed desire to continue to work together in the future. More outreach to schools, and local businesses will be planned for in the new year, which may be impacted by continued local mandates.

Increase the number of residents who receive electronic communications.	● Several existing contact lists, which included resident addresses, phone numbers, and some emails, were consolidated and revised extensively to determine the best ways to reach people who still live in the neighborhood. The A-Z database will be used at the start of the new year to initiate contact with new home owners in the neighborhood, and get them involved with the neighborhood association as soon as possible. ● Several rounds of cold-call campaigns were undertaken to determine which numbers were outdated or disconnected, which residents wished to receive particular types of communication, and to ensure that as many people as possible had access to Zoom to attend monthly neighborhood meetings. ● An extensive community outreach plan was created to plan for a new neighborhood email process, a social media revamp, plans for a new website, and a new resident contact list that would only include residents who had confirmed their contact information. A newer, more accurate communications base will help to continue to promote minor home repair and tax abatement, neighborhood association membership, and more. ● In February of 2021, four volunteers received stipends for performing hundreds of cold calls for the neighborhood association to narrow down all existing contact lists. ● Currently, the neighborhood has an updated contact list with 37 confirmed neighborhood residents that were compiled through volunteer efforts. This contact list can be found here: 2020-2021 WPN Residents ● The neighborhood has begun sending out a monthly newsletter to everyone on our email list, as well as regular updates on the Nextdoor and Facebook platforms.
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Mid Term Strategy Progress, 2021-2023

Implement both professional and resident involvement in community outreach. ● Hire a part-time community organizer and neighborhood liaisons to focus on connecting with residents ● Create visible improvement through investment in small projects	
Work with faith organizations and social services to restore the power, voice and pride of residents through communication and programs that connect the social fabric of the community. (i.e. Grandparent Groups, Neighborhood Accountability Board, Clean Up Crews)	

Partner with Black Archives to create a neighborhood walking trail with landmarks that teaches about the history of Wendell Phillips neighborhood and the people who have lived here	
● Hire neighborhood mobilizer and liaisons; develop a communications process and outreach plan to residents, service providers and businesses ● Schedule regular clean-up days and community celebrations throughout the year	

● Work with the City to build a continuous and comfortable pedestrian and biking environment. ● Develop an “intra” neighborhood transportation network in partnership with schools, churches and social service providers	
Promote opportunities to access to nature, and healthy ecosystems and increase active living opportunities through mixed use development, and mobility options, including well lit, and well-maintained connected sidewalks, network of paths between parks and small green spaces for gathering.	

Institute community-focused design processes that guide the embodiment of Wendell Phillips culture and investment in new housing development. (including energy efficiency programs and shared alternative energy systems, and universal design, and pathways to homeownership where desired) ● Potentially partner with Habitat for Humanity on rehabs and new build homes	
Create a network of paths between parks and other green space throughout Wendell Phillips with interpretive signage on the history and culture.	

Connect to programs that are teaching professional development and life skills (ages 16-24, "opportunity youth") and capitalize on intergenerational opportunities with long-time residents teaching youth programs when possible.	
Use neighborhood accountability agreements to establish guidelines for reciprocal benefits of collaboration for the neighborhood and businesses or developers (i.e. business that receive tax credits and developers doing work in the focus area)	

Long Term Strategy Progress, 2021-2025

Establish a succession plan for neighborhood assets. (i.e. Land Trust, or Foundation)	
Connect schools with additional partners for community service needs including behavioral and mental health services, life skills training, and ethics.	
Celebrate the history of Wendell Phillips through regular community programs, arts events, lectures, workshops, and celebrations and access to archives of neighborhood history and current planning and programs.	

Establish a block watch program.	
Include mobility options such as electric carts, on-demand circulators, coordinated carpools, scooters, city bikes, and bus rapid transit in Wendell Phillips neighborhood development.	
Expand access to affordable healthy food (including SNAP benefits) and classes on healthy food preparation within Wendell Phillips, including managed community gardens, commercial greenhouses, neighborhood market for produce and meat as well as commercial kitchen space for classes and new restaurant startups.	

● Create a Housing Trust Fund ● Engage local businesses in investing in local housing for employees (i.e. Housing Trust Fund) and participating in the Neighborhood Association. ● Real estate development by private companies and CDCs	
Partner with local organizations to host educational and interactive programs at parks, including e-gaming, movies, and all seasons organized activities and celebrations.	
Document and share resources on job pathways – what to learn, where to learn, and how to apply for training and apprenticeships.	

Establish an Opportunity Areas Stimulating Income Self-sufficiency (Oasis) - Economy sharing ecosystem for self-employed and start-ups leveraging centralized community assets monetized or not, when and where they need it, to facilitate asset light, operationally flexible mechanisms to fast track income generation.	
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