

Community Participation Program 2014 Annual Report

Neighborhood Organization: Kingfield Neighborhood Association

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1. Stakeholder Involvement

Reviewing your CPP activities in 2014, Please provide information about:

- What outreach and engagement activities did you carry out in 2014?

KFNA compiles and distributes a weekly eNews which currently is sent to over 2000 addresses. This eNews serves as a regular invite to all events and meetings of KFNA. The eNews also covers other activities put on by other organizations that occur in Kingfield, relevant City information for issues that effect Kingfield, and information on partner events and activities that occur outside our neighborhood.

KFNA also still prints and mails a newsletter to all 3800 properties and property owners 4 times per year to make sure we are reaching people that might be new in the neighborhood, or not have internet access on a regular basis.

KFNA held a number of events targeted at engaging the community and increasing volunteer involvement and many of these are itemized in the Direct Outreach section below.

- How did you reach out to and involve under-represented communities in 2014?

One of our projects this year, Nicollet Votes, targeted the segment of Kingfield that is traditionally under-represented. KFNA doorknocked eight times this past fall in the blocks between Blaisdell and 35W in an effort to make connections with neighbors and increase voter turnout. We also canvassed MLK Park for Nicollet Votes during an out door event and talked to people using the park about the neighborhood and their awareness of their voting rights and polling location. Although many people in this direct outreach at the park did not live in Kingfield, we were able to help them determine their correct polling place. This outreach was done in English, Somali, and Spanish.

- Did you find any strategies to be particularly successful? Why?

Working with people that spoke multiple languages and were the same ethnic group as the people they were approaching was very beneficial at connecting with under-

represented communities. People seemed more willing to open up and share their thoughts.

- What did not work so well? Why?

Although we made initial connections, we were not successful at getting these people to any additional events. Getting any continued involvement from these people was not successful. Possibly because most of them were using the park but did not live in the neighborhood, but there may have been other reasons as well.

- How many people did you reach through direct contact (door knocking, meetings, one-on-ones, etc.)?

KFNA makes a point of going out into the community to identify issues and make direct contact.

- In 2014 KFNA was an active presence in 20 of the 22 Sunday Farmers Markets at the table with information opportunities to get involved. On a weekly basis there KFNA makes contact with between 20 - 50 people for an estimate of direct contact with about 700 people over the course of the market season.
- KFNA attended 50 block parties on National Night Out, making direct contact with a minimum of 1000 neighbors.
- KFNA Staffed a tent in the park on Voting Day and talked to 100's of neighbors on that day alone as they made their way to, or from, the polls.
- KFNA organizes Kingfield Empty Bowls as a benefit for Nicollet Square; this event drew 500 participants in 2014.
- KFNA organized a So Alive Retro Dance Party as a benefit for the Aliveness Project and which drew 100 participants.
- KFNA organizes an Annual Garden Tour which drew 70 participants in 2014.
- KFNA participated with three other neighborhoods in an initiative called Nicollet Votes where we performed weekly doorknocking in each neighborhood for eight weeks. Through this effort in the four neighborhoods of Stevens Square, Whittier, Lyndale and Kingfield we:
 - staffed 30 (8 in Kingfield) door-knocks during which we knocked on more than 1,762 doors, and had over 710 conversations between the four neighborhoods.
 - fielded a total of 95 volunteer shifts, for about 250 volunteer hours.
 - registered 50 voters, and passed out many more registration forms. In total, we added 223 potential new voters to the State of Minnesota's Voter Activation Network (VAN).
- KFNA co-organized our first open streets event this year with the Lyndale Neighborhood on a two-mile stretch of Nicollet Avenue. This event alone had an estimated 9500 attendees and 100 volunteers. It offered both organizations that chance to connect face-to-face with many of our local businesses, and thousands of residents.

- These events are in addition to our regular meeting including the Annual Meeting and Election (40 attendees), and monthly board and project meetings which average 9 per month and range between 5-10 attendees.
- How many individuals volunteered in organization activities?
Between the board, committees, project and event planning and execution I would conservatively say that 200 volunteers are active in KFNA activities.
- How many individuals participated in your organization's activities?
1000's
- How many people receive your print publications?
3800 locations x an average of 2.5 per household=9000 people
- How many people receive your electronic communications?
2000 addresses every week

2. and 3. 2014 Highlights and Accomplishments

2014 Kingfield Neighborhood Association Accomplishments

Annual Report of Activities and Outcomes to the Community 1/21/15:

- In February 2014, KFNA organized and held the 3rd annual **Kingfield Empty Bowls** event, a fundraiser for **Nicollet Square**, which houses 42 formerly homeless youth in our community. Unlimited homemade soup was given to attendees in handmade bowls in return for a donation. Attendees took home the bowl as a reminder of those who are hungry in our community. This event brought together over 500 people and raised \$7000 of discretionary funding for Nicollet Square and \$300 in direct stipends to youth living there.
- The **Pleasant Community Garden** completed its 5th successful year with 19 gardeners. These volunteers organized the annual, successful **Kingfield Garden Tour**. This project supports the KFNA Community Garden Mission of **connecting gardens and gardeners throughout Kingfield**, and raised money which will be used on site to build a **community bread oven** and install a **community bee hive** in 2015! Funds raised at this event also went to support a new **community boulevard garden** on 37th Street near Nicollet Avenue, and the **Mosaic Garden at MLK Park**, which started an **Urban Farm 4H** program in 2014.
- **Nicollet Votes** was a joint-neighborhood effort to register eligible voters and make connections with neighbors. This eight-week outreach effort resulted in 50 new registered voters and 710 conversations with residents in Kingfield, Lyndale, Stevens Square, and Whittier as the result of 250 volunteer hours.
- **'Solarize Kingfield'** (whose goal is to create a concentration of solar-supported homes and businesses in and around Kingfield neighborhood by **removing the barriers for solar installations**, and **build community between like-minded folk while doing it**) began researching the new "solar garden" laws and how this could help nonprofits be able to afford solar and allow more interested neighbors access to solar power. In 2015, KFNA will continue to work with neighborhood, government, and nonprofit partners to **assist consumers to evaluate various solar garden business models**.
- In November, KFNA Board members were stationed outdoors at MLK Park to greet all our voting neighbors on **Election Day**. Free coffee and cookies donated by great local restaurants fueled the lively conversations and a number of great connections were made between neighbors!
- Launched **PUPA**, which supports local artists holding **pop-up public art** projects in Kingfield.
- Held numerous first-time community biking/walking events including a **Free Little Library Tour**, **Reverse Caroling**, **Bike Rodeo**, and in partnership with a local artist, **The Heirloom Seed Garage Project Tour**.
- For over two years, KFNA has worked with the Minneapolis Park and Recreation Board **Rev. Dr. Martin Luther King Jr. Legacy Council** to assist in the planning process and outreach related to the redesign the **playground space and**

equipment at the Park. Just this month we learned the project is fully funded at over \$525,000 and construction will be completed by the end of summer 2015!

- **Fought graffiti** by training over 100 people in the use of the **City's 311 app** to report graffiti and wrapping an additional **10 utility boxes** with images taken by local photographers in Kingfield Neighborhood.
- **Connected Homebased Professionals** through monthly coffees and happy hours, as well as bi-annual events focused on creating community between people with similar schedules and challenges.
- Once again, KFNA partnered with Sebastian Joe's to bring Kingfielders the sweetest **National Night Out** experience ever...ice-cream biked directly to every registered block party, all 52 of them! In 2014 KFNA designed, delivered, and scooped "**Nicollet Open Streets Cycle-delic**" to advertise the upcoming 1st Annual **Nicollet Open Streets** event held in September. This first-time event resulted in 9500 people walking and biking the two-mile stretch of Nicollet Avenue between Lake Street and 46th Street on a gorgeous fall afternoon.
- Maintained our regular communications including: the **KFNA Website at www.kingfield.org**, **Kingfield Neighborhood Association Facebook Page**, **Nextdoor Kingfield**, weekly **Kingfield eNews**, as well as the printed and mailed quarterly **Kingfield News**. Also continued our weekly presence at the **Kingfield Farmers' Market** to keep neighbors informed about activities, issues, and opportunities right here in Kingfield Neighborhood!

3. ***Housing***

What percentage of time did your organization spend on housing-related activities?

.25 FTE

4. ***Financial Reports***

Please provide an income and expense report for your organization for the year.
(Please include all funding sources).

See attachment.

In addition to your annual report, please take time to describe your interactions with City departments and other jurisdictions.

1. *Impact*

What interactions with City departments occupied a major part of your time?
What worked well? What could be improved?

In 2014, I dealt with the Public Arts Commission, Department of Sustainability, Solid Waste and Recycling, the 8th Ward City Council Office, Neighborhood and Community Relations, and Community Planning and Economic Development. I also dealt with David Frank and all the departments involved with Reopen Nicollet, as well as all the Departments involved with the new Nicollet Open Streets event including food licensing, permitting, traffic, public works, and the City safety departments of police and fire.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate your overall experience with your interactions with the City?
3, averaged out because some were 5's and some were 1's.

2. *City Communications - effectiveness*

Is the information that you receive from the City understandable and useful?

It is hard to categorize because communications differ between issue-specific communications and the general emails that various departments send out. Again, the usefulness of the communication varies greatly by department and purpose of the communication. A lot of the issue-specific communication coming from licensing still have a very formal tone, that is slightly intimidating and threatening. General communications from Solid Waste and Recycling are more informative, chattier, and a little on the "rah-rah" side, meaning they come across like we should all high five each other about what a great job we are all doing. However, the department is very approachable by phone and email when we have questions. Communications from CPED are clear and concise but typically do not pertain to us so we often do not think too hard about them. Communications from NCR make me wonder what the department does, as mostly what they put forth is what the neighborhoods themselves are doing; specific communication from this department are few and far between.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate overall communications from the City?
Again 3, averaged out because some were 5's and some were 1's.

3. *City Communications - timeliness*

Do you receive adequate notice of City activities in your neighborhood? If not, did your organization inform somebody at the City of this? Did the City respond in a positive manner? Please explain.

We have had a pretty slow year in Kingfield in relation to City activities but in general, I feel that the City does a pretty poor job communicating happenings in Kingfield. For example the Police Chief rescheduled a community conversation in the neighborhood after her appearance was cancelled at Sabathani and I found out about it through an internal police memo and never received formal notice at all. Additionally, our history with road work is the meetings are notified at the last minute, public meetings dates are often changed, and it is rarely clear who to call for further questions regarding a specific project. Nicollet Avenue was the exception to this as the project lasted so long that the project contacts were clearly advertised.

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the timeliness of communications from the City? 2

4. *City Departments*

How can City departments improve the way in which they function in your neighborhood?

- Always include contact information for a specific person on communications.
- Notify us earlier rather than later.
- Provide email communications instead of mailed and include language in a basic text format like word as an attachment so that it can easily be copied and pasted into email communication within the neighborhood by the neighborhood association.
- Tell us everything that is happening in our, or adjoining, neighborhoods and let us judge what is relevant to share with the community or ask more information regarding.

5. *City Assistance*

How can the Neighborhood and Community Relations Department improve the assistance it provides to your organization as a community participation group? What does NCR provide assistance with?

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the assistance provided to your neighborhood by NCR?

6. *Other comments?*