

1. NEIGHBORHOOD ORGANIZATION

Kingfield Neighborhood Association

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Sarah Linnes-Robinson](#)
Organization Address: [3754 Pleasant Ave S, MPLS MN](#)
Organization Address 2:
Organization ZIP: [55409](#)
Organization Email Address: info@kingfield.org
Organization Phone Number: [612-823-5980](tel:612-823-5980)

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: www.kingfield.org
Facebook: [Kingfield Neighborhood Association](#)
Twitter: [@Kingfield_KFNA](#)
Other: [Instagram: Kingfield_KFNA](#)

4. DATE OF BOARD APPROVAL

Once your board has reviewed this draft annual report, please provide the date of the meeting at which the board approved submission of this report to NCR. Note: Meeting minutes may be requested by NCR.

03/14/2018

Community Participation Program

WHICH OF THE FOLLOWING OUTREACH ACTIVITIES DID YOUR ORGANIZATION USE IN 2017?

5. **MEETINGS** (please check all that apply)

- Held regular committee meetings or discussion groups that are open to all stakeholders
- Held at least one general membership or community meeting (in addition to the annual meeting) to gather input from residents and other stakeholders for a neighborhood specific initiative
- Hosted at least one general membership or committee meeting in response to a City request for input - such as a development proposal, transit planning or public works project
- Conducted one or more focus groups

6. **DOOR-TO-DOOR** (please check all that apply)

Door-Knocking (with goal of face-to-face engagement)

- At least once reaching a portion of neighborhood
- At least once reaching most or all of the neighborhood
- For more than one issue/outreach effort
- On a routine basis
- Conducted primarily by staff members
- Conducted primarily by volunteers
- Carried out primarily to increase membership and participation
- Carried out primarily to gather input or inform on a specific city or neighborhood issue

7. **Approximately how many households did you reach through DOOR-KNOCKING in 2017?**

30

8. **FLYERING** (please check all that apply)

Distributing flyers (dropping literature at doors)

- At least once reaching a portion of neighborhood
- At least once reaching most or all of the neighborhood
- Carried out primarily to inform and increase membership and participation
- Carried out primarily to gather input or inform on a specific city or neighborhood issue

9. Approximately how many households did your organization reach through FLYERING in 2017?

3800

10. **EVENTS** (please check all that apply)

- Staffed a booth or table at neighborhood event or other community event that included sign-up sheets, surveys or information about your organization
- Organized one or more issue specific event (such as a safety forum, housing fair, Open Streets, Creative Citymaking, etc.)
- Organized smaller events for specific outreach to target audiences (e.g., sidewalk tabling to reach renters, lemonade stands, tabling at Farmer's Market, etc.)

11. **COMMUNICATION** (please fill in all that apply)

Print a paper newsletter (If so, at what frequency?) yes, mailed to all addresses and property owners quarterly

Number of subscribers to your email list 2423

Number of followers on Facebook and Twitter Combined 1835 followers on FB/ 466 Twitter

12. **OTHER** (please check all that apply)

- Conducted at least one community-wide survey (such as a random sample or all-household survey)
- Conducted another form of survey (e.g., intercept survey)
- Developed partnerships with cultural, religious, professional or business associations to expand outreach into under-represented populations

Other activities (please describe here):

developed partnerships with other neighborhoods to share resources and outreach on specific issues/events

13. Please provide an estimate of VOLUNTEER HOURS provided to your organization in 2017

3000

14. How did your organization reach out to under-represented groups in your neighborhood? (please check all that apply)

- Worked on an issue of particular interest to an under-represented group within the neighborhood
- Provided notices of annual and special meetings in multiple languages
- Provided newsletter articles or web pages in multiple languages
- Targeted outreach in apartment buildings or blocks to reach renters
- Targeted tabling at other events or locations (such as farmers markets, cultural events, etc.)
- Held focus groups or open meeting formats for under-represented communities
- Met with other agencies in the community that work closely with under-represented constituencies in the neighborhood
- Included an Americans with Disabilities Act statement on meeting and event notices
- Reviewed participation activities, and identified new leaders and volunteers for volunteer, committee and board participation
- Held one-time/pop up events in areas of the neighborhood that don't often have neighborhood meetings

Other activities (please describe here):

We also did targeted outreach and doorknocking in partnership with other neighborhood associations in their neighborhoods of Bryant, Lyndale, and Central. See project description in Highlight #1.

15. What more would you like to tell NCR or the community about your Stakeholder Involvement? What are you doing that is new or particularly successful to involve residents and others?

We are trying to create more informal and regular interactions throughout the neighborhood so that conversations, relationships, and involvement can grow more organically instead of simply by expecting people to attend a "traditional meeting". This is helping people develop friendships around similar interests and broadening our pool of volunteers. We are also heavily leaning on volunteer leaders to run events and stress that staff is really just available for helping to brainstorm and build connections--this is a necessity with the number of events we are doing this year and the reality that this many projects cannot be staff led.

PLEASE DESCRIBE ONE OR TWO MAJOR HIGHLIGHTS

Consider the following when describing each highlight:

- What was the issue or opportunity the neighborhood was facing?
- Who was impacted?
- What steps did you take to address the issue or opportunity?
- What was the outcome?

17. **MAJOR HIGHLIGHT #1**

Kingfield Votes! Campaign Helped Increase Turnout in November's 2017 Election

On November 7th, Kingfield burnished its reputation as one of Minneapolis's most civically engaged when 53.8 percent of registered voters turned out to vote—an 11.8 percent increase over our own turnout in the 2013 city elections. One force driving this increase: The 450 Kingfield neighbors who volunteered their lawns to host “We are Kingfield. We Vote at MLK Park” yard signs. The yard sign campaign represented a major push by KFNA to get more people involved in the political process. While reminding people to cast their votes, the signs also made a visible statement that Kingfield is a neighborhood that believes in voting. We also strategically targeted homes at major intersections and across from apartment buildings; the signs acted as a weeks-long reminder, far better than a single flyer dropped on a door step one day could do. Plus we collected them, had over a dozen volunteers wash them, stuck a sticker over the date to correct the information for the year to come, and have stored them for use again in 2018.

The yard sign project was one additional piece of Kingfield's Get-Out-the-Vote effort: KFNA threw their traditional Election Day polling place party, and also took part in a broader campaign to reach out to infrequent voters, partnering with the Lyndale, Bryant, and Central Neighborhood organizations. Funded by a grant from the Minneapolis Foundation, the four neighborhoods did extensive outreach in their own neighborhoods first and then came together to write a statement of community values based upon what each had learned. Next the four neighborhoods organized a community forum where the seven leading Minneapolis mayoral candidates were asked to address the most important issues facing our specific communities as stated in this Joint Values Statement. More than 400 people attended the forum, creating a standing-room-only crowd inside Sabathani Community Center auditorium.

After the forum, volunteers crisscrossed the four neighborhoods, talking to residents about the importance of the city election. Low turnout in municipal elections means that candidates tend to focus on talking to frequent voters who are already highly engaged. Thus, our campaign focused on infrequent and unregistered voters who might not otherwise hear much about the races for mayor, city council, and park board. Over the entire four-neighborhood area, voter turnout improved by 10.6 percent over the 2013 mayoral election, and we believe our voter campaign made the difference.

Outcomes? KFNA intends to build on these successful efforts to engage voters before the 2018 election for governor, congress, state legislature, and school board. The yard signs will be back, as

well as renewed collaboration with surrounding neighborhoods, and an even bigger polling party at MLK Park. We are also brainstorming new ideas to increase civic engagement, such as appointing Election Day block captains, who will get out the vote block-by-block and help new neighbors update their voter registration. On February 1st 2018, KFNA co-hosted training for first-time caucus attendees. Despite subzero temperatures, more than 50 people packed Butter Bakery to hear from experienced caucus-goers about how to have an impact at their party's precinct caucus. The following Thursday, almost 200 people attended precinct caucuses in Kingfield, showing high levels of engagement in a non-presidential election year. We are seeking to again increase our voter turnout this year and are shooting for at least another 10% increase over our past State-election year.

18. MAJOR HIGHLIGHT #2

The building on the partnership with the City of Lake Community Land Trust and working with them to find creative and quick ways to bring affordable housing into Kingfield Neighborhood has been a highlight of 2017.

The current project started with a phone call from the CLCLT Director to the KFNA Director with an ask to come tour a house they had just purchased in Kingfield. At the heart of this request to get together was an ask for KFNA to fill the funding gap so this housing could be rehabbed and sold to an affordable family. What followed was an honest conversation about the limitations of KFNA's funding and a desire by the neighborhood association to 1) find a sustainable funding option to close this gap, and 2) to be seen as a partner tackling this issue that is also part of KFNA's value and mission, instead of just acting as a bank account for a single project.

What followed were a number of conversations that allowed for both relationship building and strategic thinking between CLCLT and the KFNA Redevelopment Committee and Board. A solution was proposed that KFNA simply cover the cost of the rehab, which was possible due to the recent return of NRP funds to KFNA by the City, all of which had been allocated to housing in the neighborhood's NRP Plan. KFNA was able to make a short-term loan to CLCLT to cover the rehab costs of the home at a low interest rate which is forgivable if the project is completed and sold to an income eligible person with 365 days. This means the housing organization can avoid interest fees, saving money on the project and eliminate a large percentage of the gap they were trying to fill when they first approached us for a grant. It also means that when the loan is paid back, KFNA can make the funds available for a similar project, literally increasing the power of our money to build additional affordable homes in the community in the years to come.

KFNA is excited to be a part of the project and is exploring other affordable housing options in the neighborhood with CLCLT. Through honest conversations about money, and timelines, and challenges we have been able to develop a partnership that we hope will allow us help further diversify the housing in our community.