

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

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: <https://kingfield.org>

Facebook: <https://www.facebook.com/KingfieldNeighborhoodAssociation/>

Twitter: https://twitter.com/Kingfield_KFNA

Other: https://www.instagram.com/kingfield_kfna/ and Nextdoor Kingfield

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.

03/13/2019

Community Participation Program

WHICH OF THE FOLLOWING OUTREACH ACTIVITIES DID YOUR ORGANIZATION USE IN 2018?

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 2018?

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 2018?**

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?) quarterly print newspaper mailed to every address

Number of subscribers to your email list 3800

Number of followers on Facebook and Twitter Combined 2500

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

Other activities (please describe here):

weekly eNews to 2500 addresses

13. Please provide an estimate of **VOLUNTEER HOURS** provided to your organization in 2018

1000

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):

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?**

While holding meetings at a consistent location and time makes it easier for all residents to know how to reach KFNA, we also make a point at reaching out to each block at least once year, primarily at their National Night Out events which over half of Kingfield blocks participate in. Additionally, we try to be where the neighbors come to as well—case in point is election day, where KFNA has held a Community Polling Party at MLK park with free warm drinks and treats for all voters for the past many election years. We would like to point out that we are consistently building on relationships in the community with partners and stakeholders. For example, we partnered with the Minneapolis Park Board Forestry Department last year as a participant in the Arbor Day event planning process. This led to the establishment of a community orchard at MLK Park and the training of five neighbors as Citizen Pruners with the Park Board. This group is now busy planning community engagement projects related to our urban trees including a Community Sap Tap and Maple Syrup Making event in the spring on 2019. KFNA also has a history of developing leaders that move into additional service with partners. We have three active board members sitting on City Boards and Commissions, as well as many past members that have served on various working groups and boards. We feel that this involvement in larger issues is part of the work that we do as a community-based nonprofit, even if it means that we sometimes lose our board members to other volunteer efforts on behalf of the City and our partners.

Community Participation Program

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

Building a Community of Voters in Kingfield Neighborhood

Many people are turned off from voting by the negative, partisan form of politics that dominates these days. Neighborhood organizations can play an important role in counteracting this by reminding our neighbors that voting is, fundamentally, about coming together as a community. Kingfield Neighborhood Association (KFNA) has embraced this message in a comprehensive get-out-the-vote campaign aimed at creating a community of voters in our neighborhood.

In 2012, KFNA launched our first Polling Place Party, which turned Election Day into a celebration. Starting when the polls open, KFNA volunteers greeted neighbors from tents stocked with free hot coffee and tasty treats and thanked them for voting. We also upped the fun at the booth by making large “I Voted” signs and posting photos of voters with them on our Instagram and Facebook accounts. We have held polling place parties at every general election since 2012. In 2018 we also added a primary election Polling Place Party. By now, Kingfield neighbors know that voting isn’t a solitary act – it’s a celebration of community!

In the aftermath of the 2016 election, KFNA built on the success of these Polling Place Parties by launching our “We are Kingfield – We Vote” yard sign campaign. We printed 500 reusable yard signs reminding neighbors that everyone in Kingfield votes at MLK Park. We recruited neighbors to place the signs in their yards in the weeks leading up to the election with a special focus being corner properties and homes across from large apartment buildings. Soon, there were yard signs on every block, serving as a tangible reminder not only of where and when to vote, but that voting was something we, as Kingfielders, do. Best of all, the signs were reusable. Volunteers collected the signs after the 2017 election, updated the date for the 2018 election, and posted them back in yards for the 2018 election. The same process happened this year to begin getting ready for the 2020 election.

In 2018, KFNA added a third element to our Get-Out-The-Vote campaign: Neighborhood block captains. We recruited block captains for 30 blocks in the neighborhood. Each block captain was trained in get-out-the-vote canvassing, and asked to talk to each neighbor on their block and encourage them to vote. By delivering a personalized message from someone just down the street, these block captains emphasized just how important voting is to being a member of the Kingfield community. The personal messages were carried into election day this year, with 10-second videos being recorded of neighbors answering the question “Why do you vote?”; these videos were posted throughout election day on social media.

Together, these strategies have reinvigorated Kingfield as a community of voters, and helped our neighborhood increase turnout by twenty percentage points between 2014 and 2018, matching the rate of turnout in the 2016 presidential election.

18. MAJOR HIGHLIGHT #2

On Thursday August 16 over 300 people from both sides of 35W gathered in the confluence of their neighborhoods on the 38th Street Bridge. After seven months of the bridge being closed for construction, these neighbors were celebrating the fact that the bridge had recently been reopened...by closing it down for dinner for one more evening! This event was planned by a diverse group of organizations spearheaded by Kingfield, Lyndale, Central and Bryant neighborhood associations, the Seward Friendship Store, Sabathani Community Center, Kente Circle, The MN Spokesman-Recorder, MnDOT, and the 8th Ward Council Office.

Tablecloths were spread over 25 tables and a diverse group of residents (from babies to grey-haired elders, in skin tones that spanned the spectrum from light to dark, from new residents to those that have lived in the area for over 50 years which is before the interstate was constructed in 1967) gathered to enjoy a meal together. The sit down five-course meal was catered by Eat for Equity and a buffet bar was also set up to feed those that could not find room at a table. The table-talk was facilitated by Marnita's Table who kept the conversations flowing with thought-provoking questions focused on both shared community, and personal, experiences of the diners, to encourage people to get to know each other better and highlight what each had in common.

As dinner was consumed on top of the bridge, traffic continued to roar below, with occasional honks from excited passerby's at the party up on top. The continued hub-bub below was a sure sign that the respite above was going to be brief—all the diners knew that the intense construction in our community is going to continue for about another three years. In some ways the chaos from below made the break on the bridge even sweeter—we knew it was a gift from MnDOT and the City to allow us to access this new public space free of the vehicles that it was created to move, for a single evening.