

Cultivating GREAT Neighborhoods

Rochester's Neighborhood Resource Center

Neighbors

Providing tools to grow GREAT neighborhoods





Presenters

- **René Lafflam**, RNeighbors Executive Director, 2006
Communications and Community Organizer



- **Bob Nowicki**, founding RNeighbors Board member, 2001
Retired IBM, retired and current stand-in City Council member



- **Mark Bilderback**, founding RNeighbors Board member, 2001
Mayo Clinic Emergency Management, City Council member

What We'll Share



- What RNeighbors is
- Getting neighbors to develop relationships
- Working with volunteers
- Creating partnerships
- Forming a communication link between City departments and neighbors

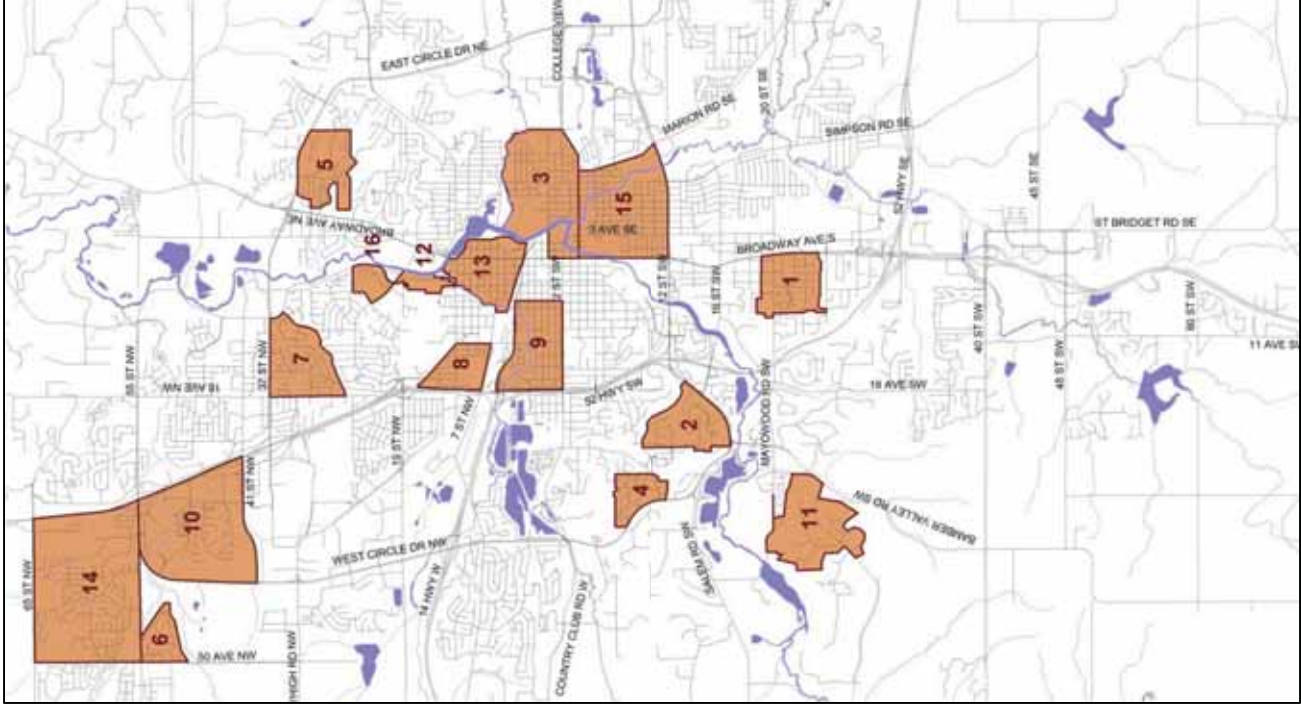
Rochester, Minnesota

- Third largest city in MN
- Fastest growing city in MN
- 2010 Census population 106,769
- City of the First Class
- Rapidly changing demographics
 - 42% Non-White population
 - 78 Languages spoken in public schools by 22% of students
- Non-partisan politics
- Home of the Mayo Clinic & IBM
- 2 million+ visitors



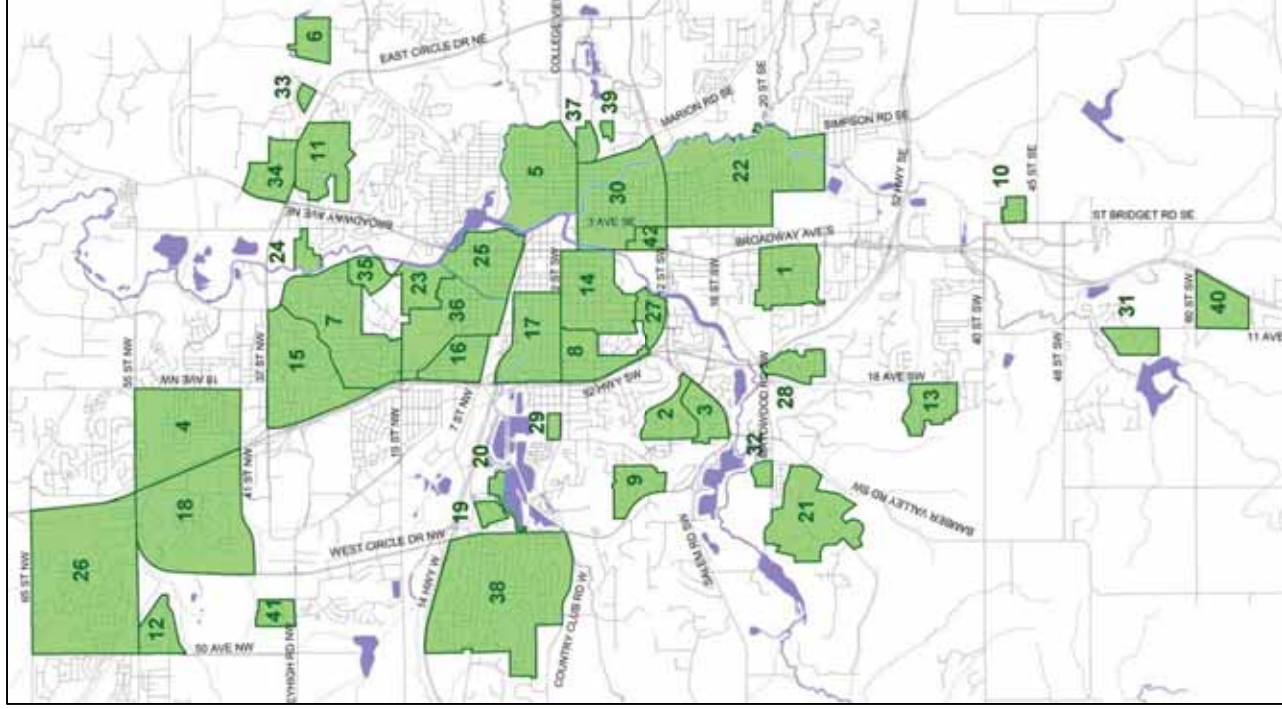
Seedling Stage

- 1990 - Named #1 City to Live
- 1991 - Drugs and crime increase
- 1996 - Mayor's Advisory Council on Neighborhoods
- 1996 - Kutzky Park first neighborhood association
- 2001 - Incorporated as Rochester Neighborhood Resource Center
- 2003 - 16 registered neighborhood associations
- 2005 - RNeighbors



Sapling Stage

- Paid Executive Director, work-study student, and volunteer board
- 42 registered neighborhood associations with independent leadership
- Excellent working relationship with City
- Upcoming challenge: Destination Medical Center growth





Mission

RNeighbors empowers citizen leaders to create sustainable neighborhood networks that promote a vibrant, healthy, and livable community.



City-Wide Volunteerism

\$22.14 (the estimated value of volunteer time per hour by the National Independent Sector)



- Neighborhood Leaders
- RNeighbors Board
- RNeighborWoods
- RColorful Corners
- CAPS
- Litter Bit Better
- Rochester Issues Forum

Neighborhood Associations



A group of community members who organize to enhance the quality of life for their neighborhood.

- Neighborhood determines boundaries working with Planning Department
- Rules: 1. All inclusive 2. No dues
- 42 registered

Tools for Neighborhoods

- www.RNeighbors.org
- Neighborhood links
- Neighborhood news & events
- Toolkit
- How to Talk to Elected Officials
- Ordinance Highlights
- City Department Links

Social Media

Work With Your City Forum

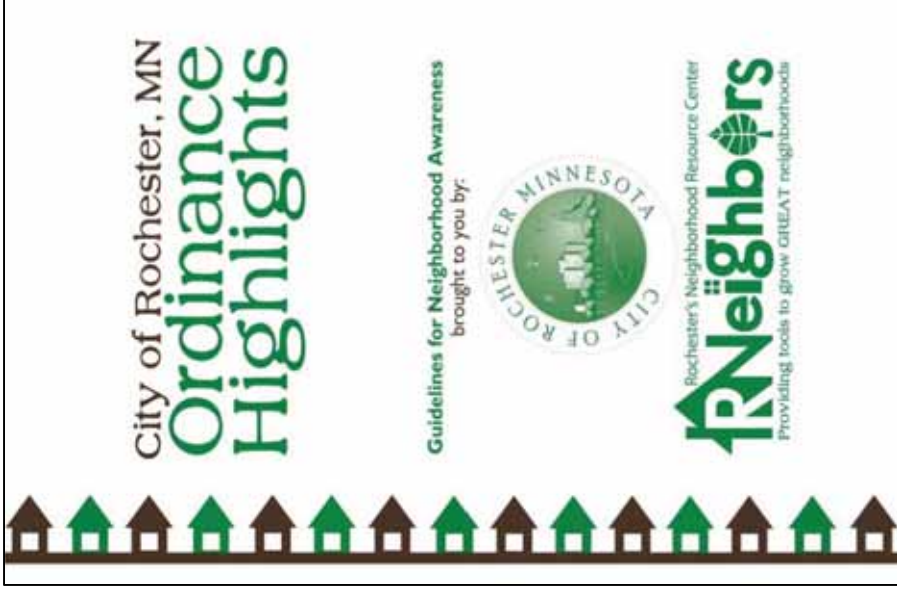
Speakers Bureau

Neighborhood News Updates

Make a Difference in Your

Neighborhood Brochure

Neighborhood Meeting Signs



Adding color to neighborhoods,
one corner at a time



Mission

Empowering Rochester neighborhood residents to work together to create colorful projects, such as street murals, transforming public space into neighborhood assets.



RColorful Corners

Why

- Bring neighbors together to create art and form relationships
- Reclaim public space as a place for community connections
- Calm traffic speed



RColorful Corners



- 5 Street murals in Rochester neighborhoods, 3 repainted in 2012
- 150+ neighbors helped paint
- 450 hours of volunteer time
- City, business, and nonprofit partnership
- Sherwin Williams Paint contract price on paint



Mission: Empowering and educating the community to grow a sustainable urban forest, benefiting the health, social, and economic aspects of Rochester neighborhoods.



RNeighborWoods



Why

- Bring neighbors together to beautify their neighborhood and form relationships
- Engage neighbors to care for the urban forest
- Reclaim public space as a place for community connections
- For every \$1 a city invests in trees, it receives benefits of up to \$3.74

RNeighborWoods

- 1,544 boulevard trees planted in 2012
- 1,140+ volunteer-trees
- 3,420 volunteer hours
- 4 Neighborhood Tree Grants, 100 trees
- National Arbor Day Award for Volunteer Management
- City, business, and nonprofit partnership



Citizen Advisors for Public Safety



Vision (Why)

For Rochester to have the safest neighborhoods in Minnesota.

Mission (What)

To give City residents an active role in promoting neighborhood safety.



A Litter Bit Better!

- City, business, and nonprofit partnership
- Fiscal agent, website, graphics and neighborhood communication
- 11 tons of waste were collected in 2013 by 3,000 volunteers



Working With Volunteers

- Determine your needs and clearly communicate expectations and logistics
- Each person has their talents. Round pegs don't fit in square holes no matter how big of a hammer you have.
- Designate a "people person" to greet and connect neighbors



- Document events.
- People love photos!
- Recognize outstanding volunteers
- Have fun

Community Partners

City of Rochester Departments
Olmsted County
Local Businesses
Rochester School District
SOS (Summer of Service) Youth
University of MN Rochester
Rochester Arts Council

Diversity Council
Youth Commission
IMAA (Intercultural Mutual
Assistance Association)
United Way
ACHLA (Asociación de
Chicanos, Hispanics, Latin
Americans)
RCVB
Public Library
CCR&R (Child Care Resource
& Referral)
Farmers Market
Public Health



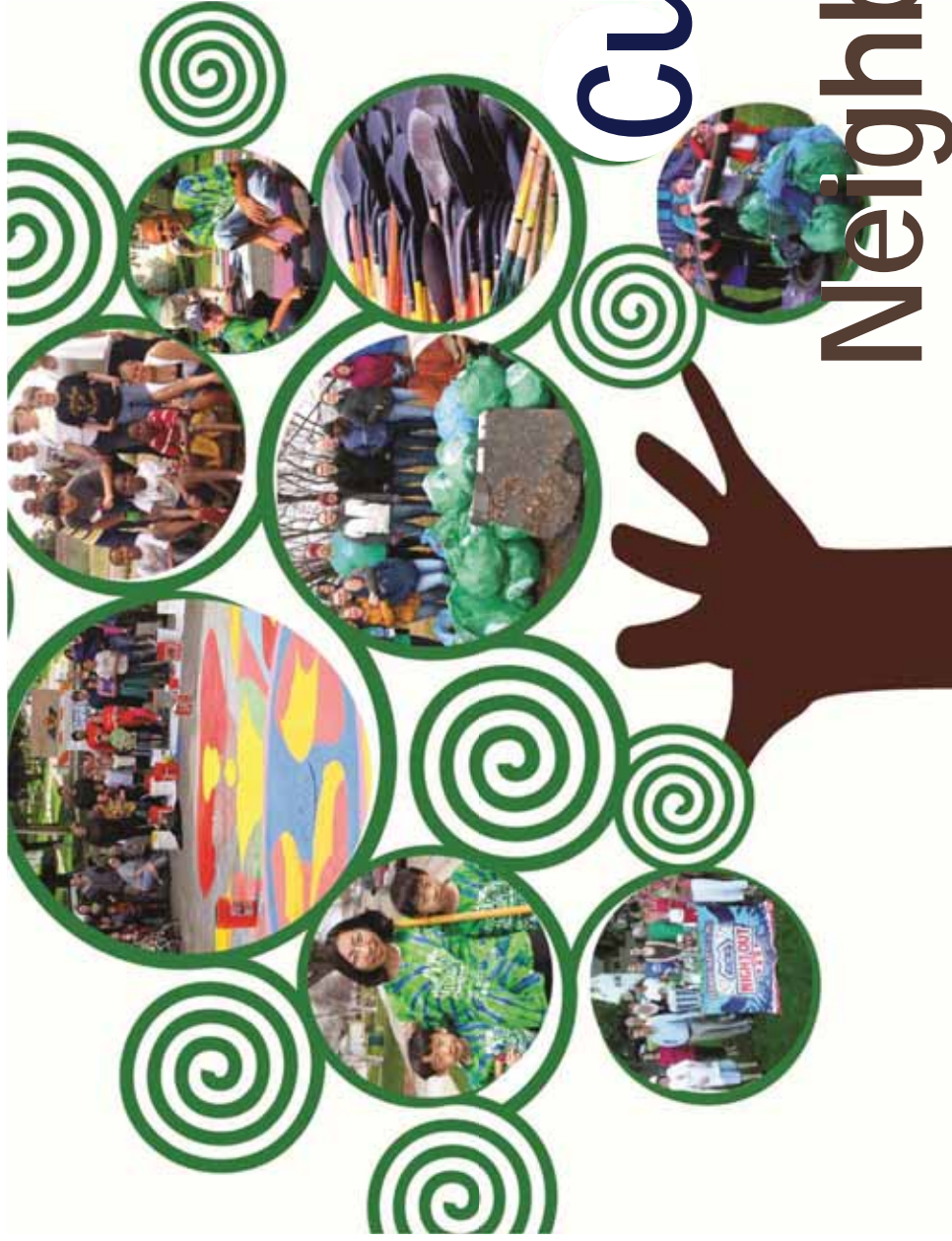
Strategies

- Get people out of their homes, engaged in their living spaces, and interacting with their neighbors.
- Build connections between all ages of volunteers, local businesses, and City departments.
- Create and strengthen simple message routes between City departments and neighbors.
- Listen to new ideas. Be creative, think outside of the same 'ole way.





“Working together, **ordinary people** can perform **extraordinary feats**. They can push things that come into their hands a little higher up, a little further on towards **the heights of excellence.**”



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