



8 Creative Crosswalks



970+ volunteer hours went in to Neighborhood Project Grants



3 street murals painted by 97 volunteers



404 volunteers planted **475** trees



24 community partners we collaborate with



1 ready-made neighborhood movie night

4 Rochester attendees at the 2017 NUSA Conference



22 active neighborhood associations

Session Goal

To inspire and empower neighborhood leaders with stories of the variety of works blooming in Rochester, MN, while also providing tangible resources and steps to take home and replicate these projects.

Session Agenda

- RNeighbors
- RNeighborWoods
- Neighborhood Project Grants
- Community Resources
- Q and A (15 minutes)

Presenters

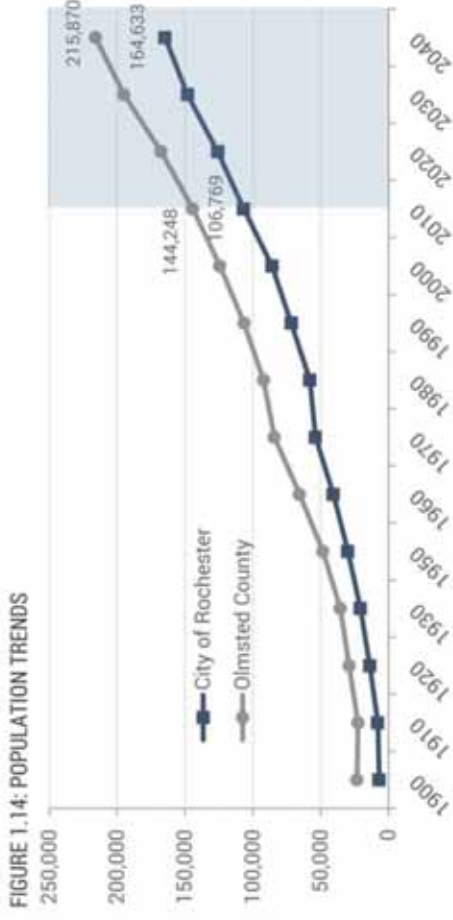
- Kelly Corbin, RNeighbors Vice President
- Aaron J Stelpflug, RNeighbors Board & RNeighborWoods Committee Member
- RenéHalasy, RNeighbors Executive Director



Population of Rochester, MN

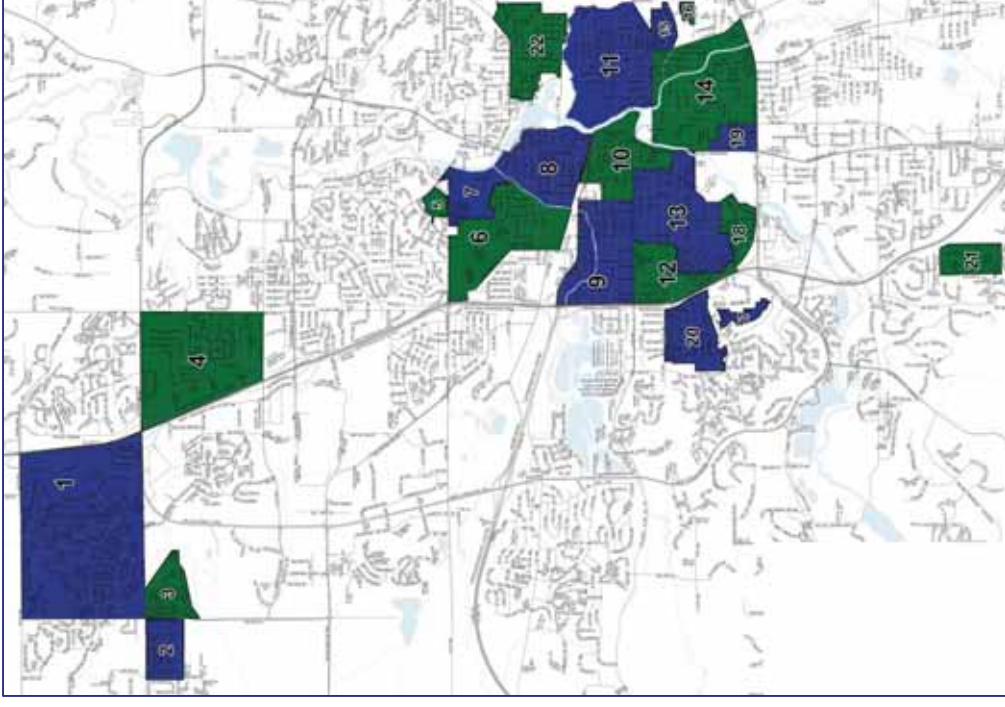


- 114,011 residents
- Minnesota's third-largest city
- Home of the Mayo Clinic and IBM
- Destination Medical Center (DMC) is a \$5.6 billion 20-year economic development initiative
- 2010-2040, it is estimated the population will grow by 57,900, growth of 54%



Organization History

- 1990 Named #1 City to Live
- 1996 Mayor's Advisory Council on Neighborhoods
- 2001 Rochester Neighborhood Resource Center incorporated
- 2005 Name change to RNeighbors
- 2014 43 registered neighborhood associations
- 2016 Worked with Planning Department to update NA map
- 2018 Budget of \$110,000 funded by the City of Rochester



Mission

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



Civic Engagement

Get people involved!
Empower.

Civic engagement is an institutional commitment to public purposes and responsibilities intended to strengthen a democratic way of life.

Social Capital Connections = Glue

Social capital is the value that comes from social networks, or groupings of people, which allow individuals to achieve things they couldn't on their own.

-University of Minnesota



Partnerships

- Neighborhood Associations
- City of Rochester
 - Park and Recreation
 - Public Works
 - Traffic
 - Forestry
 - Police
- Olmsted County Public Health
- Olmsted County Youth Commission
- Rotary Club
- Chamber of Commerce
- Leadership Greater Rochester Class
- Collaborative Leaders
- Fellows
- Schools
- Waste Haulers
- Conservation Corps
- Local Businesses
- Family Services Rochester
- NAMI
- Local Artists
- Quarry Hill Nature Center
- Department of Natural Resources



Translate an "I" mentality
into a "we" mentality

Helping Neighbors Help Themselves

RNeighborWoods



RNeighborWoods

Mission

To empower and educate the community to grow a sustainable urban forest; benefiting the health, social, and economic aspects of Rochester neighborhoods.



Purpose

Rochester Needs

- ~27% tree canopy
- 500-700 trees are removed annually due to structural issues or diseases
- 1000 trees removed due to Emerald Ash Borer



Purpose

Fills Gaps

- Burden of boulevard tree planting on homeowners
- Plant in underserved areas
- Develop a network of tree supporters -> influence city decisions & personal stewardship



Since 2004

6,441
Volunteers

20,000
Volunteer Hours

7,230
Trees Planted

\$493,800
Value of
Volunteer Hours*

*\$24.69 per/hour,
the latest estimated
national value of
volunteer time as
determined by the
Independent Sector.

Community Tree Plantings



- Spring & Fall
- 100-1,200 free boulevard trees
- 50-500 volunteers
- Community engagement
- Planting assistance from City & other partners

Neighborhood Tree Grant



- Spring & Fall
- 20-30 Free boulevard trees
- 8-30 volunteers
- Primarily Neighborhood activity
- Planting assistance from City

Citizen Forester Training

Definition
An individual who has taken the Citizen Forester class and volunteers time to learn, work, and care for the urban trees in their neighborhood and community.



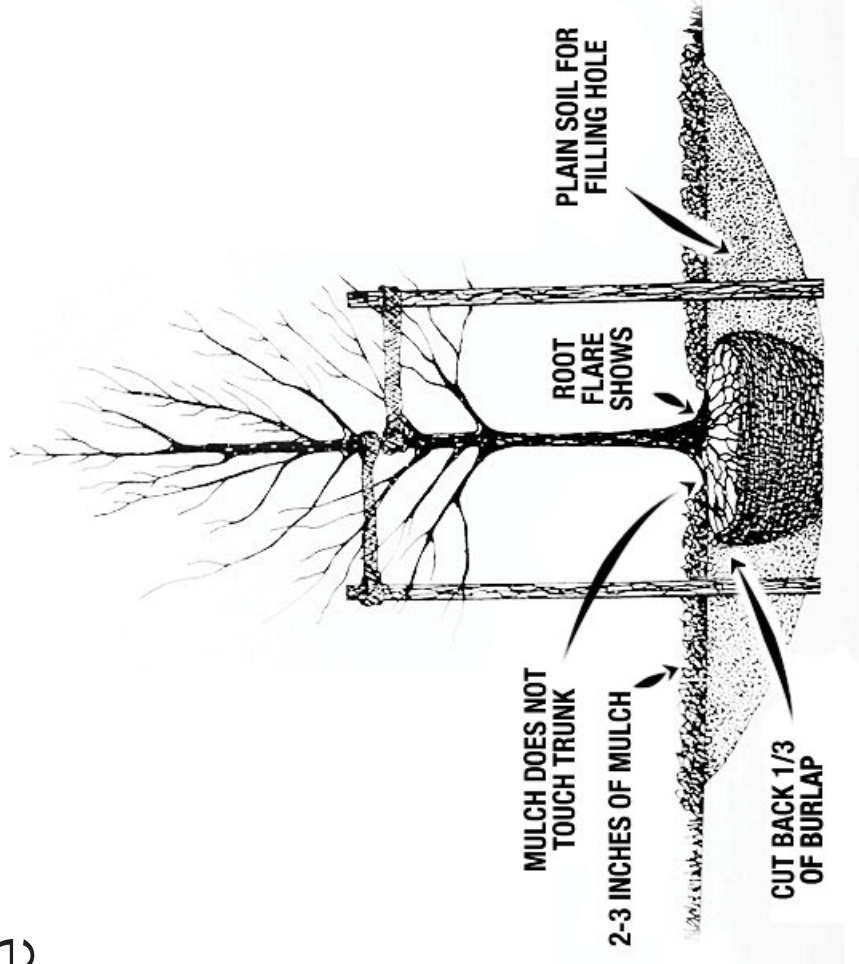
RNeighborWoods Video

<https://drive.google.com/file/d/1YyB4W1t9SU2fXBq4YpyJH6rwVqjGGAeu/view?ts=5aa73cc5>



How to Plant a Tree Correctly

- Choose the right tree for the right place
- Plant for diversity
- Set tree at appropriate depth-shallow
- First two years-> water, mulch and monitor
- Stakes/Ties





Community Tree Planting Guide

Overview

This one page document is meant to be a starting guide on how to set up a community tree planting event. Additional information can be found at www.RNeighborWoods.org. Tree planting events (large and small) are inherently variable depending on neighborhood, location and partners involved. As a result, variation in strategy and approach for each planting should be expected.

Planning Considerations (4-8 months before planting)

- Determine type of event and how you/group can manage the size of event (also legal liabilities, etc.)
- Consider event locations, secure permission, understand site prep/permits/digging regulations, etc.
- Establish partnerships (hosting event, groups to help plant, funding, etc.)
- Secure funding
- Possible early communication (date, time, involvement FYI, etc.)

Planning (2-4 months before planting)

- Ensure tree purchases and equipment needs are identified + in place (utilize expert tree guidance)
- Communication: site location neighbors/businesses, public venues (schools/media)

Planning (1 week -2 months before planting)

- Determine planting site logistics:
 - Determine central meeting place, picnic tables, garbage cans, restrooms, plans for snacks, speaker system for group announcement and planting demo, t-shirts, registration sheets (waive liability, photo permission, etc.), determine if planting in a huge group or several smaller sub-groups
 - Establish/mark tree locations, establish utility locations, street closure/cones/barricades, understand tree planting needs: who/how will trees be delivered to site, tools/shovels (participants bring own?), mulching/staking/watering of trees, planting waste cleanup (rocks, sod, etc.)
- General items: order t-shirts, secure snack donation, signage for the planting day, 1st aid kit
- Communication: connect with anyone involved with all lists above, public venues (schools/media)
- Designate one or two volunteer photographers to capture the tree planting.

Planning (week of planting)

- Ensure all items in above lists are completed. Ensure weather, trees and all partners and volunteers involved with the planting are prepared.
- Communication as needed to media and Social Media

Planting day

- Volunteers leading the planting should arrive early to set up tables, logistics, treats, put up signage, etc.
- Welcome participants to the event, thank volunteers/partners, plan to give a proper tree planting demonstration along with mentioning benefits of trees, etc.
- Break participants into groups if needed (ideally with a knowledgeable leader), reshow/explain proper tree planting, ensure participants know if they are mulching/watering trees or other volunteers
- Before planting is completed, make sure each tree is planted correctly, site is cleaned of garbage, participants have all left, etc.
- Finally, plan to share success with partners + media... strategize lessons learned for future plantings.

Community Tree Planting How-to Guide

Sponsorships

Corporate



Panera
BREAD®

HyVee
EMPLOYEE OWNED



Local

- Rochester Public Utilities
- State Farm
- PirkI Chiropractic
- Lou Ohly Elcor Reality
- Roscoe's Root Beer & Ribs
- Welhaven Music
- Great Harvest Bread
- Thee Only Shoe Repair
- Nickelson Painting
- The Gingerbread House Bakery

Partnerships

Organizations

- Rochester-Olmsted Youth Commission
- Sentence to Serve
- Rotary Club
- Rochester Area Fatherhood Network
- Minnesota Teen Challenge

City



Tree Services



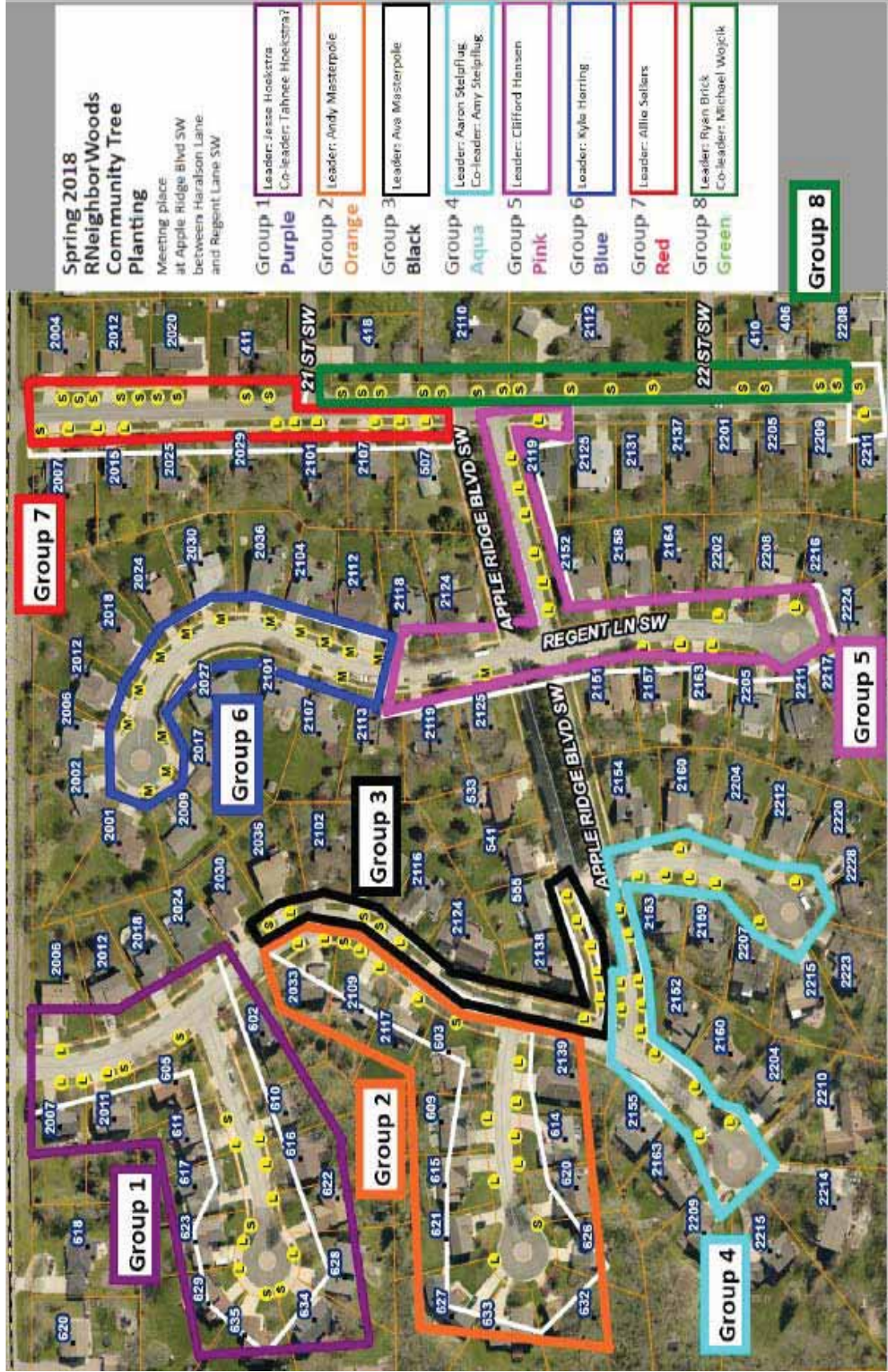
Maier
TREE & LAWN

a **DAVEY** company



Renaissance Tree Care MN

Planning: 1 Week - 2 Months



Planning: Planting Day

Pre-Planting

- Staging setup (tree/hardware placement, snacks, signage, demo plans, etc.)

Welcome

- Thank volunteers & partners
- Give tree demonstration & explain the day

Plant

- Groups plant trees with additional/guided instruction

Quality

- Ensure each tree is planted property & site is clean

Share

- Photos & share success with partners/media
- Strategize lessons learned & future plantings

Lessons Learned

off the mark.com by Mark Parisi

OW! I'VE GOT A WOODCHIP IN MY EYE! CAN YOU IMAGINE ANYTHING MORE PAINFUL?



offthemark.com

©2006 MARK PARISIS DIST. BY LFS INC.

- Volunteers and partnerships are key
- Have a weather plan
- Tree planting demo
- Scalable plantings: large # = tough
- Communication
- Involve youth/older folks + all skill levels

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Future of City Trees

- Proper planting
- Educating the public & city officials
- Community & neighborhood involvement
- **RNeighborWoods** has been key in Rochester MN!



Helping Neighbors Help Themselves

Neighborhood Project Grants



Cultivating
Capacity in
Rochester
Neighborhoods

**2018
Neighborhood
Project Grants**

Neighborhood Project Grants

- Started in spring 2015
- Idea came from 2014 NUSA Conference
 - Seattle, Washington
 - Sioux Falls, South Dakota
- Goals
 - Enhance a neighborhood's livability and involvement
 - Benefit the entire neighborhood
 - Promote a strong sense of community



**Project
Partners**



Volunteer
Hours
970
Neighborhood
Project Grants
\$23,416 Value to City



- Grants reimburse up to \$1,000 each in costs for neighborhood projects
- In 2017, twelve different Neighborhood Project Grants were awarded, benefiting six different neighborhoods.





Neighborhood Gardens



Community Building

This garden had the effect of bridging multiple generations and culture in this neighborhood



Projects Evolve

Started as a vegetable garden but has ended up as a Pollinator garden

Lessons Learned

- Program has evolved as we figure out what works for neighborhoods
- Each grant application needs to prove neighborhood by-in
- Grantees may need help in completing application or with site maps
- Reasonable flexibility: receipts may be given to you standing in the street or photos may be texted
- Patience, guidance and nurturing is key to making these grants successful





RNeighbors Neighborhood Project Grants

<https://vimeo.com/252073993>



Handouts

- Neighborhood Project Grant Application
- Judging Committee Scoring Sheet

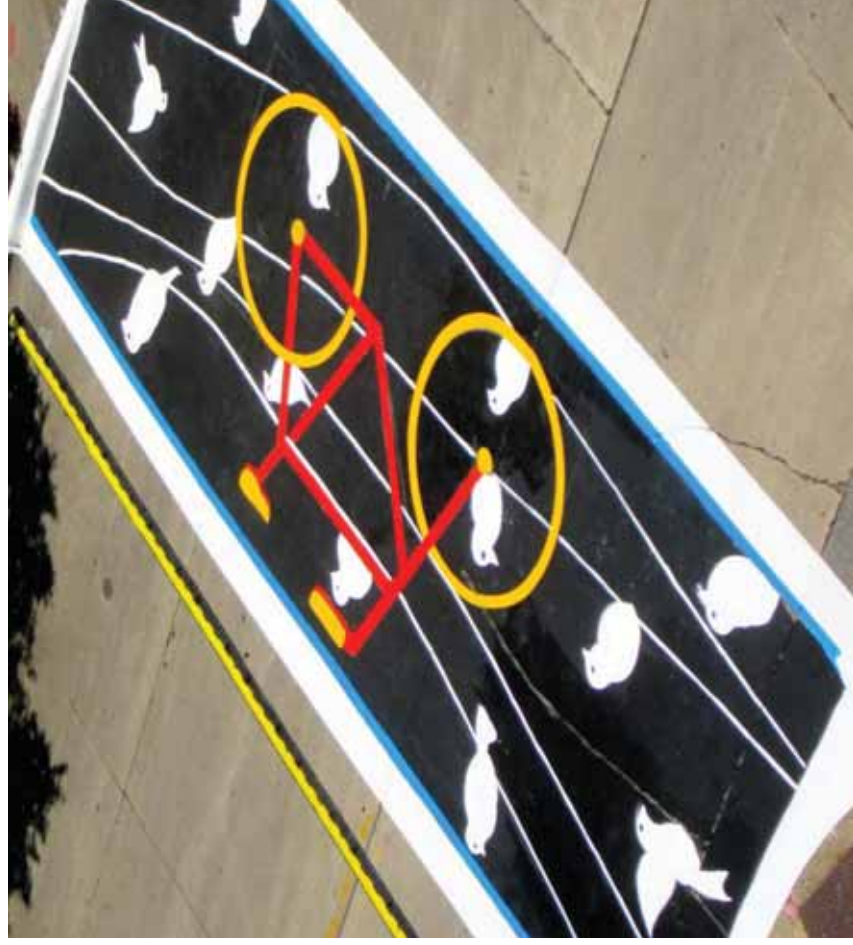


Helping Neighbors Help Themselves Community Resources



Creative Crosswalks

Goal To help bring art to a barren space & emphasize safe crosswalk space



- Worked with City Traffic Engineer to develop a revocable permit*
- Created a how-to guide for neighborhood leaders that includes the proper procedures for working with the City*
- 3 new Creative Crosswalks scheduled for summer 2018

Project Partners



* indicates handouts

Block Party Trailer

- Trailer full of items for a neighborhood bash free of charge
- Partners
 - Chamber's Leadership Greater Rochester Class of 2017 & Park and Recreation
 - Idea from 2016 NUSA Conference, City from Arvada, Colorado



A Litter Bit Better!

- In 2006 two concerned citizens proposed a city-wide litter cleanup
- City, business, and nonprofit partnership
- This year 4,385 volunteers collected 13,500 lbs of waste
- In 12 years 276,306 pounds of litter has been collected



Neighborhood Tools

- Mayor's Council on Neighborhoods
- Speakers Bureau
- News Updates
- Meeting Signs
- Social Media
- Movie in a Box
- www.RNeighbors.org
- Ordinance Highlights Booklet
- Neighborhood Awards



Helping Neighbors Help Themselves

Neighborhood Resources



Questions?