



Kenny Neighborhood Association Proposed Plan Modification

KNA is proposing to modify its Neighborhood Revitalization Program (NRP) Plan by reallocating \$100,000 of funding from its housing program:

\$50,000 for administrative functions
\$15,000 for the KNA newsletter
\$15,000 for environmental related programming
\$10,000 for neighborhood events
\$5,000 for communications and outreach
\$5,000 for safety related programming

Frequently Asked Questions

Why is this plan modification necessary?

We are expecting a drastic reduction in our annual funding from the City of Minneapolis. We are moving funds into place to be able to continue to operate without a disruption of service to the neighborhood. We anticipate this funding to support these key areas for 3-5 years.

Why are you notifying us?

City guidelines require broad neighborhood notice and a neighborhood-wide vote to approve a plan modification of this size.

Where does the \$100,000 come from?

We had a very popular low-interest home loan program that we operated for several years. This was well utilized by neighborhood residents until we could no longer find a partner to administer the program in an affordable way; the program was discontinued in 2017. The \$100,000 comes from monthly loan repayments or, in some cases, full repayment of the loan.

Have the repaid loans been used for other purposes besides this proposed plan modification?

Yes. We have used additional funds towards security rebates, rain gardens, support of city-wide COVID-19 response and administrative costs.

Are there any more loans to be repaid?

Yes. We anticipate approximately \$30,000 of loans to be repaid by 2035.

How did you come up with the proposed reallocation of funds?

We conducted a neighborhood-wide survey in the fall of 2019. We carefully reviewed those results, general comments and also considered the overall needs to keep the organization operating to come up with the proposed reallocations.

What did the survey results indicate?

The survey results told us that over 90% of respondents read the KNA newsletter and that they would prefer a paper copy rather than electronic. At least 50% of respondents also engage with KNA's electronic media platforms (website, Facebook, Nextdoor and e-news) and are most interested in local news, crime reports, upcoming events and getting to know their neighbors. The survey results also told us that residents value events and the chance to engage with one another and build community. We learned that the top issues residents would like KNA to work on are crime/safety, parks/environmental effects and community engagement/sense of community.

The proposed plan modification calls for \$50,000 for administrative functions. What does that mean and why is it half of the total proposed?

Administrative functions cover a part-time (8-10 hours per week) staff person, insurance, supplies, postage, online presence, etc. KNA works really hard to provide the neighborhood with a variety of communications, engagement and programming, and that requires a structure of support.

What goes into the cost of the newsletter?

The newsletter is written mainly by volunteers. We pay for a graphic designer, printing, labeling and mailing.

Is there a less expensive way to produce the newsletter?

We have researched the costs associated with our newsletter and feel that we are paying a reasonable price. We use a sheltered workshop for adults with disabilities to label and mail the newsletter. It is possible that we could save a little bit of money having the printer do that part, but the KNA Board has always felt that giving back and supporting others in our community is important and the right thing to do.

If overall funding continues to dwindle, we may consider reducing the frequency of the newsletter.

What is environmental related programming?

Over the years we have supported environmental issues in a variety of ways, including native plantings at Grass Lake. Most recently we have underwritten a large portion of the cost for installation of 20 raingardens in the neighborhood. Given our funding constraints, we won't be able to continue the raingarden program, which benefits a very small number of residents. Instead we will focus our efforts on education and seminars (e.g. pollinator plantings, native trees or turf alternative yards) that can benefit the entire neighborhood. If our funding situation improves, we will consider reinitiating the raingarden program.

What neighborhood events do you sponsor?

We sponsor the annual meeting, summer festival and ice cream social. We partner with Minneapolis Parks and Recreation Board on Movies in the Park, Fire on Ice, and Halloween and Easter events. We also partner with Streets MN for Open Streets Lyndale. It is also our intent to create smaller scale events that can bring together neighbors based on a common interest.

What is communications/outreach?

Beyond the newsletter, we keep the neighborhood informed about what's going on. We sparingly send out postcards to bring attention to upcoming events or important issues. We also sponsor Welcome Kits

that are given to every new neighbor when they move into Kenny. We participate in other organization's events by tabling and sharing information about the neighborhood.

What is safety related programming?

For the past 18 months, we have been running a very popular security rebate program. Given our funding constraints, we won't be able to continue that program, but will engage the neighborhood through education, safety related seminars, block leader recruitment and training, etc. If our funding situation improves, we will consider reinitiating the security rebate program.

Next Steps

Please let us know what if you have questions or comments about the proposed plan modification. You can reach us by e-mail at info@kennyneighborhood.org or by phone at 612-392-4477. We will post any comments that we receive on our website.

Then we need YOU to vote to approve the proposed plan. Given COVID-19 restrictions, this vote will be held online here: <http://kna.link/planmod>. Voting ends on October 21.

Thank you for your participation in Kenny Neighborhood!