

One Block at a Time Email Communications

Here are examples of emails used for recruitment, invitations, and follow-up from the three community visioning sessions held as part of the Duluth, Minnesota One Block at a Time project.

Additional participant recruitment

Email subject: Seeking participants for rain-ready Lincoln Park focus group

The University of Minnesota Sea Grant Program and local partners are working together to create neighborhoods and communities resilient to climate challenges, particularly flooding. We are looking for residents and community leaders to partner with us as we work together to vision a rain-ready Lincoln Park.

Do you want to help create a rain-ready community? Complete this form if you are interested in joining our focus group. Focus group participants will meet for approximately 6-8 hours during 2023 and will be compensated \$20 per hour for their time (payment in form of a pre-loaded Visa card).

If you would like to learn more about this project visit z.umn.edu/OneBlock. If you have any questions, please contact Madison Rodman at mrodman@umn.edu.

Welcome and kickoff scheduling

Email subject: Community visioning sessions for Lincoln Park neighborhood

Hello,

Thank you for your interest in taking part in community visioning sessions on creating rain-ready spaces in Lincoln Park. We're excited to kick off these sessions. The University of Minnesota Sea Grant Program and local partners are working together to create neighborhoods and communities resilient to climate challenges, particularly flooding.

We plan to host three sessions to vision a rain-ready Lincoln Park, with the first session anticipated in March. Throughout these sessions, we'll:

- discuss changes to weather patterns, such as larger and more severe storms, and hear from you how these changes impact you;
- learn about concerns you and your neighbors have with wet basements, ponding water on roads, and flooding in Lincoln Park;
- develop rain-ready solutions you'd like to see throughout the Lincoln Park neighborhood and decide where in the neighborhood they could be installed;
- talk about the options for green spaces with multiple purposes, such as gardens that also control flooding; and,
- design a small-scale project to address your concerns and install it in Lincoln Park.

That's right - our goal is to design a project together, find a home for it in Lincoln Park, and work with our lovely friends, neighbors, businesses and nonprofits to install your vision during the summer and fall of 2023! If this still excites you, please fill out this form so we can find the best day and time to host these sessions and learn a bit more about our participants.

We will meet three times as a small group of 12-15 people for approximately 6-8 hours from March to June 2023. You will be compensated \$20 per hour while attending each meeting (payment in form of a pre-loaded debit card). If you would like to learn more about this project visit z.umn.edu/OneBlock. If you have any questions, please contact Madison Rodman at mrodman@umn.edu.

Thank you again for your interest,
Madison

Visioning sessions

Here are three emails as examples of how we communicated with the community leadership team members for each visioning session. The communication for each session consisted of a note sharing the date time and location of the event shared a few weeks prior, a reminder a few days prior, and then a follow-up with a thank you and summary of resources shared,

Email subject: See you on April 10th - Community Visioning Session

Hello,

Based on the availability shared by the group, we have selected Monday April 10 from 4-6pm for our first visioning session on green space opportunities for the Lincoln Park neighborhood. We will meet in-person at the Lincoln Park Resilience Hub (LNPK Hub - 2014 W. 3rd Street, Duluth, MN 55806 Door 1) and will have signs posted where to go when you arrive. We are planning for a group of approximately 10 people and will provide a light dinner.

At the visioning session we will talk about our project and its goals, discuss results from a recent community survey and have small group discussions about needs and opportunities for the Lincoln Park neighborhood.

Please let me know if you have any questions, concerns or are no longer able to attend the meeting.

Thank you for sharing your time and expertise to vision a rain-ready Lincoln Park!

See you in a few weeks,
Madison

Email subject: Reminder - Monday April 10th Community Visioning Session

Hello community team members,

We are looking forward to meeting you at our first community visioning session on creating rain-ready spaces in Lincoln Park. The session will be Monday April 10 from 4-6pm at the Lincoln Park Resilience Hub 2014 W. 3rd Street, Duluth, MN 55806. We are planning for a group of approximately 10 people and will be providing a light dinner during our meeting. Here are a few additional details to help orient you to the meeting location:

Bus: There are a variety of bus routes that have stops on N 21st Ave W within a block of the resilience hub. These include routes 1, 2, 3, 8, and 9. You can use the Duluth Transit Authority Trip Planner to find the most convenient route for you.

Parking: Parking may be limited in the lot near the building. You can park in spots that do not have a reserved sign in the parking lot area shaded yellow in the picture below. Otherwise there is street parking on W 3rd St and N 20th Ave around the building - remember to park using the alternate side parking pattern for the week. Next week is an even parking week.

Map of parking, bus stops, and door to enter: Please use door 1 on the north west side of the building (see picture below). We will have someone at the door to help direct you to the room where we are meeting.

Please let me know if you have any questions, concerns or are no longer able to attend the meeting.

Thank you for sharing your time and expertise to vision a rain-ready Lincoln Park!

See you on Monday,
Madison

Email subject: Community visioning thank you and next steps!

Hello,

Thank you all again for joining us last night on a warm spring evening to share your experience and ideas on flooding and water challenges! We are already looking forward to our next meeting where we will discuss options and solutions for the Lincoln Park neighborhood.

As we discussed last night our next meeting will be in about a month. We need your help choosing a date. Please share your availability and I will schedule our meeting at the time that works best for the group.

Here are a few follow-up items from last night:

Materials shared in your folder:

- One Block at a Time Project Overview
- Minnesota's Climate is Already Changing Factsheet
- Cardholder FAQ (pdf attached)

Information on the Love Your Block program. This program has learning events coming up and mini-grants available for residents in Lincoln Park and Hillside neighborhoods.

Lead water education information from the City of Duluth. I will be reaching out to city staff for more information about lead pipe replacement and hope to have more information for you all by our next meeting.

Thank you again and please let me know if you have any questions,
Madison

Block party

Email subject: Save the date: Restormel block party September 26, 4-6pm

Hi community leadership team members,

I hope you all are having a nice August. I'm checking in with some One Block at a Time project updates. After a busy last few months our project is reaching an exciting culmination! Please save Tuesday September 26 from 4-6pm a block party style gathering in the western end of the Lincoln Park neighborhood where we will:

- Share watershed and stormwater education and outreach developed in response to our 2022 community survey and 2023 community visioning sessions and specific neighborhood concerns
- Offer and coordinate free rain barrels and installation for residents. These rain barrels will be available to you as members of the community team as well!
- Build community among project team, supporting organizations and as a neighborhood through a free dinner- we're thinking BBQ.

We anticipate hosting the block party near the intersection of Restormel Street and Atlantic Ave from 4-6pm. We invite you to join in on the dinner and celebration of our project.

More details about this event will come as details take shape, but we wanted to make sure this is on your calendar sooner than later. We will likely be printing door hangers with invitations to the event which we will give to you with a few extras so that you can invite your neighbors as well.

Thank you and please don't hesitate to get in touch if you have any questions.

-Madison

Email subject: Barrels & BBQ Block Party Invitation

Hi folks,

I hope you are all doing well. You are officially invited to attend our Barrels & BBQ Rainwater Education and Block Party on Tuesday September 26, 2023 from 4-6pm. This event is happening because of your ideas and contributions to our project. Thank you!

Event details:

- Location: 3200 block of Restormel St Duluth, MN 55808. Restormel St between Anson Ave and Atlantic Ave will have no parking during our event and will be closed to traffic.
- Activities: The event is an opportunity to learn about rainwater and runoff with neighbors and will feature watershed and stormwater education. It will include:
 - Free rain barrel sign up (+ sign up for free rain barrel installation)
 - Tables from partner organizations who support building rain and climate-ready neighborhoods and communities (confirmed partners include City of Duluth Stormwater, City of Duluth Sustainability, Community Action Duluth, Ecolibrium3, and the Western Lake Superior Sanitary District).
 - Free BBQ dinner from Howard's Que
 - Youth activity
- Who's invited: The primary attendees will be folks that live on Restormel, Devonshire, and Atlantic, but we would like to invite you and other Lincoln Park residents that you think would be interested in attending as well. Tiffany distributing a door hanger to your

house with all the details and a few additional hangers for you to give to your neighbors and friends. She will be dropping those off at your homes early next week.

Lastly and unrelated to our project, but the St. Louis River Alliance has some upcoming events that we thought this group may be interested in: Incredible Wild Edibles: a River Connection Field Event, Beginner Birding and Bird Identification: a River Connection Field Event.

I look forward to seeing many of you at the block party coming up and don't hesitate to get in touch if you have any questions.

Thanks again,
Madison

Project recap

Email subject: Rain-ready Lincoln Park project recap

Hello One Block Community Leadership Team!

I hope you all are doing well and had an enjoyable fall season. I know I wasn't quite ready to see all that snow this week.

I'm writing with a small request for you and a few project updates. Before that, I want to give you all a huge thank you again for your interest, involvement, and time as part of our One Block at a Time project. We wouldn't be here without you.

Request for you:

- We would love to acknowledge each of your roles on our Community Leadership Team, but would like your consent to share your first and last name. Your name will be listed on the special thanks section in our forthcoming project website and in this project video developed by Minnesota Sea Grant. Please let me know if you consent to your name being shared in these ways, by Wednesday November 8 if possible.

Through our collective efforts we:

- Developed and designed outreach materials including a magnet with five small acts for clean stormwater and a brochure outlining green and gray infrastructure in Duluth and who to call with questions regarding city infrastructure. If you want any physical copies of these, just let me know. We are happy to drop these off at your house or organization if you'd like. (Special shout out to Emma on the team who made these so beautiful!)
- Hosted a Barrels & Barbeque Block Party and Education Event in September 2023, bringing together the City of Duluth and community organizations supporting water, energy, and sustainability efforts in Duluth communities. We had about 50 people join us to learn together and enjoy a BBQ dinner.
- Delivered and or installed 20 rain barrel kits and 9 gutters on homes as part of a pilot rain-barrel-for-residents program!

What's next?

- We are sharing our work in Duluth with our partner organizations and around the region to peers in Extension and stormwater. We're developing a toolkit to share the projects and the process of what we did here in Duluth, but also in the three additional One Block communities across the Great Lakes. We will share that with you when it is ready.
- We are looking for opportunities to expand our project to more neighborhoods in Duluth perhaps in conjunction with some of our green infrastructure projects happening with the City of Duluth.

Thanks again everyone! Please don't hesitate to reach out if you have any questions. You can expect at least one more follow-up email from us as we pull together final project details.

In gratitude,
Madison and Tiff