

Nokomis East Neighbor-to-Neighbor Communication Project (NENNCP)
A Resident-Led Initiative

Project Outline

Project Strategies

In October 2020, NENA is supporting a resident-led initiative to assess the level of neighbor-to-neighbor communication preparedness in Nokomis East and to implement three communication strategies.

Strategy 1 - Establish a temporary online communication tool run by trained neighborhood volunteers for times requiring fast neighbor-to-neighbor communication;

Strategy 2 - Support and promote established social media channels for neighbor-to-neighbor communication (ie - [Nokomis East Information Sharing Facebook Group](#) and [NextDoor](#)); and

Strategy 3 - The Nokomis East Neighborhood Association (NENA) to establish a communication network with Block Club Leaders to share information during times requiring fast neighbor-to-neighbor communication.

NENA's Diversity, Equity, and Inclusion (DEI) Statement of Principle

This project, along with all of NENA's work must be aligned with the DEI Statement of Principle:

"NENA believes every person has the right to a safe, healthy home, and a welcoming community that values Diversity, Equity, and Inclusion. We agree that each community member, volunteer, advocate, and employee must have equal access to solving community problems and acting on opportunities," ([full text](#))

Project Perimeters and Limitations

1. This is not a crime prevention or safety project - it is a volunteer-led neighbor-to-neighbor communication plan. All tasks will be done online and not in-person.
2. The *Nokomis East Neighbor-to-Neighbor Communication Slack workplace* ("Slack Workplace") and NENA's direct communication with Block Club Leaders are temporary measures. Operations only occur when there is a City of Minneapolis **curfew** in place or any other issues directly affecting the four Nokomis East neighborhoods.
3. Only trained neighborhood volunteers who sign the Volunteer Code of Conduct, waiver, and operating procedures will have access to the Nokomis East Neighbor-to-Neighbor Communication Slack workplace.

4. Any volunteer acting in a manner inconsistent with the DEI Statement of Principle will be removed from the Slack Workplace.
5. This project is not intended to supersede any direction provided by local governments, law enforcement, and common sense.
6. The Nokomis East neighborhoods must remain safe for all. NENA does not condone the profiling, intimidation, or threatening of individuals, especially Black, Indigenous, People of Color (BIPOC), transit users, youths, or any other traditional oppressed groups of individuals.
7. This project is not intended to be a neighborhood watch or anything resembling groups of individuals patrolling streets. If a curfew is in place, residents should abide by the directions and stay home during the curfew hours.
8. NENA does not condone the use of, carrying of, or threat of use of weapons, violence, vigilantism, or chauvinism.

Strategy 1 - Neighbor-to-Neighbor Communication Tool - "Slack Workplace"

Goal: Community volunteers to establish a temporary online communication system to share immediate information in times of need

- Recruit a core group of trained neighborhood volunteers to lead this project (5-6 per neighborhood = about 25 volunteers).
- Establish a *Nokomis East Neighbor-to-Neighbor Communication Slack workplace* ("Slack Workplace").
- Create a [Volunteer Code of Conduct and Waiver](#). All volunteers must agree and sign.
- Create an [Training & Operating Guide](#) for the Slack Workplace
- Conduct a Zoom call training for volunteers to meet and learn about the project. Record and share for those who cannot attend. Scheduled for 10/27 at 6:30 pm - [Event Link](#).
- Share feedback and observations with city officials including council members and the Minneapolis Police Department.
- All volunteers are empowered to remind others of the Standards of Conduct. If violations occur, especially action that is not aligned with NENA' Diversity, Equity, and Inclusion Statement of Principle, the volunteer will be removed.

The Nokomis East Business Association (NEBA) and local businesses have been involved in project planning.

Strategy 2 - Existing Neighbor-to-Neighbor Communications

Goal: Residents and businesses are informed of existing social media to access and share information in times of need

- NENA will continue to offer the [Nokomis East Information Sharing Facebook Group](#). This is a public group and you do not need to join the group to see the content. NENA will continue to monitor to ensure all content is aligned with our DEI Statement of Principle.
- [NextDoor](#) is a social media service available to residents and businesses to share information.

Strategy 3 - Block Club Leader Communication

Goal: NENA to invite Block Club Leaders to opt into information sharing with NENA

- NENA will reach out to Block Club Leaders to ask them to share their contact information with the organization. NENA, like all neighborhood associations, does not have access to Block Club Leaders and contact information. This is a Minneapolis Police Department initiative and the information is considered private.
- NENA to create an online survey tool to collect contact info, permission to contact in the future, current concerns, and best practices that Block Club Leaders use to connect with residents and businesses on their block.
- NENA to encourage Block Club Leaders to update their contact lists prior to Election Day.
- NENA to inform Block Club Leaders and encourage them to share with their blocks, communication and safety resources developed for Nokomis East, and government resources at the city, county, and state levels.