

# ZEITGEIST COMMUNITY 2023

## By the Numbers Report



2023 was a transformational year for community development on 6th Avenue East, in the Hillside neighborhood, and in the Twin Ports region.

Over this last year, we connected, educated, and advocated around community-led visions for our infrastructure, structures, and cultures that redress historic harms and create great places for people.



## CONNECT



We brought nearly 800 people together to strengthen relationships in the Hillside as well as foster diverse coalitions across our region working towards shared goals of health & transportation equity. Our Healthy Hillside team also tabled over 40 times at community events & recurring locations to distribute essential resources & information.

### In 2023, we held:

- 15 focus groups with 62 people total as part of the Healthy Hillside's ongoing work around four core themes: Housing, Resources, Environments, and Social Connection
- 8 documentary screenings & community conversations with 290 in attendance as part of the Transportation Equity Doc & Talk series
- 2 winter accessibility slow roll group bike rides as part of Transit Equity Day
- 1 Mayors' event drawing connections between six major transportation projects across the Twin Ports with over 90 attendees
- 1 inaugural Hillside Night Out event at the Family Freedom Farm drawing 314 neighbors out for free family fun

## EDUCATE



With nearly 20 educational events, over 600 informational brochures distributed, and 15 resource-heavy newsletters, we empowered our community with essential information about health & transportation equity challenges & opportunities. We also helped reduce stigma around who resides in the Hillside and who relies on busing, biking, and walking with an original documentary, recorded interviews as part of the Duluth Story Project, and social media campaign.



## In 2023, we produced:

- 1 [documentary film about 6th Avenue East](#) highlighting neighborhood voices with 2 community screenings
- 1 Chamber Forum, 2 6th Avenue East public input sessions with the City of Duluth, and 7 presentations informing people about changes coming to the corridor with 2024 Phase 1 Resurfacing
- 1 [Healthy Hillside Vision Guide](#) outlining major themes from 4+ years of grassroots engagement in neighborhood
- 4 [Transportation Equity Blog Posts](#) and 1 [Transportation Equity Read/Watch/Listen list](#) with over 30 resources
- 8 Doc & Talk panels/talk-backs on key transportation issues, including: accessibility, gender inclusivity, racial profiling, sex trafficking & MMIR (Missing Murdered Indigenous Relatives), multimodal transportation, and workers rights
- 696 fliers delivered to Hillside residents informing them about 6th Avenue East 2024 Resurfacing and ways to give input

In 4 years, Zeitgeist Community and the Healthy Hillside team have facilitated:

**16,720** conversations

**225** community-made vision boards

**975** surveys

All of which directly inform community-led change taking place on 6th Avenue East, in the Hillside, and in the region.



We made major advancements in 2023 in advocating for pedestrian safety on 6th Avenue East and throughout the Twin Ports region by working intimately with City of Duluth staff, engaging with 7 public health and transportation planning groups, fostering partnerships with 10 elected officials, and coordinating with 11 community and statewide advocacy groups. We also dedicated over 120 hours to building our grassroots advocacy network by holding focus groups in the Hillside to hear neighborhood solutions on issues in housing, resources, environments, and connection.

## In 2023, we advanced:

- 485 survey results about 6th Avenue East and the Hillside
- 49 community-made vision boards about 6th Avenue East and the Hillside
- 5 major pedestrian safety measures on 6th Avenue East
- 1 [Making the Case for Sidewalk Snow Removal in Duluth report](#) and 2 sidewalk snow removal/winter accessibility issue tracking forms with 91 results
- 3 bike & pedestrian counts and 1 traffic yield count

## Beyond the Numbers

### 2023 quotes from the Healthy Hillside team:

*"It's meaningful to have different ways of engaging with people. It's very grassroots."*

*"We use our connections to find easier ways for people to voice their opinion on topics that matter to them."*

*"I appreciate connecting with diverse people and giving them opportunities to share their stories."*

*"It's a different approach when we're on a person-to-person level."*