



" Make Every Night National Night Out "

2010 Minneapolis National Night Out

968 - Confirmed Events *

54,715 - People Participated **

14% - Of City's Population Was Involved

100% - of Residential Neighborhoods Celebrated NNO

2160 – Blocks Had National Night Out Events.

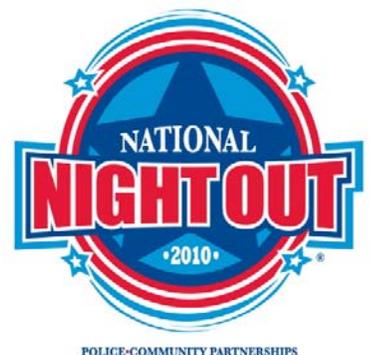
1168 - Events pre-registered.

***Confirmed events are the number of people who completed our online survey plus those we were able to reach by telephone. The actual number of NNO events could be higher; we could not reach some people who registered. Also, some groups may have held events without registering.**

**** Each NNO organizer estimated the attendance and blocks involved at their NNO event.**

National Night Out 2010

As with most cities around the nation, Minneapolis faced serious budget issues in 2010. Of necessity, cuts in staff and resources changed how we approached the planning and preparation for NNO 2010. This year a committee of Crime Prevention Specialists and one Crime Analyst carried out the planning and preparation for NNO. The committee split up tasks, each taking responsibility for different parts of the NNO preparation and follow-up. The committee began its work in November of 2009. Over the course of nearly a year, other city staff and departments came to the process in an effort that lead to a very successful National Night Out in Minneapolis; one that we feel very proud to have been a part of!



Promoting National Night Out

- ✓ The Minneapolis Police Department has used email as a way to reach residents and businesses with information and crime alerts since 1995. For the last several years we have been part of the Gov-Delivery email alert system, which currently has over 8000 subscribers. We are also using Nixle alerts.
- ✓ Crime Prevention Specialists emailed registration information and reminders about the importance of National Night Out to Gov Delivery subscribers.
- ✓ Due to our web based NNO registration system, we have the email addresses of nearly everyone who hosted events in previous years, as well as people who registered their events this year. This year we relied more on electronic means to “spread the word” about National Night Out than ever before.
- ✓ The Offices of the Mayor and the Chief of Police actively promote National Night Out.
- ✓ Minneapolis City Council Members included information in their regular mailings to constituents, encouraging them to hold NNO block parties.
- ✓ Our Crime Prevention Specialists promote Minneapolis National Night Out throughout the year as we train block leaders, attended block and community meetings and in face to face conversations as they work in the community.
- ✓ The city web site has a lot of NNO related information is available to residents as well. (www.ci.minneapolis.mn.us/nno)
- ✓ The Minneapolis communications office sent press releases to the media.
- ✓ Minneapolis neighborhood organizations promote NNO directly to their communities.
- ✓ Neighborhood newspapers promote NNO with articles. Some included maps and/or lists of NNO events planned for their area.
- ✓ As always we mail out a packet of information to everyone who has held an NNO event in previous years. This is especially important for those who do not have email.

Call for Photos and Videos

This year we enlisted the help of residents to document Minneapolis National Night Out. Because digital photography is readily available to nearly everyone, we felt that this year would be a great opportunity for the community to document their events. While budget constraints played a part in this decision, it was not the primary reason for doing this. NNO is all about residents taking charge of what is happening on their block. This was one more strategy to help accomplish that.

We asked the community to submit their best **five** photos and videos of their events. Given the great quality and volume of photos and videos we received, it's clear that it was the right decision. We were able to include most of them in this year's NNO Post Project Report.

Initially, we thought that we would produce a slide show as a way to document this year's NNO. As it turned out we were able to do both. The slide show is included in the final report as well.

Summary

This year Minneapolis celebrated its 27th National Night Out. While much remains the same from year to year, other parts of NNO change. As always we had a terrific turn out of residents taking to the streets to build community and renew relationships. This year 54,715 residents – 17,107 of them youth – partied together, on 2160 blocks. About 14% of the population of Minneapolis and 100% of the cities eighty-three neighborhoods participated.

Unlike previous years, we relied more on electronic means to promote NNO, register events and provide resources to those hosting parties.

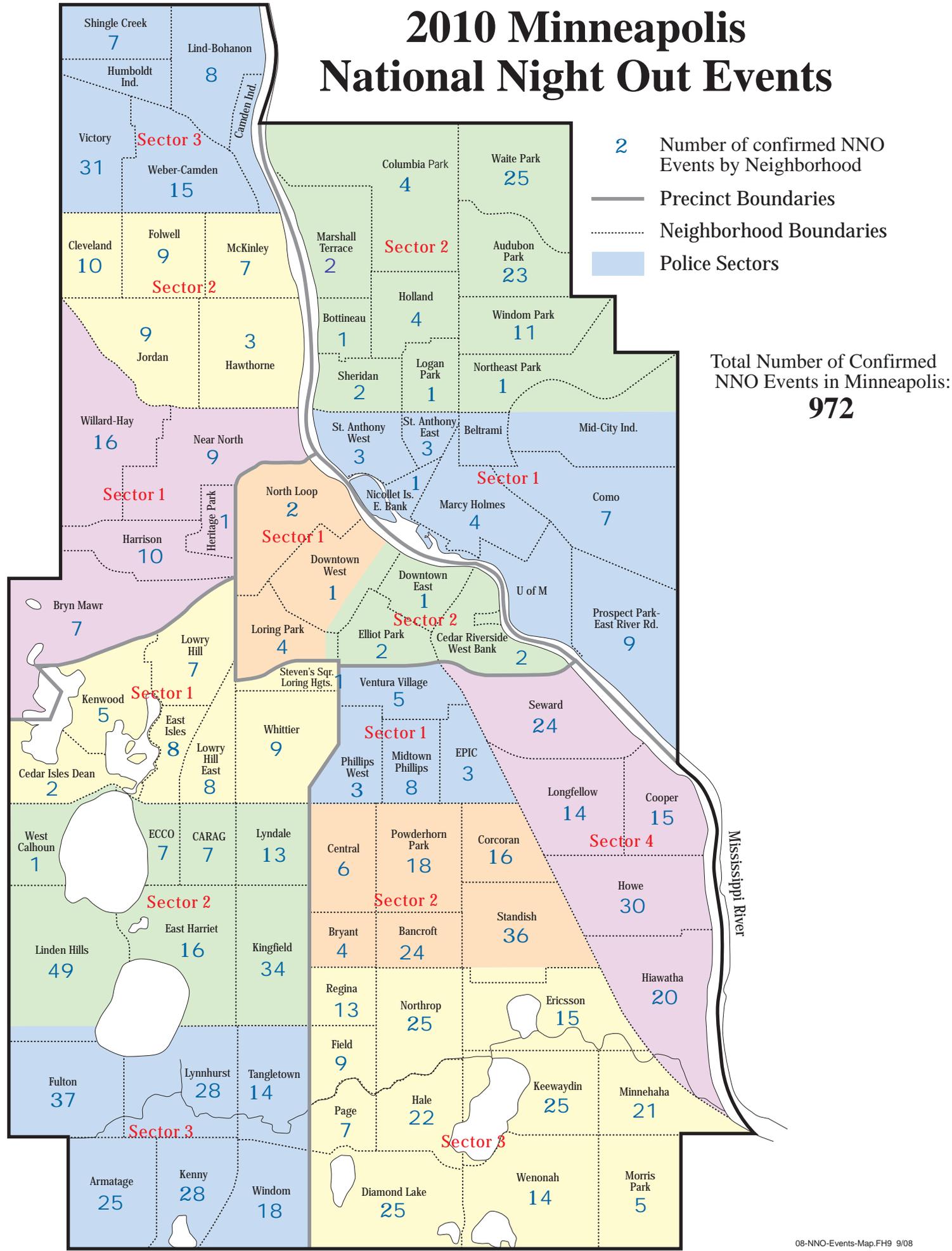
For the first time, we asked residents to take photos of their events and share them, rather than send out professional or volunteer photographers.

This year we asked those who hosted parties to share the names of businesses that made donations to their individual events. We wanted to recognize them for their support of NNO. We are aware of at least 144 businesses that supported block events, not counting our major sponsors.

We always need to remind ourselves that it's the residents of Minneapolis who make NNO such a hugely successful event each year. We discovered this year - more than ever - that our block leaders and other good citizens are the ones that truly make NNO happen in Minneapolis. We can help lead the way, but they do the majority of the work that makes it such an amazing event!

Last but certainly not least, we need to extend a special thanks to John Baumann, Mark Chelgren and Mui Le who, for many, many years, were the “heart and soul” of Minneapolis National Night Out. We were successful this year in large part due to the systems they put in place over many years. **Thank you John, Mark and Mui!**

2010 Minneapolis National Night Out Events



Make Every Night NATIONAL NIGHT OUT

National Night Out is an important time for all of us to get to know our neighbors and commit to staying connected to keep our neighborhoods safe and livable. But having a connected and safe neighborhood should be a commitment we keep year-round.

Do your part to make every night National Night Out.

1. **Become a block leader.** Call 311 to get started.
2. **Stay informed. Sign up for our Facebook and Nixle updates.** Just search “Minneapolis Police Department” on Facebook, and at Nixle.com.
3. **Communicate with the city and police.** Call 311 to report livability issues. Call 911 to report suspicious activity, crimes, etc.

If you need this material in an alternative format please call Ahmed Muhumud at 612-673-2162 or email Ahmed.Muhumud@ci.minneapolis.mn.us. Deaf and hard-of-hearing persons may use a relay service to call 311 agents at 612-673-3000. TTY users may call 612-673-2157 or 612-673-2626.

Attention: If you have any questions regarding this material please call 311.

Hmong: Ceeb toom. Yog koj xav tau kev pab txhais cov xov no rau koj dawb, hu 612-673-2800.

Spanish: Atención. Si desea recibir asistencia gratuita para traducir esta información, llama 612-673-2700.

Somali: Ogow. Haddii aad dooneyso in lagaa kaalmeeyo tarjamadda macluumaadkani oo lacag la' aan wac 612-673-3500.



Produced by the City of Minneapolis and Minneapolis Police Department.

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CALL FOR PHOTOS AND VIDEOS

MINNEAPOLIS NNO 2010

This year we enlisted the help of residents to document ***Minneapolis National Night Out***. We asked the community to submit their best ***five*** photos as well as videos of their events. We did this because digital photography is readily available to nearly everyone. Given the great quality of the photo's we received, it's clear that it was the right decision.

People emailed their photos; submitted them on DVD's and even posted them on web pages. **We had a truly outstanding response!** We received literally hundreds of photographs as well as video.

As in previous years, City Cable and Media Services videotaped and prepared our NNO video. Videos and photographs from the community are included in this years NNO video. The video will be seen on City Cable Television Channel 14 and will be submitted to the National Association of Town Watch as part of our 2010 NNO Post-Project Report.



to



*"Wow! People clearly wanted to meet each other. I think people feel part of a block, what an expected, but still wonderful outcome." **Jay***

*"We are a stronger, healthier, safer, and friendlier block (and neighborhood) as a result of getting to know each other better, sharing food and having a fun evening together." **Susan – Webber Camden***

*"This event, many decades ago, launched a truly connected community of friends." **Mary Ellen -Lynnhurst***

*"Our neighborhood is more alert about activities on our blocks and we openly communicate with each other." **Melissa – Morris Park***

*' We know each other and are interested in each other's welfare -- can help with rides, "borrow a cup of sugar" share produce.' **Liz – Corcoran***

*" Overall we are more connected, friendly, know names and greet one another, address issues, weather the foreclosures, reach out in family changes (births, deaths)." **Jen – McKinley***

*"We have many young children on this block. My immediate neighbors and my family have been working toward "It takes a village to raise a child". We are discussing a Fall campfire and soup event to connect again before Winter drives us back inside." **Regan – Standish***

*" With the foreclosure crisis and older folks passing away, there has been significant turnover on the block. This gave me and the rest of those that attended a chance to get to know each other." **Jamie – Regina***

*" People know each other by name." **Elaine – Linden Hills.***

*"Several new neighbors, including two renters, got to meet and see that everyone is pretty nice, even the bulldog." **Natasha - Seward***

*" Young families mingled with retired couples; we all got to know each other a little; babysitter contacts made." **Sue – Fulton***

*'Created more optimism about the neighborhood. Discovered similarities between neighbors.' **April – Harrison***

*" It is a great way to feel like a neighborhood. It is great to know who your neighbors are." **Elona - Kenny***

"The big group block party has been an annual event in this area for more than 30 years. This is the first time it was moved to coincide with National Night Out. Definitely a positive contribution to neighborhood cohesion, friendliness, watching out for one another." **Dan - Howe**

" This is our 4th year in a row celebrating NNO, and it has made a HUGE difference on our block -- many more people know each other, landlords are telling their new tenants about it & about our block club email list, and it's a great way for new people moving in."

Fiona – Lowry Hill East

" To build community, networking, sharing ideas/etc to invest and create the kind of neighborhood we want to live in, it's fun and vibrant, interactive, welcoming and warm."

Anne – Kingfield

"It has made neighbors feel like we know each other better but has also pointed out the neighbors who do not participate - still trying to think of how to get better involvement ."

Mary –Kingfield

"We have had a block club and done the NNO for 16 years. The neighbors have gotten to know one another. I also email forward the 12th ward newsletter and anything else of interest to our block. We also communicate better about any problems." **Elaine – Howe**

"We have a NNO event every year. It is good for the homeowners and renters to get to know one another. That is our biggest challenge, i.e. homeowners have relationships with one another but not with as many of the renters (who turn over a lot)." **Devon – Folwell**

" It establishes a camaraderie in our neighborhood where people can go to in case of an emergency & be safe." **Lupe – CARAG**

"It has made our block more tightly knit. We look out for each other's houses and kids, water each other's plants or shovel snow when folks are out of town. One new couple said they thought NNO might be awkward meeting all of those new people, but they had."

Jill – Powderhorn

"We have a very close block. Almost everyone knows each other. We stop to talk to one another when walking our dogs and the children play together." **Michelle – Ericsson**

"Really created good will, narrowed the divide between people living in luxury condos and those in transitional or low-income residences. Transformed the image of Triangle Park to more of a community resource." Norma – **Elliot Park**

"Our block has become much closer and much more of a neighborhood! I LOVE NNO!!!"

Anne – Audubon Park

"National Night out has brought our block closer together! It blends the older neighbors with the newer younger neighbors." **Gregory – Keewaydin**

"Name and face recognition. More acceptance of diversity." **Rondine – Columbia Park**

" Over several years, many of us have gotten to know each other, or at least are familiar with who lives where. It gives people stronger connection to where they live." **Mary – Corcoran**

"National Night Out helped neighbors to meet each other and got people excited about having other block events." **Briana – Marcy Holmes**

"Neighbors got to know each other and discover local business owners!" **Lisa – Waite Park**

"People who have lived within yards of each other for YEARS are finally meeting each other and discovering shared interests. Two neighbors ended up swapping garden plants."

Emilie – Como

"We all know not only every one's names, but also the children's names, and the dogs' names. Parents of kids have made joint play dates, Older kids have been discovered as potential babysitters for the younger kids. Several other parties throughout the year." **Bonnie – Echo**

"We are a block that appreciates one another's talents. I think different pockets of folks become connected and everyone becomes aware of what has happened over the year."

Anne – Armatage

"Keeps our block club contact list up to date." **Mark – Central**

"People are trusting each other more and several folks who have a conflict agreed at NNO to work out their problems with the help of a local mediator." **Jim – Willard-Hay**

"Our youth on the block stated that they will respect all of the neighbors on the block now that they could see each neighbor is looking out for there own good." **Arnetta – Webber-Camden**

"Great Night....fun had by all!" **Shelli – Kenney**

"It re-affirms our ties to each other. Most neighbors know each other on sight."

Jodi – Northrup

" Created cohesiveness with our neighbors. When you know what your neighbors needs are, you can help." **Linda - McKinley**

"Everyone seems to look forward to it! we usually get a good turnout. the kids enjoy playing with each other and in the street!" **Kristin – hale**

"Gotten lots of email addresses & phone #'s, gained a bigger sense of community and sense of security, friendlier relationships." **Jeri – Northrup**

"Helps people to know one another and feel invested in the community. People say hello more when outside and stop to talk. When people know eachother they help eachother out and get together to do things with a common interest." **Melanie – Diamond Lake**

I overheard parents exchanging names and phone numbers for their kids to schedule play dates. We were made aware of the valuable services the Church on our block provides, plus we were given a tour after 22 years of living on the same block. Heidi – **Windom Park**

I think it's just one more opportunity to get to know each other. We have a few rentals on the block and the new renters came - fun! **Christine - Kenny**



*"We know and help each other. We worked together to address a problem property and crime in general. Four of the six block invited to the party have block club leaders." **Abram - Longfellow***

*"Neighbors getting to know one another makes for a safer neighborhood." **Joanne - Regina***

*"We all look out for one another." **Kris - Victory***

*"If something happens on the block, (i.e. car break in), neighbors inform me, I write a letter & distribute it to other neighbors to make them aware." **Eric - Kingfield***

*"Even though burglaries are up, people are communicating more and more watchful for their neighbors." **Rachael - Ericsson***

*"Knowing neighbors contributes to a sense of community on the block, and a sense of safety."
Sara - Seward*

*"We all know each other and are better neighbors. We ask people to watch our homes while on vacation and keep things safe." **James - Field***

'The neighbors know who lives where and can better pinpoint suspicious behavior. We have an internet alert system to communicate. 'Deb - Howe

*"Much more interaction between neighbors." We are more watchful of each other's property."
Pauline - Hiawatha*

*"It has helped to familiarize ourselves with who "belongs" on the block and the need to be vigilant and strengthen doors & use window/garage locks." **Gail & Chris - Hale***

*"Crime has gone down over the years considerably!" **Judy - Morris Park***

*"We watch out more for each other's place." **Jan - Whittier***

*"Along with the Neighborhood Watch Committee, we were able to rid the community of crime (theft and drugs)." **Ruchelle - Bryant***

*"The negative people in the community are aware that we want our neighborhoods back."
Yosha - Folwell*

"It really helps to get to know who your neighbors are and create a feeling that we are all looking out for one another." **Lynn – Windom**

"Neighbors have now met more people on the block. We have a name and phone number list that I distribute to each household." **Claire – Tangletown**

"We know our neighbors and people that are not from the neighborhood. Less fear when we meet each other. Strength in knowing each other." **Jaette – Cleveland**

"We meet new neighbors, catch up with each other, makes it easier to watch out for one another throughout the year." **Gail – Wenonah**

"It's nice for us and others to meet neighbors. It certainly gives me a feeling of community and safety. I just wish more would participate." **Michelle – Diamond Lake**

"Much closer relationships on block -- everyone looking out for each other." **Jennifer – Armatage**

"NNO is a HUGE success in keeping our block safe and keeping neighbors familiar with each other." **Joyce – Victory**

"We are aware who lives where and how long, and to watch out for each other."
Lavonne – Powderhorn Park

"It helps to keep the peace and getting to know new neighbors is always such a great thing."
Ann – Near North

"Knowing each other builds feeling of safety and better communication." **Monica – Bancroft**

"Makes residents aware of issues and how to solve them." **Jackie – Cedar Riverside**

"Community Awareness - People becoming familiar with who their neighbors are, who belongs, who does not. Most important - people are taking ownership and pride in their neighborhood, teamed up with other stakeholders in the community and started events."

Kimberly – Heritage Park

"Brought individuals together from around the neighborhood and introduced them to one another. Knowing neighbors are the best "keys" to keeping our community safe."

Amy – Lind Bohanan

"I think more people on the block are watching out for each other because we have had break-ins and shootings on our block." **Betsy – Jordan**

"Yes - it has gotten neighbors to know each other better and it has been safer and there are fewer incidents than before we started doing NNO many years ago." **Jeff – Hiawatha**

"Not much happens on our block, anything that is unusual we are suspicious and call...On the next block over some of the neighbors are having problems with a rental property, so we shared what we did on our block and hope that it will help them with their problem." **Lynn – Cleveland**

"We have talked about leaving porch and outdoor lights on. Someone let me know about some stuff stolen and we had a car break-in and attempt to steal and I let others know by phone -- just to make them be aware." **Diane – Kingfield**



This year we asked those who received donations/help for their NNO parties, to share the names of their generous partners. Thanks to all, especially any we've missed.

Abbott Northwestern Hospital & Staff
 African American Kids Task Force
 Alamane Salon
 The American Swedish Institute
 Anytime Fitness
 Apartment Mart
 Architecture Alliance
 Augsburg Fairview Academy for Health Careers
 Baker's Wife Bakery
 Bergen's Super Value
 Bell America Mortgage
 The Bibelot
 Bar Lucat
 Big Brothers Big Sisters of Minneapolis
 Blarney's Irish Pub
 Breakaway Inc.
 Birchwood Café
 Burrito Loco
 Brasa Rotisserie
 Brownstones Downtown Apartments
 Brueggers Bagels
 CandyLand
 Carboni's Pizza
 Cafferty's Sandwiches
 Cedar Quick Stop
 Chicago Lake Business Association
 Children's Hospitals & Clinics- Minneapolis
 Chin Dian Restaurant
 Chuck and Don's Petfood Outlet
 Coldstone Creamery
 Community Action of Minneapolis
 Copenhagen Apartments
 Corner Balloon Shoppe
 Corazon
 Crescent Moon Pizza
 Cristo Rey Jesuit High School

Dairy Queen
 DQ/Orange Julius
 Davanni's Pizza
 Dinky Town Wine and Spirits
 Dunn Bros. Coffee
 Duplex Restaurant
 East Lake Animal Clinic
 East Lake Liquors
 East Side Food Coop
 Easy Way Foods
 Ebenezer Care Center
 Ebenezer Loren on Park Apartments
 Ebenezer Park Apartments- Resident's Council
 Ebenezer Tower Apartment
 Emily's Lebanese Deli
 First Congregational Church
 Franklin Area Business Assoc.
 42nd Station Coffee Shop
 430 Oak Grove Alliance
 GO Fresh Vegetables and Fruits
 Generations Community Support Services
 Green Institute
 Hallmark Cleaners
 Hennepin Methodist Church
 Hiawatha Cyclery
 Hilton Garden Inn
 Holiday Stations
 Jakenoo's Piza
 Joe's Garage
 Joe's Market
 JJ Taylor
 Kafe 421
 Kaleidoscope Kids
 Ken and Norms Liquor
 Koehler and Dramm Wholesale Florist
 Kowalski's Market
 Kraus Anderson – Minneapolis

Kramarczyk's Meats
The Link
Little Caesar's Pizza
Loring Green East Condominiums
Loring Pasta Bar
Lotus
Lowry Hill Liquor
Lunds
Lutheran Social Service
Lyndale Tap
MacDonalds
MADDAD's
Majors and Quinn Booksellers
Manning's Cafe
Mary K Flaa Realtor
Matcom Inc.
Messiah Lutheran Church
Milio's Sandwiches
Mill City Museum
Minneapolis Half Price Books
Minnehaha Academy
Minnesota Lynx
Mintahoe Catering and Events
Mother Earth Gardens
MPS-CPEO Program
Music Box Theatre
Native American Community Clinic
Native American Dental Clinic
Nickelodeon at the Mall of America
Nicollet Ace Hardware
Nicollet Towers Apartments
Nice Ride Minnesota
Noodles and Company
Oak Grove Grocery
Oakland Square Co-op
Old Chicago
Ole Creamery
180 Degrees
One Stop 31st and Chicago
Oxendale Market
Pagoda Restaurant
Papa's Restaurant & Deli
Park Apartments
Parkway Pizza
Phillips Eye Institute
Phillips West National Night Out Committee
Phillips West Neighborhood Organization
Pizza Luce
Planet Beach Tanning
Plymouth Christian Youth Center
Portland Avenue Block Club
Potbelly Sandwiches
Pracna on Main

Punch Pizza
Quality Remodeling and Repairs
Quick Stop
R&R Automotive
The Rail Station Bar and Grill
Rainbow Foods
Rapit Printing
Reidy's Market
Restaurant Alma
Rise and Shine Early Learning Center
Rissoto Restaurant
River Lake Hardware
Riverstone Salon and Spa
Riverview Theatre
Riverview Wine Bar
Rogue Buddha Gallery
RS Eden
Santana Foods
Saver's
Science Diet
Sebastian Joe's Ice Cream Shops
Settegren's Hardware
Seward Coop
Shriners Childrens Hospital
Sister Sludge
Sporty's Pub and Grill
Spruce Flower Shop
Star Auto
Subway
St. Louis Park Downtown Brownstones
St. Mary's Orthodox Cathedral Balalackia Orchestra
St. Mary's University
Summit Homes Condominiums
Surdyk's Liquor and Cheese Shop
Tangle Town Gardens
Target
Tony's Diner
Turning Point
Turtle Bread
Ucare
University Of Minnesota Student Relations
Vic's Restaurant
Viking Cleaners
Walker Place
The Warren
Wells Fargo Home Mortgage
We Love Kids Daycare
Welna's Hardware Stores
Wellness Center
Westminster Presbyterian
Wild Birds Unlimited
Womens Club
Zakia Deli



Sponsors

- Target Corporation
- Nickelodeon MOA
- Castle Building & Remodeling
- Mill City Museum
- Cub Foods

2010 Minneapolis NNO Committee - Minneapolis Police Department

Crime Prevention Analyst Luther Krueger
Crime Prevention Specialist Chelsea Adams
Crime Prevention Specialist Renee Allen
Crime Prevention Specialist Tim Hammett
Crime Prevention Specialist Don Greeley
Crime Prevention Specialist Carol Oosterhuis

Franklin Ave Safety Center

Crime Prevention Specialist Carla Nielson

Midtown Safety Center

Crime Prevention Specialist John Baumann

Collating and Mailing NNO Materials:

Crime Prevention Specialist Renee Allen
Crime Prevention Analyst Luther Krueger
Crime Prevention Specialist Rick Maas.

*The Crime Prevention Intern Summer Youth
Employment Program*

*Ashley Robertson

Center for Energy and Environment

*Matt Malakowsky

Community Services Stars Crew Leader

SPECIAL THANKS TO: *John Baumann, Mark Chelgren and Mui Le* who put the systems in place that allowed 2010 Minneapolis National Night Out to go so smoothly.

Data Management:

Sandy Chen – Business Info. Systems

Paul Cameron – Business Info. Systems

Crime Prevention Analyst Luther Krueger

National Night Out Video Production

C John Harrison - City Video Services

Mike Hestick - City Video Services

Kim Brown - City Video Services

Crime Prevention Specialist Don Greeley

Crime Prevention Specialist Rowena Holmes

NNO Web Page

Pam Capp – Mpls. Police Dept.

Melissa Hardy - Business Info. Systems

Crime Prevention Specialist Chelsea Adams

Crime Prevention Analyst Luther Krueger

NNO Registration

Matt Dekker – Mpls. 311

Post Project Report & NNO Slideshow

Crime Prevention Specialist Don Greeley

Office of Mayor RT Rybak

Office of Chief Tim Dolan

City Communications Dept.

Bridgette Bornstein

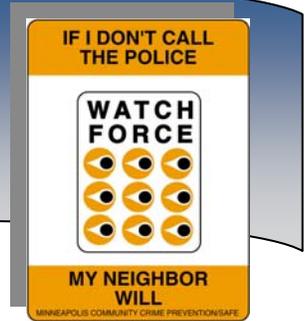
Matt Laible

Matt Lindstrom

Sgt. Steven Campos

Air Nat'l Guard – Narcotics Interdiction

PROJECT 365



National Night Out has been an integral part of our crime watch/block club organizing efforts since we began supporting NNO 27 years ago. NNO does not stand alone; rather it is one piece of a larger effort to build community and get people interacting positively with their neighbors.

Each year NNO helps build and maintain Minneapolis' extensive crime watch – **2300 plus block clubs**. It gives people an opportunity to get together with their neighbors – ***or more importantly get together again***, to continue building those caring relationships that help ensure people will look out for one another.

NNO is much more than a one-night event. Its impact lasts throughout the year because neighbors who know each other care more about their neighborhoods and do a better job of watching out and reporting crime and suspicious behavior to police.

Neighbors who are part of well organized, active block clubs interact regularly, often daily, with one another. The most successful of our block clubs spend most of their time in positive activity that builds trust and a feeling of safety. Crime prevention is only one part of a successful block club.

“Knowing neighbors contributes to a sense of community on the block, and a sense of safety.” Sara - Seward

“NNO is a HUGE success in keeping our block safe and keeping neighbors familiar with each other.” Joyce – Victory

“ It establishes camaraderie in our neighborhood where people can go to in case of an emergency & be safe.” Lupe – CARAG

“Knowing each other builds feeling of safety and better communication.” Monica – Bancroft

“Makes residents aware of issues and how to solve them.” Jackie – Cedar Riverside

Being part of an active block club, also gives neighbors the tools they need to deal with issues that may come up on their block. They've already created the relationships necessary to be proactive in any problem solving effort. The block club is posed to act when problems are occurring. We also know that well organized blocks tend to have fewer livability and crime issues than blocks that are not organized.