

ZEITGEIST COMMUNITY 2024 IMPACT REPORT

Zeitgeist Community uses the power of relationship-building, storytelling, and creative placemaking to identify, share, and support grassroots community vision and community change. Across our three focus areas of Safer 6th Avenue East, Healthy Hillside, and Transforming Twin Ports Transportation, we connect, educate, and advocate around cultural, structural, and infrastructural changes needed to envision and activate a healthy and thriving shared future.

Our Initiatives

Transforming Transportation addresses historic inequities in our transportation infrastructure, structures, and cultures by creatively working with diverse regional coalitions to leverage change, and by centering those most impacted in visioning the solutions.

Healthy Hillside addresses health disparities in the Hillside neighborhood through the Healthy Hillside Leadership Team by sharing health resources, building neighborhood visioning and grassroots leadership, strengthening Hillside assets, and seeding resident-led revitalization.

Safer 6th Avenue East joins Transforming Transportation and Healthy Hillside efforts to reimagine this harmful street as a great place for people to thrive by bringing community visions to the center of city planning, and activating safety and belonging along the corridor.

Our Approach

- **creativity** – Use the power of self-expression and the arts to reveal new possibilities
- **curiosity** – Listen with open ears and hearts to people's truths and lived expertise
 - **joy** – Create space for celebration, humor, and social connection
 - **dignity** – Honor people's inherent worth and potential for greatness
 - **understanding** – Arrive at a deeper knowing of challenges and opportunities
- **collaboration** – Work hand-in-hand to design solutions with and for those most impacted
 - **intention** – Heal places of historic harm by building trust and working iteratively



zeitgeiststarts.com/community

Current Community Team

Andrea Crouse, Thomlin Swan, Val Langer (GreenCorps), Molly Larson (MSW Intern)

Current Healthy Hillside Leadership Team

Kevin Anderson II, Cullen Cusick, Marah Evans, Tiffany Fenner, Britteny Gustafson, Moss Kupper, Cyndy Klinksiek, Benjamin Turner



"Transit Equity Day was a really fun way to engage with community and partners."

Transit Equity Day

Transportation Equity Doc & Talk Film Series

"I love the Transportation Equity Doc & Talk Films. The series was so impactful and brings me great hope that our neighborhoods can be revitalized by a change in traffic infrastructure."



Building Great Places Event



"Loved the live art creation at Building Great Places."



"I learned about ways to focus on building and improving our own communities rather than moving away to find better ones."

Hillside Night Out at the Farm



"Continued education and reflection about how transportation affects our days is important."



"Hillside Night out at the Farm is a great way to connect with people and have fun."

Gender-Inclusive Bike Shop Night



"The fix-it clinic was one where I met quite a few people."

Adult Learn-to-Ride Class



"I loved this class and feel like I can now bike in my neighborhood."

CONNECT



- 1,860 people connected with Zeitgeist's **Healthy Hillside Leadership Team** sharing resources about healthcare access, food access, free bicycling education, and more at community centers and events
- 300 people connected with resources along with free, family activities related to the four themes in the Healthy Hillside Vision Guide at the second annual **Hillside Night Out at the Farm**
- 150 people received free copies of the **Healthy Hillside Vision Guide** and connected with hundreds of community-made vision boards depicting a thriving, shared future
- 105 people connected with Twin Ports Mayors, City Council Members, local community leaders, and committed community members interested in community-led design without displacement at the annual **Building Great Places Event**
- 45 people learned basic bike mechanics in a safe peer environment at 2 **Gender-Inclusive Bike Shop Nights**
- 30 people shared stories about the Hillside neighborhood's rich past through our **Hillside History Project**
- 29 people played transit trivia to honor **Transit Equity Day**
- 10 people connected to city bike routes and other bike riders through 5 **Sunday Slow Roll Group Bike Rides**

EDUCATE



- 900 Hillside residents learned about upcoming transportation projects impacting the neighborhood, along with 2025 plans to create safety improvements on **6th Avenue East**
- 207 people learned about the history of transportation through 7 **Transportation Equity Doc & Talk Films**
- 40 people received basic bike mechanics instruction and tune-ups at **Bike to Work Day** pop-up stations and **By-Youth-For-Youth** trainings
- 20 people learned about ways to combat gender discrimination at the **Culture Shift: Making Bike Shops More Gender-Inclusive** training hosted by Continental Ski & Bike
- 15 people learned tips and tricks for **Planning Multimodal Trips in Duluth-Superior** through a webinar hosted on the Anniversary of the ADA
- 12 people became trained instructors in the **Walk!Bike!Fun! Curriculum** (bike and ped safety for K-8) provided by the Bicycle Alliance of Minnesota (BikeMN)
- 8 people graduated from Zeitgeist's first-ever **Adult Learn-to-Ride** bicycling class provided by the Bicycle Alliance of Minnesota (BikeMN)

ADVOCATE



- \$80,000 was secured through a Community Development Block Grant for a 4-block long **Pedestrian Median Island** to be added to 6th Avenue East in 2025
- 164 people responded to Zeitgeist's **Cycling Needs Across the Twin Ports Survey** with information about the barriers to bicycling that people most commonly experience
- 62 people signed the pledge to **Be MinneSNOWta Nice!** by keeping their and their neighbors' sidewalks clear of ice and snow
- 18 volunteers helped conduct **Bike & Pedestrian Counts** in 3 locations to support the development of future bike and pedestrian infrastructure
- 6 volunteers helped **Map Bicycle Parking** in 5 neighborhoods in Duluth to provide information about the condition of current bike racks and where bike racks are needed most

2024 Year in Review

In our 13th year of Community Development at Zeitgeist, we grounded ourselves in the foundational work of cultivating community vision, voice, and choice for those most impacted and historically marginalized by systems of oppression.

In our 15th year of advocating for a Safer 6th Avenue East, we took advantage of a yearlong delay on Phase 1 Resurfacing (due to the discovery of lead lines needing to be replaced) to bring in the means necessary for the City to construct a 4-block long green median island and implement signal changes on 9th St to make crossing 6th Avenue East significantly safer for pedestrians.

In our 4th year of convening the Healthy Hillside Leadership Team, we culminated years of community vision board-making with the publication of the 2024 Healthy Hillside Vision Guide — focused on community visions and solutions — giving Hillsideers the opportunity to feel pride and ownership over their collective visioning for the neighborhood, and begin activating their own ideas for neighborhood revitalization.

In our 12th year of advocating for people-centered transportation systems, we continued our impactful Transportation Equity Doc & Talk Film Series, giving community members opportunities to learn about the history of transportation and connect with local transportation leaders. We also launched a new series in partnership with Continental Ski & Bike called “We Bike” offering free learning and connecting opportunities for those most marginalized in bicycling, including immigrants, youth, older adults, women, trans and nonbinary people.

“Zeitgeist has a lot of different connections and is good about facilitating community relationships.”

“These events have been a great launch pad for connecting with folks performing similar work.”

— 2024 Zeitgeist Community Event Attendees



“I want to meet my neighbors! I want to learn things! Bring us together to do creative things that will transform our community and make us think outside the box!”

Thank You to Our 2024 Zeitgeist Community Sponsors & Partners!

Be MinneSNOWta Nice, Bicycle Alliance of Minnesota (BikeMN), BIPOC Outdoors Twin Ports & Twin Cities, Citon, Continental Ski & Bike, Duluth Transit Authority (DTA), Duluth Aging Support, Duluth Center for Women & Children, Essentia Health, Family Freedom Center, Healthy Northland, LISC Duluth, Lum Studio, St Louis County, Minnesota Power Employee Credit Union (MPECU), Statewide Health Improvements Program (SHIP), Aspirus St. Luke's, UMD Geographic Information Science Dept., United Healthcare, Vibrant Streets Duluth, Whole Foods Co-op