

Map your Middle Neighborhood

https://padlet.com/mn_cop/7xajg0mcx1befd28





Community Engagement Strategies During COVID19

Moderator

Ann DiPetta
Co-Organizer, Middle Neighborhoods Community of Practice
ADR Consulting

Today's Agenda

- Welcome – Marcia Nedland
Middle Neighborhood Steering Committee
- Introductions – Zoom Rooms
- Guest Presentations
- Padlet – Favorite Engagement Practices
- Tools and Resources
- Q/A

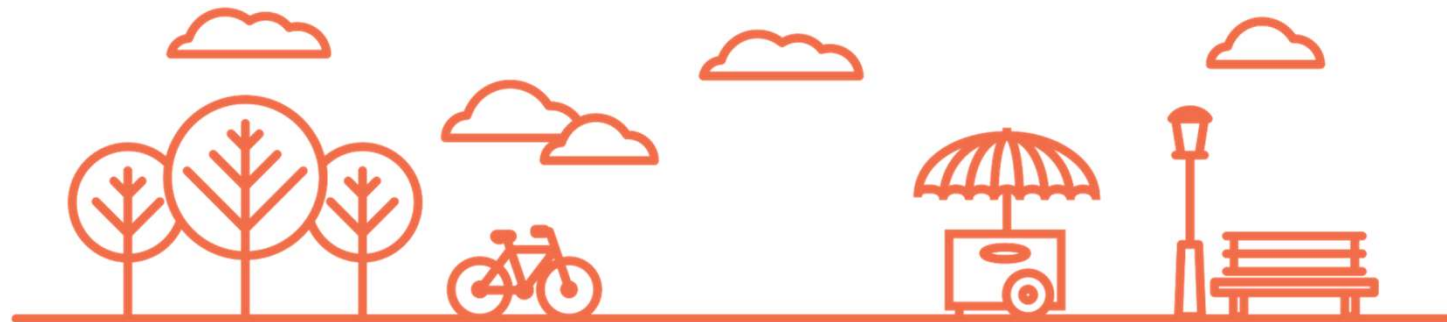




MIDDLE NEIGHBORHOODS

National Initiative focused on mobilizing attention to reverse the trend of decline in middle neighborhoods. The initiative does this through research, policy analysis, communications, and advocacy.

The initiative is coordinated by the **National Community Stabilization Trust** and is advised by a **Steering Committee** of 20 prominent researchers, practitioners, and policy makers.



*This webinar presented
by*

The Middle Neighborhoods Community of Practice (CoP)

The **Middle Neighborhoods CoP** is an informal, facilitated network of over 200 practitioners, researchers and policymakers engaged in revitalizing middle neighborhoods. CoP members share learnings through topical webinars, referrals, site visits, phone calls, and occasional larger group events.

The CoP is supported by **NeighborWorks America** and staffed by a small team of organizers.

Join the Community of Practice at middleneighborhoods.org.



Welcome and Introductions

Zoom Rooms

- Name
- Where you're from
- Favorite tech tool for engaging communities



Resource Café

Presenter 1

Mary Ellen Brown, Ph.D.
Arizona State University
Tucson, AZ





Thrive in the 05: Resource Café Community Engagement in COVID-19

THRIVE RESOURCE CAFÉ

HIGHLIGHTING VARIOUS COMMUNITY PARTNERS AND RESOURCES AVAILABLE TO THE PUBLIC DURING THE COVID-19 PANDEMIC



SEPTEMBER 15



**SOUTHERN ARIZONA
LEGAL AID, INC.**

Tuesday

https://asu.zoom.us/webinar/register/WN_RICUWLv4Sd2WK-RHwTuBzg

SEPTEMBER 16



TUCSON SLOW STREETS

LOCAL TRAFFIC ONLY

Wednesday

https://asu.zoom.us/webinar/register/WN_QVnGQb8uT3CDfoIPuSfZKQ

SEPTEMBER 17



Pima Community College

HPoG

Health Profession Opportunity Grants
OFFICE OF FAMILY ASSISTANCE

Thursday

https://asu.zoom.us/webinar/register/WN_Lmbkni7-Q6CeNckq5mthXA

Presented by:




Join us LIVE from 12pm-12:30pm Tuesday - Thursday

Online via Zoom and Facebook Live: [facebook.com/thriveinthe05](https://www.facebook.com/thriveinthe05)

For Previously Aired THRIVE Resource Cafes: www.thriveinthe05.com/resourcecafe

To join toll-free by phone: 888 475 4499

Tucson Thrive in the 05

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4 days ago · 84 Views

Thrive LIVE Resource Café with Kimi Eisele of the Southwest...
a week ago · 368 Views

5 days ago · 44 Views

Thrive LIVE Resource Café with Liliana Viera of the Community...
a week ago · 54 Views

6 days ago · 37 Views

Thrive LIVE Resource Café with Karen Peterson of Climate Tucson
a week ago · 293 Views

2 weeks ago · 245 Views

Thrive LIVE Resource Cafe with Lou Haiduk of AmeriCorps Publi...
2 weeks ago · 166 Views

2 weeks ago · 36 Views

Thrive LIVE Resource Cafe with Roger Forrester of Pima...
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3 weeks ago · 140 Views

Thrive LIVE Resource Cafe with Mia Hansen of Southern Arizona...
3 weeks ago · 122 Views

3 weeks ago · 45 Views

Thrive LIVE Resource Café with Zach Yenzter of the Menlo Park...
3 weeks ago · 45 Views



Thrive in the 05:
REACH AZ
Community
Engagement in
COVID-19

FEELING LONELY?

WANT TO TALK?

**CALL OUR WARM HELPLINE
FOR OLDER ADULTS IN PIMA COUNTY**

1-833-REACH AZ

Oprima Ext. 2 para español

1-833-732-2429 | MONDAY - FRIDAY 9AM-5PM

REACH OUT!

**TALK WITH ONE OF
OUR VOLUNTEERS**
or sign up for us to call you!



ASU Office of
Community Health
Engagement and Resiliency
Arizona State University

IN PARTNERSHIP WITH



THE UNIVERSITY OF ARIZONA
COLLEGE OF MEDICINE TUCSON
Center on Aging



THE UNIVERSITY OF ARIZONA
Mel & Enid Zuckerman
College of Public Health



COLLEGE OF SOCIAL & BEHAVIORAL SCIENCES
Mexican American
Studies





Thrive in the 05: Helping Hands Community Engagement in COVID-19



THRIVE IN THE 05 - OLD PASCUA HELPING HANDS CARE BAGS CURBSIDE PICKUP

Pascua Yaqui community members: pick up your care bag! To limit contact given COVID-19, care bags will be handed off curbside at Calle Central & Calle Matus.

FRIDAY, SEPT 11TH, 12PM - 4PM
**OLD PASCUA NEIGHBORHOOD
CENTER, BUILDING 4**
785 W Sahuaro Street
Tucson, AZ 85705



ASU Office of
Community Health
Engagement and Resiliency
Arizona State University

Community Foundation
for Southern Arizona

Special thanks to Councilmember Durham and Ward 3 staff.



Thrive in the 05: Community Bulletin Board

Community Engagement in COVID-19

THRIVE in the 05 [Projects](#) [Action Activities](#) [Resource Cafe](#) [Calendar](#) [News & Updates](#) [Survey](#) [Feedback](#)

Community Bulletin Board | Browse by Topic

IF YOU ARE A COMMUNITY PARTNER LOOKING TO POST TO THIS BULLETIN BOARD

PLEASE FILL OUT THIS FORM

 YOUTH PROGRAMS OPPORTUNITIES & RESOURCES	 JOB POSTINGS LOCAL JOB OPPORTUNITIES	 HIGHER EDUCATION OPPORTUNITIES & RESOURCES
 SENIOR SERVICES (55+) SERVICES FOR SENIORS	 VOLUNTEERING OPPORTUNITIES & ORGANIZATIONS	 COMMUNITY EVENTS EVENTS



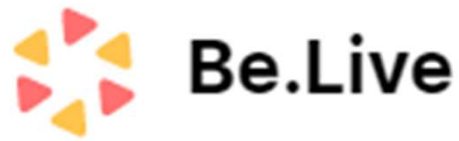
Old Brooklyn Live: Using Facebook to engage with the community

Presenter 2

Hope Fierro, Community Health Coordinator
Old Brooklyn CDC
Cleveland, OH



Be.live Platform

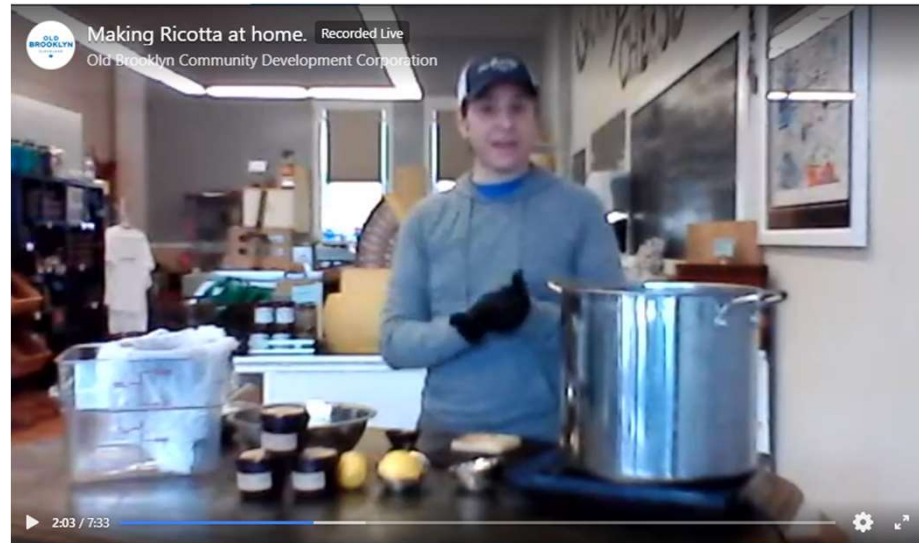


- [be.live](#) made it easy to have dual screen on Facebook Live
- Incorporates guests smoothly
- Users can engage with their audience in real time by commenting and adding text to the video screen



Highest Performing OBK Live Videos

- The best performing OBK Live videos happened on Thursday or Friday
- Livestreams focused on a well-known organization or guest
- The top performing videos ranged in length from 8-15 minutes



“Making Ricotta at Home” with Old Brooklyn Cheese Co.



Lowest Performing OBK Live Videos

- Most occurred before Thursday
- Topic- specific livestreams that are less relevant to a wider audience (like small business grants and youth activities)
- General updates with OBCDC staff
- Livestreams that were 8 minutes and under



Best Practices

- Keep with a consistent date and time. For us, it was every weekday at 12:30pm
- Find what demographic follows your page, and appeal to that audience.
- Bring in a guest, preferably a well-known community member
- Use **be.live** for dual-screen Facebook Live videos
- Engage with your audience- respond to comments in real time
- Make your livestream conversational



Community Texting Strategies and YouTube/EdPuzzle

Presenter 3

Melissa Nemon, Ph.D.

Nemon Consulting LLC
Londonderry, NH



Two Tips for Community Surveys

Texting Surveys

- Emails not as convenient or consistent as they once were
- Some prefer surveys on phones
- Nice for registration forms and on-the-spot surveys as well
- <https://www.textsendr.com/emails.ms.php>
- Add boomerang to Google to time surveys

Video Surveys

- Using a tool called EdPuzzle
- Construct a video and enter questions along the way
- Multiple choice and open-ended questions are possible
- The video that inspired me to use this technique:
<https://edpuzzle.com/media/5f5f9d63e60e1940b57834b3>



Community Texting Strategies

Sending the Message to Cell Phones

Instead of using email, we can send the message as a text!
Type the 10-digit number and add the appropriate carrier info after the “@” symbol

- T-Mobile – number@tmomail.net
- Virgin Mobile – number@vmobl.com
- AT&T – number@txt.att.net
- Sprint – number@messaging.sprintpcs.com
- Verizon – number@vtext.com
- Tracfone – number@mmst5.tracfone.com
- Ting – number@message.ting.com
- Boost Mobile – number@myboostmobile.com
- U.S. Cellular – number@email.uscc.net
- Metro PCS – number@mymetropcs.com



Community Resource Navigators and Mobile Festival

Presenter 4

Lidia Villazaez, Silver City Community Outreach Manager

Cassandra Morales, Community Resource Navigator

Raul Rojo, Community Resource Navigator

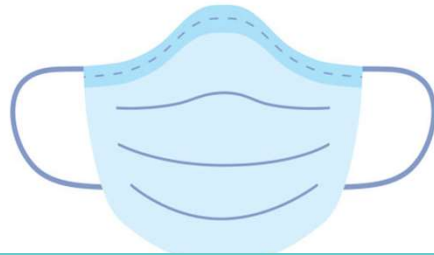
Layton Boulevard West Neighbors

Milwaukee, WI



What are Community Resource Navigators?

- Connect with Neighbors
- Provide Resources
- Deliver





Working as a Community Resource Navigator

- Forming relationships with community neighbors
 - COVID-19 news and updates
 - COVID-19 bundle deliveries
 - Directing them to resources of interest and need
 - Community clean-ups
- “One of my favorite experiences so far as a Community Resource Navigator has been calling and participating in bundle deliveries for interested families. Included in the bundles are things such as disposable masks, COVID-19 safe practices, information on upcoming elections, and information on funds and grants for home improvement projects.”



Silver City Mobile InterNational Festival

- Prior to COVID-19
- Planning in times of COVID-19
- Realities



Presenter 5

4 Steps for Engaging Residents: Meaningful resident engagement matters more than ever

Sarah Parmenter, Senior Manager
NeighborWorks America, Community Building
and Engagement
Washington, DC



Working Together for Strong Communities

@NeighborWorks



Start with Purpose!

It may not be the same as what you had planned.

Ask:

- Why are we bringing the group together now?
- What is the most important need for the group to gather around?
- What do we want the group to think, feel, or do because of XYZ?



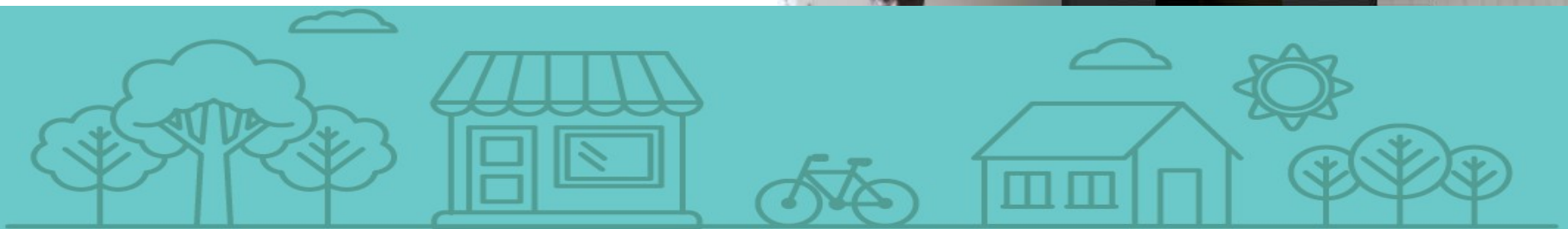
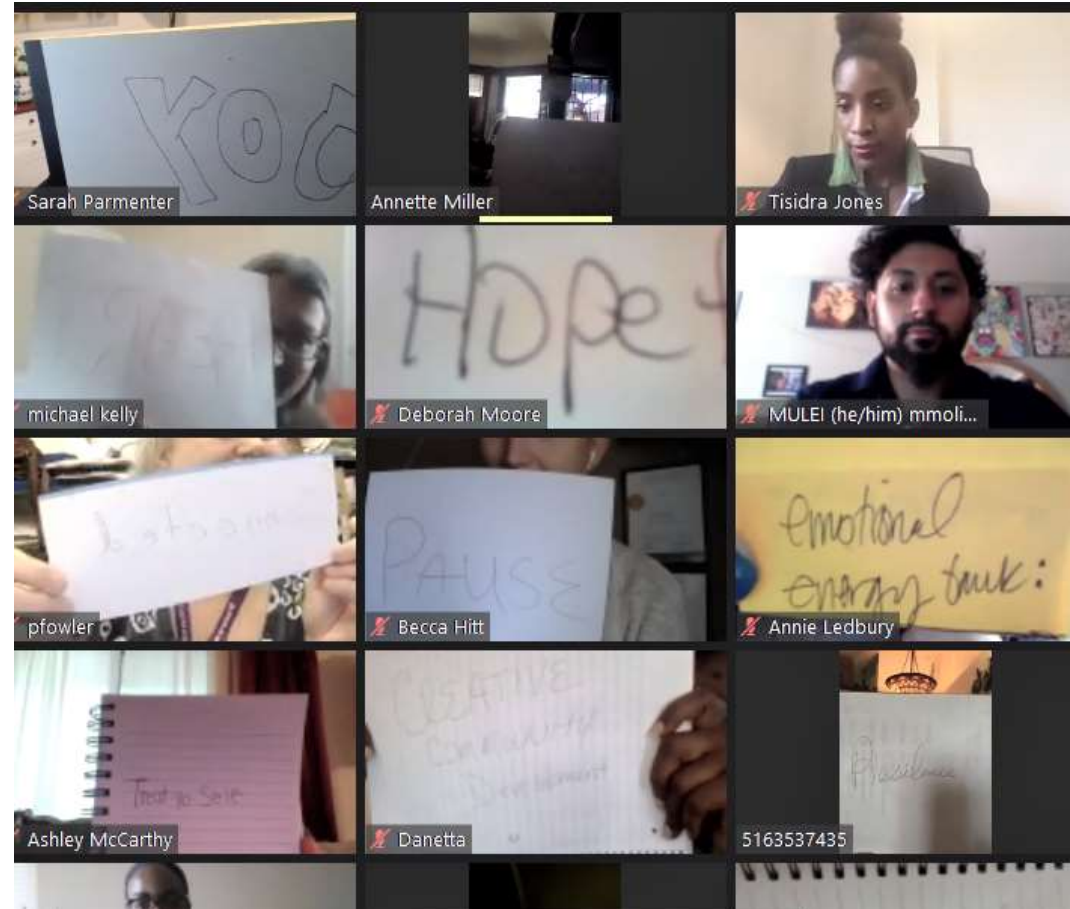
#1 Engage Resident Leaders

- Collaborate with residents when designing, planning, and hosting events and meetings.
- Residents can participate as formal co-planners or informal talent stars.
- Keep things simple.



#2 Offer Intentional Connection

- Include activities that offer intentional connection between residents.
- Choose a theme for your event or meeting.
- Every meeting or event can cultivate resident leaders, build social connections, and increase community engagement.



#3 Invite Future Action

- Do with others, not for others!
- Instead of asking who can help? , invite residents to help with specific tasks.
- Capture and share next steps identified at the event or meeting.



#4 Follow Up

- Block out time to follow up with residents.
- Meet with residents in small groups or one-on-one.



Resources and ideas

- Virtual Potlucks
- Virtual Community Meetings
- Virtual Connection Tools and Apps



Using QR Codes for Surveys

Presenter 6

Lori Schwarz, Director of Neighborhood Services
City of Plano
Plano, TX



SOUTH CENTRAL PLANO COMMUNITY PLAN



HELP US PLAN FOR YOUR COMMUNITY

WHAT?

THE NEIGHBORHOOD SERVICES DEPARTMENT IS WORKING ON A PLAN TO HELP GUIDE THE FUTURE OF SOUTH CENTRAL PLANO. (SOUTH OF SPRING CREEK BETWEEN COIT RD AND US 75).

You could win a gift card!

WHY?

YOUR INPUT WILL HELP US PLAN TAILORED PROGRAMS, INVESTMENT, OUTREACH AND MORE IN THIS AREA!

HOW?

PLEASE FILL OUT THIS SURVEY TO SHARE YOUR THOUGHTS ON THE AREA AND WHAT YOU WOULD LIKE TO SEE FOR ITS FUTURE. GO TO THE LINK OR SCAN THE QR CODE TO ACCESS THE SURVEY.

[SURVEYMONKEY.COM/R/SOUTHCENTRALPLANO](https://www.surveymonkey.com/r/southcentralplano)



PLANONEIGHBORHOODS.ORG | 972-208-8150 | IF YOU WOULD LIKE MORE INFORMATION OR WOULD LIKE TO BE PART OF OUR PLANNING TASKFORCE, EMAIL [BEST@PLANO.GOV](mailto:best@plano.gov)



How to create a QR Code



1. Choose a QR code generator. Examples: www.qr-code-generator.com or <https://www.qrcode-monkey.com/>
2. Choose the type of content you're promoting. Examples: url, text, email
3. Customize QR code the way you want (change colors, add text, add logo, etc)
4. Test the QR code to make sure it scans by scanning with your phone
5. Share and distribute your QR code
6. Track and analyze performance





Neighborhood Summit | 2020

Neighborhood Values
Home Values

VIRTUAL CONFERENCE

9 a.m. to 12:30 p.m. | Nov. 7



NTXNeighborhoodSummit.org

Lori Schwarz, Director of Neighborhood Services
Keisha Cyriaano, Neighborhood Engagement Manager

Thank you!

For more information:

Phone: 972-208-8150

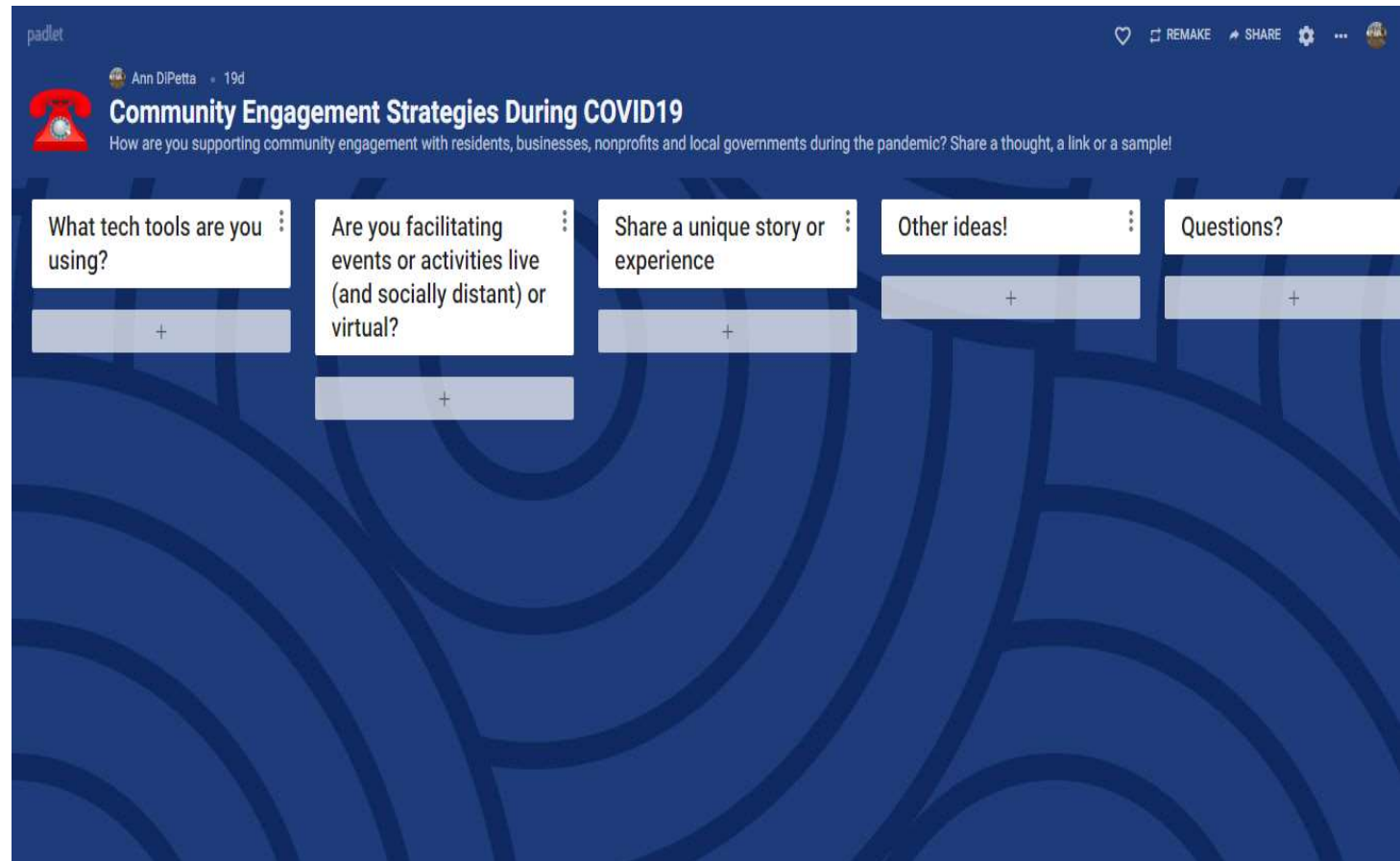
Email: kcyriaano@plano.gov



Padlet

What community engagement strategies are you using?

<https://padlet.com/mncop/ag8xmdaa82zpd7qa>





Want to know more?

Which ideas would you like to know more about? Enter into Q&A

<https://padlet.com/mncop/ag8xmdaa82zpd7qa>

The screenshot shows a Padlet board interface. At the top left, it says 'padlet' and 'Ann DiPetra · 19d'. The title is 'Community Engagement Strategies During COVID19' with a red telephone icon. Below the title is the prompt: 'How are you supporting community engagement with residents, businesses, nonprofits and local governments during the pandemic? Share a thought, a link or a sample!'. The board contains five sticky notes, each with a question and a plus sign below it:

- What tech tools are you using?
- Are you facilitating events or activities live (and socially distant) or virtual?
- Share a unique story or experience
- Other ideas!
- Questions?

At the top right of the Padlet interface, there are icons for 'REMAKE', 'SHARE', and a settings gear.



Wrapping Up

Padlet ideas

Download slides and presentation

NeighborWorks resources and tools



Next Webinar

Black Middle Neighborhoods in Legacy Cities, Part 2:
Strategies

Noon, October 1, 2020

<http://middleneighborhoods.org/resources/webinars/>



Subscribe

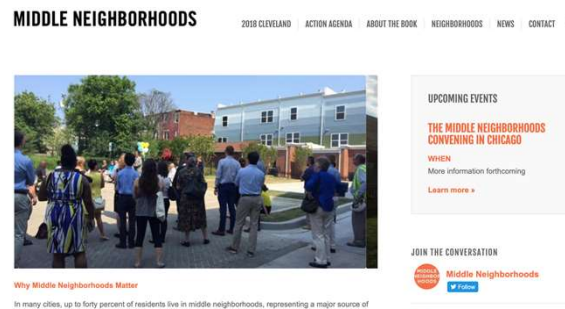
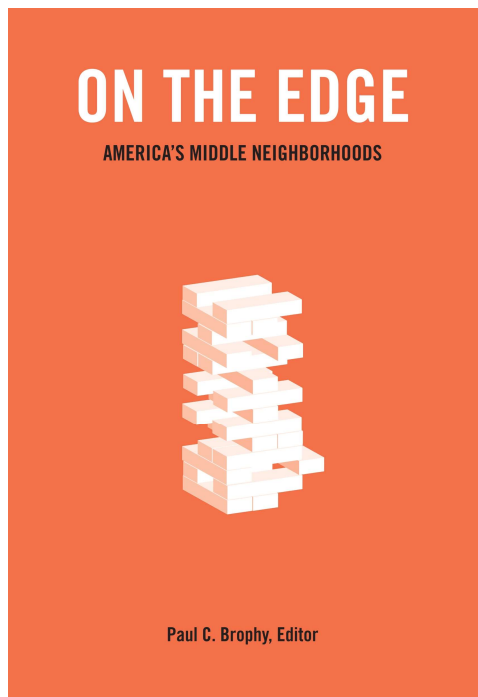
Middle Neighborhoods Newsletter

Middle Neighborhoods CoP

www.middleneighborhoods.org



Questions?



MIDDLE NEIGHBORHOODS May 2019 Newsletter



Cleveland community celebrates opening of new bike lane in Old Brooklyn with Mayor Frank Jackson. Photo credit: Old Brooklyn Community Development Corporation.

[What We Talk About When We Talk About Middle Neighborhoods](#)

By Nelson Beckford, The Cleveland Foundation

Picture this: a rectangular table with 30 leaders from Cleveland's community development field. We were there to discuss the concept of "middle neighborhoods" and to provide a recap of the Middle Neighborhood working group meeting in Cleveland for those who weren't able to join. I didn't know what to expect. Will the group take offense to the term "middle neighborhood"? [Read more](#)

For more Information

www.middleneighborhoods.org

Marcia@middleneighborhoods.org