COMMUNITY ENGAGEMENT
Lessons from the Pandemic
AGENDA

- Welcome / Introduction -- Natasha Riveron
- Miro Board mini tutorial -- Kristen Zeiber
- Case Studies with Lessons Moving Forward -- Terry Schwarz
- Learning Together - What have you discovered?
Guidelines for **Low-Contact Community Engagement**

### THREE PHASES OF REOPENING
Community engagement efforts based on state and federal guidance, health conditions, and safety concerns.

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<th>Phase One</th>
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<td>Emerging from lock-down</td>
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#### OUTREACH THROUGH FOOD & GROCERY
- Grocery Store Engagement
- Food Bank Partnerships

#### OUTREACH WITHOUT THE INTERNET
- Public Access Television
- Town Hall Conference Calls
- Project Hotline
- Engagement by Mail

#### DIGITAL OUTREACH
- Project Websites
- Cell Phone-based Engagement
- Online Engagement Platforms
- Social Media Strategies
- Video Conferencing

#### Storefront Engagement
- Temporary Kiosks
- Sidewalk Decals

#### Walk Audits

#### Front Yard Focus Groups

#### Youth-focused Workshops

#### In-person meetings, with alternative engagement options for vulnerable populations

#### In-person meetings, that include vulnerable populations
Community Engagement during the COVID-19 Pandemic and Beyond
A Guide for Community-Based Organizations

Martha Fedrowicz
with Olivia Arena and Kimberly Burrowes
September 2020
MOAKLEY PARK  Boston, MA  
STOSS Landscape Urbanism
BEFORE PANDEMIC:
- Open houses and on-site events

PANDEMIC TOOLS:
- ZOOM meetings integrated with
  - Surveys through Google Forms
  - Polling through Sli.do
- Google Jamboards for collaboration
- Youtube videos to share meetings and connect with larger community
- Coloring book

STRUGGLES:
- In addition to digital engagement and outreach, some people still wanted in-person gatherings

SUCCESSES:
- Distanced outdoor cleanup events provided opportunities for in-person interactions
BEFORE PANDEMIC:
• Had an engagement strategy that was paused

PANDEMIC TOOLS:
• Physical dropboxes (more than 200 responses from targeted population)
• Project-specific website
• https://www.polleverywhere.com/ (integrated with ZOOM)
• Created YouTube videos that explained pieces of project
• Annotate https://annotate.net/ (white board)
• Multi-faceted social-media strategy

STRUGGLES:
• Digital divide
• Digital engagement burn-out

SUCCESSES:
• Videos, project-specific website/social media strategy, dropboxes for collecting surveys
THE RAPID FIVE PROJECT Columbus, OH
NEIGHBORHOOD DESIGN CENTER
BEFORE PANDEMIC:
● Meetings had been arranged

PANDEMIC TOOLS:
● Surveys at YMCAs, libraries, and recreation centers
● Physical drop boxes for collecting surveys
● Posters in high-traffic areas of trails
● Project-specific website: https://rapid5.mysocialpinpoint.com/
● Social Pinpoint: https://www.socialpinpoint.com/
● To reach children and parents in K-12 school system: https://ms.peachjar.com/

STRUGGLES:
● Paper surveys meant to address the digital divide did not have a good return rate

SUCCESSES:
● Social Pinpoint -- full service engagement platform that includes maps, idea wall, etc.
E. 66 ST in HOUGH - Transportation for Livable Communities Initiative Cleveland, OH MIDTOWN CLEVELAND, with artists LEXY LATTIMORE AND DANIEL GRAY-KONTAR
BEFORE PANDEMIC:
- National Endowment for the Arts support for local artists Lexy Lattimore and Daniel Gray-Kontar to be part of the planning process
- Pandemic changed models of arts-driven planning

PANDEMIC TOOLS:
- Online youth council created through Twelve Literary Arts for E. 66 Street planning (now autonomous)
- Lexy Lattimore led online meetings and produced on-site dance engagements
- Worked with community leader Keith Benford to go door-to-door bringing internet to people who did not have it; Verizon provided equipment

STRUGGLES:
- Digital divide—took training to get folks of all ages comfortable with Zoom

WORKED:
- Arts-driven planning (dance and youth councils)
- Targeted efforts to bridge digital divide
BEFORE PANDEMIC:
● Did not exist

PANDEMIC TOOLS:
● Baking!
● WeChat (social media used in Chinese-American communities)
● Feed Asiatown initiative
● In-Person and digital engagement created a successful business/organizing platform

STRUGGLES:
● Network to sell baked goods had to be established

SUCCESSES:
● Feed Asiatown helped create Asiatown Sweethearts, a network of Chinese-American women who lost their jobs due to COVID and now are not only sustainable but are organizing other engagement efforts in Asiatown
We are a laboratory of architecture dedicated to designing spaces for post-pandemic situations.
BEFORE PANDEMIC:
- Project was needed because of pandemic

PANDEMIC TOOLS:
- Creative design thinking in response to urgent civic need
- Civic-minded company donated materials (scaffolding)

STRUGGLES:
- Shortages of traditional building materials
- Lack of safe civic spaces during long lockdown

SUCCESSES:
- Temporary architecture played an important role in creating a happier, healthier city
MAKING OUR OWN SPACE  Cleveland, OH
Design/build program for youth
BESAYA DELIBERA EN EUROPA Besaya Region, SPAIN
PEZ Estudio
BEFORE PANDEMIC:
- Deliberative Democracy/Civic Lottery project to meet in person

PANDEMIC TOOLS:
- Rooms with computers and trainers for council members
- Facilitated Zoom + Miro board sessions
- Mailing packages with materials for review and discussion

STRUGGLES:
- Less fluid conversations
- Some council members having a harder time with digital tools

SUCCESSES:
- Higher active participation
- Facilitation is working
- Education and accessibility to the tools is broadening participation in a more fair and equitable way
DIGITAL TOOLS

- **Slido**
  (sli.do)
  Q&A, Polls, Quizzes, Analytics

- **Poll Everywhere**
  (polleverywhere.com)
  Q&A, Polls, Quizzes, Word Clouds

- **Social Pinpoint**
  (socialpinpoint.com)
  Web Pages, Forum, Maps, Idea Walls, Surveys

- **Zoom**
  (zoom.com)
  Video Conferencing with poll integration

- **Mural**
  (mural.co)
  Whiteboard

- **Peachjar**
  (ms.peachjar.com)
  Communication with school children and parents

- **WeChat**
  (wechat.com)
  Social Media, Wallet

- **Mentimeter**
  (mentimeter.com)
  Presentations, Polls, Translation, Analytics, Word Clouds

- **Miro**
  (miro.com)
  Whiteboard

- **Figma**
  (figma.com)
  Whiteboard and Storyboarding
KEY TAKEAWAYS

● HYBRIDITY
  Finding models for digital and in-person engagement

● INTEGRATION
  Finding engagement platforms that seamlessly work together

● ACCESS
  Provide access to equipment, tools, and training for digital tools

● DIGITAL CULTURES
  Digital cultural practices vary, important to fit the tool to the community
  Digital participants like seeing live notes but hesitant to participate

● KINDNESS
  Food, culture, and compensation are central to engagement
DISCUSSION