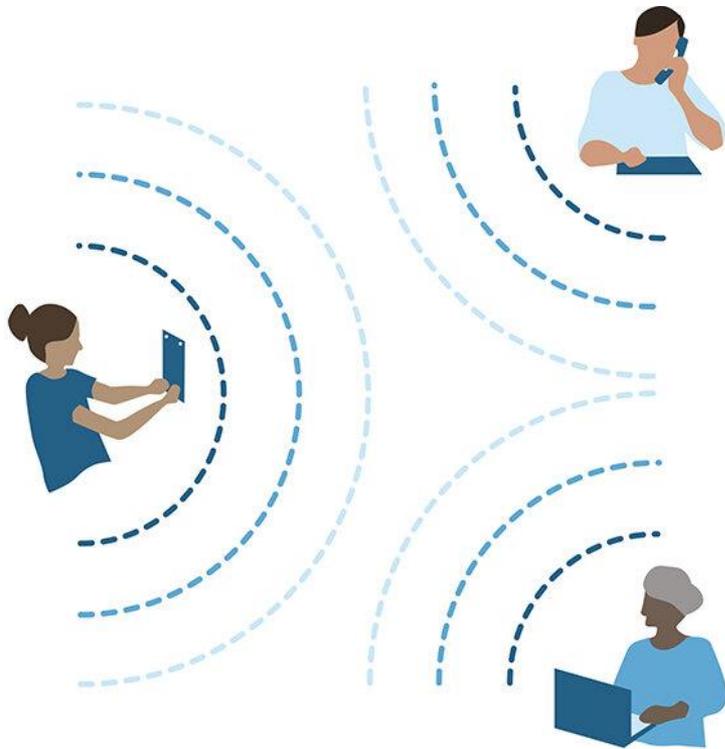# COMMUNITY ENGAGEMENT
Lessons from the Pandemic

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.

Phase One Emerging from lock-down	Phase Two Living with COVID	Phase Three A New Normal
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

GUIDEBOOK

Community Engagement during the COVID-19 Pandemic and Beyond

A Guide for Community-Based Organizations

Martha Fedorowicz

with Olivia Arena and Kimberly Burrowes

September 2020

URBAN
INSTITUTE · ELEVATE · THE · DEBATE

LANDSCAPE ARCHITECTURE FOUNDATION

Community Engagement: Strategies, Tools, and Lessons for the Pandemic and Beyond
Live webinar 04/21/20 at 1pm ET
Question and Answer Session

Attendee Question: So much of engagement in the time of COVID is digital. I'd love to hear your thoughts on engagement ideas that truly bridge the digital divide. I'm doing some community planning in Baltimore and we are struggling to figure out equitable strategies for large scale community engagement.

Michael Johnson: In many of the communities we are working in, we've acknowledged that more individuals have access to cell phones than wireless or broadband. It has become essential that we make sure our activities are mobile oriented. However, it is still not enough, as there still is almost 1/4 of our population that has neither. To get to those specific segments (typically also more rural and less educated), specifically in some of the projects we are working on in Detroit, it has been trying many different approaches to reach people, including phone surveys, mail surveys, even "workshop in a box" kits that are being mailed out and ways to return via mail or in person.

Ernest Wong: Of the numerous social service agencies that are currently doing outreach, the trust and engagement has already started. Perhaps there is a way to utilize those groups and their networks to accomplish the work that you're looking to do. You might have to barter your services for their participation, but that is one solution.

Attendee Question: It seems that many of these methods rely on digital resources. Are there any methods that wouldn't rely on a person having access to computer/smartphone?

Debra Guenther: Still using post cards and we are pairing that with self-guided walking tours. Using direct solicitation of BIPOC artists in neighborhood to create physically distant interactions.

Stephanie Grigsby: We have used self-guided walking tours. And have the option for people to mail in comments.

C.L. Bohannon: We have used walking tours as well, often organized by community leaders.

Ernest Wong: In the "old days", we used to communicate through letter writing and pamphlets. With people stuck at home, folks are more inclined to write their responses than "type". Get a bank or some other institution to donate pens, and go back to ancient and antiquated methods of communication.

Attendee Question: How can we offer equitable engagement in disadvantaged urban areas where digital inclusion and internet access is limited?

CEREBOS GARDEN
LONDON, UK
HAYATSU ARCHITECTS

JOE LOUIS GREENWAY
DETROIT, MI
SMITHGROUP

OAKLAND SLOW STREETS
OAKLAND, CA
GENSLER

REID-HILLVIEW VISION PLAN
SANTA CLARA, CA
GENSLER

MOAKLEY PARK
BOSTON, MA
STOSS LA

GARFIELD COMMUNITY PLAN
TOLEDO, OH
TOLEDO DESIGN COLLECTIVE

THE RAPID FIVE PROJECT
COLUMBUS, OH
COLUMBUS NEIGHBORHOOD DESIGN CENTER

E. 66 ST HOUGH TLCI
CLEVELAND, OH
MIDTOWN CLEVELAND

ASIATOWN ENGAGEMENT
CLEVELAND, OH
MIDTOWN CDC

KIRIKINO AGROPLAZA
BILBAO, SPAIN
PEZ ESTUDIO

BESAYA DELIBERA EN EUROPA
BESAYA REGION, SPAIN
PEZ ESTUDIO

LA PERSE OUTDOOR EATING
BOGOTA, COLOMBIA
DISEÑO PUBLICO

MOAKLEY PARK Boston, MA
STOSS Landscape Urbanism

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

GARFIELD COMMUNITY PLAN Toledo, OH
TOLEDO DESIGN COLLECTIVE
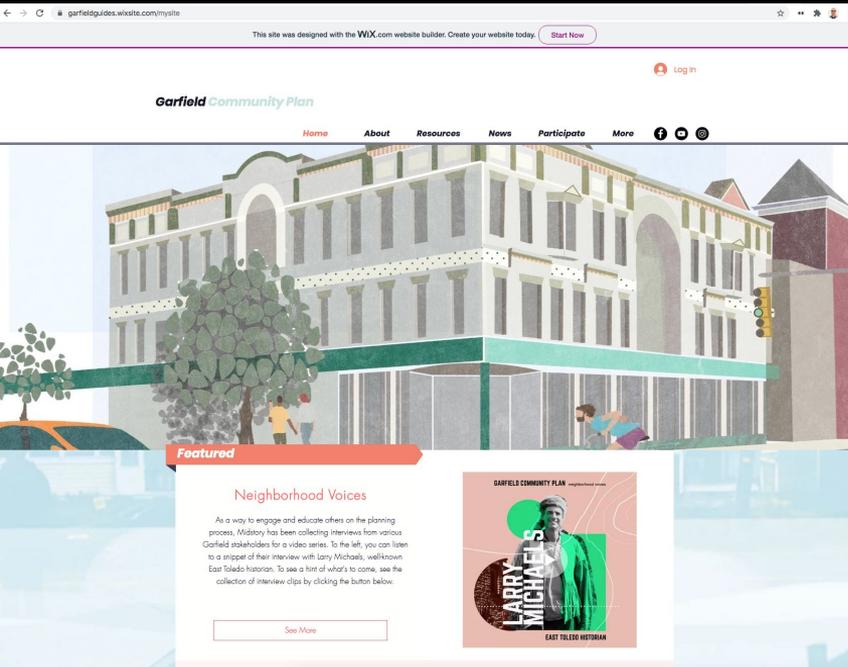
BEFORE PANDEMIC:
- Had an engagement strategy that was paused

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: **ttps://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 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

ASIATOWN SWEETHEARTS Cleveland, OH
MIDTOWN CLEVELAND

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

LA PERSE OUTDOOR EATING & GATHERING SPACE Bogota, Columbia
DISEÑO PUBLICO (DESIGN: colab-19)

LA PERSE OUTDOOR EATING & GATHERING SPACE Bogota, Columbia
DISEÑO PUBLICO (DESIGN: colab-19)

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
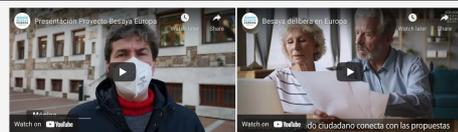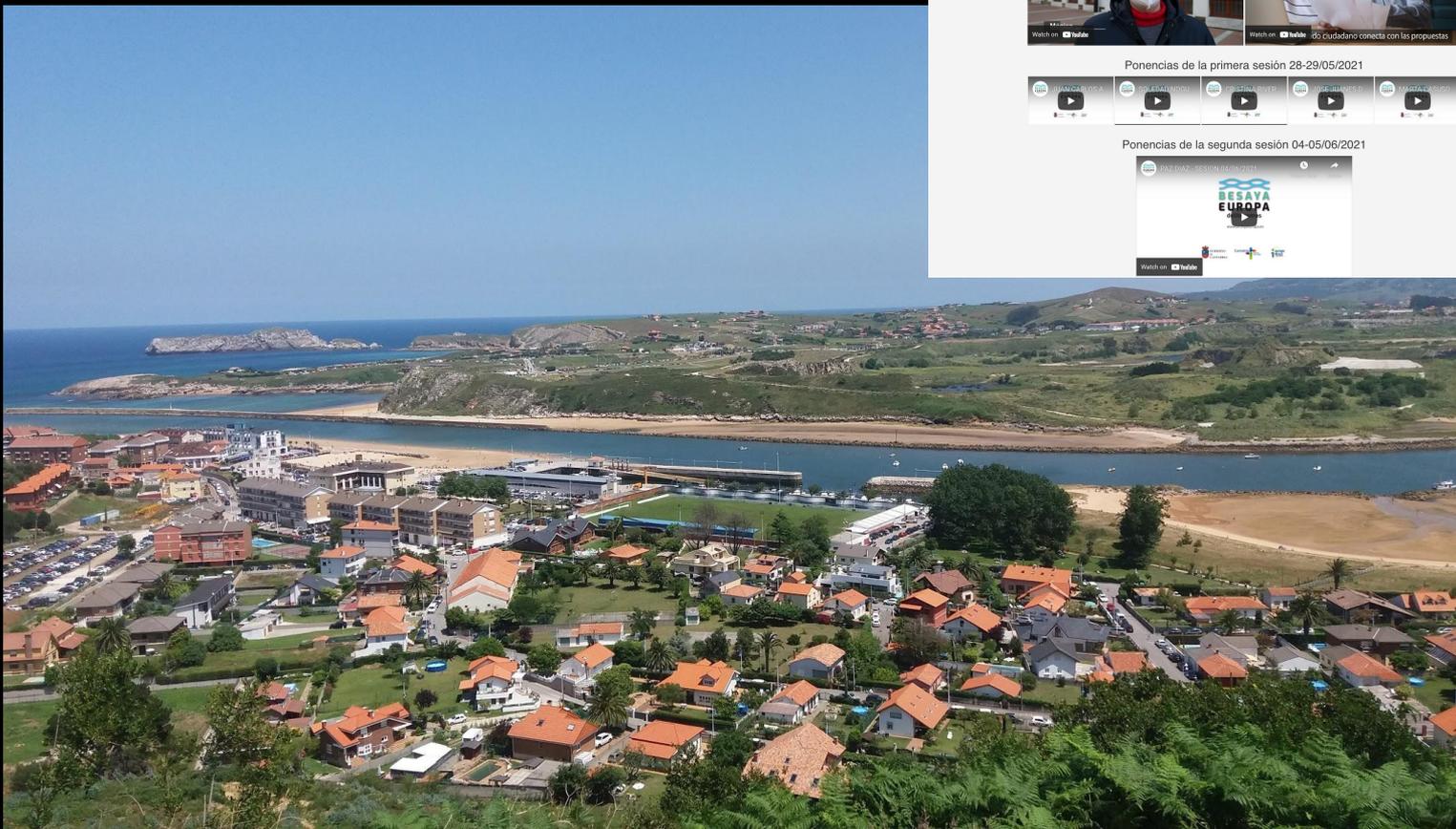
MAKING OUR OWN SPACE Cleveland, OH
Design/build program for youth

BESAYA DELIBERA EN EUROPA Besaya Region, SPAIN
PEZ Estudio

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