

An aerial photograph of a suburban neighborhood at sunrise. The scene is bathed in a warm, golden light from the sun, which is low on the horizon to the right, creating a hazy, atmospheric effect. The houses are mostly two-story, with dark roofs and light-colored siding. The trees are in various stages of autumn, with some showing vibrant red and orange foliage. A winding road runs through the neighborhood, and a large, open field is visible in the background. The overall mood is peaceful and serene.

Neighbourhood Learning Community

September 15, 2020

A Cities Deepening Community CoP

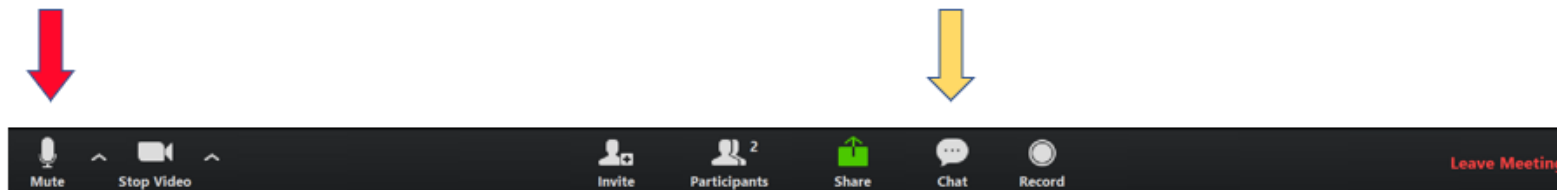
Technical Considerations

- **Visuals:** You must be connected through the URL to see today's visuals
- **Webcam:** If you are able, please turn on your webcams
- **Audio Options - Please select the appropriate audio setting via your Zoom control panel:**
 - VoIP: You may connect your audio using your computer's speakers and choose 'Computer'.
 - Select "Telephone"
Phone: +1 647 558 0588
Access Code: 997 0006 8572

Enter the unique audio PIN shown in the Zoom control panel.

Mute and unmute yourself here

Click here to ask questions/give thoughts



Today's Agenda

- Introductions
- Presentation
- Discussion
- Closing Announcements

Purpose of the CoP

For people working to support neighbourhoods to share their experiences, discuss challenges and successes related to neighbourhood work, learn together, and develop a network of peers.

**LOOK
WHO'S
HERE!**

Who is on the call today?

- Your Name
- Your Location & Organization
- One word to describe your experience with virtual engagement

Today's discussion topic:

How to engage your community virtually

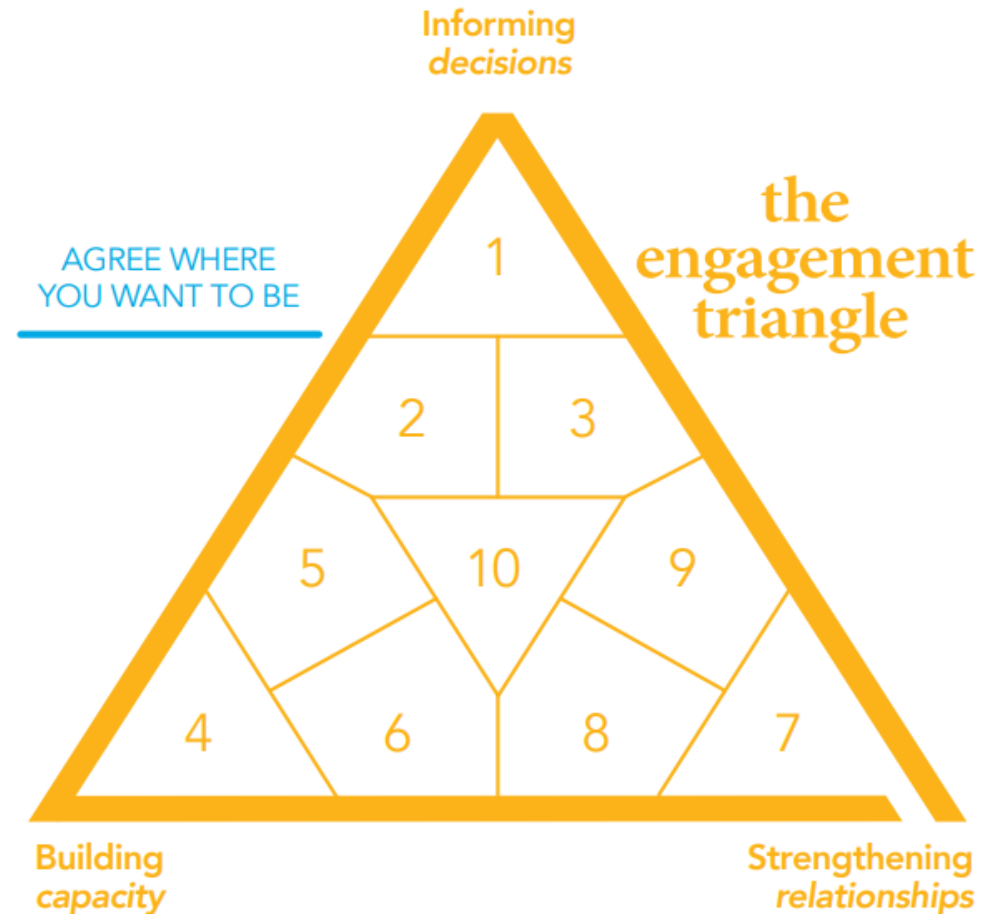
Guest presenter:

Lisa Attygalle

Consulting Director, Community Engagement
Tamarack Institute



Why engage?



PIVOTING ENGAGEMENT IN OUR COVID REALITY

How do we engage well during a time of physical distancing?

Methods for Engagement in COVID

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
EXAMPLE TECHNIQUES	<ul style="list-style-type: none"> Website Email Public meeting Webinar Videos Infographics Social media Ads Posters Information hotlines Presentations/ live streaming Expert panel Displays/ exhibits Site visits/ tours Media coverage 	<ul style="list-style-type: none"> Polls Voting Surveys Interviews Focus groups Online forums Online commenting Social media discussion/ townhalls Voicemail commenting Door-to-door Kitchen table talks Open houses / pop ups Comment boxes Art & theatre 	<ul style="list-style-type: none"> Workshops Crowdsourcing ideas / ideation Mapping Digital storytelling Co-design Mind-mapping Visioning Scenario testing Citizens panels Hackathons Participatory budgeting Leadership development Theatre 	<ul style="list-style-type: none"> Workshops Large group meetings Document Co-creation Online communities Open space Working groups/ study circles 	<ul style="list-style-type: none"> Decision-making platform Citizen committees Citizen juries Asset-based Community Development

In a time of physical distancing, some common barriers to engagement are:

PERSONAL RESOURCES	MOTIVATION AND ATTITUDE	CULTURAL FACTORS
<ul style="list-style-type: none">• Limited personal resilience• Limited access to the internet• Limited digital literacy• Limited education and capacity• Limited money• Physical and mental health issues• Limited mobility• Geographic isolation• Disability and sensory impairments• Limited confidence• Limited social networks	<ul style="list-style-type: none">• Limited knowledge of benefits of engagement• Limited knowledge of engagement activities• Limited interest in the subject• Limited understanding of the subject• Limited trust of decision-makers• Consultation 'fatigue'• Unmet expectations	<ul style="list-style-type: none">• Minority groups• Language and literacy• Values and beliefs• Community divisions

Our Engagement Toolkit in COVID



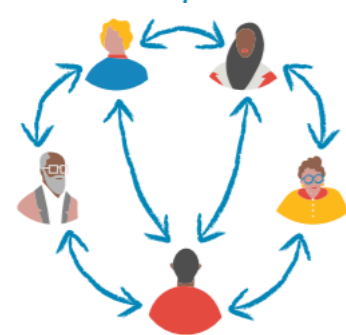
Self-Directed



Small Group



One-to-One



Large Group

Open environment

Participants can engage with each other. Comments, images and ideas are visible to the community



FORUM

The Forums tool creates a space for discussion, dialogue and debate. People share their experiences with others, ask questions and have conversations in a safe and interactive environment.



IDEAS

Ideas provides "virtual" post it notes for individuals to add their ideas to a collective board. People like the ideas that inspire them most, helping align your priorities with what matters most to the community.

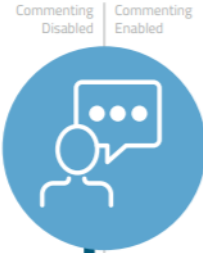


PLACES

Places is a simple way to gather community feedback and ideas directly on a map. Participants drop a "pin" in the area of concern, add photos and then fill in a quick survey.

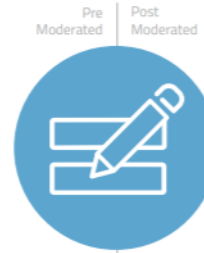
Mixed environment

Participants can see other participant contributions. However, there is little peer-to-peer interaction. Some data may be visible to the public, other data is just accessible by admin.



STORIES

When we tell or hear a story, neuroscience tells us that we experience things on a higher and more resonant level. Stories helps your community better understand, empathize and relate to others as well as your project goals.



GUESTBOOK

Guestbook keeps things simple; people are only able to upload comments, which are moderated to manage what appears publicly. No other interaction is enabled.



QUESTIONS

Questions is an issues management and communications risk mitigation tool. It is a managed space for your community to ask you questions and for you to respond either publicly or privately.

Controlled environment

Participants cannot engage with each other. Data is stored in the backend and only accessible by admin.



POLLS

Polls encourage people to give a quick answer on one question, selecting from multiple choice answers. They are able to instantly see the Poll results, piquing their interest and giving you real time insight.



SURVEYS

The Surveys tool gives people an opportunity to voice their opinion in a convenient and guided way, which has historically shown higher response rates than other formats.

To learn more visit our website: bangthetable.com/engagementhq-community-software/

Pivoting Engagement in COVID

Regular	During COVID
Open House	Video + online survey
2-Day Co-Design Session	5 x 2-hour Virtual Co-Design Sessions with online whiteboard
100-person common agenda gathering	Small group session to draft common agenda Producing a plan-on-a-page as a comms tool One-on-one interviews to get feedback on draft Small group meeting to revise

PIVOTING ENGAGEMENT IN OUR COVID REALITY

- 1. Ask if now is the right time to engage**
- 2. Make sure the method still matches your goals**
- 3. Don't just re-create your original plans in a sub-optimal way. Make them better/different.**



COMMUNITY ENGAGEMENT PLANNING CANVAS

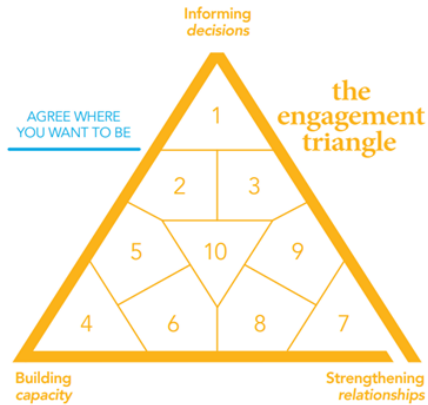
This planning tool will help you work through the main considerations you need when planning to engage community. Use this as a space to reflect, generate ideas, and refine your thinking.



WHY ENGAGE?

PURPOSE

Shade the segment of the triangle based on your purpose for engagement.



ENGAGEMENT GOALS

What are the main reasons for wanting to engage the community? What do we hope to learn? What are the beneficial outcomes for the community?

1.	
2.	
3.	

HOW ARE YOU ENGAGING?

LEVEL OF ENGAGEMENT

Circle the appropriate level of engagement based on your purpose and goals.

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide stakeholders with balanced and objective information to assist them in understanding the problem, alternatives and solutions.	To obtain stakeholder feedback on analysis, alternatives and/or decisions.	To work directly with stakeholders throughout the process to ensure that their concerns and aspirations are consistently understood.	To partner with stakeholders in each aspect of the decision from development to solution.	Shared leadership of community-led projects with final decision-making at the community level.
STYLE	"Here's what's happening."	"Here are some options, what do you think?"	"Here's a problem, what ideas do you have?"	"Let's work together to solve this problem."	"You care about this issue and are leading an initiative, how can we support you?"

METHODS OF ENGAGEMENT

What methods will you use to engage people?

GUT CHECK

- What's the benefit to the community?
- How invested is the community in this topic? Is this a polarizing issue?
- What decisions have already been made? What's open for discussion?
- Who is already working on this topic or with this community? Have previous engagements been done?
- How are you making this inclusive and accessible?

WHO?

What are the characteristics of the people we want to engage? What would 'qualify' them to be someone we want to engage with? Would anything disqualify them?

RESOURCES REQUIRED

What things (staff, money, external supports, etc.) do we need to make this happen?

HOW WILL YOU EVALUATE?

EVALUATION QUESTION Based on engagement goal	DATA SOURCE Where will you find the information?
1.	
2.	
3.	

Create a Youth Engagement Strategy



COMMUNITY ENGAGEMENT PLANNING CANVAS

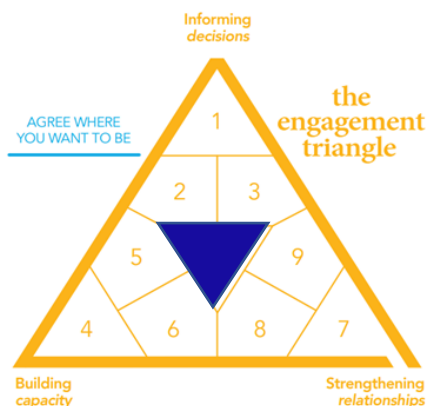
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What are the main reasons for wanting to engage the community? What do we hope to learn? What are the beneficial outcomes for the community?

1. Provide ownership of the plan & build leadership skills
2. Generate ideas & understanding between youth and orgs
3. Connect with underrepresented youth

HOW ARE YOU ENGAGING?

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METHODS OF ENGAGEMENT

What methods will you use to engage people?

1. Youth planning workshop
 - Design consultation process
2. Youth engaging youth
3. Youth synthesis workshop
4. Co-design session with orgs serving youth
5. Youth strategy-writing workshop

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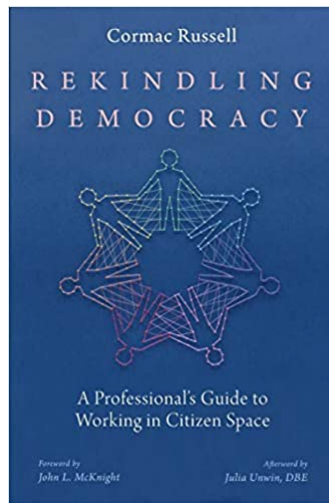
**Reach out to me anytime:
lisa@tamarackcommunity.ca**

DISCUSSION

Upcoming Webinar

Rekindling Democracy: A Discussion with Cormac Russell

Wednesday September 16 from 1-2pm EDT



An aerial photograph of a suburban neighborhood during sunrise. The scene is bathed in a warm, golden light from the sun, which is low on the horizon to the right, creating long shadows and a hazy atmosphere. The houses are mostly two-story, with dark roofs and light-colored siding. The trees are in various stages of autumn, with some showing vibrant red and orange foliage. A winding road is visible on the right side of the image. The text "Thank you!" is overlaid in the center in a large, white, sans-serif font.

Thank you!

Please send questions, comments, and feedback about this CoP to: christine@tamarackcommunity.ca

Our next CoP will be Tuesday November 17th at 1pm ET.