“Tools for Getting the Entire Community Engaged”

Monday, October 21, 2019

3:45 pm – 5:15 pm
Five Ways Community Heart & Soul™ Transforms Towns

1. New leaders and volunteers emerge.
   Outreach and engagement efforts initiated through Heart & Soul help to reconnect residents and brings new leaders to the table.

2. Trust is built.
   A shared love of place strengthens bonds as neighbors are drawn together for a common cause.

3. Downtowns are energized.
   A thriving Main Street is a goal for nearly every community and Heart & Soul helps find new opportunities that lead to transformation.

4. Pride is celebrated.
   Heart & Soul identifies and celebrates local assets, enhancing a community’s existing sense of pride.

5. History & culture are honored.
   When residents tell their stories, the rich history of a community can be appreciated, rediscovered, and uncovered.

Williamsport residents came together at a large community summit to prioritize projects for their “action plan.”

In Upper Chichester, residents began new conversations with each other which built bridges between neighborhoods through the Heart & Soul process.

Meadville’s Heart & Soul team brought new business to their downtown and inspired the creation of a youth organization that painted a public mural.

Volunteers lined the main roads of Cameron County with green balloons as residents proudly embraced Heart & Soul coming to their community, adopting the hashtag #CamCoProud.

A resident’s story captured by a Greater Carlisle Heart & Soul volunteer led to the re-discovery of an historic African American church and cemetery, rallying the community together to preserve it.
Heart & Soul in Action
Share Your Input

- What is the most challenging demographic for you to reach?

- What question do you have for us?
Principle #1: Involve Everyone
SECTION 1: RACIAL AND ETHNIC GROUPS

1. List the racial and ethnic groups in your community:

Recommended Data Sources: U.S. Census Bureau American Factfinder, Headwaters Economics Economic Profile System

<table>
<thead>
<tr>
<th>Racial and ethnic groups</th>
<th># in my community</th>
<th>% of community</th>
<th>Is this group a missing voice?</th>
<th>Represented on Heart &amp; Soul Team?</th>
<th>Related Community Network(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Downtown/East End</td>
<td>1,624</td>
<td>85%</td>
<td>Interviewed</td>
<td>Yes</td>
<td>Sons of Italy, Harmonia Club</td>
</tr>
<tr>
<td>Brandon Park</td>
<td>2,324</td>
<td>90%</td>
<td></td>
<td></td>
<td>YMCA, YWCA, Alliance Church</td>
</tr>
<tr>
<td>Park Ave./W. 4th</td>
<td>3,606</td>
<td>59%</td>
<td></td>
<td></td>
<td>Neighborhood Area</td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Downtown/East End</td>
<td>161</td>
<td>8%</td>
<td>No, but</td>
<td>Yes</td>
<td>International Protective</td>
</tr>
</tbody>
</table>

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SECTION 2: AGE GROUPS

1. List the age groups in your community:

Recommended Data Sources: U.S. Census Bureau American Factfinder

<table>
<thead>
<tr>
<th>Age Groups</th>
<th># in my community</th>
<th>% of community</th>
<th>Is this group a missing voice?</th>
<th>Represented on Heart &amp; Soul Team?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kids</td>
<td>500</td>
<td>40%</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Young Adults</td>
<td>1,000</td>
<td>30%</td>
<td>Interviewed</td>
<td>Yes</td>
</tr>
<tr>
<td>Adults</td>
<td>2,500</td>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seniors</td>
<td>1,000</td>
<td>10%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SECTION 3: INCOME GROUPS

1. List the income groups in your community:

Recommended Data Sources: U.S. Census Bureau American Factfinder

<table>
<thead>
<tr>
<th>Income Groups</th>
<th># in my community</th>
<th>% of community</th>
<th>Is this group a missing voice?</th>
<th>Represented on Heart &amp; Soul Team?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>500</td>
<td>25%</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Middle</td>
<td>1,000</td>
<td>50%</td>
<td>Interviewed</td>
<td>Yes</td>
</tr>
<tr>
<td>High</td>
<td>500</td>
<td>25%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SECTION 4: INDUSTRY AND OCCUPATION GROUPS

1. List the industry and occupation groups in your community:

Recommended Data Sources: U.S. Census Bureau American Factfinder

<table>
<thead>
<tr>
<th>Industry and Occupation Groups</th>
<th># in my community</th>
<th>% of community</th>
<th>Is this group a missing voice?</th>
<th>Represented on Heart &amp; Soul Team?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue collar</td>
<td>500</td>
<td>25%</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>White collar</td>
<td>1,000</td>
<td>50%</td>
<td>Interviewed</td>
<td>Yes</td>
</tr>
<tr>
<td>Professional</td>
<td>500</td>
<td>25%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SECTION 5: HOUSING GROUPS

1. List the housing groups in your community:

Recommended Data Sources: U.S. Census Bureau American Factfinder

<table>
<thead>
<tr>
<th>Housing Groups</th>
<th># in my community</th>
<th>% of community</th>
<th>Is this group a missing voice?</th>
<th>Represented on Heart &amp; Soul Team?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low income</td>
<td>500</td>
<td>25%</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Middle income</td>
<td>1,000</td>
<td>50%</td>
<td>Interviewed</td>
<td>Yes</td>
</tr>
<tr>
<td>High income</td>
<td>500</td>
<td>25%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SECTION 6: RELIGIOUS AFFILIATIONS

1. List the religious affiliations in your community:

Recommended Data Sources: U.S. Census Bureau American Factfinder

<table>
<thead>
<tr>
<th>Religious Affiliation</th>
<th># in my community</th>
<th>% of community</th>
<th>Is this group a missing voice?</th>
<th>Represented on Heart &amp; Soul Team?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catholic</td>
<td>500</td>
<td>25%</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Jewish</td>
<td>1,000</td>
<td>50%</td>
<td>Interviewed</td>
<td>Yes</td>
</tr>
<tr>
<td>Other</td>
<td>500</td>
<td>25%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SECTION 7: OTHER

1. List the other groups in your community:

Recommended Data Sources: U.S. Census Bureau American Factfinder

<table>
<thead>
<tr>
<th>Other Groups</th>
<th># in my community</th>
<th>% of community</th>
<th>Is this group a missing voice?</th>
<th>Represented on Heart &amp; Soul Team?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts</td>
<td>500</td>
<td>25%</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Science</td>
<td>1,000</td>
<td>50%</td>
<td>Interviewed</td>
<td>Yes</td>
</tr>
<tr>
<td>Technology</td>
<td>500</td>
<td>25%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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PHC Pennsylvania Humanities Council
### Community Network Analysis

<table>
<thead>
<tr>
<th>Step 2: Identify Community Networks</th>
<th>Step 3: Identify Network Connectors</th>
<th>Step 4: Communication Opportunities</th>
<th>Step 5: Engagement Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Related Community Network(s)</td>
<td>Network Connectors (Names)</td>
<td>Ideas for Communication Venues</td>
<td>Ideas for Engagement Methods</td>
</tr>
<tr>
<td>Sons of Italy and Harmonia Club</td>
<td>Social service providers,</td>
<td>Radio, Newspaper, Webb</td>
<td>Williamsport Grower's</td>
</tr>
<tr>
<td>YMCA, YWCA, City Alliance Church,</td>
<td>Vanessa Hunter, Spencer</td>
<td>Weekly, TV, Flyers on</td>
<td>market, First Fridays,</td>
</tr>
<tr>
<td>Neighborhood Strategic Area</td>
<td>Sweeting, Cory</td>
<td>Susquehanna Valley River</td>
<td>Brandon Park events,</td>
</tr>
<tr>
<td></td>
<td>Buckholder</td>
<td>Transit vehicles (SVRT),</td>
<td>City of Williamsport</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Corner of 3rd Street and Pine,</td>
<td>Celebration Events</td>
</tr>
<tr>
<td>International Benevolent</td>
<td>Social service providers,</td>
<td>JVB Library, music</td>
<td></td>
</tr>
<tr>
<td>Protective Order of Elks of the</td>
<td>*See Community Groups Worksheet</td>
<td>venues, downtown and neighborhood</td>
<td></td>
</tr>
<tr>
<td>World (IBPOEW), Antioch and City</td>
<td></td>
<td>bars and restaurants, Beloved</td>
<td></td>
</tr>
<tr>
<td>Alliance churches</td>
<td></td>
<td>Community Council, block parties,</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>church events</td>
<td></td>
</tr>
</tbody>
</table>

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*Note: The table contains a list of community networks, network connectors, ideas for communication, and engagement methods.*
Principle #2: Focus on What Matters
Heart of Williamsport

Tell Us Your Story

The Heart of Williamsport collects, uses, and shares stories to identify what matters most to its residents to help guide local decision-making and possibly future development.

These shared stories will celebrate cultural diversity, preserve memories, highlight common values, and allow us to connect with our neighbors.

Please take a few minutes to participate in the Heart of Williamsport Storytelling Project, an initiative of the Heart and Soul Community.

Why do you live here? Why do you stay?

Need incentive? We’re giving away four $25 gift certificates to a local shop/business of your choice. Please answer the questions on the back of this card and provide us with your email so we can contact you if you win, or to follow up if you want to share more of your story.

Demographics are important to help us ensure that we reach as wide an audience as possible. If you will please share the following information with us, we’d appreciate it.

Full-time Resident? □ Student/Transient Resident? □

Age __________________________ Gender __________________________

Ethnicity __________________________

Would you like to share your story in depth? We would love to set up a time to listen to your Williamsport experiences.

Name __________________________

Phone or Email* __________________________

*Your phone number or email is required to enter you into a September drawing for a $25 gift certificate to a local business of your choice.
Story Sharing – Thick Data
**Story Sharing Activity**

**Share YOUR Story**

15 minutes to complete

1. Work in groups of 4-6 people

2. One person to volunteer for the following roles:
   a. Interviewer
   b. Timekeeper
   c. Storyteller

3. All other group members will listen to the story and note the following on your Stories to Data Collection Form:
   a. Details of what is important to the storyteller.
   b. Any hopes or concerns that are expressed.
   c. Any ideas for action.

4. Interviewer will ask the following questions of the storyteller:
   (5 minutes total)
   a. What is your name and hometown?
   b. What is something you love about living there?
   c. Can you please share a two-minute story or experience related to that?
   d. How does that impact your life?

5. When interview is complete, the group will take 5 minutes to reach consensus about what matters most, and why. (Cite details from the story)

6. One group member may be asked to share at the end of the activity.
Events, not Meetings
Include Food & Children
Fun Events – not Meetings
Track Demographics
Missing Voices
Being Heard
Actions Will Follow
Principle #3: Play the Long Game
Heart & Soul Principles and Phases

INVOLVE EVERYONE

FOCUS ON WHAT MATTERS

PLAY THE LONG GAME

1. Lay The Groundwork
2. Explore Your Community
3. Make Decisions
4. Take Action

FIELD GUIDE

Community Heart & Soul
Rooted to the Future
Pennsylvania Humanities Council
Places We Love
Contact Us

Justin Dula, AICP  
Regional Coordinator, Department of Environmental Protection, Office of Environmental Justice  
484-250-5820  
jdula@pa.gov

Laurie Zierer  
Executive Director, Pennsylvania Humanities Council  
215-925-1005, x113  
lzierer@pahumanities.org

Alice L. Trowbridge, RLA  
Project Coordinator, Susquehanna Greenway Partnership  
570-337-5850  
tbridge@comcast.net
THANK YOU!

Stay in touch through pahumanities.org