

# “Tools for Getting the Entire Community Engaged”

Monday, October 21, 2019

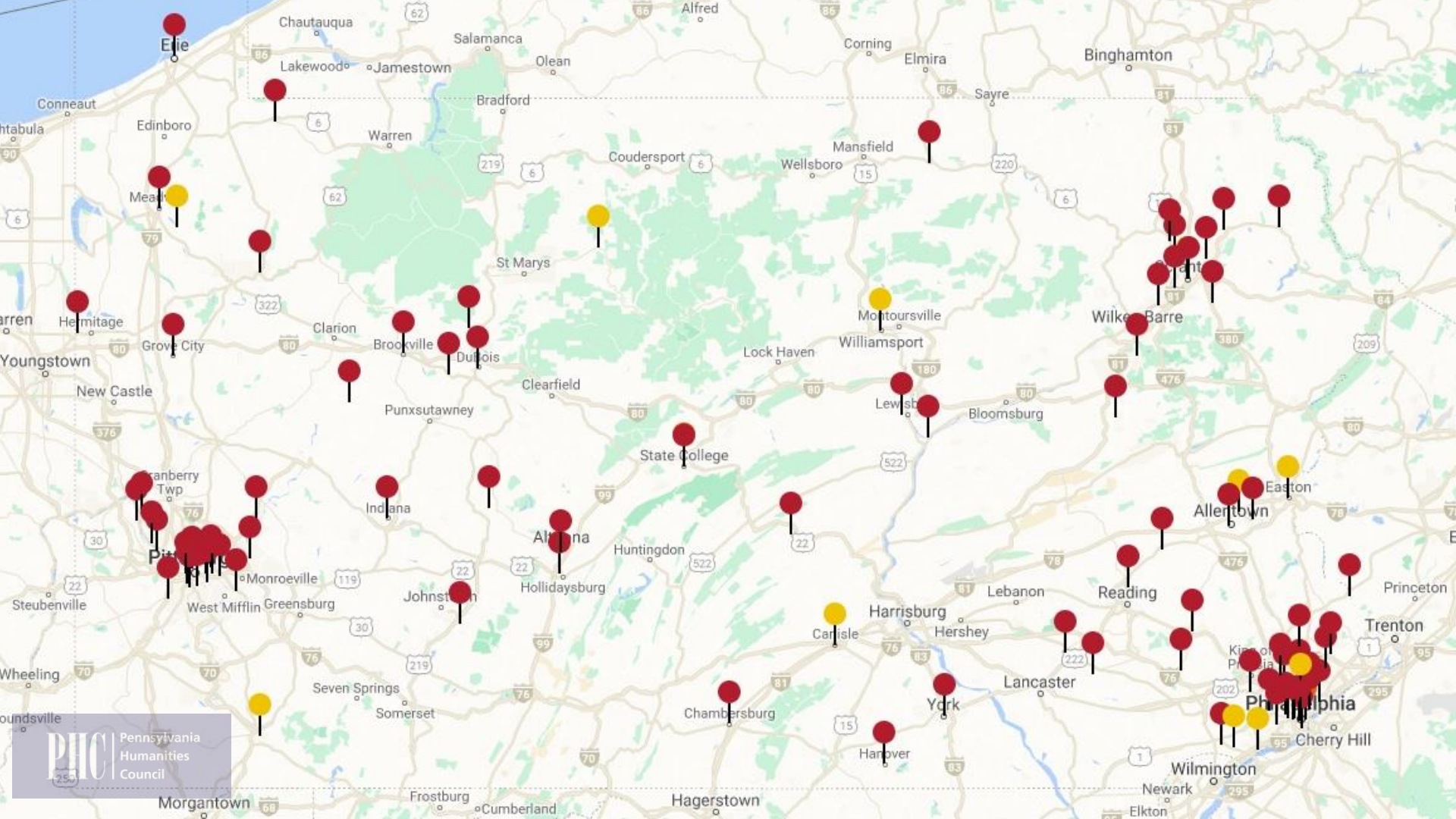
3:45 pm – 5:15 pm



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# 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.



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

2.

## Trust is built.

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



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

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.



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

4.

## Pride is celebrated.

Heart & Soul identifies and celebrates local assets, enhancing a community's existing sense of pride.



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.

5.

## History & culture are honored.

When residents tell their stories, the rich history of a community can be appreciated, rediscovered, and uncovered.



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



# Community Network Analysis

## SECTIONS

1. Racial and Ethnic Groups, p1
2. Age Groups, p4
3. Income Groups, p6
4. Industry and Occupation Groups, p8
5. Housing Groups, p10
6. Religious Affiliations, p12
7. Other, p13

## 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*

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

# Community Network Analysis

ofile System

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



# Principle #2: Focus on What Matters



# Rack Card – Thin Data



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.)*



CONTACT US

HeartOfWilliamsport@gmail.com  
www.HeartOfWilliamsport.org



What do you value the most about living in Williamsport?

What special place or characteristic captures the spirit of Williamsport?

What would you like to see change specifically in/about Williamsport?

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.

Fulltime 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



## STORIES TO DATA COLLECTION FORM (ABBREVIATED)



**Story Details** - Write down details from the story as you listen.  
Capture what is important to the storyteller about his/her community.

**Note if any of the following were identified by the storyteller**

**Hopes/Concerns:**

**Ideas for Action:**

**(group does this together...) What Matters Most...and Why?**

Using details from the story, summarize **WHAT** is important to the storyteller (specific attributes that make it important) and **WHY** it's important (the benefits to the community or the person.)

**What:**

**Why:**



Community Heart & Soul | Story Listening | STORIES TO DATA COLLECTION FORM (modified)

1

## 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 / Timekeeper
  - b. 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.



Community Heart & Soul | Story Listening | STORIES TO DATA COLLECTION FORM (modified)

2

# Events, not Meetings



**CELEBRATE WILLIAMSPORT**  
COMMUNITY ARTS CENTER 5 PM  
FEBRUARY 9<sup>TH</sup>



**FREE** MOVIE PREMIERE  
[HEARTOFWILLIAMSPORT.ORG](http://HEARTOFWILLIAMSPORT.ORG)



# Include Food & Children



# Fun Events – not Meetings



## SUNDAY FUN-DAY!

**October 14, 2018 | 1:00 pm to 4:00 pm**

- Participate in game-style activities
- Prioritize ideas to support Williamsport's Heart and Soul
- Meet people who share an interest in what you value
- Choose a project that you would like to help develop
- Share your ideas for how to make that project happen
- Join a team to define next steps for your Heart and Soul project

**Genetti Hotel – Terrace Room | 200 W. Fourth St., Williamsport**  
*with light refreshments, snacks, and supervised activities for children*



[www.HeartofWilliamsport.org](http://www.HeartofWilliamsport.org)



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This is an initiative of the **Susquehanna Greenway Partnership** in collaboration with the **Pennsylvania Humanities Council**, bringing the Orton Family Foundation's **Community Heart and Soul** to Williamsport.

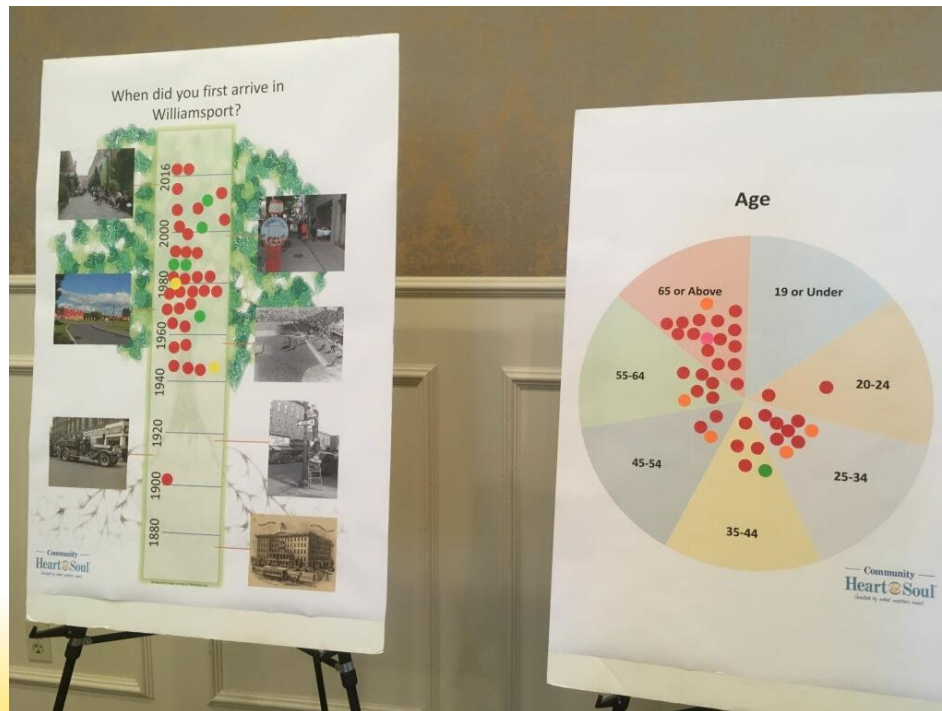
Contact: Mary Woods (570) 327-0103 or Alice Trowbridge (570) 337-5850



*Raffle drawings for gift cards from local businesses!*



# Track Demographics



# Missing Voices



# Being Heard



# ...is What Matters



# Actions Will Follow



# Principle #3: Play the Long Game



# Heart & Soul Principles and Phases

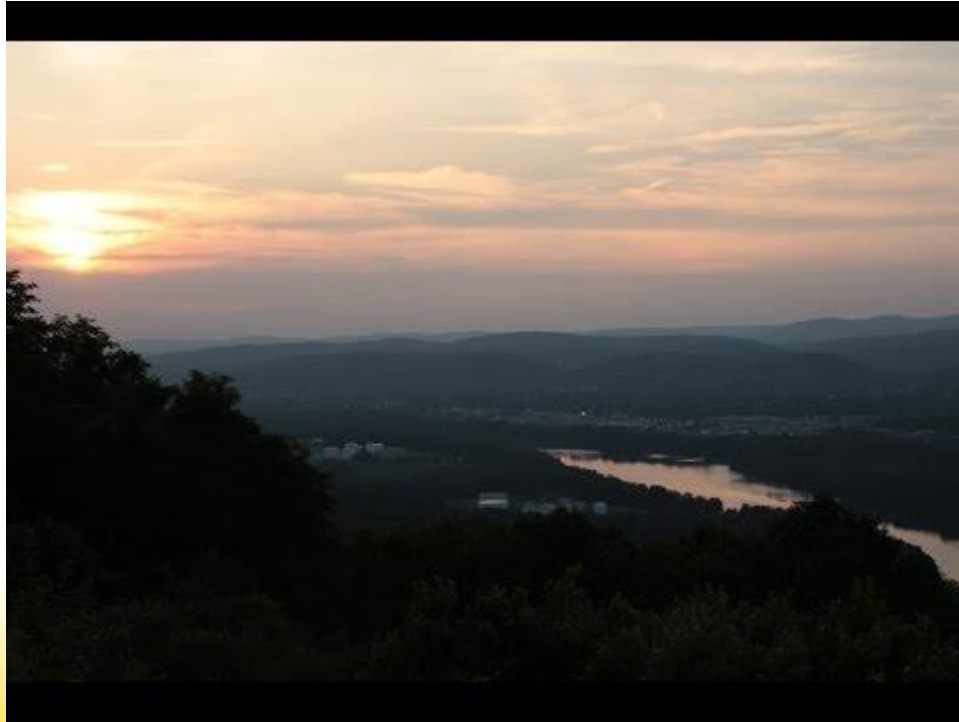
INVOLVE EVERYONE

FOCUS ON WHAT  
MATTERS

PLAY THE LONG  
GAME



# Places We Love



# Contact Us

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# THANK YOU!

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*Stay in touch through*  
**pahumanities.org**

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