



PROSPER
PORTLAND

Broadway Corridor

Guidelines for Community Presentations

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Guidelines for Community Presentations

Benefits of community presentations:

- Awareness. Gaining visibility particularly with communities that are not familiar with Prosper Portland's work or have negative past experiences.
- Reaching underserved communities where they are.
- Creating a space where communities can learn about the project and project leaders.
- Encourage and establish connections through new collaborations and potential partnerships.
- Opportunity to ask questions and gather input.

Tactics:

- A.** Develop practical and adaptable presentations. Adapt the presentations according to the time you have to present and the group you are presenting to. Always be culturally responsive.
- B.** Partner with a community group, CBO, etc. to present at their events or community meetings and use their network to invite others to participate.
 - a.** Post all of the public meetings in the city's system, City of Portland's communication channels, use your and partners social media networks, project website, etc.
 - b.** Use a combination of traditional and non-traditional media to invite participants
Make templates of flyers, posters, messages to invite participants that can be easily adapted to your particular event.

Traditional Media:

- Print: Newspapers, Flyers, Posters
- Prosper Portland, Portland Housing Bureau, City of Portland newsletters and other communications channels
- Culturally specific Radio & TV

Non-Traditional Media:

- Broadway Corridor and partner's social media channels. I.e. Facebook, Twitter, Instagram, etc.
- Blogs and other website content
- YouTube, Pandora, etc.
- Community events, fairs, other events

- C.** Plan, schedule, and invite in advance

1. Invitations need to include: date, time, location of the event, accommodations (food, childcare, etc.) and the list of benefits for attending.
2. Brief description of the format and purpose of the meeting, expected outcomes and the importance of participating.
3. Welcome with description of "why" it's important to participate and how vital it is to hear and get their input on the project.

4. Thank and recognize the meeting organizer and introduce partners and community stakeholders.
5. Once the location is confirmed, send the directions to the location to everyone involved in the presentation and include transportation and parking options.
6. Use BC website and social media platforms to advertise and invite to the presentation.
7. Work together with the organization and develop an agenda. Once it's confirmed, send it in advance.
8. Be very clear whether food, childcare, parking, interpretation, etc. will be provided.
9. Address attendees' concerns before, during, and after the presentation. Listen, take notes, and follow up by email, phone call or a letter. Schedule time into your presentation for a Q&A period or a conversation.
10. Suggested tactics in case the event and presentations are canceled or postponed.

How to decide if the presentation is canceled.

In case of bad weather always put the people's' safety first.

If the event is canceled you should do the following:

- Communicate (send emails, make calls, post on social media, etc) that the event has been cancelled with your partners and participants immediately. If possible, give at least a 24 hours notice.
- Have a predetermined second date and location option in case the first option doesn't work.
- Announce the new date, location and time when you have it.

D. Location

The site should be:

- a. Accessible to everyone with special needs and be accessible through public transit.
- b. Have convenient and/or free parking.

The only way people will participate in the process is when:

- They feel welcome and they know their opinion is valued.
- They feel at ease at the location where they are.
- They identify with the presenter.
- They feel safe.
- They feel valued and respected.

Welcoming

1. Remember even if we are different, we share similar values. Base your welcome on recognizing how valuable this particular group is for the project to be successful. Be honest and show them how they are important to you.
2. Encourage and support people to participate, especially as they try new things and take initiative. For example, organizers and leaders can encourage everyone to participate in activities conversations.
3. Have volunteers that speak their language and connect with them.
4. Ask them what their priorities are first, instead of trying to force yours on them.
5. Don't ask them to volunteer, ask them to help you. That way you elevate them as your partners rather than your help.
6. Be honest and clear about the process and outcomes.

7. Besides the BC project, always show the resources and opportunities available to them.
8. Speak from the heart about the potential benefits for their communities.

E. Train presenters

1. Regardless of who makes the presentations, always have a community leader and community representative open and close the meetings.
2. Train presenters to engage communities of color by being honest, vulnerable and understanding their needs and valuing their differences of opinions.
3. Have materials with messages and images that are culturally responsive and resonate with the specific audience you are talking to.

F. Presentation elements

1. Adapt the presentation to the target audience based on the different cultures in the room, amount people attending, amount of time speaking, challenges the audience faces, preferred language of participants and age of participants.
2. Invite a leader of the group to start and close the presentation .
3. Coordinate special audience needs (language, childcare, food, transportation, etc.) in advance.
4. Use messages and visual tools that are culturally responsive and represent the people you are trying to reach.
5. If you offer food, consider cultural preferences.
6. Plan to provide translation and child care if needed.
7. Use web and printed research tools to gather participant input.

G. Evaluate the presentation and make necessary changes to the program, tools, etc.

H. After the presentation send a thank you message to the organization and follow up with them to establish a foundation for a partnership.

1. The “thank you” message should state something simple like: “Thank you for your participation in the BC project. We value your time and commitment in making this project be success”, etc.
2. Take photos of the event and create a post that can be distributed on social media platforms that states “how thankful” you are for having the opportunity to present.
3. Share a story and a lesson learned from the presentation.
4. Send an email with the materials you used for the presentation and mention a comment or opinion from one of the audience members that stood out. Include resources and opportunities available outside of the project.
5. Make yourself available for questions.
6. Send an email at the beginning of each phase and invite them to participate and ask if they need more information or have any further questions.
7. Invite them to future public meetings or any event related to the project.
8. If during the presentation you find out about specific needs and you know resources that will solve those needs, share them with them.
9. If you have any questions throughout the process, ask them what their opinion is about that particular issue and if they have any ideas on how to solve it.

Sample format for community presentations

| Time | Activity |
|-----------------------|-----------------------------------|
| 6:00 p.m. – 6:10 p.m. | Welcome/Introductions/Ice Breaker |
| 6:10 p.m. – 6:20 p.m. | Why are we here? |
| 6:20 p.m. – 6:30 p.m. | Q&A / Collect Input / Next Steps |

Presentation Tips

- Be clear and concise
- Welcome and thank everyone
- Make it personal
- Send a strong message about how their participation is critical to make this process more equitable
- Ask questions
- Make it more like a conversation and be approachable
- Help them understand where the project is (how far from Lloyd Center, Moda Center, Max, etc.) and how big the opportunity is

Suggested Signage

- Welcome signs (In different languages)
- Signs to motivate & empower people
- Large maps of the site
- Signs of key messages (below)

Activities

For the icebreaker, we suggest having a “deck” of images that could be associated with the Broadway Corridor (racial equity, public transit, affordable housing, small business, community gatherings, green infrastructure, children, families, parks, festivals, etc.) on each table. When people are seated, pose the question, “Why are you here?” or something similar and have them choose a card that represents their reason for being there. Then have them share their reason for being there with a person sitting next to them for a minute or two. Then switch and have the other person share. Images are helpful tools for people with limited English proficiency.

These decks of images can also be used to ask the participants other questions.

For the input collection, we suggest roundtable discussions. Roundtable discussions reveal people’s deep feelings, insights and perceptions and can reveal a surprising number of new concepts and issues that were not on their radar at all. The facilitators should help your audience share and communicate their thoughts. We suggest you have specific questions and visual tools to help guide the conversation and make it easier for people to participate.

For the kids area, we recommend that you include them in the project, especially since this project will be part of their future. Do this through art, activities or games.

Why is important to invite people to participate?

Because after two weeks, we tend to remember:

| | |
|----------------------|---------------------------|
| 10% of what we READ | 50% of what we SEE & HEAR |
| 20% of what we HEAR, | 70% of what we SAY |
| 30% of what we SEE, | 90% of what we DO |

www.nwcphp.org | Effective Adult Learning | (Based on the research of Edgar Dale, originator of "The Cone of Learning.")

How to Be Culturally Responsive

Cultural Responsiveness

Culturally responsive services are those that are respectful of, and relevant to, the beliefs, practices, culture and linguistic needs of diverse consumer/client populations and communities whose members identify as having particular cultural or linguistic affiliations by virtue of their place of birth, ancestry or ethnic origin, religion, preferred language or language spoken at home. Cultural responsiveness describes the capacity to respond to the issues of diverse communities. It requires knowledge and capacity at different levels of intervention: systemic, organizational, professional and individual.

http://www.oregon.gov/ohcs/OSHC/docs/HSC-2016/030416_HSC_LIFT_CARE-report.pdf

This includes the recognition of demographic, sociopolitical and other contextual characteristics. This might look something like embracing the various viewpoints of the clients you serve and incorporating them into your design of programs and services.

Cultural responsivity refers to the ability to learn from and relate respectfully with people from cultures other than your own.

Here is how you become culturally responsive:

- Develop cultural self-awareness
- Appreciate the value of diverse views
- Avoid imposing your own values on others
- Examine your own point of view for cultural bias
- Build on people's cultural strengths
- See people for what they are as individuals

How to successfully present to with people from other groups or cultures in a inclusive and culturally responsive way

The best way to have a successful presentation is to connect and understand their experiences and perspectives and to use messages that resonate with them.

How to do it? Here are some tools that you can use:

- Do your research. In order to learn more about their culture you can talk to community organizations and find out what the immediate needs for the group are.
- Create an environment that encourages and embraces their diversity and their culture.
- Present yourself as a collaborator that is interested in benefiting this organization or community.
- Use simple language to describe your points. Use examples if needed and ask for feedback.
- Listen, listen, listen. Once the conversation begins, ask questions about what their needs are.
- The engagement should be using languages that are spoken by members in the community (both technically and colloquially). Use terms that they can identify and emotionally connect with. When needed, use interpretation.
- Allow participants to share their cultural values and knowledge.

There is no uniform way to present and interact with a community. You should be willing to adapt your tools so that they work for the community you are presenting to. Remember that in order to be listened and get where you want to go you need to create a real connection.

Messages

- > YOU cannot risk not being part of the solution. YOU have the power and the opportunity to make a difference in your life, your kid's and your community's future.
- > INFLUENCE the process and address systemic racism YOUR community has faced.
- > YOU are here. YOU have a voice. Share it!
- > YOUR kid's are Portland's future.
- > We need to hear from YOU. We need to make sure that topics such as affordable housing are addressed to strengthen YOUR community.
- > YOUR Voice
- > YOUR Opinion
- > YOUR Experience
- > YOUR story is critical to make this project work.
- > The City of Portland is YOURS. You are the experts in your community. We need YOUR help.

Question Bank

- Which issues need to be addressed as a priority?
- Who should be engaged to accelerate urban development?
- What is your understanding about the Broadway Corridor's goals of advancing racial equity?
- What's the best way that we can include you and help you be part of the process?
- What community benefits would you like to see come from this project?

- How would you like to see your community get involved in the process?
- How would you describe a good partnership between us and your community?
- Name one thing you would like to see the Broadway Corridor have?
- What would motivate you to be involved throughout the entire Broadway Corridor process?
- What concerns do you have about this process?

Message for Community Leaders

Thank you for giving us the opportunity to present this to you. You are advocates and leaders in your community. You are problem solvers. You are the experts of your community.

Our goal is to understand how we can serve and engage your community better and to create solutions rooted in people's actual needs. We need your help.

Help us to:

- Identify ways your community can benefit from the project.
- Identify more opportunities for engagement.
- Invite people to follow the project through social media and attend the public meetings.
- Invite people to focus groups.
- Maximize community benefits.

Presentation Evaluation Question Bank

- Did the presentation help you better understand the Broadway Corridor?
- Was the information presented relevant to your and your community's interests and needs?
- Did you feel welcomed to provide your input?
- Was the space welcoming?
- Did you feel the presentation respected your culture and values?
- Were your language needs met?
- Was the information presented clear?
- Did the visuals add value to the presentation?
- Do you feel that your input is going to make a difference?
- What will motivate you to participate throughout the entire Broadway Corridor process?
- How are you most comfortable giving your input?
- Do you think the activities helped you feel comfortable to express your opinions?
- Do you have questions about any of the information presented?
- What can we do to make the presentation more culturally responsive?
- Do you feel like you can share this information with your family and friends?

Establish a Call to Action

An explicit call to action (CTA) is necessary in order to successfully engage the Broadway Corridor's target audiences.

A CTA outlines how stakeholders can play a role in building a stronger community. It requires motivating stakeholders to provide input that will inform and guide the decision-making process to create a more prosperous project for all.

CTA Elements:

1. Always leave the CTA until the end of the presentation.
2. Acknowledge how other projects have failed to provide access and opportunities to the participants. Then, remind them how this process is different from past projects.
3. Summarize all the benefits of participating in this process and remind them why their participation matters.
4. Establish a sense of urgency. The time to take action is now and the opportunity is not going to be waiting on them forever.
5. Bring big map of the area and invite participants to take a picture and share it on their social media platforms to increase awareness of the project.

CTA Examples

Using questions:

- What do you think is the most effective way to bring communities of color into the process?
- How could you help us to bring your community into the process?
- How would you hold project owners accountable to ensure this process is equitable for all?
- How would you like to participate in the process?

Why do we need their participation in the process:

1. Helps inform and “translate” the potential benefits/opportunities to their communities.
2. Build awareness among their community.
3. To develop a prosperous project that will benefit all.