Sustainable Neighborhood Network

Building Diversity & Strengthening Engagement

Jeni Cross
Jennifer Schill
Introductions

• Name and role

• What you hope to learn from this webinar
Agenda

1. Evidence-based community engagement
2. Engaging property managers
3. Q&A
Evidence-Based Change Process

Too many programs fail because they start here.
Evidence-based Practices for Neighborhood Ambassador Programs

- Reach out through existing social networks
- Leaders recruit peers
- Tailored messaging
1. Identify Existing Neighborhood Networks

- Schools
- Churches
- Dog parks
- Sports/recreation programs
- Apartment complexes
- Others

Which of these networks are you **not** a part of?
2. Determine Where the Networks Connect

Thinking about each neighborhood network:

- Where do people naturally gather?
- Where do they socialize and network with each other?

Where are there intersections across networks?
3. Determine Barriers & Opportunities

- Lack of awareness
- Inconvenience
- Limited time
- Language

- Social benefits
- Environmental impacts
- Leadership
4. Identify Strategies for Connecting with New Networks

- Casual conversations
- Events
- Newsletters (e.g., church or school)
- Other
Tailored Messaging

Tailor to the specific network/community.

• Address unique barriers, benefits, and values
• Literacy level
• Language translation

Make it personal and specific.

• Personalized info about their building
• Specific behavioral changes desired
5. Leaders Recruit Their Peers
6. Neighborhood Ambassador Program Components

• Public commitment
• Modeling
• Monthly education
Cautionary Tale

Community Engagement

Inter-personal

Individual-CBSM
### Block Leader Programs

**Evidence-Based Strategies**
- Leaders recruit peers
- Monthly education
- Public commitment
- Existing social networks
- Tailored Messaging
- Modeling

**Fort ZED Community Energy Challenge**
- Individual sign up
- NO education
- Private commitment
- New networks
- No audience segmentation
- No peer mentoring
Recruiting Property Managers

- Develop messaging tailored to property managers’ barriers and incentives.
  - Leadership in real estate industry
  - Financial benefits (as relevant)
  - Increase tenant retention
  - Branding
  - Easy to engage
Recruiting Property Managers

- Go to them.
- Communicate ease of participation.
- Anticipate varying receptivity.
- Keep them engaged.
Supporting Property Managers

- Print materials (hand-delivered)
- On-site tenant presentations
- Property-specific strategy development
- Engagement event support
- Tenant outreach toolkit
- Regular communication
## Spectrum of Engagement Strategies

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Education Programming</th>
<th>Ambassador Program</th>
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<tbody>
<tr>
<td><strong>Low PM Involvement</strong></td>
<td></td>
<td></td>
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<tr>
<td>Provide template strategy and communication materials to PM</td>
<td>Provide education and outreach materials to PM</td>
<td>Not implemented</td>
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<tr>
<td>Provide financial or staffing support to assist PM in designing property-specific strategy</td>
<td>Design and implement education events for PM</td>
<td>Recruit, train, and support ambassadors with limited or no PM assistance</td>
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<tr>
<td>PM/building staff design tenant engagement strategy</td>
<td>PM/building staff design and host education events</td>
<td>PM recruits and supports ambassadors (but may need help with recruitment collateral and training)</td>
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<td><strong>High PM Involvement</strong></td>
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