



Kids' Council Meeting Minutes September 18, 2014

5:15 p.m. – 7:30 p.m.
344 Broadway

Summary

Summary of Conversation Topics

- A shared understanding of the Kids' Council Initiative: "Families at the Center" and the Code for America Project

Next Steps

The group identified the following next steps (or commitments) during the meeting:

What	Who	By When
Save the proposed meeting schedule for 2014-15 <ul style="list-style-type: none"> ▪ September 18, 2014 ▪ October 16, 2014 ▪ November 20, 2014 ▪ January 15, 2015 ▪ March 19, 2015 ▪ April 16, 2015 ▪ May 21, 2015 ▪ June 18, 2015 	All KC members and affiliates	



Kids' Council Meeting Minutes September 18, 2014

5:15pm – 7:30 pm

344 Broadway, 2nd Floor Conference Room

Detailed Notes

Present:

Tina Alu, Charlotte Avant, Sally Benbasset, Jessica Daniels, Susan Flannery, Barbara Kibler, Lori Likis, John Lindamood, David Maher, Alanna Mallon, Neal Michaels, Matt Nelson, Ellen Semonoff, Claude Jacob, George Halfkenny, Michelle Godfrey, Louie DePasquale, Betty Bardige, Andrea Collymore, Ethan Bagley, Linda Mindaye, Griffin Andres

Co-Chairs: *Mayor Maher and Neal Michaels*

Executive Director: *Nancy Tauber*

Note Taker: *Nadia Davila*

Desired Outcomes:

- A shared understanding of the Kids' Council Initiative: "Families at the Center" and the Code for America Project

Socialize, Network and Eat

5:15 – 5:35

Call to Order:

5:35 – 5:55

- Call to Order
 - Welcome & Introductions
 - Agenda Overview
 - Adoption of Minutes (May 15, 2014 meeting)
 - Public Comment
 - Announcements
 - CET Making Connections: A Cambridge Outreach and Engagement Training Pilot will begin on October 24, 2014
 - City Manager will be sending members whose term has ended a letter asking for members to indicate if they would like to continue to serve on the Kids' Council. Nancy will contact those of you whose term is up.
- Youth Involvement Subcommittee Update

- New name – Cambridge Youth Council
- Nadia is leaving and Lace Campbell will be starting next week
- By the next meeting we will have new group of members. Many former members have reapplied.
- Youth Reps to Kid' Council - 3 youth council members are interested in joining the KC. Mary Gashaw, Linda Mindaye, and Griffin Andres
- Review Kids' Council Schedule for 2014-15
All meetings are scheduled for the 3rd Thursday of the month

September 18, 2014	March 19, 2015
October 16, 2014	April 16, 2015 (main Library)
November 20, 2014	May 21, 2015
January 15, 2015	June 18, 2015

Families at the Center Overview:

5:55pm – 6:04pm

1. Developing a Plan for a Centralized Resource Website/Portal
 - The Kids' Council is working with Code for Boston to develop a plan with the goal of making sure families and those who support them will have the technology available to them so that they can find what they are looking for when they are looking for it.
 - Stakeholders came together for a one-day workshop to start the process of co-producing a new and improved services platform and communication system to ensure residents can find the services they need.
 - The next step is to disseminate a survey to Cambridge residents and providers in order to gather the necessary information to create a simplified portal and perform a beta test with input from residents, municipal and community partners.

2. Explore Models for Information Hub(s)
 - Perform a comprehensive process aimed at developing recommendations for a possible Information Hub or a Network of Information Hubs, providing a clear point of entry for families to access the array of services and supports they will need.
 - By intentionally building off of what we already have, we can service families more effectively and efficiently by meeting them where they are.
 - 25 Stakeholders met to brainstorm a wide variety of ideas so that families can easily become aware of and can easily access all the resources in Cambridge.
 - The feedback will be presented to the Kids' Council in November.

3. Expanding on the Door 2 Door Campaign – Cambridge Connects
 - Improve the quality of life for Cambridge residents by collaborating with families in their own neighborhoods to build community capacity, awareness, involvement, participation and connections with the city, schools, and community partners.

- Work with Matt Nelson (Cambridge Police Department/Community Relations) to set up a series of community events/conversations with Newtowne Court and Washington Elms families in order to listen and learn from members of the community. Matt and Nancy have been meeting with city, school and community partners to strategize next steps.

Presentation and Discussion:

6:04– 7:10

- Developing a Plan for a Centralized Resource Website/Portal Code for Boston Project (Ethan Bagley)
 - See report below.
 - Ethan gave a presentation of the project to date.
 - Small group work – reviewed the “Finding Services in Cambridge” survey and provided feedback.

Adjourn:

7:10



Workshop Report & Recommendations

Ethan Bagley
Version 2
September 17, 2014

EXECUTIVE SUMMARY

Stakeholders came together for a one-day workshop to start the process of co-producing a new and improved services platform and communication system, which will be well-supported, updated, engaging, and use current technology both for residents and for service providers.

The purpose of the workshop was to bring together stakeholders (both members of the Cambridge community at-large, and representatives of municipal support organizations) to understand the current landscape and attitude toward services within the City. This phase of the workshop was created so that the assembled participants could share their insights and learn from one another what had worked and what had not.

Once the current state was shared, the workshop turned to the future. First participants were tasked with thinking about the “perfect” solution - the ideal future state of services infrastructure in the City. Though they were separated into smaller groups, each arrived at a similar result: the system should be an easy-to-use, single point portal which can be translated into the many languages residents of Cambridge speak, and one that is produced with input from residents.

The remainder of the workshop focused on how to make that aspirational solution a reality by considering what steps might be taken, the many networks at the disposal of attendees to get residents involved and make them aware of the effort, and perhaps most importantly, what pitfalls might lie in the road ahead.

By taking the step to align on a common vision, the residents and representatives assembled at the workshop took a fantastic first step toward building not only a new and improved services experience, but also better relationships with the beautiful, dynamic, and diverse people of Cambridge.

RECOMMENDATIONS

The next probable stage for the development of this project is to work with partners to gather feedback from residents and service providers in order to better understand what their needs are, rather than building something before engaging them.

- Create a survey targeting residents of Cambridge in their relevant written languages and work with partners to deploy it broadly.
- Gather and analyze survey responses and look for insights on the various aspects of the potential future system including technological needs, additional pitfalls, language and accessibility requirements, etc.
- Create a simplified revision of the services portal incorporating survey insights and perform a beta test with input from residents, municipal and community partners.
- Engage the community at large and community partners on a continuing basis to ensure buy-in and feedback are on-going, rather than only at specific points in the development of the project.
- Work with the City of Cambridge to establish a funding plan for the project, including a full-time resource to manage the information and community outreach aspects of the system, as well as a resource (or part of a resource) to support the technology side of the system.
- Engage service providers to understand how they would like to interact with the system - how they will access it and with what technology, what information they would like to see included, etc. - so their interface is as seamless as possible to encourage on-going support and updates of their information.
- Create a marketing and outreach plan for the system both while it is under development and after deployment, including City (schools, libraries, etc.) and partner channels (CCTV, newspapers, etc.) to ensure all available avenues to reach residents are effectively utilized to gain traction with the community for input and use.



Introduction

Technology has changed the landscape of the world, and it continues to do so, at an ever-accelerating pace. Even ten years ago, the idea of carrying a computer that could access the vast majority of humanity almost instantaneously seemed like science-fiction, and yet, here we are.

Nowhere have the inventions of technology had more impact than our ability to communicate with one another. Yet at the same time, the pace and variety of these inventions have left us, by and large, curiously disconnected from our neighbors and communities.

Where a phone call may have been the popular option to contact a family member or find out about a service in your city in 2004, today the cornucopia of channels a citizen may choose from splinters their attention, while simultaneously requiring providers to maintain a broader presence.

In a similar fashion, while a relatively simple website might have been sufficient to engage citizens as they search for services then, today municipalities and other service providers must be much more thoughtful in their approach. This includes not only to how to present their services, but also to how citizens are likely to find them, what technology they are likely to use to engage them through, and most importantly, how they can be proactive in informing citizens about services.

But it doesn't stop there. The relationships between citizens and municipalities must also be considered. The mantra of innovative cities around the world is to "build with, not for," and this is at the core of Cambridge's approach to creating a more modern, technologically updated method of presenting services from the city and partner organizations.

In order to understand the wants and needs of citizens, it is first necessary to gather the support and insights of those who are most close to them. To that end, attendees of this workshop were selected because of their roles within the space that is Cambridge, and included members whose influence stretched from City Hall to the homes of citizens themselves. Bringing this group together created opportunities for collaboration, mutual discovery, and understanding.



In the spirit of those opportunities, the following pages chronicle the discoveries made together, the shared knowledge presented, and the outcomes arrived upon by the group as a whole. While fifteen diverse people entered the room in the morning, they emerged aligned on helping the citizens of Cambridge by “making sure families and those who support them can find what they’re looking for, when they’re looking for it.”

This project is a collaboration of the Kids’ Council, the City of Cambridge and Code for Boston. Feedback on this report is welcome at any time.

Your author, Ethan Bagley, can be reached via email at: ethan.bagley@gmail.com at your convenience.

Agenda and Attendees

AGENDA

- Introductions / Rules / Goal-Setting
- Homework Review
- 5 Why’s
- Cover Story
- Affinity Map
- Graphic Gameplan
- Stakeholder Analysis
- Question-Storming
- Pre-Mortem
- Plus/Deltas
- Wrap

ATTENDEE	REPRESENTING
Tina Alu	CEOC - Cambridge Economic Opportunity Committee
Shubham Dhital	Cambridge Citizens
Susan Fleishman	CCTV
Michelle Godfrey	Center for Families / CET / Early Childhood
Bob Haas	Cambridge Police Department



ATTENDEE	REPRESENTING
Amany Hyte	Cambridge Citizens
Nadeem Mazen	City Councillor
Susan Richards	Agenda for Children Out of School Time
Rosalie Rippey	Cambridge Public Schools / Special Education
Julie Roach	Cambridge Public Library
Daniel Schwartz	City Council
Annie Small	Margaret Fuller House
Nancy Tauber	Kids' Council
Lutasha Taylor	Cambridge Citizens

Before the Workshop

Before the workshop began, all of the attendees, as well as a few other members of the Cambridge community were interviewed to gather information on their perspectives of the current state of the services infrastructure and communications. They were asked a series of questions meant to accomplish two things: Gather information, and create an opportunity for the participant to start (and keep!) thinking broadly about the problem between the interview and the workshop.

Interviewees were asked a series of questions focusing on a few different aspects of the problem at hand, categorized basically as follows:

CATEGORY	QUESTIONS
PERSON	<ul style="list-style-type: none">• Talk about you and your background• Why is this problem interesting to you?• When are you available to participate in a workshop focusing on this problem?
PURPOSE	<ul style="list-style-type: none">• What should we try to accomplish during the workshop?

CATEGORY	QUESTIONS
PEOPLE	<ul style="list-style-type: none"> • Who else should be involved in the workshop? • Who else is involved in the services system in Cambridge? • Who are the users? • Who owns the portal and the data? • Who is responsible for updating the data?
PRODUCT	<ul style="list-style-type: none"> • What resources already exist? • How do people find these resources? • How do you think people want to find these resources? • What devices/technology will people use to access these resources? • What works today? • What doesn't work today?
PITFALLS	<ul style="list-style-type: none"> • What concerns are likely to arise? • What are the "gotchas" that might keep us from reaching our goal?
PROCESS	<ul style="list-style-type: none"> • What steps should we take to achieve our purpose? • What can we do to mitigate pitfalls?
TRUST	<ul style="list-style-type: none"> • How can we use this as an opportunity to improve trust between citizens and the City?

By gathering responses from interviewees, the aforementioned agenda was constructed in order to illuminate themes or information that occurred frequently in the interviews. Secondly, attendees were asked to perform a brief homework assignment. They were asked to identify the community or communities they are a part of, relevant services, thoughts on underserved communities. As a final task, they were asked to find free or low-cost swimming lessons for two young children near Central Square without using a computer, and then separately with the aid of a computer, to highlight an experience a citizen might have.

5 Why's



Entering the workshop, attendees were briefed that we would be discussing services communication and systems in the City of Cambridge, however rather than defining the problem to be solved ahead of time, attendees were asked to discover what problems might potentially be solved by the assembled group.

The prompt to begin this exercise was “What are all of the potential problems with services and the way that they are communicated that we can solve together?” Before beginning, attendees were placed into three groups of five, so that small group interactions could occur later in the exercise and throughout the day.



First, each attendee spent time considering the prompt individually, developing one or more problem statements they felt might be considered during the workshop. Once they had completed the individual section, they were asked to share within their group and, together, to identify the top problem statement that each individual had generated. Once each individual had their prioritized problem, the groups then voted to select a single problem statement for the group as a whole.

After determining the primary problem statement, individuals were asked to consider “why” this was a problem. As they answered that question, they then were asked again, “why?” and so on, until “why?” had been asked five times., or there was no need to ask the question again. This methodology was developed by Sakichi Toyoda (of the Toyota Motor Corporation) as a way to determine root-causes of failure, however it applies equally well to non-mechanical problems, and can create excellent opportunities for insights, as well as help identify barriers to progress.

Feedback from each group is collected in the following tables:

GROUP 1:

Problem Statement: “We need to better connect people in need with resources that exist”

Why 1	Why 2	Why 3	Why 4	Why 5
The city does not have one	The information is difficult to update and often inaccurate	Because other attempts to create one have failed	Too many people are responsible for it's maintenance and marketing	Because they have to keep this updated in too many ways
There is no single point of entry	Time, money, and support to get this done	Really hard to organize such a big endeavor	There are huge wealth/opportunity gaps	The City of Cambridge has an equity and access issue
The point of entry will be hard to determine	It is difficult to meet the needs of all of Cambridge	The needs of each community may be different	There will be a need to evaluate the effectiveness/accuracy continually	The process of identifying how to be accessible to all can be lengthy and will involve all communities
Each department works individually	Need to involve the residents	Know more about the culture of the residents	Need more cooperation	

GROUP 2:

Problem Statement: “The City of Cambridge needs one point of entry for info and referrals that is accessible, accurate and trustworthy.”

Why 1	Why 2	Why 3	Why 4	Why 5
Most resources are not clearly publicized for families to have access to	Most resources are online and not all families have access to a computer or the internet	Many don't know how to use a computer	To make it accessible to all families in Cambridge	
Because it is not visible right now	Because there are too many resources	Resources are not connected with each other	Everyone needs help and resources	Different programs provide different things to different people
People are not being connected with services they need	People are not aware services exist	Services are not visible to public and people don't know where to find them	No one is responsible for making services visible	There is no funding to create a responsible authority
It is confusing to know where to start	You know what you need or your problems, but don't know the full landscape	Landscape is confusing, uncoordinated, fragmented for people and providers	People have to know someone they don't even know exists in order to get what they need	This keeps them isolated! We are not a community
Families and providers don't know how to find the info/resources they need	City is filled with resources to benefit residents yet it's not being utilized to it's full capability	Barriers prevent families/residents from accessing resources	They don't know where to get this information	No single places to get resource information

GROUP 3:

Problem Statement: "We need one resource to get info for Cambridge. The resource should be visible, accessible, and has a human element to it."

Why 1	Why 2	Why 3	Why 4	Why 5
People encounter barriers and obstacles when there are services	No commonly used methodology	No systematic approach to linking information	No coordinating entity pulling resources together	Hasn't been viewed as a high priority



Why 1	Why 2	Why 3	Why 4	Why 5
available				
Info not in a language/format that they understand or have access to	Don't know how people connect or how to present info	We don't ask the users	Hard to reach them where they are at	We as providers are disconnected and not coordinated
Barriers preventing them	We have created them or not reduced them	We don't want to	It's too hard and there will be resistance	It is hard to change politics/culture
Our web-based info sucks	No priority, and we don't have skilled people dealing with it	Stuck in a very old model of design planning	Don't value planning Q2 and innovation	Politics of doing things the same way we always have is a deep cultural norm that needs to be addressed

Aspirational Solution

Having considered the problem in more depth, and socialized many potential causes for why the problem exists today, participants were asked to consider what people would say about the project if it were to be a huge success, with the problem successfully solved. This was performed using a method called “cover story,” where attendees are asked to consider how “the story of success” would appear as newspaper headlines, quotes, thoughts, social media posts, or pictures.

Each group created their own “cover story” poster, including the aforementioned elements. They then shared them with the other groups, with all participants tasked with looking and listening for similarities and trends amongst what was presented by all of the teams.

GROUP 1

HEADLINES

- Innovative city-wide initiative unifies city resources, programs, and providers; engages thousands of residents.
- You will find what you are looking for here

QUOTES

- You should go to the _____, they have people who help you get connected
- Hey did you hear about the new information center? They know everything!
- I never knew you could do XYZ in Cambridge

THOUGHTS

- Wow, this website is so friendly
- This is so easy to use
- En Espanol
- There is something for everyone

SOCIAL MEDIA

PICTURES

- Swimming pool / free lessons
- Information Center
- People of all ages
- Click here: Talk to a human

GROUP 2

HEADLINES

- Ask Lola: A one-stop source of information
- Reviews and community
- Libraries curate a mayor's program, youth input updates
- Cambridge bridges the resource gap
- Cambridge brings back the community in it's community
- Cambridge launches a "one-stop" resource guide for it's community
- New and Improved Cambridge Resource Guide - Everything Cambridge

QUOTES

- With the help of Lola, I have found affordable after-school programs for all of my children
- I'm glad there is a place to go to find the resources I need

THOUGHTS

SOCIAL MEDIA

- I just took fencing classes #cambridgerocks
- I need to find tutoring classes for Mandarin

PICTURES



GROUP 3

HEADLINES	<ul style="list-style-type: none">• City chooses innovation!• City breaks out and creates new ways to access info - Demonstrates commitment to all residents• Public comment is live on the street corners• Port street worker helps 10 men & women in Hoyt field fill out college apps online• Single moms rave about discovering existing services with new, improved website.• Residents report being able to find services they need with ease• Elected and city officials vow to listen to the not-so-loud/quite majority, rather than the loud minority.
QUOTES	<ul style="list-style-type: none">• Can you believe city personnel who interface with residents have tablets with info app?• Wow, cambridgeconnects.gov is up and going - giving us accurate, updated info• I never know I could just call someone at the library to find out what was available in Cambridge• Do you need an emergency place to stay? Let's check out cambridgeconnects.gov
THOUGHTS	<ul style="list-style-type: none">• Will this make a difference?• What's in it for me and my family?
SOCIAL MEDIA	<ul style="list-style-type: none">• Got a question? Click here (cambridgeconnects.gov or 617-349-xxxx)• All city personnel who interface with residents have personal tablets equipped with new info app.
PICTURES	<ul style="list-style-type: none">• New partnership among different entities• CCTV upcoming class schedule posted at cambridgeconnects.gov

The Process - Moving Forward

With the aspirational solution in mind, participants were tasked with discussing and mapping all of the tasks and resources that would need to be involved (directly - doing work, informed, or influenced) in order for the solution to be achieved. Each group was asked to think about the different phases that would need to be carried out first, and then to add potential tasks within each phase. Phases were later organized in chronological order, meaning the tasks within earlier phases typically preceded those of the following phases.

In asking each group to carry this exercise out separately, trends in how each group approached the solution could later be identified. Their phases and tasks are incorporated into the following tables:

GROUP I	
INFORMATION GATHERING	<ul style="list-style-type: none"> • CET • Survey • Action plan with goals and success target - project timeline • Determine project leader • Identify location for center • Decide on a committee or task force to coordinate • Recruit data entry / site populating captains • Determine a process for updating information and who is responsible • A clearer picture of what this point of entry will be • Create a vision with residents and providers • Policy for inclusion
MARKETING	<ul style="list-style-type: none"> • Develop a marketing plan • Post flyers all around the city • Come up with a catchy name
BUY-IN	<ul style="list-style-type: none"> • We need the power and authority to make it happen • Funding • Buy in from all (providers/residents/etc.)
INFORMATION GATHERING	<ul style="list-style-type: none"> • Get information from different communities • Gather current information on resources • Work together with different organizations • Schools, library, city and different community leaders • A widget that culls information from service provider websites
STAFFING / LEADERSHIP	<ul style="list-style-type: none"> • Program staff - phone and staff • Web design • Social media coordinator • Find a director / paid personnel on the social and tech side of this • Recruit programmers
TECHNOLOGY	<ul style="list-style-type: none"> • Make a wireframe • A front end that can accommodate everything • Webpage design • A database of service providers • Get design inspiration and examples (and festivities we like) together

GROUP 1

SUSTAINABILITY	<ul style="list-style-type: none">• Create a maintenance policy• Funding• Resources• Support
EVALUATION	<ul style="list-style-type: none">• Determine available funding or where to get it• Evaluate usage

GROUP 2

HIGHER LEVEL PLANNING / NEEDS ASSESSMENT	<ul style="list-style-type: none">• Decide what to include (tel #, website, volunteers)• Buy-in by lead agencies• Have strategic planning meetings involving all community agencies and stakeholders in the community• Develop a plan for referral for complex cases• Need trained counselors for complex cases• Find out the audience for these resources• Timeline for the project• Identify efficiencies and places to cut, change and shift
PARTNERS / PEOPLE	<ul style="list-style-type: none">• Determine, hire, and train staff• Train staff to moderate, keep content updated, market, and answer phone/email• Identify key leaders- service providers, resource entry points (schools, comm. groups)• Cultivate partnerships and shared customer response• Knowledgeable people to answer questions and guide people
IMPLEMENTATION AND MARKETING	<ul style="list-style-type: none">• Catalogue all resources and providers• Find out what resources we have out there• Gather all resources• Build a site/app• Reach out to providers to make it accessible• Leadership with all the outreach workers• Market / advertise the site / app• Marketing in front of city hall upcoming events• Post to partner websites and list serves• Buy ads on billboards, T, printed signs• Outreach messaging• Liaise between resources

GROUP 2

SUSTAINABILITY AND INFRASTRUCTURE

- Money / funding - to pay web developer, other staff, marketing
- State and government support
- Identify a “home” for this information and service
- Staffing plan - build, maintain, data entry, moderation
- Identify coordinator
- Fundraise and find investors

ASSESSMENT

- Test and pilot
- Focus group
- Wire frame solution if website or equivalent for phone
- Use this system to gather feedback from gov/agencies to improve system

GROUP 3

PRIORITIZATION

- Make the creation, upkeep and sustainability a priority
- Leadership messaging this as a priority
- Build community capacity

ASSESSMENT & PLANNING

- Hire consultants to aggregate all info that exists for city, NPOs, etc.
- Needs assessment
- What info are people looking for?
- How do they access it?
- Identify community interventions
- Assess who is doing this type of work - creating guides, websites, etc.
- Figure out how to be more efficient/effective
- What are the tasks to be accomplished by the team?
- Once the strategy is developed, how does the plan get implemented?
- Assess progress and alter strategy accordingly?
- Who is part of the strategic team?

DESIGN

- Focus groups and other surveys to determine how users want to get info and what interface would be most effective?
- Explore new technology methods and info dissemination
- Reduce language barriers
- Sophisticated search function based on user requests
- Survey
- Basic info plus user quotes, profiles, photos

MARKETING

- Ongoing campaign for hype, culture building around app



GROUP 2

IMPLEMENTATION	<ul style="list-style-type: none">• Training for all possible workers on value and use of all• Mobilization• Implementation of strategy with orientation and commitment• Present info at provider focus group to ensure everything is included• IT and staff support• Resources for tablets for all public interfacing workers
PEOPLE / COLLABORATION BUILDING	<ul style="list-style-type: none">• Potential users, especial hard to reach• Library personnel• Outreach workers• Tech community• Kids' Council members• Youth• City, CBOs, and school department
SUSTAINABILITY	<ul style="list-style-type: none">• Develop sustainability plan• Develop means for info to be kept updated• Providers committed to current info upload to .gov• Provide incoming support and continually re-introduce the service

Stakeholder Analysis

In order to improve the chances for project success, attendees were asked to identify networks and communities they are members or otherwise could contact in order to gather feedback as the project is developed, or spread word through when appropriate. They were also asked if there were other stakeholders who need to be involved in the process. Their feedback is collected in the following table:

ATTENDEE	NETWORKS
Tina Alu	<ul style="list-style-type: none"> • CEOC participants (low- to mid-income) • Low-income tenants • Food pantry networks • Haitian community through Creole staff
Shubham Dhital	<ul style="list-style-type: none"> • Kids' Council • YIS • City leaders • Youth • College students • Community service agencies
Susan Fleishman	<ul style="list-style-type: none"> • CCTV • CCT members • Cable channel viewers • Neighbormedia: Citizen journalism program • Non-profit networks/EDs • Friends and social media
Michelle Godfrey	<ul style="list-style-type: none"> • School • Colleagues • The 0-8 council and families • CET • Mass Family Centers • Young people • Hospitals - CHA • Housing • Parks and Rec • City folks • Seniors • CBO providers • Cambridge Community Foundation • Business community • Banks • Universities • Tech companies • Individuals

ATTENDEE	NETWORKS
Bob Haas	<ul style="list-style-type: none"> • Police • Service providers • Community based organizations • City departments • Schools • Neighborhood associations and tenant councils • Boards and commissions • Other criminal justice entities • Social media networks and the media
Amany Hyte	<ul style="list-style-type: none"> • Friends and neighbors • The Arabic-speaking community
Nadeem Mazen	
Susan Richards	<ul style="list-style-type: none"> • Agenda for Children OST Initiative • Friends • OST Coalition • Middle School Network • STEAM network • DHSP • CPSD • Parent listserve • CET • Non-profits
Rosalie Rippey	<ul style="list-style-type: none"> • Family liaisons • Special ed. parents • CPS senior admin and principals • CPS communication systems • Parent and neighborhood list serves • Community partners via CPS • Those working on family engagement
Julie Roach	<ul style="list-style-type: none"> • Library partners and users • Baby U
Daniel Schwartz	<ul style="list-style-type: none"> • Activists • Tech partners • Residents • Students • Volunteers • Municipal partners

ATTENDEE	NETWORKS
Annie Small	<ul style="list-style-type: none"> • Cambridge/Somerville elder services • Margaret Fuller House staff and families • Cambridge community learning center • Churches and shelters • YMCA / YWCA • Cambridge schools • hospital & neighborhood clinics • Multi-service centers
Nancy Tauber	<ul style="list-style-type: none"> • CRLS • Vassal Lane Upper School • Kids' Council reps • YIS / Cambridge Youth Council • Friends • CET • Healthy Children Task Force • 0-8 Council • Social media • RAY • Middle School Network
Lutasha Taylor	<ul style="list-style-type: none"> • After school programs • Other parents • Cambridge Housing • Caribbean community • Men's health league • Women's Center



Question Storming

With a more complete list of the individuals and groups within the city whose influence or input might be helpful in the process of completing this project put together, participants were next asked what questions they might want to ask in order to get feedback on the project. These questions are meant to help validate the assumptions the project makes at the beginning, and is driven by those who will need to interact with the project as it is developed and once it is launched. Though many questions were created, those focusing on the initial scope for the project as it will be presented to residents have been distilled and built into a survey, presented here:

RESIDENT SURVEY QUESTIONS

- Demographics:
 - Street address
 - Children under 18 at the residence
 - Adults over 65 at the residence
 - Age
- Do you have a mobile phone (with text)?
- Do you have a smartphone?
- Do you have a computer or tablet you can use at home?
- Do you have access to the internet at home?
- Do you have access to the internet outside of home?
- What information about services do you usually look for?
- Where do you go to get info on services you need in Cambridge?
- What technology do you currently use to get info on services in Cambridge?
- What technology would you prefer to use to get info on services in Cambridge?
- How would you rate the place you currently get info on services in Cambridge?
- Would you use social media to follow or interact with the services you need in Cambridge?
- Have you ever been unable to find info on a service you need in Cambridge?
- How would you prefer to receive info from the City, schools, or community organizations?
- In which language do you prefer to receive information?
- Would you like the option to rate services you use in Cambridge?
- Do you have any other feedback, questions, or ideas?
- Would you like to volunteer to help this project?
- Would you be willing to be a community ambassador, and share this survey with your communities?



Each of the above questions includes some level of relevant logic, meaning that survey-takers will be provided with a limited number of options (generally) which can be translated into most of the languages spoken by residents of Cambridge prior to deploying the survey out to residents.

Pre-Mortem

As with any project, it's good to ask what can potentially go wrong. In this case, participants worked individually on something called a "pre-mortem," and were asked to consider all of the potential issues that might arise from any conceivable angle, and within any conceivable timeline. This is done in order to prepare the project team for potential pitfalls, and can also help illuminate likely risk factors that weren't reported during the initial interviews, or were not otherwise brought up during the workshop.

PRE-MORTEM CONCERNS

• Platform didn't interface well, was hard to understand or use	11
• Programs didn't update	8
• Providers weren't interested and didn't fully participate	7
• Did not take time to get data / input from community or providers	7
• No long-term funding plan/staff	7
• Site not multi-lingual / multi-cultural	6
• Didn't get and maintain buy-in with stakeholders and residents	6
• Marketing not given enough emphasis	5
• Residents not using resources	4
• No evaluation used	3



PRE-MORTEM CONCERNS	
• Too many people working on it but no one responsible	3
• Stakeholders did not follow through	3
• Programs didn't know enough about it	2
• Platform didn't allow for easy use for the provider community	2
• Platform didn't stand the test of time	2
• Users were disappointed	2
• Priority was given to larger groups and the loudest input, not inclusive	2
• System unstable or under-maintained	2
• Staff rude or uninformed	2
• No plan to be linked to human expertise / experience	
• We hired the lowest bidder to build it and they did a crappy job	
• Waiting lists increased because resources are easier to find and access	

Plus / Deltas

As a final step in the workshop, participants were asked to talk about what what they felt went well throughout the course of the day, and to highlight some things they felt could be improved in future workshops. Their feedback was collected and is included in the following table:

PLUS	DELTA
Inviting non-city workers	Too many ideas at times
Good job incorporating everyone into the group	Not knowing what will happen next
Lots of ideas in the room (2)	Not knowing how or if I will be involved
Brainstorming	More activities like “how will you use your network?” - action steps

PLUS	DELTA
Nicely organized (5)	More consumers in the process next time
Remembered that personal contact is very important and should never be taken away from the process	
Facilitator called everyone by name	
Some neat techniques (2)	
Interesting outcomes	
Loved the dialogue	
Thankful to all who participated	
A lot of learning (2)	
Strong facilitation	
Pre-work was a good activity	
Good size group for collaboration	
Post-it pro tips	
Good size group for collaboration	

