



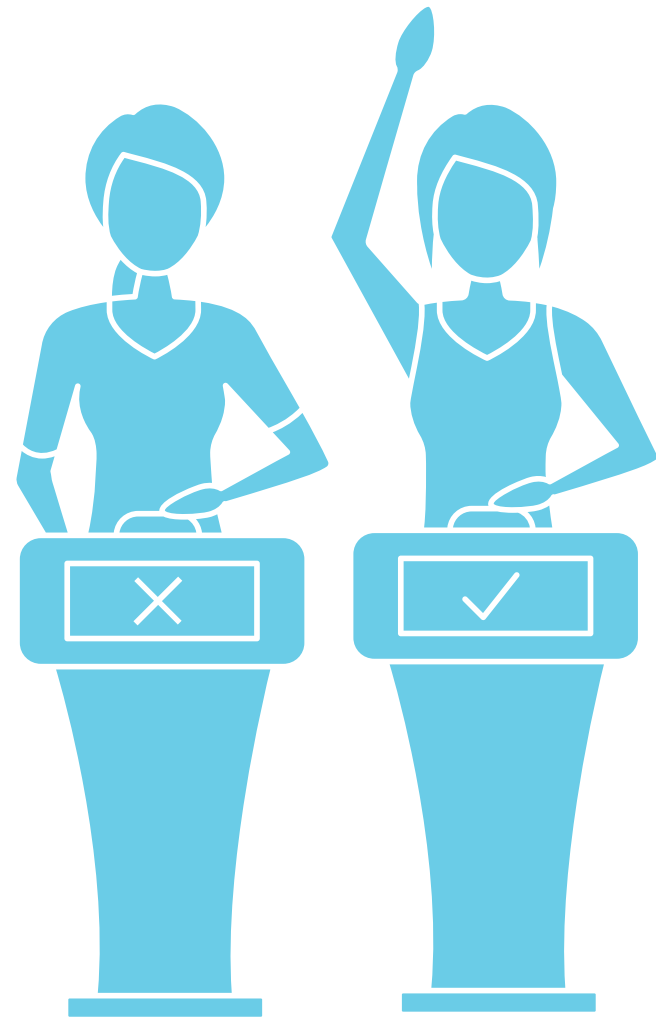
Winter Conference
January 2023

Best Practices for Engaging Your Citizens

Presenter:
Melissa Pond
Senior Principal Planner
City of Quincy, MA



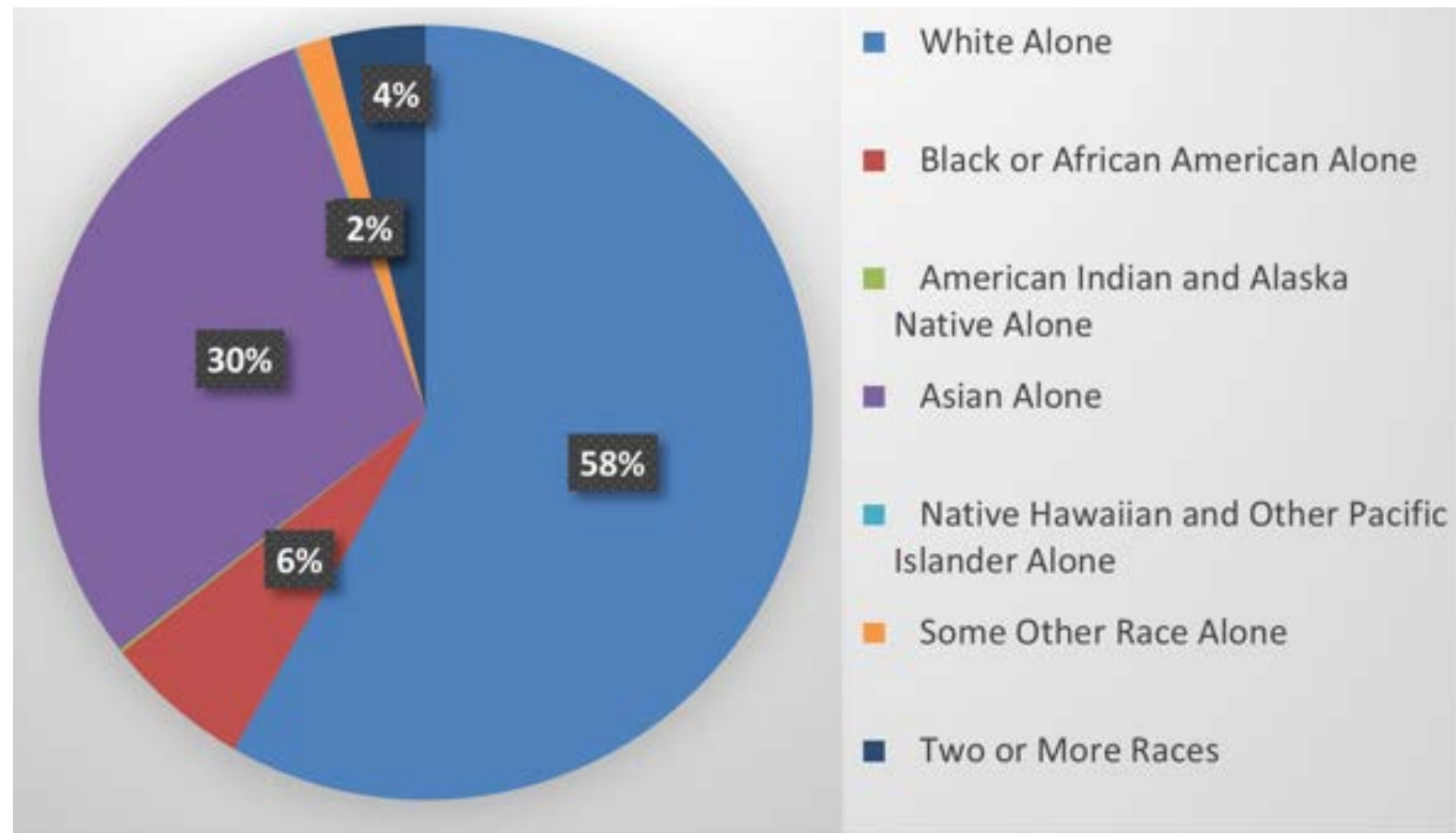
Interactive Agenda:



A) Two-Part Teen Focus Group

B) Federal Funding Feud

Background Information



City of Quincy, 2021 5-year estimates:

Population: 100,000+

16.57 Square Miles

Population Density: 6,066.9 / sq mi

Median Household Income: \$70,409

Persons Below Poverty Level: 10.3%

Background Information



Census Tract 4178.02, 2021 5-year estimates:

Germantown, Quincy, MA

Population: 3,293

.46 Square Miles

Population Density: 7,114.8 / sq mi

Median Household Income: \$19,597

Persons Below Poverty Level: 24.7%

Background Information



City of Quincy FY 2022 Allocations:
\$1,745,215 CDBG
\$900,610 HOME
\$157,672 ESG



Highlights:
Community Health Center, Neighborhood Center
Community College Job Training
Public Services: Seniors, Transportation, Asian
Outreach, Homeless Services, Counseling, After
School, Food Pantry, Housing Search



Two-Part Teen Focus Group:

1) Participate in mock recommendation committee with a new persona



2) Tell us about you, your hopes and aspirations





Amelia is 15 years old and lives in the Germantown neighborhood of Quincy, Massachusetts. She is an exceptional singer. She was paralyzed in a car accident and uses a wheelchair to help her get around. She has a therapy dog who she loves very much. She is passionate about learning the guitar. She is obsessed with reading. She wants to be able to perform music locally. In five years, she sees herself working for the Thomas Crane Public Library.



Brett is 17 and lives in the Germantown neighborhood of Quincy, Massachusetts. He is exceptional with basketball skills. He lives with his mom and he cares a lot about her. He is passionate about teaching young kids how to play basketball. He is obsessed with making money. He wants to be able to play basketball at the college level. In five years, he sees himself coaching basketball as a career.



Caroline is 17 years old and lives in the Germantown neighborhood of Quincy, Massachusetts. She is an exceptional cook. She is a teen mom and loves her baby very much. She is passionate about gardening and obsessed with nutrition and wellness. She wants to be able to earn a business degree. In five to ten years, she sees herself owning her own catering business to support herself and her child.

Instructions: As one of the three fictional characters, you now sit on a committee that makes recommendations about the CDBG funding to the Mayor. The following proposals have come in to review. What are your recommendations as a committee? You have a budget of \$1,000,000. Public Services are only allowed a 15% cap so there's only \$150,000 available for public services.

Public Services

- Assistance with college applications
- College and career counseling
- Program to set up mentors with teens
- Program to provide free groceries
- Program for teens to play basketball
- Program for youth to learn music

Housing

- Project to create affordable rent
- Project to create affordable homeownership

Public Facilities & Infrastructure

- Project to bring more streets and sidewalks into ADA compliance
- Project to expand community health center

Economic Development

- Job training and placement for culinary program
- Job training and placement for biotechnology



Tell us about you, your hopes and aspirations

Qualities:

- Exceptional skill / trait
- Someone you care about other than yourself
- Passion
- Obsession
- Something you want more than anything
- Challenge
- Where you see yourself in 5 - 10 years



What are (CDBG eligible) projects or programs you want to see in our community that will help you meet your 5 - 10 year aspirations?

Qualities	Fill in the Blank
Exceptional Skill / Trait:	Working CNA SKILLS
Someone you care about other than yourself:	My Mother
Passion:	NURSING
Obsession:	Doing good in school
Something you want more than anything?	To be an RN
Challenge:	college
Where you see yourself in 5—10 years:	Working in a HOSPITAL

What are (CDBG eligible) projects or programs you want to see in Quincy that will help you meet your 5—10 year aspirations?

- More opportunities to help out elders and anyone w/ any disabilities & cannot do for themselves
- More food for GNC programs

Federal Funding Feud

CDBG Eligible Activities

Affordable Housing

- Homeownership
- Rent
- Home Repair
- Lead Paint Removal
- Homelessness Assistance

Public Facilities

- Parks & Recreation
- Community Centers
- ADA Compliance
- Health Facilities
- Streets & Sidewalks

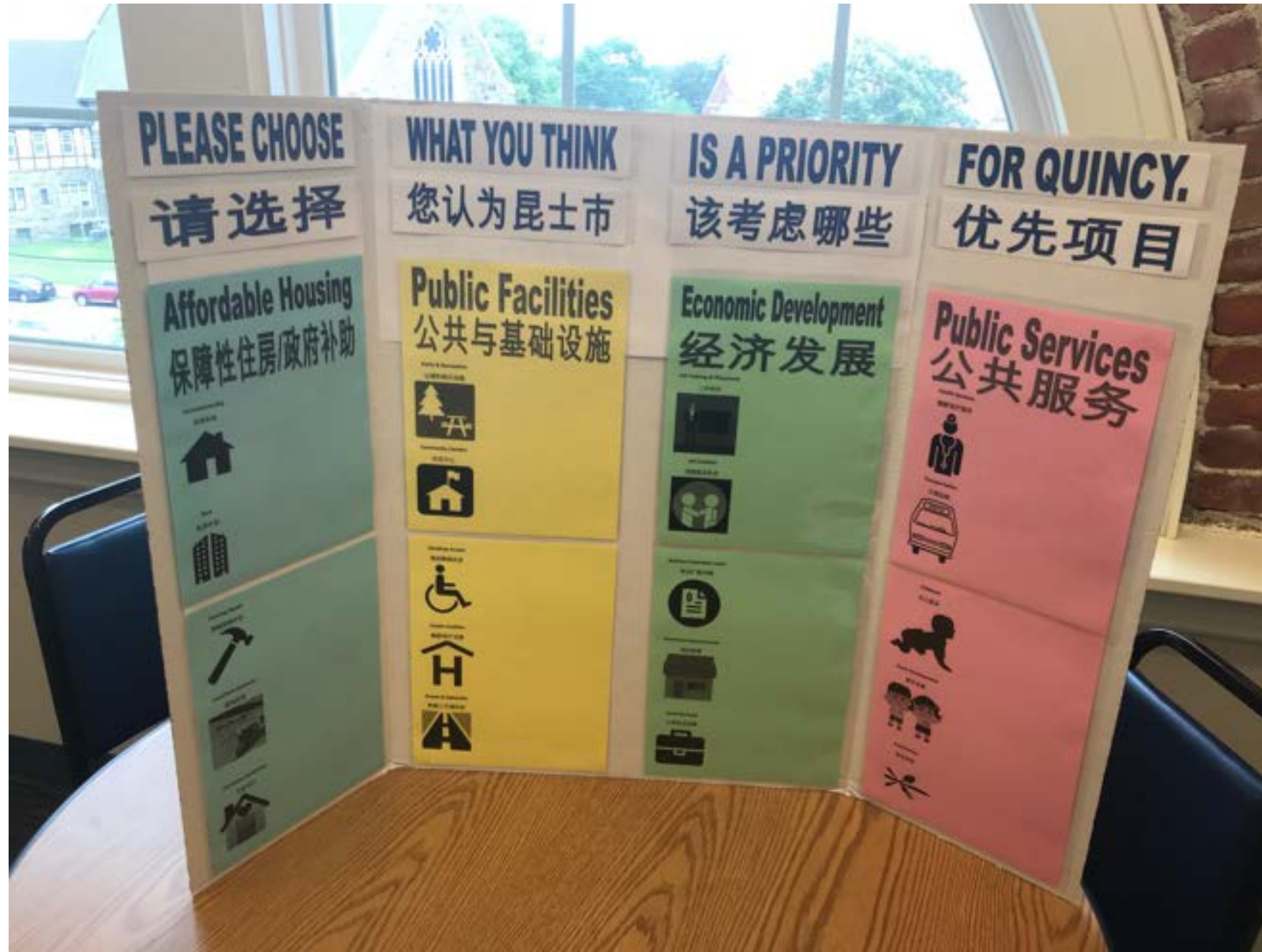
Economic Development

- Job Training & Placement
- Job Creation
- Business Expansion Loans
- Storefront Improvements
- Small Business

Public Services

- Health Services
- Transportation
- Childcare
- Youth Development
- Food Pantry

500+ Surveys



Special Coffee Hour for Shelter Guests:
City Planners want to know how Quincy can better support you to thrive



Thursday, August 22, 2019

9:00 - 10:00 am

Father Bill's Place - Resource Room
38 Broad Street, Quincy



Quincy is setting new five-year goals to improve the lives of low-income individuals and families.



Projects such as housing, transportation, job training, health services, and more are all possibilities.

Please join us for coffee, snacks, and conversation!



Sign up with the staff at Father Bill's Place

500+ Surveys

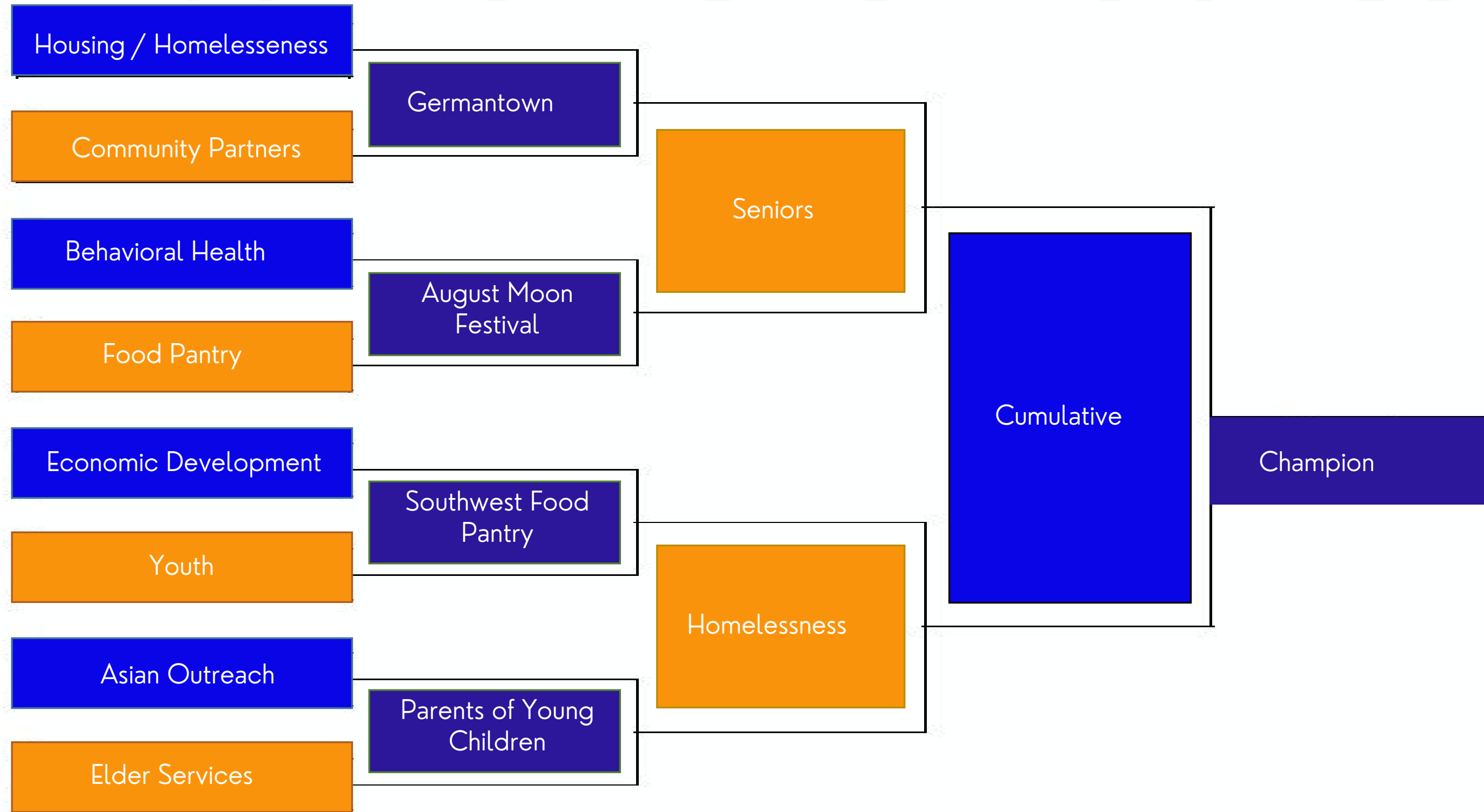


Scaling

Purpose:

- Prevent bias
- Adjust for the difference in the three formats of the survey (paper copy, survey monkey, sticker board)
- Make the numbers work for a game similar to “Family Feud” (100 people surveyed)
- Scientific? NO! Meant to infuse the conversation about community needs for individuals and families of low to moderate income in Quincy
- Ask Questions: What surprises you about the data? Why do you think respondents answered the way they did? What should that mean for us as decision makers for funding, collaborations, partnerships?

Tournament Bracket



Team A


 **Sustainable Homeownership**

 **Affordable Rent**

 **Housing Repair**

 **Lead Paint Removal**


 **Homeless Assistance**

 **Job Training & Placement**

 **Job Creation**

 **Business Expansion Loans**

 **Storefront Improvements**


 **Small Business**

Team B

 **Parks & Recreation**


 **Community Centers**

 **Handicap Access**

 **Health Facilities**

 **Streets & Sidewalks**

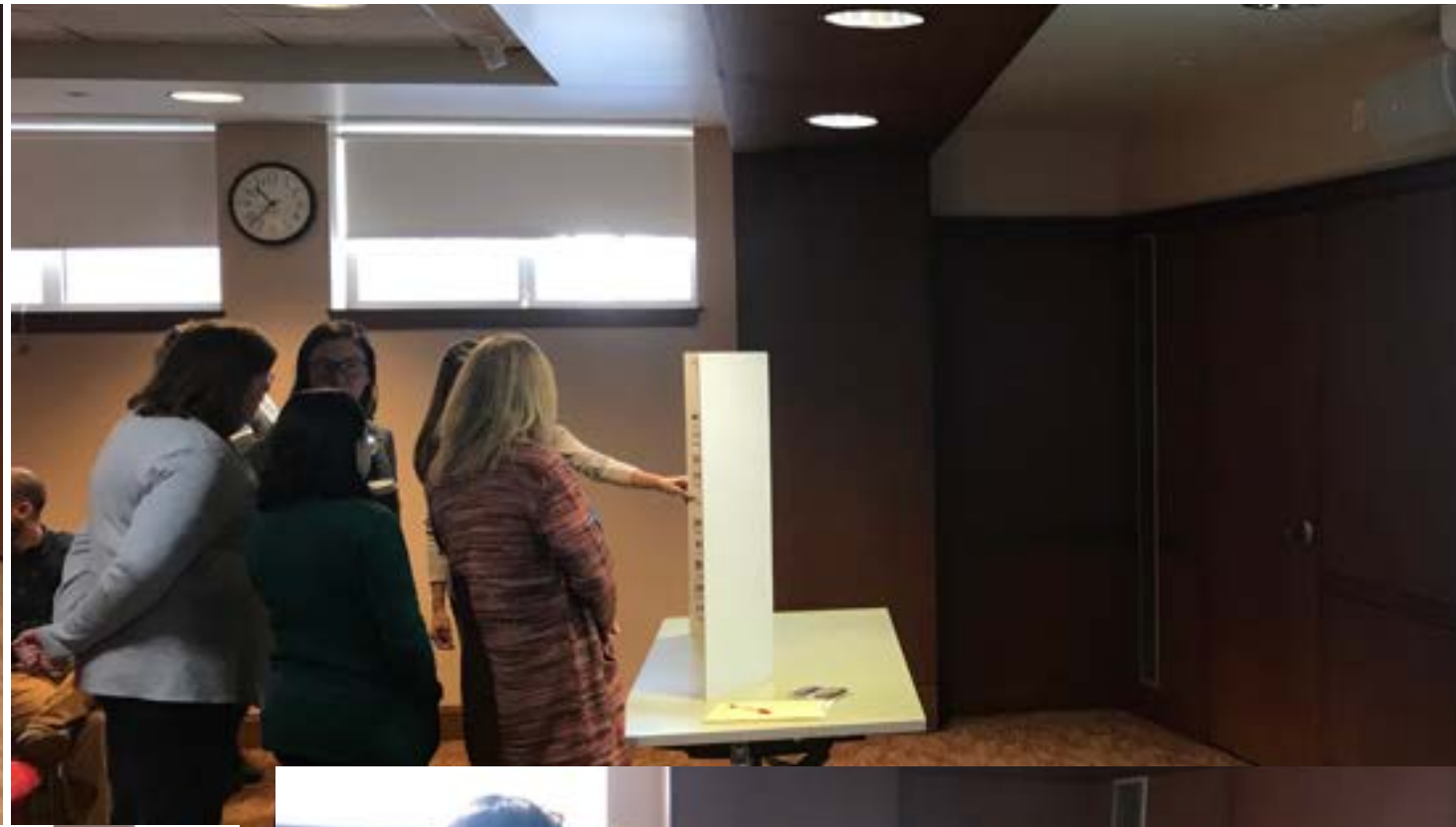
 **Health Services**

 **Transportation**

 **Childcare**

 **Youth Development**

 ***Food Pantry**



Simplified Version

Individual players guess top two answers via Poll Everywhere

Pollev.com/melissapond493

Federal Funding Feud

Top 8 Needs: Germantown Residents

Affordable Rent	19	Job Training & Placement	16
Community Centers	17	Parks & Rec Facilities	15
Childcare	17	Food Pantry	15
Youth Development	16	Transportation	15

Federal Funding Feud

Top 8 Needs: August Moon Festival

Affordable Homeownership	26	Community Centers	22
Affordable Rent	25	Housing Repair	21
Transportation	25	ADA Accessibility	21
Health Services	22	Childcare	21

Federal Funding Feud

Top 8 Needs: Southwest Food Pantry Patrons

Homeless Assistance 30

Health Services 20

Food Pantry 25

ADA Accessibility 20

Affordable Rent 24

Childcare 20

Affordable Homeownership 23

Health Facilities 17

Federal Funding Feud

Top 8 Needs: Parents of Young Children

Streets & Sidewalks 20

Affordable Homeownership 16

Parks & Rec 18

Affordable Rent 16

Community Centers 18

Transportation 14

Health Facilities 18

Job Creation 14

Federal Funding Feud

Top 8 Needs: Seniors

Community Centers	83	Transportation	17
Parks & Rec	40	Job Creation	16
Health Services	20	Job Training & Placement	11
ADA Accessibility	18	Affordable Homeownership	9

Federal Funding Feud

Top 8 Needs: Homeless Shelter Guests, Casemanagers

Affordable Rent	100	Affordable Homeownership	22
Homeless Assistance	74	Childcare	19
Transportation	59	Streets & Sidewalks	15
Job Training & Placement	33	Health Services	15

Federal Funding Feud

Final Round: Overall Top 8 Needs

Affordable Rent	36	Job Training & Placement	20
Homeless Assistance	29	Transportation	20
Affordable Homeownership	21	Childcare	19
Community Centers	21	Youth Development	19

Contact Information

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