



**ORTON** FAMILY  
FOUNDATION

How Engagement Leads to Action  
That Actually Gets Implemented –  
do it the **Heart & Soul<sup>®</sup>** Way!



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# Community Heart & Soul

— Guided by what matters most —















### Applied Community Heart & Soul

-  Towns completed
-  Currently in process

### Active interest in Community Heart & Soul

-  Foundations
-  Funders







**ON THE MENU  
TODAY...**

H&S Philosophy of Engagement  
Getting a Community's Ideas Heard  
Discover What Matters  
Data to Action

# Learning Objectives

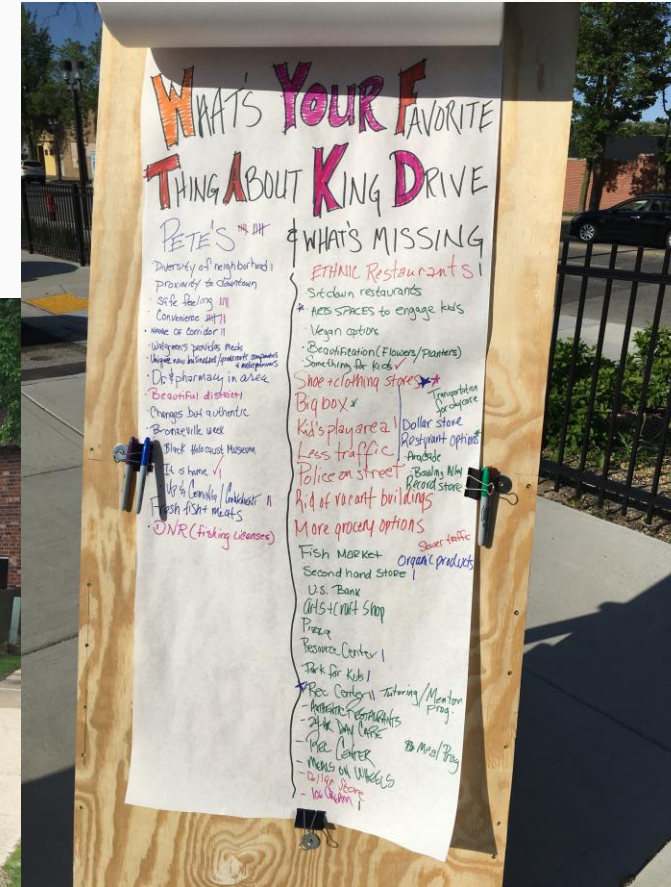
1. Discover tools for understanding the full scope of who is in your community and how they connect to downtown.
2. Learn innovative strategies for gathering a community's ideas that could benefit downtown.
3. Use data from community stories to mobilize support for actions that can make a positive difference in downtowns.







# Why Main Street and Heart & Soul?







“WHAT UNITES PEOPLE?  
ARMIES? GOLD? FLAGS?  
**STORIES.** THERE’S  
NOTHING IN THE  
WORLD MORE  
POWERFUL THAN A  
**GOOD STORY.**”

NOTHING CAN STOP IT.  
NO ONE CAN DEFEAT  
IT.”

**TYRION LANNISTER**

GAME OF THRONES, SERIES FINALE



Rediscover what's special  
about **your town**

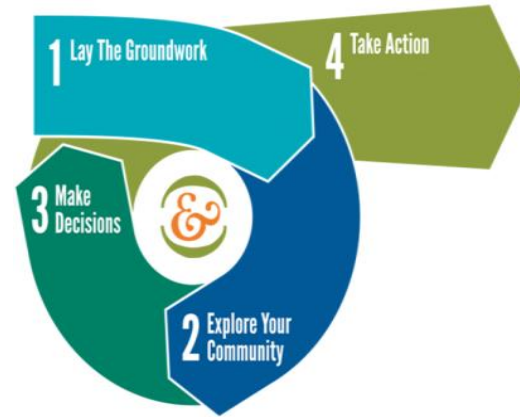
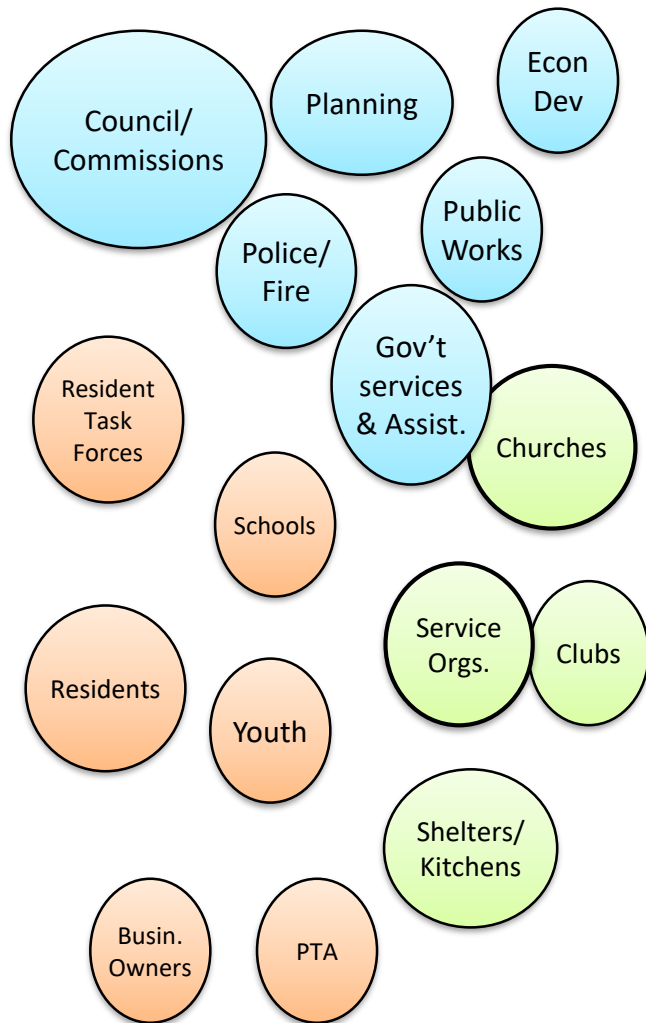




- It makes sure you know **who** is in your community.
- You hear from **all** demographics.
- You prioritize ideas and actions. **Together.**
- It's about where you bring the table so **everyone** can have a seat.

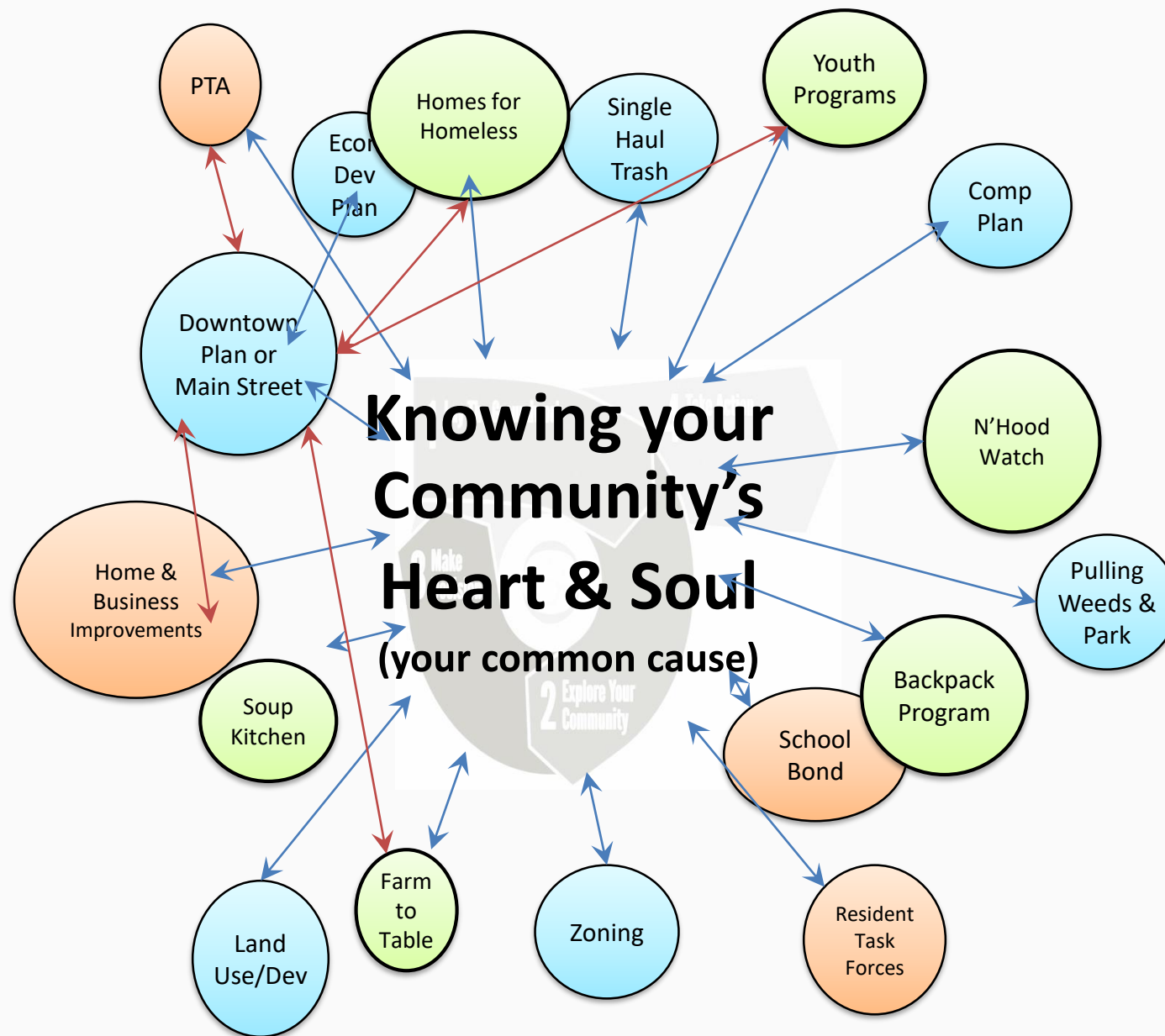


***Siloes working, sometimes on similar goals, but unaware of efforts/mission of others***



***Enduring vibrant communities  
require government, community,  
Non-profits working together***





# DEMOGRAPHICS INFORMATION

Please check the box that applies to you for each of the demographic sections below. This is anonymous so we can be sure we are hearing from everyone.

## 1. Gender

☐ Male    ☐ Female    ☐ Prefer not to answer

## 2. Age

☐ <6    ☐ 6 to 19    ☐ 20 to 24    ☐ 25 to 34    ☐ 35 to 54    ☐ 55 to 64    ☐ 65+

## 3. Race or ethnicity

☐ Black or African American  
☐ Native American or Alaska Native  
☐ Asian  
☐ Native Hawaiian or Pacific Islander  
☐ White  
☐ Hispanic or Latina/o  
☐ More than one

## 4. Length of residency (years)

☐ <5    ☐ 5 to 10    ☐ 11 to 20    ☐ 20+

## 5. Income

☐ Less than \$25,000  
☐ \$25,000 to \$49,999  
☐ \$50,000 to \$74,999  
☐ \$75,000 to \$99,999  
☐ \$100,000+

## 6. Which part of the community do you live or work in?

☐ \_\_\_\_\_  
☐ \_\_\_\_\_  
☐ \_\_\_\_\_  
☐ \_\_\_\_\_

☐ \_\_\_\_\_  
☐ \_\_\_\_\_  
☐ \_\_\_\_\_  
☐ \_\_\_\_\_

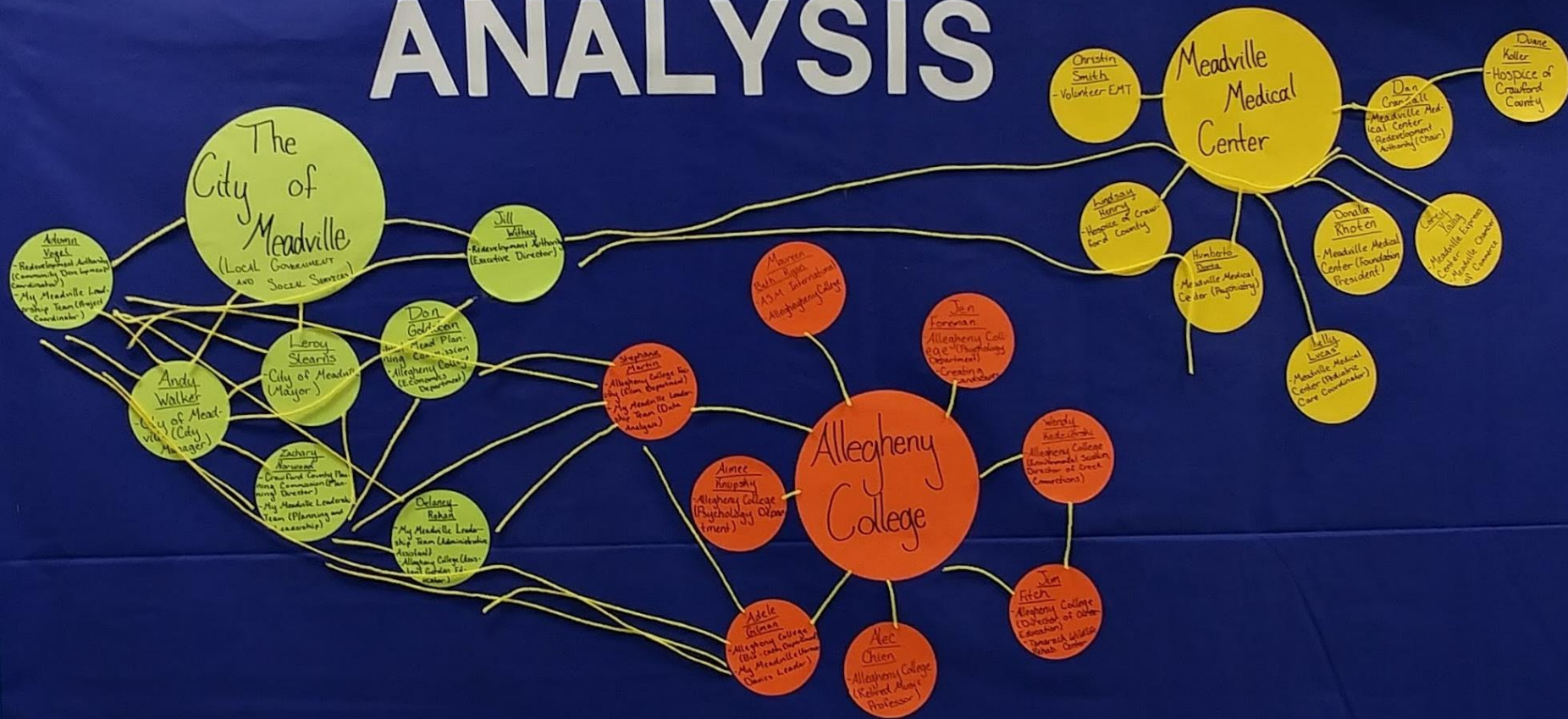


	Category	Breakdown	% / number of residents	
	Income	Less than \$25K		
		\$25K-\$49,999		
		\$50K-\$74,999		
		\$75K-\$99,999		
		\$100K+		
	Age	Under 6		
		6-19		
		20-24		
		25-34		
		35-44		
		45-54		
		55-64		
		65+		
	Gender	Female		
		Male		
		Prefer not to identify		
	Residency	Renters		
		Homeowners		
		Other		
	Race and Ethnicity	Black or African American		
		Native American or Alaska Native		
		Asian		
		Native Hawaiian or Pacific Islander		
		White		
		Hispanic or Latina/o		
		More than one		

<b>STEP 1</b> <b>Know Your Community</b> <i>List groups (informal and formal), neighborhoods, or other ways that your community is organized</i>				<b>STEP 2</b> <b>Demographic Cross-Check</b>	<b>STEP 3</b> <b>Group Connectors</b> <i>Someone who can connect you to others in the group</i>
Community group name (or description)	Are they a missing voice?	Anything special to note?	On Heart & Soul Team?	What demographic group(s) are represented in this community group? <i>Cross-check with Demographics tab</i>	Connectors (Names)
Jamestown School District PTO	Not generally, but some of the families they represent are	The PTO has a large attendance at monthly meetings	Y	Crosses all demographics	Darvel Johnson (Pres)
<b>VETERANS</b> Veterans- VFW Veterans- VFWA Veterans-unaffiliated	Sometimes		Y	Veterans; Men and Women; Crosses various age categories	Joe (VFW) Jane (auxiliary) Harry (manages the Veterans Memorial in the square)
Business owners who don't live in the community	Yes	We don't have an official count of this group	N		Jessamyn Hosterman (Chamber member)
Springdale neighborhood	No	They are known as the trick or treat neighborhood	Yes		Scarlett Johnson (homeowner's assn pres)
Temple Beth Israel	No	They operate a soup kitchen in the winter months	Y		Rabbi J Goldstein Sally Kirch-Comms Mgr
Young, single parents	Yes	There is not a formal group structure	No	Generally, in lower income brackets	



# COMMUNITY NETWORK ANALYSIS





STEP 1: FIND YOUR DEMOGRAPHICS				STEP 2: IDENTIFY COMMUNITY NETWORKS	STEP 3: IDENTIFY NETWORK CONNECTORS	STEP 4: COMMUNICATION OPPORTUNITIES		STEP 5: ENGAGE METHODOLOGIES
Demographic Groups	Identify community	Identify community	Engagement Barriers or Constraints	Identify Community Networks	Network Connectors (Names)	Ideas For Communication	Ideas For Communication Channels	Ideas For Engagement Methods
Business	approx 400	N	time of day	Y CBA Union Meeting Rotary Historical Society	Tom, Chuck, Frank, Dave, Cyndi	Creekside Weekly Breakfast CBA Mixer 1 x per month HS monthly meeting	- website - CBA Newsletter - Personal Contact	- Mixers w/ HS
Low Income & Poverty								
Local Government		N	- schedules	Y - Comm Meetings - Union Meetings - Comm Events	Barb, George	- Newsletter - Attend monthly meetings - Township Events - attending their meetings	- T.V. Chi channel - website - Newsletter	- Attend Meetings
Civic Associations / Community Organizations		N	- communication of scheduled meetings & events	Y - Upper Chi Community Coalition - Del. Co. Action Agency	Barb, Judy, Betsy, Diane		- CAADC e-mail - Comm. co. e-mail	
Faith-based Community		N	- Weekends (plus Sunday) would be best to meet	Y - Churches - Homes	Rev. Irms, Deacon Curtis, Darren, Judy,	- Congregations - Church Fellowship - Youth Group - Block Parties	- Bullentins - Newsletters - Church Facebook/website	
Neighborhoods		N	- schedule / time of day	Y - neighborhood associations				
Military Families		N	- not evenings	Y - Chichester Senior Center - Creekside - Parkview - Lutheran Knolls - School events (ie conferences)	Jane, Dave Schreiber, Barb, Bill Taylor	- Creekside newsletter, meetings, H&A, website - Senior Center meetings	- Creekside newsletter & website	* Community Day
Parents / Guardians		N	- time / schedules	Y	Tony, Frank, Tom, Lauren	- S.D. Comm Meetings - PTA - Board Meetings - Scheduled Events	- Chi Channel - Facebook	
Children		Y	- depends on parent availability & involvement	N				
Youth		Y		N - School district - school activities - Sports, Arts	Tom, Tony, Frank			* C.S.D. Resource Fair in September
Young Adults 18-24		N	- schedules - (poss. holidays)	Y	Andrew	- school events - PTA - Club Activities - local parks - band	- Facebook - Twitter	community service projects









**It starts with a story!**

**Thick**

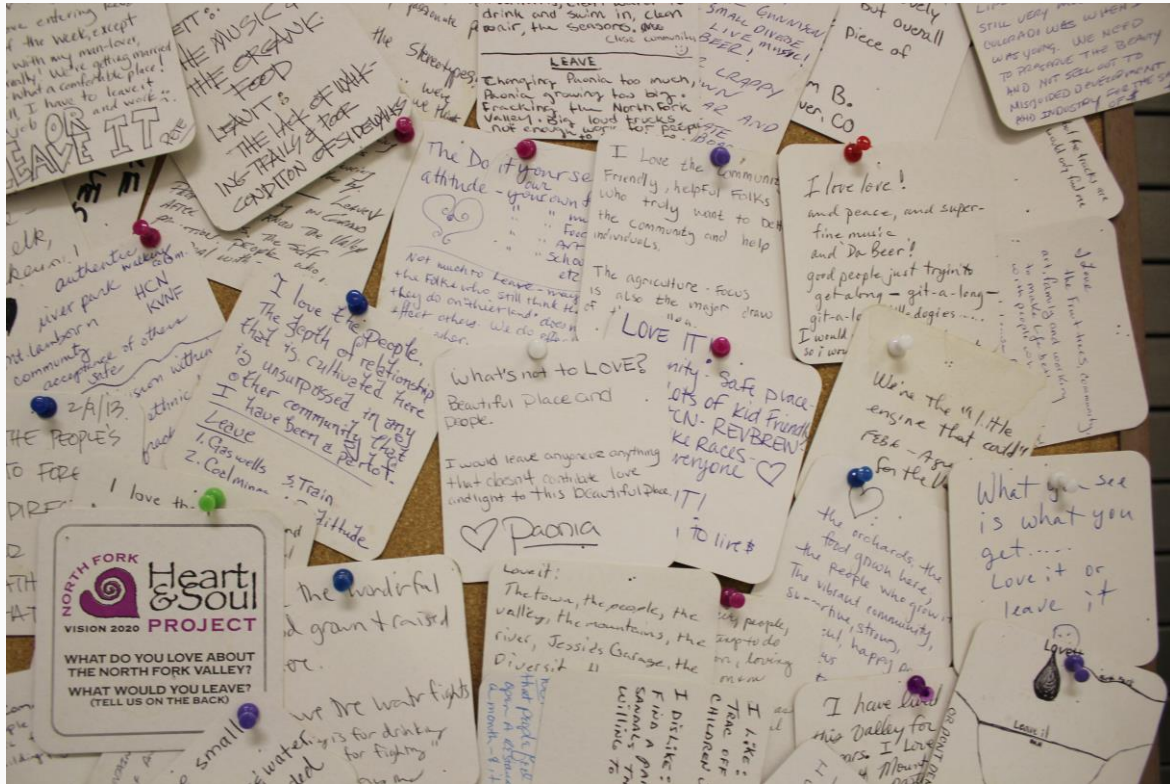
**Thin**

**Intentional**

**Broad**



# Thin and Broad

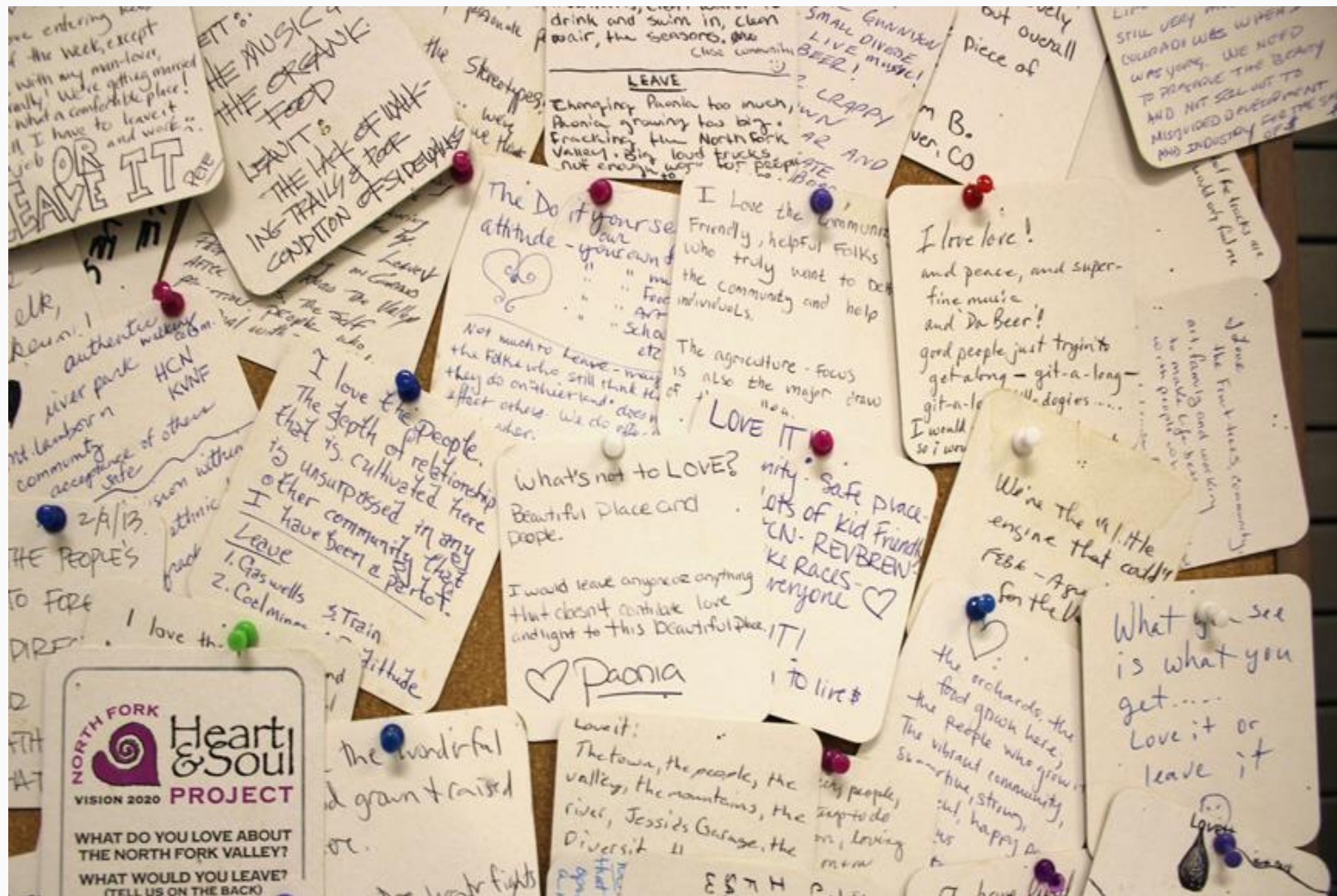




# Thick and Intentional







let's gather a story!



## STORY LISTENING NOTES

Storyteller: \_\_\_\_\_ Story listener(s): \_\_\_\_\_

Date: \_\_\_\_\_ Story collected at/during: \_\_\_\_\_ Record number: \_\_\_\_\_

**Story Notes:** As you take notes, capture what is important to the storyteller about the community. Circle important values (or themes), hopes and concerns, and ideas for action.

**Summary Statements:** Write a statement or two that summarizes the story, including the details above. Be objective; use what the person says in the story to create the statement. *Example: She appreciates the park because it is a safe, welcoming green space in the middle of the community.*

**Notable Quotes:** Write any quotes that you want to remember.







Friendly neighbors.

Mountains.

Close to nature.

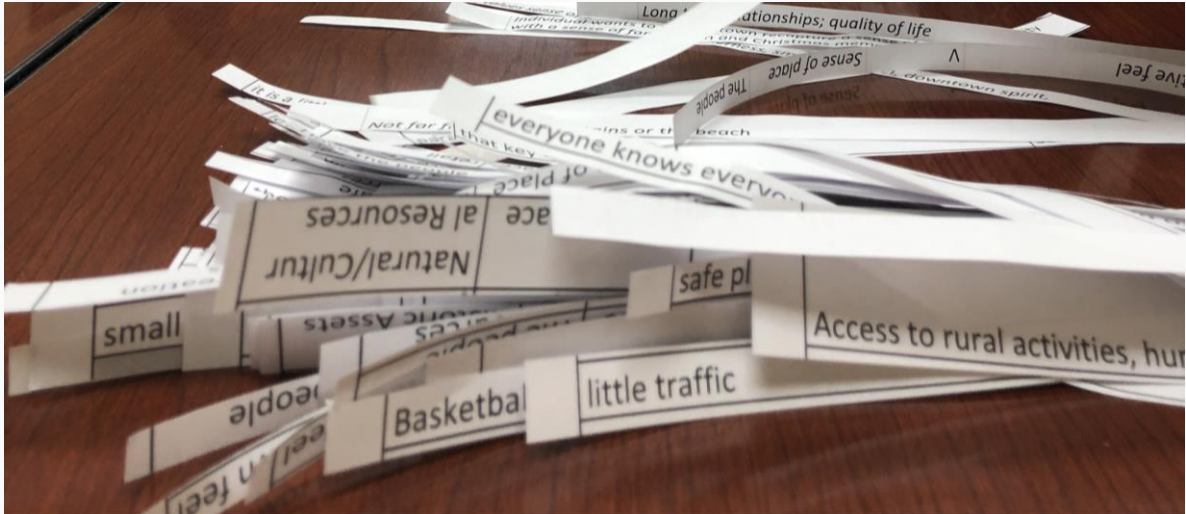
Tight-knit community.

Arts.

*Schools.*

Diversity.

Arts.



# Data

Love or Value:	Theme	Sub-theme
Very supportive	Sense of Place	The people
Small town charm	Sense of Place	Small town feel

↑  
Pulled from  
Stories

↑  
overlaps  
w/  
Comp  
Plan

↑  
Statements  
formed  
from





*It all started with a story...*



**Community Heart & Soul<sup>®</sup>**

—— Guided by what matters most ——



2019-2027

## Comprehensive Plan

Core Values



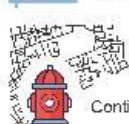
The **Essex Junction Comprehensive Plan** defines a comprehensive long-range vision for the community. It contains general goals and policies that guide decisions about the physical development or redevelopment of the community, and community issues more broadly.

The following are highlights from the Plan, organized by **Heart and Soul** values to explain the breadth of issues this Plan addresses.

### Local Economy



Engage in policies to make progress on the transit-specific strategies in the Economic Development and Vision Plan including:



Continue to invest in public infrastructure and manage public assets in collaboration with the Town.



Work with the Town to implement the **Enhanced Energy Plan** to reduce energy consumption, generate more renewable energy, and reduce fossil fuel use in the heating, transportation and electricity sectors.

### Education



Students are educated by a rigorous, well-balanced, proficiency-based curriculum to achieve reading and math fluency by the end of grade 3 and to graduate with the skills to be successful.



Strengthen early childhood education so children are ready to thrive in school and businesses have a robust workforce to support the local economy.

### Health & Recreation



Integrate substance use prevention into our culture by working with Essex CHIPS and the school district to ensure youth are receiving healthy messages where they live, learn, and play.



Offer programs and facilities to ensure residents of all ages and abilities have access to physical activity and healthy food choices.



## Comprehensive Plan



January 1, 2019

Adopted by City Council

Ordinance Number: 4765

December 18, 2017

Amended by City Council

Ordinance Number: 4811

November 5, 2016



## Vibrant Downtown

We treasure a vibrant downtown with small businesses, festivals, parades, waterfront, and art-related opportunities which provide economic development and places for people to gather, promoting a rich, welcoming sense of community.





## A hand-drawn sign on a piece of paper. At the top, the words "SMALL COMMUNITY" are written in black capital letters. Below this, the words "Volunteer Center" are written in a large, black, cursive-style font. The sign is decorated with numerous colorful dots in shades of pink, orange, and green. Below the main title, the text "connecting those with need to those with the time and abilities (lawn work, ride share, etc.)" is written in a smaller, black, cursive-style font. The entire sign is framed by a green outline.

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# Transportation Center

- increasing transportation availability between Hoytville/McComb (access to pool, library, food pantry, athletic activities)

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- Property of Month
- recognize improvements to homes/businesses
- Center
- senior activities

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- recognize improvements to homes/businesses
- Center
- senior activities

Community Center  
to center the community, senior activities

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to center the community, senior activities

VOLUNTEERS FOR PARKS  
VOLUNTEER OPPORTUNITIES TO EARN FUNDING FOR PARKS  
COMMUNICATION OF ACTIVITIES  
SEATING AROUND RESERVE  
SCOREBOARDS DISMANTLED  
STOCK RESERVE  
CONCERTS/MOVIES IN THE PARK  
MONEY FOR LIFETIME TICKETS  
DRINKS & FOUNTAINS  
SPECIAL NEEDS PLAY EQUIPMENT  
BALLFIELD upkeep

Athletics

Program to find in  
expenses for Dues +  
equipment based on  
financial need.

\*Scheduling transportation  
for events/practices

\*Used equipment drive sales

- \* Library
- Tuition Appraisal
- Awareness of Services Available
- Club Room
- Jit

Add types of Classes

- scriptural - history
- real value - Finance
- Tools Proprietary
- Strategy
- Personalized One-on-One Coaching
- Self-paced Learning

1. General appearance  
 2. Structure of the heart  
 3. Location of the heart  
 4. Size of the heart  
 5. Weight of the heart  
 6. Color of the heart  
 7. Shape of the heart  
 8. Position of the heart  
 9. Orientation of the heart  
 10. Relationship of the heart to other organs

Handwritten notes on lined paper, showing a list of names and dates. The text is written in cursive and includes names like "John", "Mary", and "James" along with dates like "1840", "1841", and "1842".





*Change Over Time* is a Community Heart & Soul® tool that can help communities identify ideas for action from their Heart & Soul statements. This tool helps to visualize how values in the community have changed over time and how actions today can maintain or improve those values.



## Heart & Soul Statement or Theme

1. How important is this statement or theme to our town?



2. Where does this value or theme show up in our community?

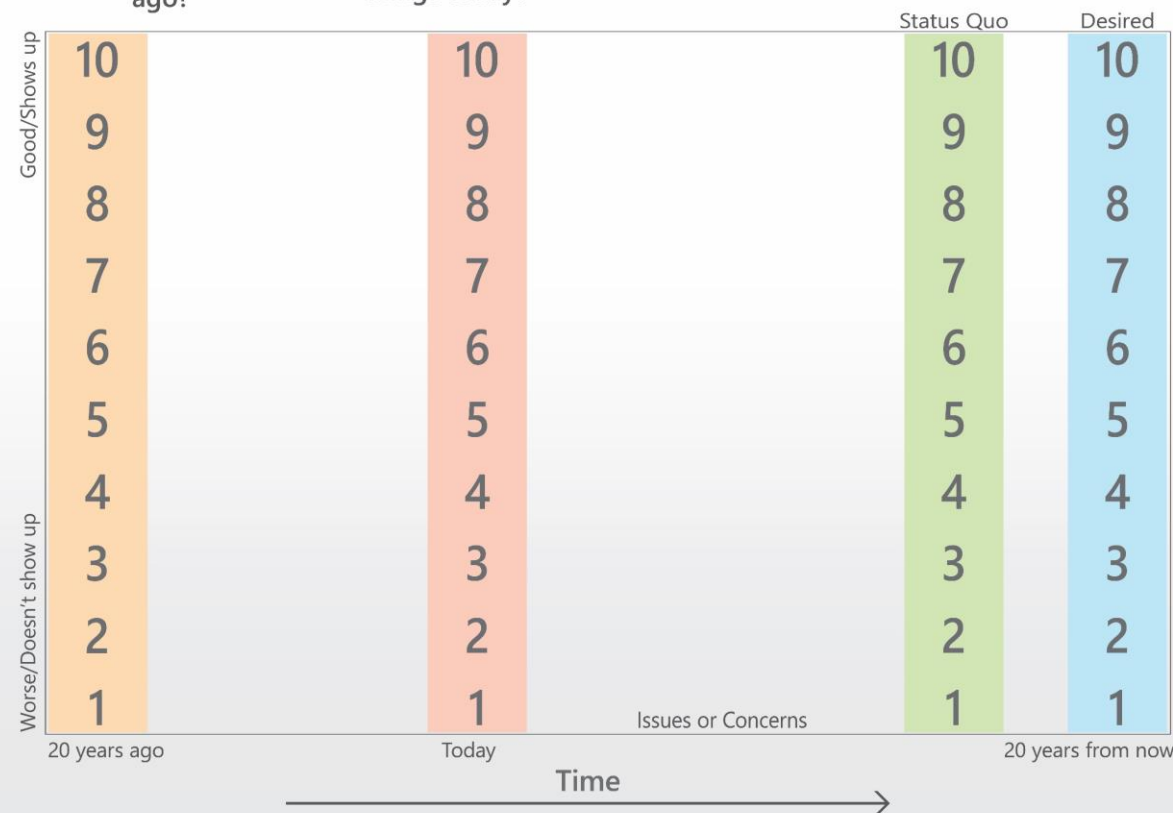
4. How were things 20 years ago?

3. How are things today?

5. If we do nothing differently, where are things headed?

6. How would we like things to be?

7. Capture ideas for action here

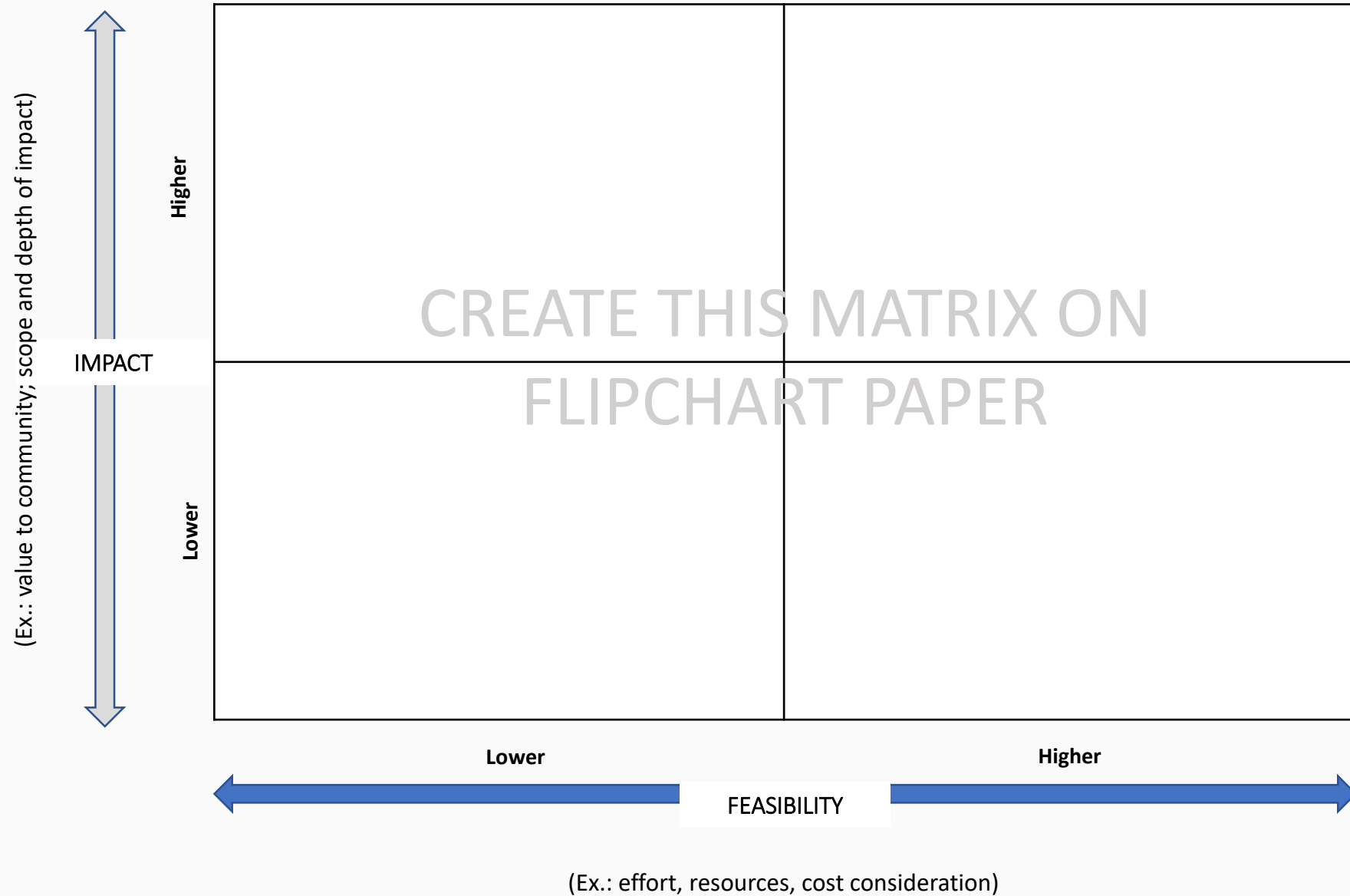


# Theme

We treasure our friendly community with its safe, close-knit family feel & generational continuity which keeps proud history alive, creating a warm & welcoming atmosphere for residents & visitors alike



# Impact/Feasibility Matrix



## The Action Plan

The final step in the Heart & Soul process is to develop an action plan that takes the hundreds of community-generated ideas to make Gardiner a better place, and turn these into action items.

As the comprehensive planning process evolved, the project partners noticed that many of the great community ideas might be led by community members, businesses and community organizations and the City could be a supporter instead of the leader. This type of collaboration and local leadership can be extremely powerful and can strengthen the City. Activities might even be spearheaded, carried out, developed or accomplished without tax payer money!

Advisory team members and Heart & Soul staff filtered, evaluated and organized hundreds of community suggested actions into eighty (80) that could be evaluated by the public. In mid-October, 2013, two community workshops were held to prioritize the community actions. The workshops were facilitated by a professional facilitator and planner. Each of the eighty community generated actions were assessed as to their impact and feasibility. The definitions of impact and feasibility are:

### **IMPACT - high, medium, low**

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- Has a strong positive effect on the City of Gardiner, its citizens, and quality of life
- Makes a positive difference to the lifestyle, business climate or family life
- Addresses a need in the community
- Has a positive effect on Gardiner's community values

### **FEASIBILITY - high, medium, low**

---

- Has the potential for attracting leadership
- Has community support
- Is an easy win in the short term (or is a harder win but over a longer time)
- Is less expensive (or more expensive but accomplishable with fund-raising or community support)
- Is likely to be accomplished due to leadership, importance, volunteers, finances, need, community or stakeholder motivation











nwpic





Community Heart & Soul®



**ORTON** FAMILY  
FOUNDATION

# Community Heart&Soul®

—— Guided by what matters most ——

**Thank you for joining us**  
as we come together to build successful  
futures for small towns in Virginia.