



## NEIGHBORHOOD MESSAGE & DATA

### IMPACT MEASUREMENT AND MESSAGING 101

## INFORMATION SESSION

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# MISSION

## Developing a Plan for Identifying Local Needs and Resources

- **Needs** are the gap between what a situation is and what it should be
- **Resources** are those things that can be used to improve the quality of community life

Why should you identify local needs and resources?

- To understand the environment
- To understand public opinion
- To make decisions about priorities

Who benefits from identifying needs and resources?

- Service providers
- Community stakeholders

# Identify needs and assets

## When

- You are planning to start a program
- You are implementing an initiative
- Efforts are being reviewed

# IDENTIFY YOUR TARGET AUDIENCE

## What are the phases of developing your plan?

- Brainstorming: developing preliminary ideas
- Using what you already have to answer your questions
- Finalizing questions
- Identifying your target population
- Deciding what methods to use
- Deciding what is missing
- Deciding if you have the resources to conduct a survey

# DATA COLLECTION

## Tools for Collecting Data:

### Things to Find Out

- Geographic boundaries
- General history
- Key people and leaders
  - Real Estate brokers
  - Property owners
  - Existing Businesses
  - Residents
- Demographics
- Expenses and income

# COMMUNITY DESCRIPTION

## Why should you use a community description?

- To gain understanding
- To get a feel for attitudes and opinions
- To take stock of strengths and shortcomings

## How can you use a community description?

- For your own reference
- To share with others who do work in your community
- To present as background information to prospective businesses, brokers and property owners
- To use as a basis for a grant proposal

# Conducting Needs Assessment Surveys

## A Needs Assessment Survey:

- Has a pre-set list of questions to be answered
- Has a pre-determined sample
- Is done by interview, phone, or written response
- Has results that are tabulated, summarized, distributed, discussed, and used

Why should you do a needs assessment survey?

- To learn more about your community needs
- To get a more honest and objective description
- To become aware of needs you never knew about
- To document your needs
- To make sure your future actions are in line community needs
- To garner greater support
- To involve more people in the subsequent action

# Outreach

## Interview Tips

- Start with small talk
- Explain your motives
- Ask for a definition of the community
- Follow up on leads and go on to subjects and areas you haven't reached yet
- Ask who else you should talk to
- Let interviewee end the interview
- Thank interviewee for his/her time

These tips can be used for property owners, brokers and even prospective businesses

# INITIAL DESCRIPTION & ANALYSIS

## How to Write Your Description & Analysis

- Draft your initial description and analysis
- Share draft with key community members; get their feedback on accuracy
- Consider results so far
- Get feedback from varied sources before completing final description and analysis.

Your description and analysis should highlight the neighborhood assets and community needs in order to attract the right businesses to your neighborhood.

# Communicating Information about the Initiative to Gain Support from Key Audiences

## Why inform people about your evaluation findings?

- To let the public know you exist
- To let the public know what you've been doing to help your community
- To stir public interest
- To expose the issue and encourage the public to take action

All of the above will help you to gain support from property owners and brokers when you are marketing your retail attraction program

# Reasons for informing the public

## Marketing to

- Raise awareness
- Attract resources
- Garner recognition
- Encourage community partnerships
- Provide accountability

# KEY AUDIENCES

## What are some key audiences for the data?

- Staff
- Volunteers
- Supporters in the community
- Funders
- Prospective businesses
- Brokers
- Property owners

Give your information to the right people!

Address issues which those people think are important

Be sure the information is presented in time to be useful and in a way that's clearly understood

# COMMUNICATE FINDINGS

## How do you communicate evaluation findings

- Develop a general presentation format
- Keep your visuals simple
- The first and last visuals should contain your message or your primary findings

# GETTING THE WORD OUT!

## Avenues of getting the word out about your evaluation results

- Word of mouth
- Presentations
- Newspapers and newsletters

## Executive summary

A few pages, usually at the beginning or end of a longer report, outlining major findings/recommendations.

*Best for: funding agencies, program administrators, board members and trustees, program staff, advisory committees, political bodies, program service providers*

# Formats for presenting evaluation results (Continued)

## Public meeting

A gathering that's open to the general public where more general evaluation findings are released in a clear, simple manner, usually with time set aside for open discussion.

*Best for: community groups, property owners, brokers, prospective businesses, the media*

# Formats for presenting evaluation results (Continued)

## Personal discussion

Sitting down face-to-face to discuss evaluation findings with an individual or small group.

*–Best for: funding agencies, program administrators, program staff, program service providers, property owners, brokers, prospective businesses*

# OUTCOMES

## Goals of your presentation

- Money and resources e.g. loans and business planning for prospective businesses
- Influence in changing a program or practice to fit the needs of your business attraction program
- Input to make the property owners, brokers or prospective businesses more responsive

# 7 STEPS

## Steps in developing your presentation

1. Understand primary users and audiences e.g. brokers, prospective businesses and property owners.
2. Review the results of your evaluation with program staff before you write your report.
3. Your final report can be a short document summarizing the evaluation findings, with a technical appendix.
4. If it's an oral presentation, make a few charts and tables illustrating the most important findings. Make one to show, plus copies the audience can keep.
5. Begin with the reasons the evaluation was done, what questions were asked, and why those questions were chosen. Explain what you wanted to learn and what methods were used.
6. Depending on your audience, you may want to simply highlight the results, or you may want to go into more detail about what you found.

You may want to package your findings for your retail attraction event to target brokers and prospective businesses.

# Next Steps

## Questions

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