ADAPTING DISTANCE LEARNING TOOLS TO PRESERVE PUBLIC ENGAGEMENT

Boost You COVID-19 Toolbox
• Why should we continue our work in this emergency?

• How does student engagement translate into public engagement?

• What tools are available, accessible and affordable?

• What are some key considerations in implementing a solution?
WHY SHOULD WE CONTINUE OUR WORK IN THIS EMERGENCY?

• Safety first!
• Prevent further economic disruption
• Provide normalcy to the community
• Preserve staff morale through working
STUDENT TO PUBLIC ENGAGEMENT

• Engagement CANNOT be forced!

• Remove barriers to engagement.
  • Bells and whistles can be distracting.

• Know your audience.

• Remain genuine.
ACCESSIBLE & AFFORDABLE TOOLS

- Web-based meeting platform
  - GoToMeeting, WebEx, Google Meet, Skype, Zoom
- Live-stream option
  - Facebook Live, YouTube
IMPLEMENTATION
CONSIDERATIONS

• Be a producer and director!
• Keep it accessible and user friendly.
• Maintain control and security.
Join me for a free 45-minute webinar about moving your public meetings into a remote and virtual environment.

Register at www.essemstrategies.com

Thursday, April 23 at 4:00 p.m. ET
Boost Your COVID-19 Tech Toolbox

Allison Larsen, CEd
Founder & Empowerment Superhero
TadZo LLC
www.TadZoConsulting.com

April 13, 2020
Bad in-person meetings become **HORRIBLE** virtual meetings

Requires *Minimum Specification*: truly engage and collaborate so that you have effective, productive, creative, inspiring and actionable meetings
Requires Different Approach than Conventional

**Conventional**

- Presentation
- Managed Discussion
- Status Update
- Brainstorming
- Open Discussion

**Liberating**

- Same micro-elements & DNA
- Inherited
- Invented

**Expected Results**

- Seriously Dreadful
- Seriously Playful

**Novel Results**

Menu of 33+ alternate ways of organizing that make it possible to include & engage more people

Developed by Keith McCandless & Henri Lipmanowicz
1. Beyond Merely Adapting, We Simultaneously Shape & Are Being Shaped by the Environment

2. Being Holistic AND Specialized Helps Us Navigate Paradoxical Waters

3. Common Generative Patterns Give Rise to Our Small Local and Large Global Events

4. Our Outcomes Are Not Predictable in Detail, We Can Expect Surprise

5. Our Interactions Generate More Than the Sum of the Parts (unlike a machine)

6. Interdependencies Across Embedded Systems Influence Our Efforts to Transform

7. Redundancy Enables Parallel Processing & Rapid Learning

8. Non-Linearity: Tiny Changes & Deviations Can Make a BIG Difference

9. Order Unfolds Out of Our Independent Action w/o Much Central Control

10. Chunking: Our Robust Innovations Are Shaped from Pieces that Work Independently

Liberating Structures link to Complexity Science
DNA of Liberating Structures
“microstructures”

- Make an Invitation
- Distribute Participation
- Configure Groups
- Arrange Space
- Sequence Steps & Allocate Time
A good place to start… 1-2-4-all
Engage Everyone Simultaneously in Generating Questions, Ideas, and Suggestions

1. [1 minutes] Silent self-reflection on a shared challenge, i.e. Q: What opportunities do YOU see for making progress on this challenge? How would you handle this situation?

2. [2 minutes] Discuss in pairs
Note: for virtual meetings, recommend triads for 4 mins.

3. [4 minutes] Merge two groups of pairs into small group of 4 people. Share and develop ideas from your pairs; notice similarities and differences. Note: for virtual meetings, recommend longer time with 6 ppl, i.e. 6 mins.

4. [5 mins] come back to full group. “What is one idea that stood out in your conversation?” Each group shares one important idea with all (not a typical report out). Note: you can also capture small group findings on supplemental document (i.e. Google doc) or in chat.

Need more time?
Repeat structure versus giving more time per round (a.k.a. rapid cycling)
What? So What? Now What?
Together, Look Back and Decide What Adjustments Are Needed

1. What happened? What did you notice? Facts, observations, feelings and emotions
   a) Individually write a list of observations [3-5 mins]
   b) Share in small group 3-8 ppl (taking turns) [2-7 mins.]

2. So what? What are the implications and meaning? What hypothesis can you make?
   a) Discuss in small group [2-7 mins.]

3. Now what? What actions make sense?
   a) Participants work silently alone [1 min.]
   b) Discuss in small group [2-7 mins.]

4. Actions are shared with the whole group, discussed, and collected. Additional insights are invited. [2–10 mins.]
Adaptive Strategy Amidst Uncertainty

1. Purpose:
   What is the fundamental justification for the existence of our work?
   (9 Whys, 1-2-4-All, Drawing Together)

2. Context:
   What is happening around us that demands creative change?
   (Mad Tea, What³, CU, Celeb Interview, DAD)

3. Challenge:
   What paradoxical challenges must we face to make progress?
   (WCs, TRIZ)

4. Baseline:
   Where are we starting, honestly?
   (What³, TRIZ, CU)

5. Ambition:
   Given our purpose, what seems possible now?
   (25/10, CU, What³)

6. Action & Evaluation:
   How are we acting our way toward the future, evaluating what is possible as we go?
   (Ecocycle, 15% Solutions, WINFY)

Strategy Knotworking

- Renewal
  - Networker
- Maturity
  - Manager
- Rigidity Trap
  - Not letting go
- Poverty Trap
  - Not investing

Birth

Creative Destruction

Heretic

Thank you
Contact for help or training to foster the most productive, creative, inspiring and actionable meetings ever

Experiential Learning Opportunities - FREE
https://tadzoconsulting.com/online-events

April 21 Truly Engaging Virtual Meetings
April 23 Give & Get Help via Robust Virtual Meeting
April 28 Navigating & Pivoting Strategy Amidst Uncertainty
April 30 Give & Get Help via Robust Virtual Meeting

Schedule a Date/Time on my calendar and let’s meet!
https://calendly.com/allisontadzo

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COVID-19 RESPONSE TOOLKIT
COVID-19 BUSINESS DIAGNOSTIC TOOL

Deployed for all ExecutivePulse 2020 CRM customers three weeks ago

Provides an easy way to understand and document COVID-19 impacts

Available to you as a static or fillable PDF

Use as is or modify as you wish
COVID-19 Report
Generally, how do you feel that government officials are addressing COVID-19? - Federal government

<table>
<thead>
<tr>
<th>Responses</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor</td>
<td>2</td>
</tr>
<tr>
<td>Fair</td>
<td>3</td>
</tr>
<tr>
<td>Good</td>
<td>10</td>
</tr>
<tr>
<td>Excellent</td>
<td>8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>23</strong></td>
</tr>
</tbody>
</table>
If COVID-19 is reducing your revenues/sales, by how much?

<table>
<thead>
<tr>
<th>Response</th>
<th>Total</th>
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<tbody>
<tr>
<td>No response</td>
<td>3</td>
</tr>
<tr>
<td>11-20%</td>
<td>3</td>
</tr>
<tr>
<td>21-30%</td>
<td>2</td>
</tr>
<tr>
<td>31-40%</td>
<td>1</td>
</tr>
<tr>
<td>Over 50%</td>
<td>14</td>
</tr>
</tbody>
</table>

Total: 23
In response to COVID-19, do you plan to do any of the following? - Reduction of workforce

<table>
<thead>
<tr>
<th>Responses</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No response</td>
<td>4</td>
</tr>
<tr>
<td>Not likely</td>
<td>6</td>
</tr>
<tr>
<td>Somewhat likely</td>
<td>4</td>
</tr>
<tr>
<td>Very likely</td>
<td>3</td>
</tr>
<tr>
<td>Certain</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>23</td>
</tr>
</tbody>
</table>

Response percentages: 17%, 26%, 17%, 13%, 26%
BUSINESS RESOURCE DIRECTORY

Integrated into *ExecutivePulse 2020 CRM*

Available as a separate, stand-alone technology

Can be bundled with Barber Business Advisors Mini SWOT Analysis

Provides all types of “asset mapping”
Transportation, Logistics and Supply Chain

CSX Rail Transport
5500 Old Springfield Road
Tipp City, OH 45371
(614) 793-3065
www.csx.com
Industrial rail assistance for new lines, spurs or improvements.

Resources

CSX Rail Transport - (937) 667-5608
Steve Davis
steven.davis@csx.com
(614) 793-3065
Miami County: City of Tipp City
Industrial rail assistance for new lines, spurs or improvements.

Greater Dayton Regional Transit Authority (RTA)
4 South Main Street
Dayton, OH 45402
(937) 425-8330
www.i-riderta.org
Offers 9,000,000 trips per year to 3,300 stops on 31 routes.

Resources

Greater Dayton Regional Transit Authority (RTA) - (937) 425-8300
Jessica Olson
jolson@greaterdayontt.org
(937) 425-8300
Montgomery County: City of Dayton
Offers 9,000,000 trips per year to 3,300 stops on 31 routes.
FOCUS ON BR&E!!!

Plan for and expect the worst—*always*

BR&E is more essential now than it has ever been before (three-legged stool)

Disaster preparedness and mitigation need to be “baked into” your program

COVID-19 mandates we find unique ways to communicate with decision makers

Go beyond traditional assistance tools

Think outside of the box in terms of your resource teams

Don’t wait for this type of wake-up call to actively do BR&E!
The following contains screenshots from the Viral Insights platform, brought to you as a public service by StateBook and NavigatorCRE.

Please visit ViralInsights.ai to explore each city, county and state with full, interactive functionality.

For more information, contact:
Calandra Cruickshank, Founder & CEO, StateBook International, Inc., calandra@statebook.com, 845-853-3760
At a high level, Viral Insights enables EDOs to quickly assess the risks their states face due to coronavirus, including:

- Percent of the population at increased risk of suffering complications or mortality due to age or pre-existing conditions
- Number of people who are at risk of losing their jobs in the leisure and hospitality sector
- How many additional primary care providers are needed to serve their community during “normal” times
- Number of physicians in the state who can intubate (insert ventilator tubes)
- Percent of the population who typically commute via public transit or work from home
Easily identify the percent of population of each city that is most at risk of experiencing complications or higher rates of mortality due to age or pre-existing conditions.
Example in Gary, IN:
More than 26% of the population smokes, 22% has diabetes and 12.6% has asthma. In total, 80,294 people are at increased risk from COVID-19 due to pre-existing conditions and nearly 18% of the population is over 65 years of age. There are currently 4,411 total cases and 127 deaths due to the virus.
Easily identify the number and type of healthcare professionals in highly relevant specialties as well as where healthcare shortage areas exist, the number of people underserved and the number of doctors required to make up the shortage.
Behavioral Risk Factors are health-related risk behaviors, chronic health conditions, and use of preventive services. These statistics give insight into the vulnerability of community populations. Age Risk is calculated based on the percentage of the population aged 65 or over. Individuals in this age bracket are at highest risk, and are experiencing the highest mortality rate of any other age bracket.
Identify the number of workers employed in the Leisure and Entertainment sector, as well as the percentage of total employment to which the sector equates. Correlate that to the number of new unemployment claims and cases of COVID-19.
65+ Age Risk Heat

Behavioral Risk Factors are health-related risk behaviors, chronic health conditions, and use of preventive services. These statistics give insight to vulnerability of community populations. Note: Not all cities have behavioral risk data.

Age Risk is calculated based on the percentage of the population aged 65 or over. Individuals in this age bracket are at highest risk, and are experiencing the highest mortality rate of any other age bracket.

COVID-19 USA | Demographic Risk
We look forward to helping you win the immediate battle & reinvent for a more resilient for the future.

**Calandra Cruickshank**  
Founder & CEO  
calandra@statebook.com  
845-853-3760
Free GIS Tools
For Economic Developers

GIS WebTech
Introduction to GIS WebTech

- GIS technology company focused exclusively on economic development
- Fastest-growing provider in the country with CAGR of 152% over last four years
- The only technology built natively on Esri’s ArcGIS platform
- Serve economic development organizations of all sizes, in all regions of the country

www.giswebtech.com
Free GIS Tools for Economic Developers

• *GIS WebTech maintains links on our website*

• *Examples we’ll highlight today*
  - COVID-19 Impact Planning Report
  - Esri’s COVID-19 GIS Hub
  - Esri’s Disaster Response Program
  - ArcGIS Coronavirus Business Continuity Solution
  - Esri’s Public Policy Maps

www.giswebtech.com
Free COVID-19 Impact Planning Report for Your Community

When faced with uncertain times, we help one another.

COVID-19 IMPACT PLANNING REPORT

Helpful Coronavirus (COVID-19) Resources for Economic Developers

www.giswebtech.com
1. GIS WebTech’s COVID-19 Impact Planning Report

- Two-page report in infographic format
- Relevant data for informed decision-making

www.giswebtech.com
2. Esri’s COVID-19 GIS Hub – Single Source Location

Index of apps related to COVID-19 created by GIS users across the USA and curated by Esri Disaster Response Program
2. Esri’s COVID-19 GIS Hub, Cont’d.

Includes the Johns Hopkins dashboard

www.giswebtech.com
3. Esri’s Disaster Response Program

- Provides ArcGIS HUB Coronavirus Response Template

- Includes complimentary six-month license for ArcGIS Online -- with ArcGIS Hub Basic and ArcGIS Insights

www.giswebtech.com
4. ArcGIS Coronavirus Business Continuity Solution

- A collection of maps and apps to maintain business operations and share authoritative information with customers and stakeholders
- Example: The Hub template enables you to rapidly build a website that provides authoritative information
• **Instructions are simple, clear, and assume no GIS expertise**

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### Coronavirus Business Continuity: How to use this template

**About this template**

The Coronavirus Business Continuity template includes a site that your organization can configure with your own branding and share authoritative information with customers and stakeholders during the coronavirus (COVID-19) pandemic.

This How-to Guide includes three sections to provide you with a clear scope of the elements recommended for sharing the Coronavirus Business Continuity in a timely and manageable way.

**Sections:**
- About this template
- Update with local resources
- Customize to fit your organization
- Next Steps
- Essential Links

### Update with local resources

After activating the template, your site’s layout only requires a few updates to fit your local context. Consider what information you already have and what you can most easily find. This information can include the following:

1. **Your organization’s name and contact information**

The template requires you to update the layout’s default copy in the following places:
- The Title of the site should clearly define the organization and the place you’re serving. Be sure to not include “template”.
- (Optional) A paragraph with an overview of the site and purpose (for the text card in the blue section under the banner image).
- (Optional) Questions and Answers for the FAQ section at the bottom of the page.
5. Esri’s Public Policy Maps

Maps to County Level

- Where are the areas with high daytime population, more travelers, and seniors?
- Where are those age 65 and over who are working?
- Where are the uninsured?
- What areas are under any kind of US travel restrictions?

www.giswebtech.com
Key Takeaways

1. There is a wealth of GIS data and tools available to help you support your communities and businesses, at no cost

2. Most require little or no GIS expertise

3. giswebtech.com acts as your one-stop link

4. We will hold a follow-on webinar to go through these resources in more detail on Wednesday at 3:00 PM eastern

5. Sign up at giswebtech.com
Contact Info

Ron Bertasi
ron@giswebtech.com
404-535-1261

Thanks From GIS WebTech!

www.giswebtech.com
Real-Time Measures:
Insights to Guide Your Resilient Recovery

IEDC Briefing
April 13, 2020
Granularity of Data Being Tracked Daily

Over 4.5 Million Geofenced & Categorized Businesses

Tracking 4-6 Million Daily GPS Enabled Devices Tied to Deidentified Consumer Households

buxton@buxtonco.com
YOUR COMMUNITY. MORE COMPETITIVE.
Why This Is Important

**Data Correlates with Sales Volumes:** Buxton has thoroughly tested this consumer data
- Visits volumes highly correlate with sales performance for individual locations
- Our analytics teams use this data on a daily basis to better understand consumers, trade areas, visitation, and competitive impacts

**Revenues:** Understand impacts and reset expectations on sales tax, hotel occupancy, etc.
- Recent months
- Current conditions

**Budgeting:** Increased visibility, less guessing
- Adjustments to current budgets
- Inform upcoming budgeting

**Support Your Businesses:** Give them visibility into economic recovery
- Bottomed out and climbing out
- Normal or new normal
- Understanding resiliency of specific consumer types
- Informs critical business operations decisions
  - When to buy/restock
  - When to rehire and to what extent
  - When to market and to who
Volume of unique GPS device pings inside grocery stores. On April 7 we registered a 119% higher 7-day average volume than 2019. While consumers are visiting grocery at a high volume, we have started to ramp down our near 3-week assault of in-store grocery visits.

Red line = rolling 7-day average in 2019. Green line = rolling 7-day average in 2020. The green bar is the normalized volume of unique devices on that given day.
Example: General Merchandise, Warehouse Clubs & Supercenters

Volume of unique GPS device pings inside general merchandise stores. On April 7 we registered a 35% higher 7-day average volume than 2019. Like grocery, we are ramping down our near 3-week assault of in-store visits.

Red line = rolling 7-day average in 2019. Green line = rolling 7-day average in 2020. The green bar is the normalized volume of unique devices on that given day.
Volume of unique GPS device pings inside restaurants. On April 7 we registered a 49% reduction compared to 2019 in customer visits volumes to our restaurants. Pickup and delivery appear to be generating some traffic, but volumes are down and dropping.

Red line = rolling 7-day average in 2019. Green line = rolling 7-day average in 2020. The green bar is the normalized volume of unique devices on that given day.
Example: Hotels

Volume of unique GPS device pings inside hotels. As of April 7 there is a 60% decrease in year over year 7-day average. Note that in response to the current health crisis, this city is currently housing homeless individuals and families in their hotels.

Red line = rolling 7-day average in 2019. Green line = rolling 7-day average in 2020. The green bar is the normalized volume of unique devices on that given day.
Monday April 20: Webinar for IEDC Members
(scan the QR code to register)
Live demo and diving into greater details on the data trends and applications for local business support, assessing revenue impacts, and informing budgeting.

Can’t wait? Learn more now:
• Email buxton@buxtonco.com with “IEDC Webinar Request” in the subject line. Our team will demonstrate the dashboard and help you gain year to date and in the moment insights across key business categories for your community.

• Note, if you are interested in ongoing 24/7 on demand access to the data there is a modest fee to be assessed for technology/data setup and licensing (3-month and 12-month options).