



Best of the Best: Cooks, Critters and Cybernauts



Our Presenters



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Fyn Public Relations



Lindsey Johansen
City of Loveland, CO



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City of Gresham, OR

Our Presenters



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Let's Talk Broadband

City of Loveland's Broadband Education
and Outreach Campaign



City of Loveland, Colorado

- ~45 miles north of Denver
- Population: 77,231
- Land Area: 35.63 square miles
- “Gateway to the Rocky Mountains”

City Communications

- Disaggregated model
- Loveland Water and Power – Customer Relations Division
- Project = 1 Part-time communicator & contractor



Photo by: Dick Knapp

Loveland's Broadband History



2015

Ballot Issue 2C passed by 82% of participating voters.



2016

In April, City Council approved a supplemental budget appropriation to fund the assessment and feasibility study.



2016-2017

City staff studies broadband prospects through surveys, analysis, public outreach and coordination with key stakeholders.



2018

On February 6, 2018, Loveland City Council members authorized a series of measures that allow the City's broadband initiative to move forward.

Primary & Secondary Research

- **97% have internet**, but struggle with reliability and customer service issues
- City of Loveland is a **trusted name and organization**
- Current engagement and community sentiment:
 - Most conversations about broadband happen **outside of City channels**
 - Current City **social engagement is low**
 - Community conversations throughout campaign could **alter approach/message**



What We Discovered - The Challenge

- **Time and confusion** were against us.
- The City was missing resident interaction and feedback:
 1. Not engaging on social
 2. Not offering ways for offline, older residents to engage
 3. Not partners/community influencers for conversations.
- Broadband = contentious topic with some very loud opponents and misinformation

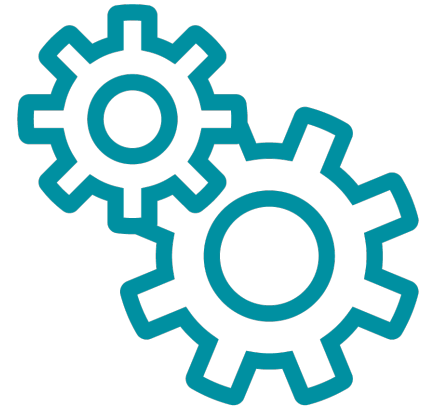


Goals and Objectives

Goal: Access for all to increase awareness and understanding of the broadband project among all Loveland residents.

Objectives:

- To increase social media engagement about the broadband project by 50%.
- To convert 25% of website visitors to “informed” (viewed, downloaded, clicked on link, engaged).
- To engage with 5% of Loveland households via telephone.
- To reach residents across the City through in-person, print, phone and online tactics.
- To collect enough usable information for City Council to make a final decision on the broadband project.



Education and Outreach Campaign

LET'S TALK BROADBAND

- What is broadband?
- What's been done?
- What's happening now?
- What's next?



Efforts

- In-Person
- Phone
- Social Media
- Website
- Email
- Media
- Print Collateral
- Direct Mail

LET'S TALK BROADBAND

BE PART OF LOVELAND BROADBAND FUTURE

Join the Loveland Communications Advisory Board

Are you interested in technology impact the way we live, work and play? Join the Loveland Communications Advisory Board, a nine-person volunteer board of the City of Loveland Council on Communications (high-speed Internet).

Join us and apply by 5 p.m. CityofLoveland.org/government/commissions/current-boards

THE LOVELAND CITY UPDATE

VOLUME 14 | NUMBER 7 JULY 2018

Loveland broadband decisions on near horizon

LET'S TALK BROADBAND

Since 2015, the City of Loveland has been exploring the possibility of bringing broadband, otherwise known as high-speed internet, to the community. The conversation supports the City's vision of being a vibrant community in which to live, work and play. What started as a City Council retreat discussion was confirmed when 82 percent of participating Loveland voters

A VISION TAKING HOLD

A dynamic community supports the needs of the public today and into the future. For the City of Loveland, this includes a vision to be a well-planned community with integrated networks that provide equal access to all - fostering a stable and diverse economic foundation.

Today, the rapid exchange of digital information is as essential

TIMELINE

- 2015 Ballot Measure 2C Passed
- City Council Approved Supplemental Budget for Broadband Assessment/ Feasibility April 2016
- City Staff Completes Feasibility Studies, Surveys and Research 2016-2017
- City Council Approves New Measures to Continue

LET'S TALK BROADBAND

COMMON BROADBAND TERMINOLOGY

Here is a handy guide to broadband terminology and technology for Loveland residents and stakeholders.

THE BASICS

- Broadband:** A high-speed Internet connection, distinct from the old dial-up Internet (broadband) which topped out at a maximum speed of 144Kb.
- Network:** A group or system of interconnected people or things. A computer network is a group of computer systems and other computing hardware devices that are linked together through communication channels to facilitate communication and resource sharing among a wide range of users.
- Node:** A point of intersection within a network. In an end-to-end network where all devices are accessible through the network, these devices are all considered nodes.
- Bandwidth:** The capacity of a network communications link to transmit the maximum amount of data from one point to another over a computer network or Internet connection in a given amount of time - usually one second.

SPEEDS

- Megabit per Second (Mbps):** The number of bits per second the data travels. 1 Mb is 1 million (1,000,000) bits or 1,000 kilobits (Kb).
- Kilobit per Second (Kbps):** The number of bits per second the data travels. 1 Kb is 1,000 (1,000,000,000) bits or 1,000 Mb.
- Download Speed:** Download speed is the rate at which data is transferred from the Internet to the user's computer.
- Upload Speed:** The upload speed is the rate at which data is transferred from the user's computer to the Internet.

CITYOFLOVELAND.ORG/BROADBAND

Efforts: Website

- Easy Engagement Options
 - Quick Polls
 - Speed Tests
 - Q&A
 - Guestbook
- Project Archive
- Important Dates
- Project Documents
- Broadband 101
- Videos

Reach:

- Total Visits – 3,900

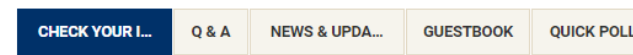
Broadband Project Details



Since 2015, the City of Loveland has been exploring the possibility of bringing broadband, otherwise known as high-speed internet, to the community. We've done the research, received recommendations and now, it's time for you to learn more, ask questions and understand how broadband would affect you, your family or business. This is an important decision for our community and we want to hear from you. Connect with us and *Let's Talk Broadband!*



Want the technical details? Check out some facts on how **internet technology** differs. Interested in the research and data behind the possibility of broadband in Loveland? Dive into the **high-level broadband business plan**.



Telephone Town Hall

CLICK TO REGISTER
October 4
Telephone Town Hall

Google Translate

Select Language ▼



STAY INFORMED

Subscribe for project updates

Your email address...

Subscribe

102 members of your community are following this project

Timeline

✓ 2015 Ballot Measure 2C Passed

✓ City Council Approved Supplemental Budget for Broadband

Efforts: Let's Talk Tuesday



- Five “Let’s Talk Tuesday” Facebook Live Events
- Partner episodes with I Love Loveland, education and healthcare professionals
- Reached over 19,300 participants

Efforts: Town Hall

Participation:

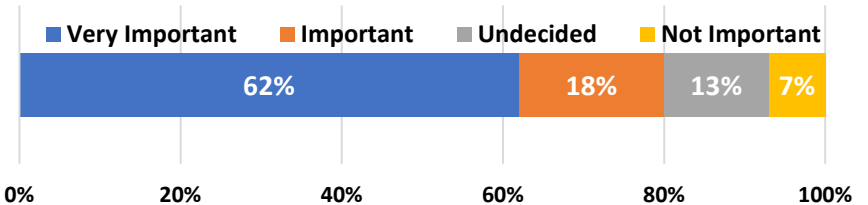
- In – Person: 60
- Telephone: 1,529
- Facebook Live (live participation only): 30
- Channel 16 (live stream online only): 18

Total Questions Answered: 25				
	In Person	Telephone	Facebook Live	TOTAL
Questions Received	54	17	7	78
Comments Received	18	12	3	33



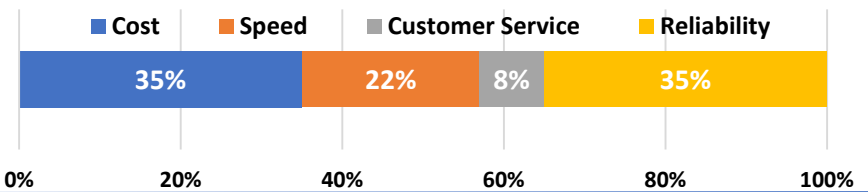
How important is having a choice in internet service provider to you?

Total Responses = 180



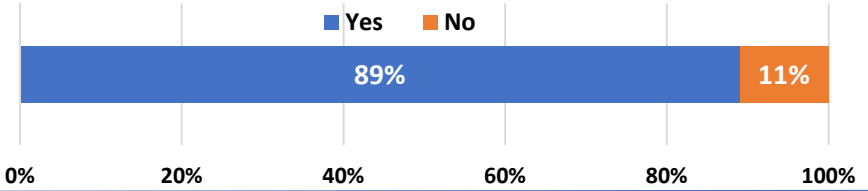
What is the most important to you when choosing an internet service provider?

Total Responses = 170



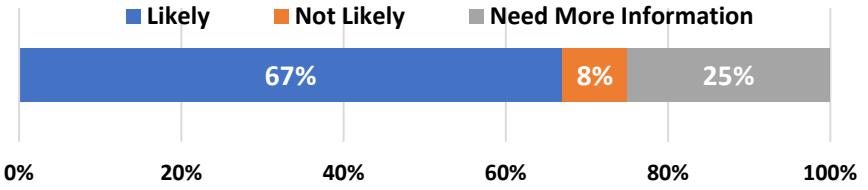
After hearing the information shared today, would you like the City to authorize the broadband project to move forward?

Total Responses = 100



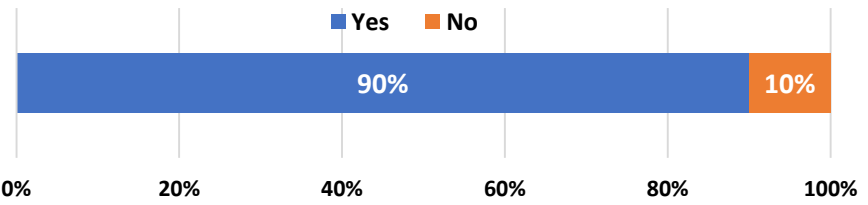
If the City of Loveland were to provide internet service as an option for residents, how likely would you be to sign up?

Total Responses = 79

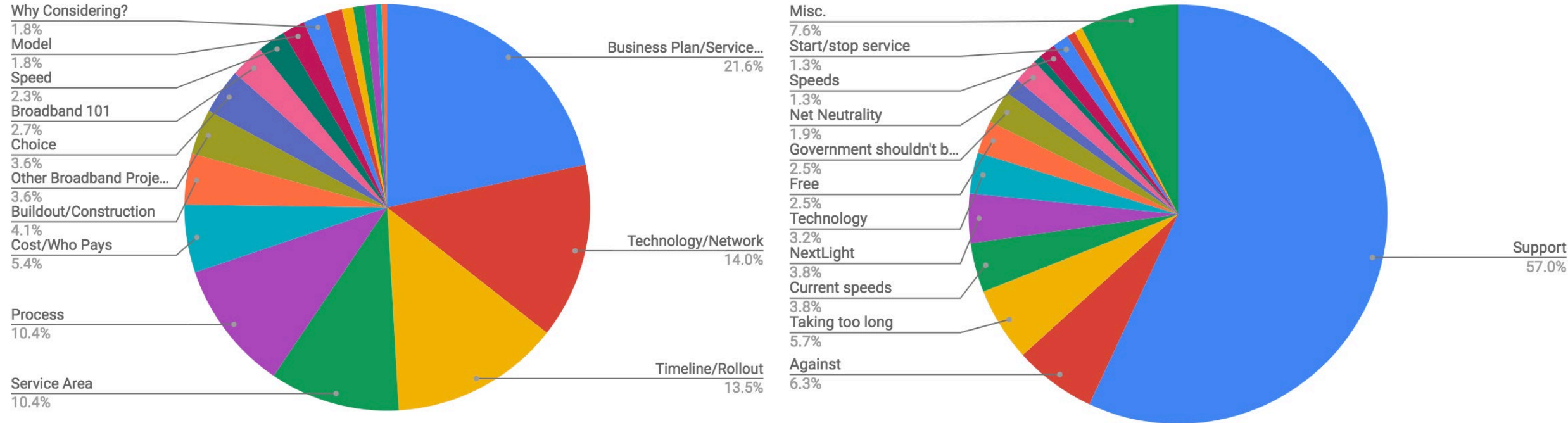


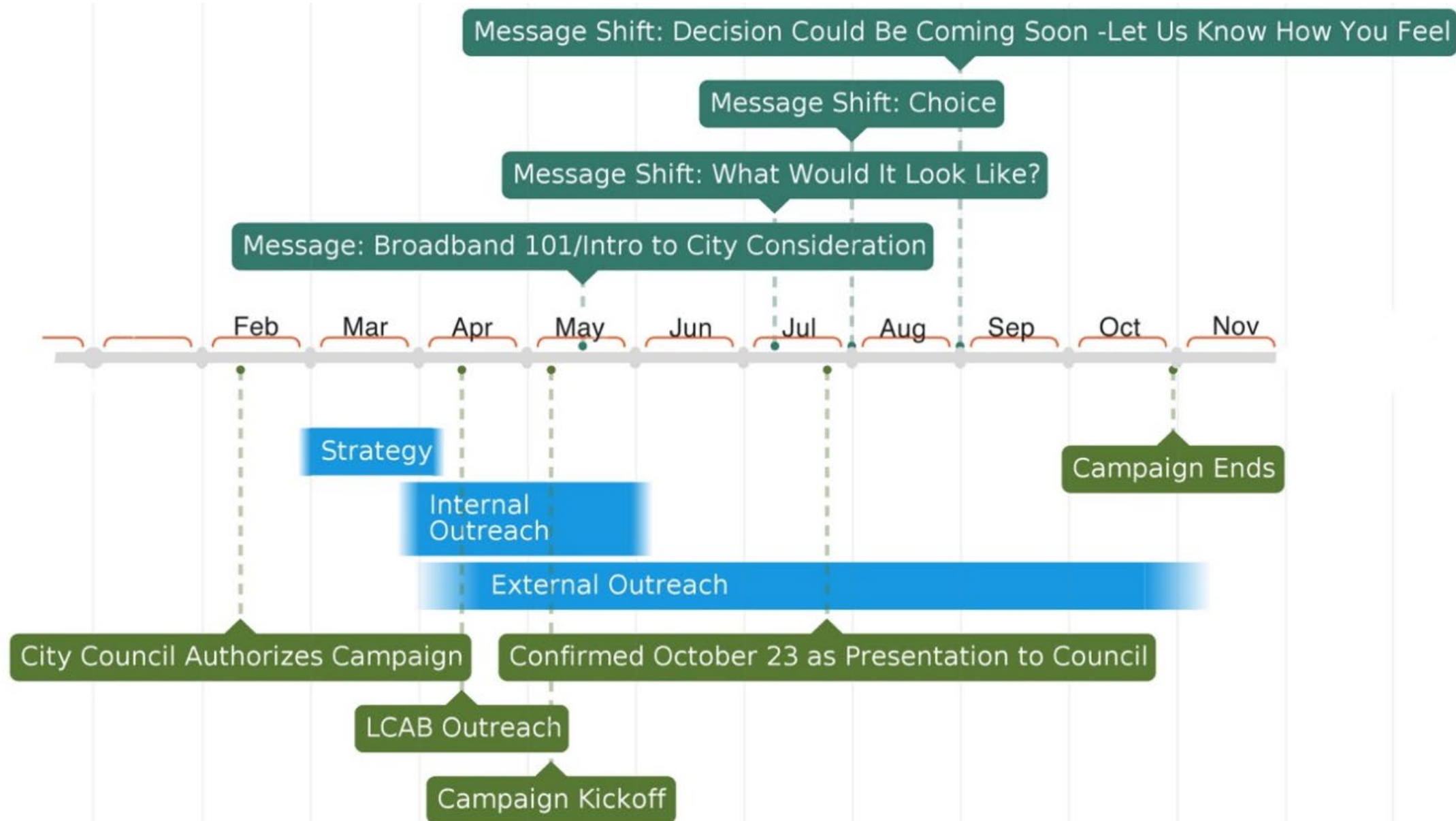
Was this Town Hall meeting effective in helping you learn what you need about this topic?

Total Responses = 42



Questions & Comments Received:





The Result:

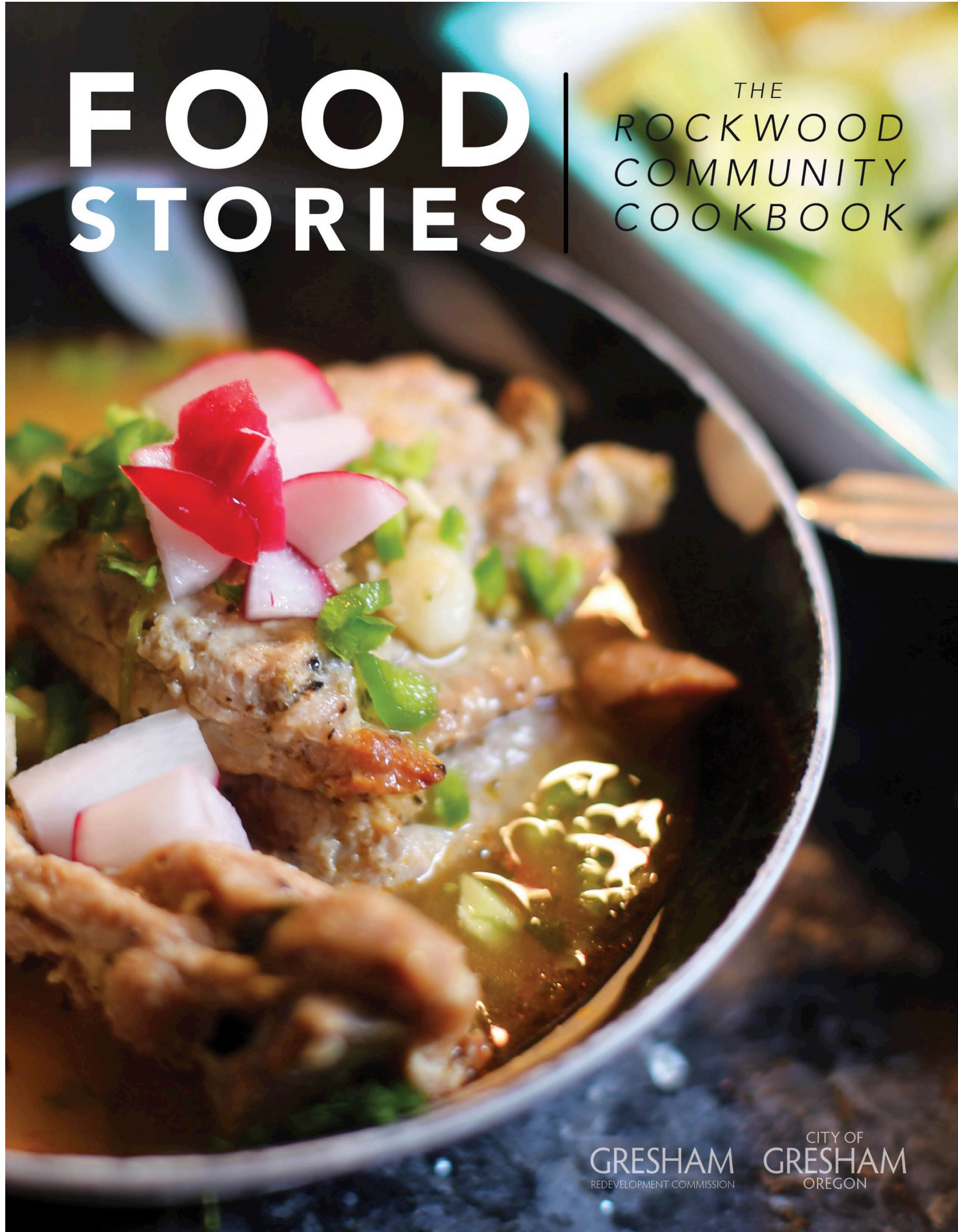
Campaign Reach	
In-Person	2,865
Phone	1,554
Website	2,759
Direct Mail	146,819
Print Collateral	3,071
Social Media	112,036
Email	8,937
Media	109,424
Total Reach	387,465



Welcome to Pulse!



LovelandPulse.com



The Challenge

Rockwood neighborhood

- Young and diverse
- 34% poverty rate
- Center of a growing food ecosystem
- Perceptions of crime



Rockwood Rising: The catalyst

- Largest urban renewal development in Gresham's history
- Carefully crafted after more than a decade of community engagement
- Economic empowerment without displacement: Job training, digital access, health care
- Market Hall, 33,000-square-foot fresh food marketplace



Objectives

Showcase grassroots food culture

- Positive social media and earned media coverage

Support Market Hall development

- Provide Urban Renewal department with collateral to use with prospective tenants and investors

Give back to the community

- Proceeds support Birch Community Services, a local nonprofit



JUANA MADRIGAL RUIZ
SAN ANGEL ZURUMUCAPIO, MICHOACAN MEXICO

One of the first meals Juana Madrigal Ruiz learned to cook as a girl in small-town, rural Mexico was chiles rellenos. Today, as children dart around Juana’s own kitchen, the longtime Rockwood resident and mother of two performs the ritual steps handed down by her own

mother: searing the chiles until they blacken and blister; dousing them in flour and egg; frying them until their scent fills the room. “Me gusta” is all the reason she needs. They are good food for her family—her son’s favorite meal—and often shared with the community. Everything gets eaten.



JUANA’S CHILES RELLENOS

 **TOTAL TIME**
1 HR 30 MIN

 **PREP TIME**
40 MIN

 **SKILL LEVEL**
●●●○○

 **SERVES**
4-6

INGREDIENTS

- 6 thick-walled poblano chiles (mild)
- ½ pound Cotija cheese, cut into 6 wedges
- ½ cup all-purpose flour
- 3 large eggs, separated
- Kosher salt to taste
- 2 guajillo chiles (a medium-hot chile)
- 2 pounds fresh tomatoes
- ½ medium onion
- 4 cloves garlic
- 1 cube chicken bouillon
- Vegetable oil for frying

DIRECTIONS

Chile prep: For chiles rellenos, poblanos must be roasted until they blacken and blister, then peeled and seeded. Roasting can be accomplished on a propane or charcoal grill outside, on a stove top or under a broiler. Turn the chiles with tongs until all sides are blackened and blistered, but not burned through. Once blackened, put chiles in a plastic bag to steam and loosen the skin, about 10-15 minutes. Next, holding the chile by the stem, gently scrape the blistered skin off while rotating the chile, until

most of the skin is removed. Leave chiles intact—do not cut off the stem or crown. Slice partway down one side and carefully scrape the seeds out using a spoon.

Sauce prep: While the poblanos are steaming, heat 1 tablespoon of oil in a large skillet. Cut tomatoes into quarters or eighths, and squeeze out the seeds. Strain seeds, saving the juice. Roughly chop onion and garlic. In a blender, puree tomatoes, juice, onion, garlic, and the guajillo chiles. Add the tomato mixture and the cube of chicken bouillon to the hot skillet. Stir occasionally while simmering for 15 minutes. Add salt to taste.

Fry prep: While the sauce is simmering, place about 2 inches of vegetable oil in a large skillet and heat to 350° F.

While the oil is heating, stuff the peeled and seeded chiles with the Cotija cheese wedges.

Once all peppers are stuffed with cheese, take each pepper and, holding the flap closed, fully cover

in flour to create a surface for the egg batter to adhere to. Avoid getting flour inside the chile. The egg batter is what will create the chile rellenos' delicious outer layer.

Egg batter directions: Beat egg whites with ¼ teaspoon kosher salt with an electric mixer until stiff but not dry, about 2 minutes. Fold in egg yolks one at a time and beat for 1 minute.

Dip each floured chile in the egg batter to completely coat it. Place chiles in the pan of oil 2 at a time and fry, turning after approximately 2 minutes, until they are golden brown on all sides. Remove chiles from oil and place on a plate lined with layers of paper towel to absorb oil. Keep warm on a hot plate or in a warm oven while you batter and cook the remaining chiles.

Finally, place the chile rellenos into the skillet of red sauce and bring everything to a boil. Turn off the heat and serve immediately, accompanied by Spanish rice.

Objectives

Contribute to Rockwood rebranding

- As part of community branding project, create a new, positive narrative about the neighborhood

Celebrate diversity

- Personalize the richness of culture through stories of those that live in the area



SAMUEL CANCHE YUCATÁN, MEXICO

"When I was growing up in Yucatan, my dad worked in the field. When I was 10, he moved to the United States. Eight years later, he came back and told me he wanted me to live there with him. I came directly to Gresham, which is where I met my wife who I've been married to for 26 years.

"It was exciting and scary. Everything was different. I didn't

speak the language. Even today, my heart is divided. I know two worlds. Food is a connection that is very important to my family—cooking is just something that's part of me. My mom is a very good cook, and making posole reminds me of her. I used to watch her a lot, very closely, how she did it. I guess it's just in me."



SAMUEL CANCHE'S POSOLE

 **TOTAL TIME**
1 HR 30 MIN

 **PREP TIME**
25 MIN

 **SKILL LEVEL**
●●●○○

 **SERVES**
11-12

POSOLE INGREDIENTS

- 5 quarts chicken stock
- 4 bay leaves
- 1 teaspoon oregano
- 12 pounds pork riblets
- 2½ pounds boneless carnitas (pork shoulder or pork butt)
- 2 tablespoons garlic salt
- 2 tablespoons lemon pepper seasoning
- ¼ cup steak seasoning
- 2 medium yellow onions
- 1 large head garlic
- 2 (108-ounce) cans of white hominy, drained
- 1 (8-ounce) can red chile salsa
- 1 bundle cilantro

GARNISH INGREDIENTS

- 1 head iceberg lettuce
- 3 red radishes
- 1 bundle cilantro
- 4 jalapeño peppers
- 3 limes

DIRECTIONS

Preheat oven to 450° F. Line 2 large baking sheets with aluminum

foil to capture meat juices.

Fill a large stock pot with chicken stock and bring it to a boil. Once it is boiling, add bay leaves and oregano.

Cut riblets and carnitas into large chunks. If desired, use more riblets and reduce the amount of carnitas. Arrange meat on lined baking sheets.

Season both sides of the meat with garlic salt, lemon pepper and steak seasoning. Cut 2 medium onions into halves and place on top of the meat along with cloves of garlic.

Place the meat topped with onions and garlic cloves into the oven and roast for 15-20 minutes, turning the meat once. When the onion and garlic are roasted, remove them from the meat and place into the pot to boil with the stock.

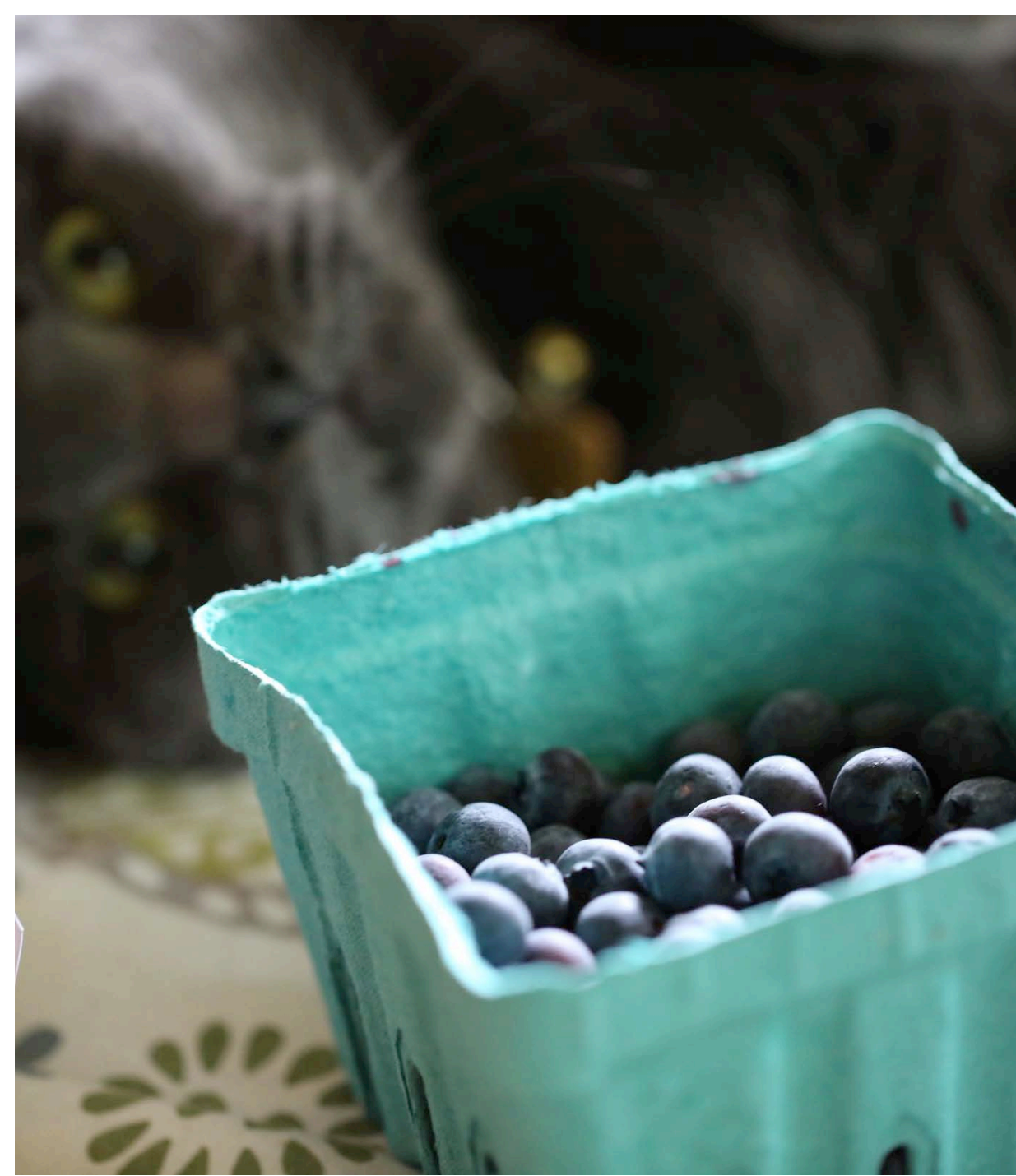
In the meantime, slice iceberg lettuce, radishes, cilantro and

jalapeño (removing seeds) to use as garnish. Cut limes into wedges.

Next, turn the oven to broil and broil each side of the meat for 5 minutes. Remove meat.

Lower the temperature under the pot to simmer and add the hominy and red chile salsa. Scrape meat juices and flavorful tidbits from the baking sheets directly into the pot and add 1 bundle of cilantro. Remove onion and garlic cloves from the pot and discard. Add all the roasted meat.

Bring soup to a boil for 10 to 15 minutes. Reduce heat. Serve immediately, along with bowls of garnish and a squeeze of lime juice to taste. Or better yet, let everyone serve themselves directly from the pot.



- Google how to make a cookbook – seriously!
- Develop a budget
- Develop an outreach strategy
- Practice food photography
- Create a prototype (help sell the idea to others)
- Discuss publication alternatives

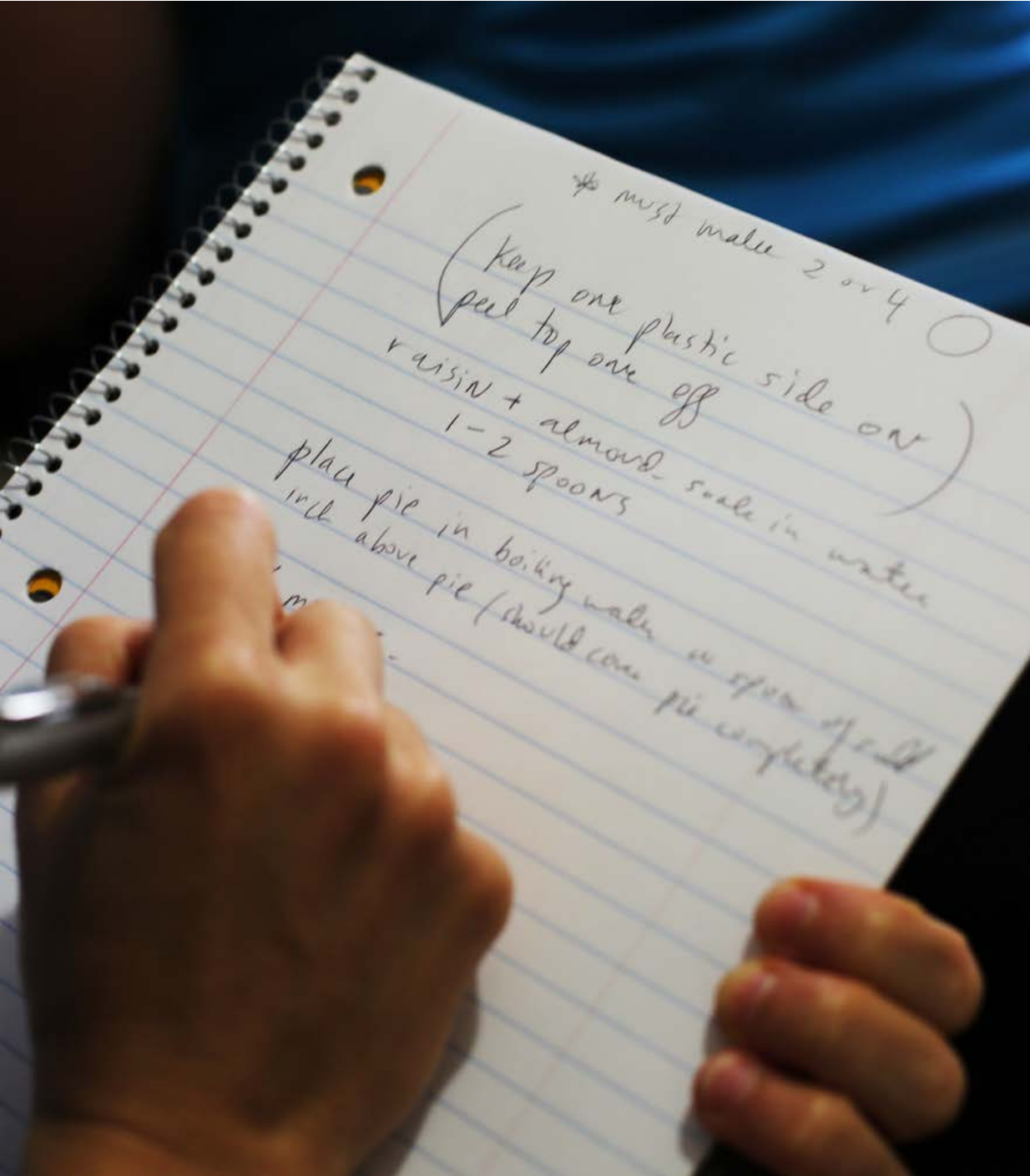
Strategies: Getting started

Strategies: Partnerships

- Find kindred collaborators



A	B	C	D	E	
Recipe	Published cookbook delivered	Ethnicity	Submittor	Organization	Cor
Posole	Yes	Mexico	Samuel Canche		
Perfect pie dough	Yes	Americana	Ed Gibson	Pie to the People	
Mjadara	Yes	Middle Eastern	Giselle Elkhal	Park Place Café	
Udon Noodles	Yes	Japanese	Fumiko Hozumi Jason Duffany	Obon	Fum
Kebabs	Yes	Turkish	Osman Salaev		Osm
Diner meatloaf	Yes	Americana	Teri Jonak	Satellite Restaurant family	Teri J
Cowgirl Muffins	Yes	Americana	Kinara Fender	Birch Community Services	
Meat-stuffed dumplings	Yes	Iraqi	Duraïd Alkeshamo		
Sambusas	Yes	Somali	Khadro Abdi	Sunrise Center	sam
Bhutanese pork meat dish		Bhutanese			
Chile Rellenos	Yes	Mexico	Juana Madrigal Ruiz	Ricki's mom	



Strategies: Production

- Establish an organized workflow.
- Develop a style guide.
- Enjoy multitasking: capturing recipes, stories, photos and video in a single session.
- Arrange for translators.
- Be respectful of cultural traditions.



Strategies: Production

- Be prepared for recipe editing. ➡
- Test. Test. Test. Proof. Proof. Proof. 🧨👉🤖

Recipe-Afghanistan Mantu-Fawzia Fnu RFP_JB_GW edits (1).docx [Compatibility Mode]

Font

Paragraph

Styles

12

A²

A₂

A

ABC

A

Normal

No Spacing

Heading 1

Heading 2

1

2

3

4

5

6

7

MANTU

Afghani Meat Dumplings

Total time: 1:20

Prep: :30

Level: 2

Serves: 4-6

Ingredients for filling

1 pound ground beef, cooked

2 yellow onions, finely chopped

1 bunch cilantro, chopped

1 teaspoon kosher salt

½ teaspoon ground black pepper

3-4 large cloves garlic, squeezed

Ingredients for sauce

2 cloves garlic, squeezed

3 tablespoons tomato sauce

½ teaspoon turmeric

½ teaspoon ground black pepper

1 glass water

2 cups water (to boil lentils)

1 cup yellow lentils (or chana dal), cooked

Enough oil to cover frying pan

Franzen_P..., 9/26/2017 2:50

Deleted: recipe submitted

Franzen_P..., 9/26/2017 2:50

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Bradley, Jill 9/29/2017 2:50

Deleted: TOTAL TIME

Bradley, Jill 9/29/2017 2:50

Deleted: PREP

Bradley, Jill 9/29/2017 2:50

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Bradley, Jill 9/29/2017 2:50

Deleted: SERVES

Franzen_P..., 9/26/2017 2:50

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Bradley, Jill 9/29/2017 2:50

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Franzen_P..., 9/26/2017 2:50

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Franzen_P..., 9/26/2017 2:50

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Franzen_P..., 9/26/2017 2:50

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Franzen_P..., 12/6/2017 9:00

Comment [1]: After testing

Franzen_P..., 12/6/2017 9:00

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Bradley, Jill 9/29/2017 2:50

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Bradley, Jill 9/29/2017 2:50

Deleted: INGREDIENTS FO

Bradley, Jill 9/29/2017 2:50

Comment [2]: I moved this

Bradley, Jill 9/29/2017 2:50

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Bradley, Jill 9/29/2017 2:50

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Franzen_P..., 12/6/2017 9:00

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Bradley, Jill 9/29/2017 2:50

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Bradley, Jill 9/29/2017 2:50

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Franzen_P..., 9/26/2017 2:50

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Comment [3]: How much?

Bradley, Jill 9/29/2017 2:50

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Bradley, Jill 9/29/2017 2:50

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Franzen_P..., 10/6/2017 9:00

Print Layout View

Sec 1

Pages: 1 of 3

Words: 0 of 501

OUTCOMES

- Lots of positive feedback, from elected officials, City staff and the community.
- 500 cookbooks distributed; 220+ of those were sold.
- 50 attendees at cookbook launch party
- \$900 raised for Birch Community Services
- Media coverage in local newspaper and TV
- Average reach of 3,000+ on social media campaign
- 275 YouTube views of promotional video
- Cookbooks distributed to local elected officials, state senators and federal congressmen
- Oregon Health & Sciences University includes cookbooks at state events on public health and to distribute as thank you gifts.





Lessons learned

- Like a good stew, cookbooks take a long time to produce – ours took 2 years from start to finish.
- Long-term commitment and support from management and team is crucial.
- Designate a project manager to wrangle all the details.
- Labor of love.
- Contractor was essential to make inroads with community, draft recipes and report essays.
- Post-production marketing requires another investment of resources.
- Would we recommend a cookbook project to others? Absolutely! Food brings people together.



Next steps

- Sold out, now on second printing
- Renewed promotions: Online, local grocery stores, etc.
- Market Hall tenant recruitment



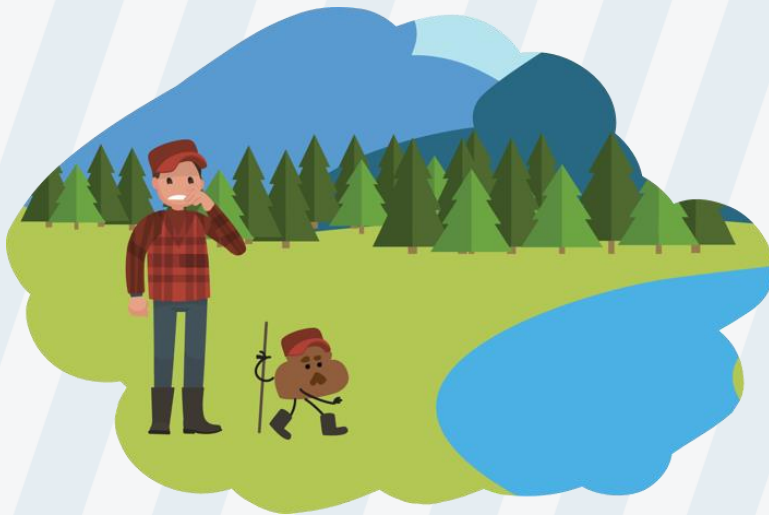
PoopSmart

- About that brown trout...



PoopSmart: The problem

- Everybody poops. Who cares?
- How do we make No. 2 the No. 1 concern for residents, recreationalists?



PoopSmart: The solution

- Poop jokes are funny. People listen.
- Make it relatable. Make it simple.



PoopSmart: The interwebs



The screenshot shows the PoopSmart website. At the top left is the Poop Smart logo with a poop emoji. Next to it is a 'Toolkit' link. To the right is a search bar with the text 'How can we help you?' and a dropdown arrow. Further right is a language selector set to 'English' and social media icons for Twitter and Facebook. The main heading reads 'It's time to Poop Smart in Skagit County'. Below this is a paragraph of text explaining the importance of planning for trips outside. To the right of the text is a large illustration of a river flowing through a green landscape with a red barn, a cow, and sheep. Below the main heading and text are two circular icons. The left icon shows a person fishing, hunting, or hiking, with a small poop emoji nearby. The right icon shows a person relaxing in a hot tub or pool, with a small poop emoji nearby. Below each icon is a text prompt: 'I need to poop while fishing, hunting, or hiking!' and 'I own a property with a septic system!'.

Poop Smart Toolkit How can we help you? English

It's time to Poop Smart in Skagit County

Poop happens. Like every day. And it can happen anytime, anywhere. It's hard to prepare for every situation, but it's important to plan for trips outside especially near water or rural land. Believe it or not, some people don't plan for poop. That seems kind of silly, right? You may think it's much a-doo about nothing, but it may lead to a variety of problems – for your family's health and for the health of our fishing and shellfish harvesting areas. Read on to help prevent a Revenge of the Turds situation.

I need to poop while fishing, hunting, or hiking!

I own a property with a septic system!

PoopSmart: The coasters



PoopSmart: The stickers



PoopSmart: In the news

Poop Smart **Toolkit** **How can we help you?** **English** **Twitter** **Facebook**

Help us spread the word, not the poop.

The Poop Smart campaign offers free resources, like posters to put in your business and on social media. So, let your poop flag fly, and help us spread the word that it's cool to poop smart in Skagit County.

Flyers

If your business or organization has a place to put up a flyer, near a cash register or on a wall, download and print a Poop Smart flyer today.

- Flyer for recreation partners
- Flyer for home improvement and community partners
- Flyer for farm and agricultural partners
- Flyer for pet lovers and community partners

Poop in the News

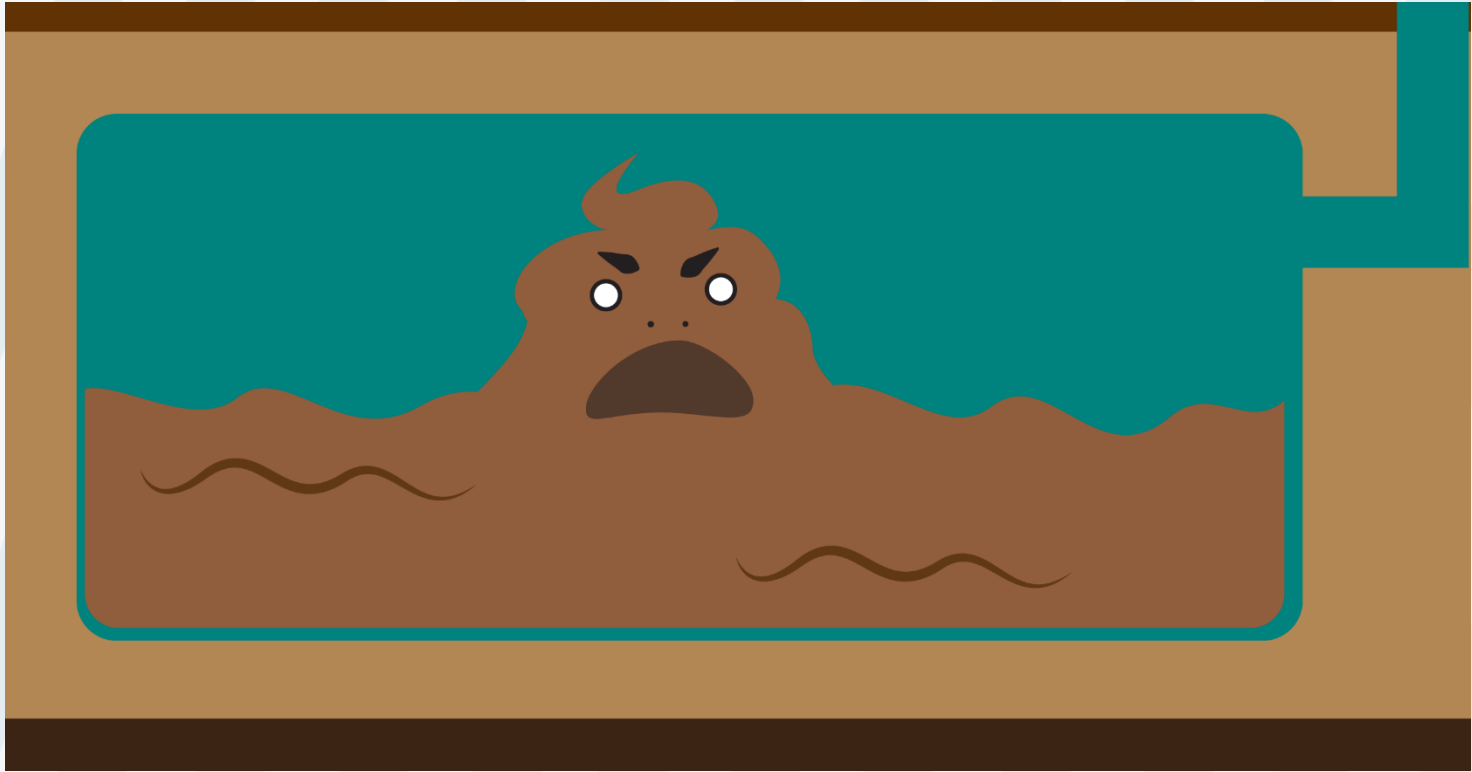
- 'Is This Your Turd?': Missouri City's Cleanup Flags Dog Poop - New York Times
- These toilets use worms to compost your poop, and they are our future - Popular Science
- Piles of poop, litter on trails, trampled wildflowers. In the social-media era, Washington's public lands are being destroyed. - Seattle Times
- How to Poop Anywhere Outside - Outsideonline.com
- Apollo astronauts left their poop on the moon... - Vox.com

PoopSmart: The results

- 48% increase in voluntary inspections
- More people seeking help from Conservation District
- TV, newspaper and radio coverage



What about party poopers?



Questions?

