

**Office of Public Service and Community Outreach Plan 2020**



**INVOLVE. IMPROVE. INSPIRE**

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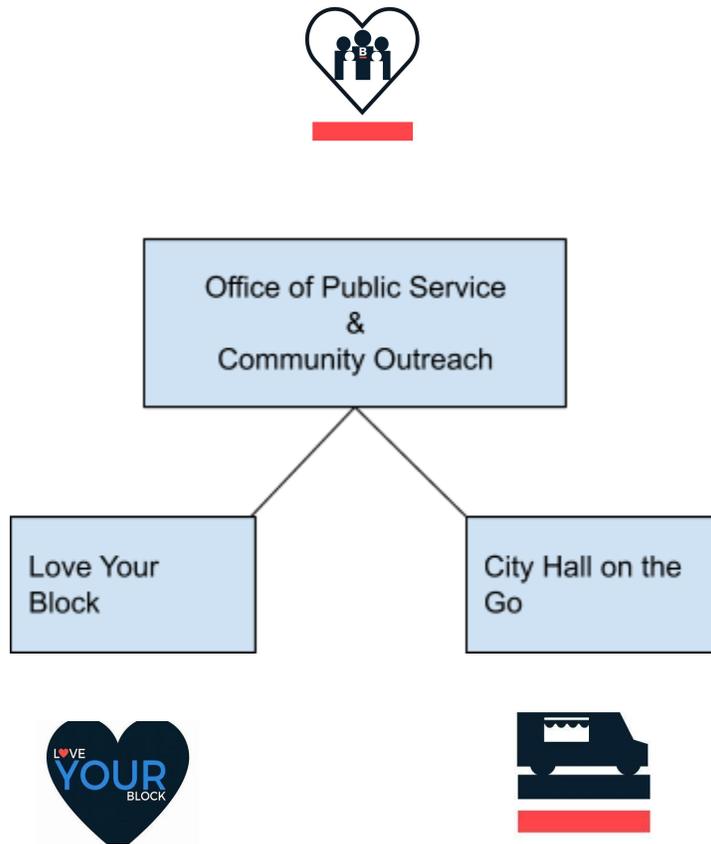
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**Office of Public Service and Community Outreach**

Mission Statement
The Office of Public Service and Community Outreach is committed to collaborative partnerships and programs that promote engagement, awareness and service in our communities.

The Office of Public Service & Community Outreach (OPS) oversees two long standing initiatives that promote civic engagement and provide access to City services. (Figure 1- OPS organizational chart)



*See Fig 1.1 for a more detailed breakdown*

## **Love Your Block**

Mission: Helping residents gain a stake in their neighborhood by partnering with the City of Boston to transform physical landscapes using social programming and beautification events.

In recent years, Love Your Block was all about neighborhood beautification projects, such as cleaning a park or painting a mural. Now, OPS is *expanding* the definition of service in our community to support and create initiatives for residents to engage in volunteer work that benefits every Boston neighborhood.

Upcoming Love Your Block Programs:

1. **Adopt a Block**- OPS encourages residents to model community ownership by cleaning their specific street with the support of OPS and the Department of Public Works. Signage will be posted to recognize the residents for their efforts, and OPS will sponsor a Summer Block Party for the resident group that consistently held clean ups throughout the year.
2. **High School Volunteer Program**- A pathway program for students to fulfill volunteer hours related to graduation requirements. Participation will enhance resumes and personal statement content, while fostering connections for potential employment in the future.
3. **Civic Engagement Ceremony**- an event to celebrate and recognize individuals and organizations for their work around advocacy, beautification and volunteerism. This is an annual event that takes place in the Fall.
4. **Service Days**- OPS currently hosts service opportunities for MLK Day, Three Kings Day, Black History Month, Hispanic Heritage Month, National Volunteer Week and our annual College Day of Service. Other service opportunities can include clean-ups, writing letters to veterans, assembling care packages, [home repair?] painting, and other ideas suggested by people who care. Reach out to OPS for ways we can partner with you.
5. **Mini Grants**- Up to \$3,500 can be requested by a group of residents who submit ideas for community engagement and beautification that coincide with the Love Your Block mission. Applications can be submitted all year long.
6. **Open space revitalization** - Using a public open space to create issue awareness, organize a community activity, or promote pride in a neighborhood pride. Contact OPS with your ideas!

## **City Hall on the GO**

Goal: To bridge the gap between City Hall and the community by offering basic City services while increasing engagement and providing outreach.

City Hall on the GO brings City departments and their services out into the neighborhoods, breaking down barriers between communities and government, using a grassroots approach.

### **Engagement Opportunities:**

**Dinner Table Talks:** Informal conversations over a light meal at a local restaurant or cafe, discussing issues of concern to the average resident. Ideally, these talks will foster a safe space to discuss solutions to nagging problems. Topics could include mental health, climate change, racial equity, effects of technology and responses to current events.

**Pop-up Events:** Bringing city resources to selected neighborhoods through a fun activity that will strengthen community ties. Examples include cultural celebrations, Fun Fridays, block parties. Residents will be offered a small stipend to organize and co-host the event.

**Open House:** A showcase where city departments can highlight specific neighborhood improvements during the year.

**Summer Eats/After School Eats:** Free, healthy meals to youth 19 and under, with age-specific activities that are fun to participate in.

**Civic Engagement Week:** Departments within the Mayor's Civic Engagement Cabinet promote their initiatives and offer free events during National Volunteer Week in April.

**Civic Academy:** Workshops where residents can get information about City initiatives, while learning basic civic skills. Activities could include how to call a public hearing, how to organize a neighborhood association, how to use social media for community cohesion.

**Litter Campaign:** Using a variety of tactical initiatives to promote the benefits and long-term impact of a clean neighborhood.

### City Hall on the Go (CHotG) Truck

Our highly visible truck will be used as a mechanism for outreach and engagement in all Boston neighborhoods, while providing access to basic transactions without having to go into City hall.

**Info hub:** Transactions and information services include:

- Resident Parking Stickers
- Parking Ticket Payment
- Parking Ticket Dispute
- Birth Certificate Request
- Marriage Certificate Request
- Death Certificate Request
- Excise Tax Payment
- Real Estate Tax Payment
- Excise Tax Abatement
- Delinquent Excise Tax Payment
- Business Certification
- Domestic Partnership Registration
- File a Discrimination Claim
- Voter Registration (includes Address Changes)
- Absentee Ballot Request
- Accessible Parking Permit Request
- Dog License Request

The following services are currently under development, based on feedback from both residents and City departments:

- \*Register for a BPS school
- \*Register for a Youth Job - seasonal
- \*Submit a Vote for a Youth Lead the Change initiative - seasonal
- \*Register for Youth Pass
- \*Apply for a City of Boston grant - when available
- \*Register to receive Alert Boston notifications
- \*Emergency Kits - based on a resident's need
- \*Complete the 2020 Census
- \*Registration for Rental Properties - by Landlords
- \*Distribute Charlie Cards
- \*Boston Public Library Card Applications

**Marketing:** The eye-catching facade of the truck provides additional visibility for city sponsored events, and will encourage residents to either participate in an event or complete a transaction. Banners, sandwich boards and pop-up materials will also be used.

### **Staffing**

OPS employs four permanent staff for day to day functions. One project- based intern is projected to join the staff. Each employee has a key role in the development and execution of all programming produced within the office.

The Director leads a team of two full time employees and a part-time employee, as well as any interns that are assigned to the office. Their roles are explained below:

**Community Project and Marketing Coordinator:**(FTE) is based in OPS and works closely with the Director. Responsibilities include:

- Program management (organizing logistics and communication for internal and external users)
- Metrics and reports (collecting program metrics and producing a monthly report to the director)
- Marketing for the office (i.e. branding, document creation, website updates, social media and newsletter content production)
- Fundraising preparation (donor letters, materials and logistics for fundraising events)

**Community Outreach Coordinator:** (FTE) works both in OPS and in the community. Primary user of the City Hall on the Go Truck.

- Programming, scheduling and maintenance (daily, weekly, monthly)
- Community outreach (distributing information, attending and co-hosting meetings, gathering written feedback)
- Tools and supplies (organizing the tool shed and maintaining record of supplies)
- Volunteer project management (communicating between volunteers and assisting with logistics)
- Data collection (obtaining metrics from each program and reporting them to the team for monthly reports.)

**Engagement Specialist:** (PTE) is externally facing in the community and will aid the Community Outreach coordinator. They will be the secondary user of the CHOTG truck.

- Direct outreach in the community (leaflets, meetings, etc)
- Coordination and execution of volunteer based projects
- General day-of assistance involving program execution for OPS
- Metrics collection

**Virtual Content and Design Intern-** (pending) Is a stipend position we are looking to include in the coming year. It will be a satellite position to work solely on one project for the creation of the volunteer platform. Their responsibilities will include:

- Researching existing volunteer platforms
- Vetting suitable vendors with the assistance of DoIT
- Developing a 1-year strategy to plan and execute the COB Volunteer Portal as described in the LYB 2017 Service Plan

### **Partnerships:**

The Office of Public Service works with internal and external partners to expand existing programming and create new offerings. Our primary goals are to highlight resources of interest to residents and gather feedback for COB departments. The OPS team also provides outreach for events held by departments and community organizations using grassroots techniques and social media.

#### Examples of existing internal partnerships

- After School Eats and Summer Eats with the Office of Food Access - *offering free, healthy meals to youth 19 and under.*
- Youth Lead the Change - *participatory budgeting program allows youth 12-22 to vote on a project as part of the million dollar budget allocation. This will be held directly from the CHOTG truck and strategically placed to attract youth.*

Examples of existing external partnerships, where OPS stewards the relationship, prepares logistics, and executes each project along with multiple parties:

- Harvard Day of Service - annual welcome back event offered to the freshman class to go out and do a good deed with the opportunity to venture into different parts of the City.
- Wells Fargo w/KaBOOM - A collaborative project to build a new playground in the Grove Hall (Dorchester/Roxbury) neighborhood.

New external partnerships will have a priority focus on disenfranchised communities such as:

Older Adults

Youth

Immigrants and constituencies who speak languages other than English

Disability constituencies

Small businesses

**Timeline:**

OPS schedules fiscal year programming on a quarterly basis. Partnership activities will be scheduled on a more flexible basis, in order to accommodate the need of the department or organization. The general timeline is:

**Quarter 1**July

- Summer Eats
- Public Service Open House

August

- Summer Eats
- Litter Campaign
- College Volunteer Event

September

- Public Service Open House
- Love Your Block Mini-Grants Projects completed
- Back to School event

**Quarter 2**October

- Adopt a Block ends
- Block Parties end

November

- After school Eats
- Love Your Block mini-grant applications Launch
- Turkeys
- Fundraising

December

- Finalize engagement strategy (2020)
- City Hall on the GO "relaunch"

### **Quarter 3**

#### January

- Three Kings Day of Service
- Public Service Open House
- High School Volunteer Launch
- Martin Luther King Day Service Day

#### February

- Black History Month Service Day

#### March

- Engagement Strategy Draft
- Civic Academy Relaunch
- Public Service Open House

### **Quarter 4**

#### April

- Dinner Table Talks Launch
- Civic Engagement Week
- Block Parties launch

#### May

- Public Service Open House
- Adopt a Block Pilot launch

#### June

- Start Love Your Block mini-grant projects

**Metrics:**

We will use the following internal metrics to measure the success of programming and identify ways to improve programming for the office.

Love Your Block Metrics Data is reported on a monthly basis

- Number of projects (i.e. clean ups, service days)
- Number of new volunteers
- Number of community events led by our department (monthly report)
- Post-event surveys to measure the impact of the work completed and materials provided for service related events

City Hall on To Go Metrics: Data is reported on a monthly basis

- Number of transactions on the truck, per department
- Number of weekly community events organized by departments
- Number of weekly community events organized by external partners

Year One goals:

1. Successfully pilot each program mentioned in this plan.
2. Identify new partners to collaborate with for future events.
3. Identifying neighborhoods needs to better align programming.
4. Expand the service project types that will be offered to volunteers
5. LYB Metrics goals: 20 service projects in addition to the Annual Spring Clean-up, 50 new volunteers, 2 OPS sponsored events a month

Year Two goals::

1. Incorporate a live tracker tool for the truck - to allow residents the option to meet the truck when it's most convenient.
2. Launch the volunteer website portal, allowing all city departments and identified nonprofits to showcase volunteer opportunities.
3. Revisit the programs launched during year one and make the identified changes if necessary.
4. Increase LYB metrics by 25%