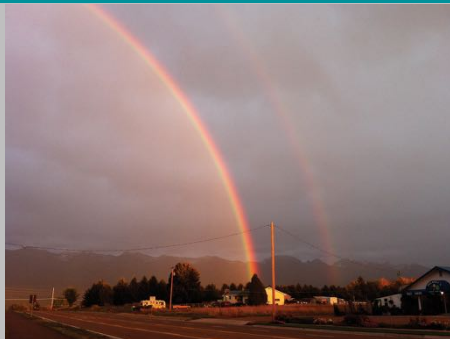


Community Heart&Soul®

—— Guided by what matters most ——

COMMUNITY NETWORK ANALYSIS

*New Partners for Smart Growth Conference
February 2, 2018*



Your Town is Home



A Catalyst for Positive Change



Biddeford, Maine



From “Trashtown” to Leading the Way



“Community Heart & Soul helped us instill confidence in investors and secure grants.”



Daniel Stevenson
Economic Development Director
City of Biddeford, Maine

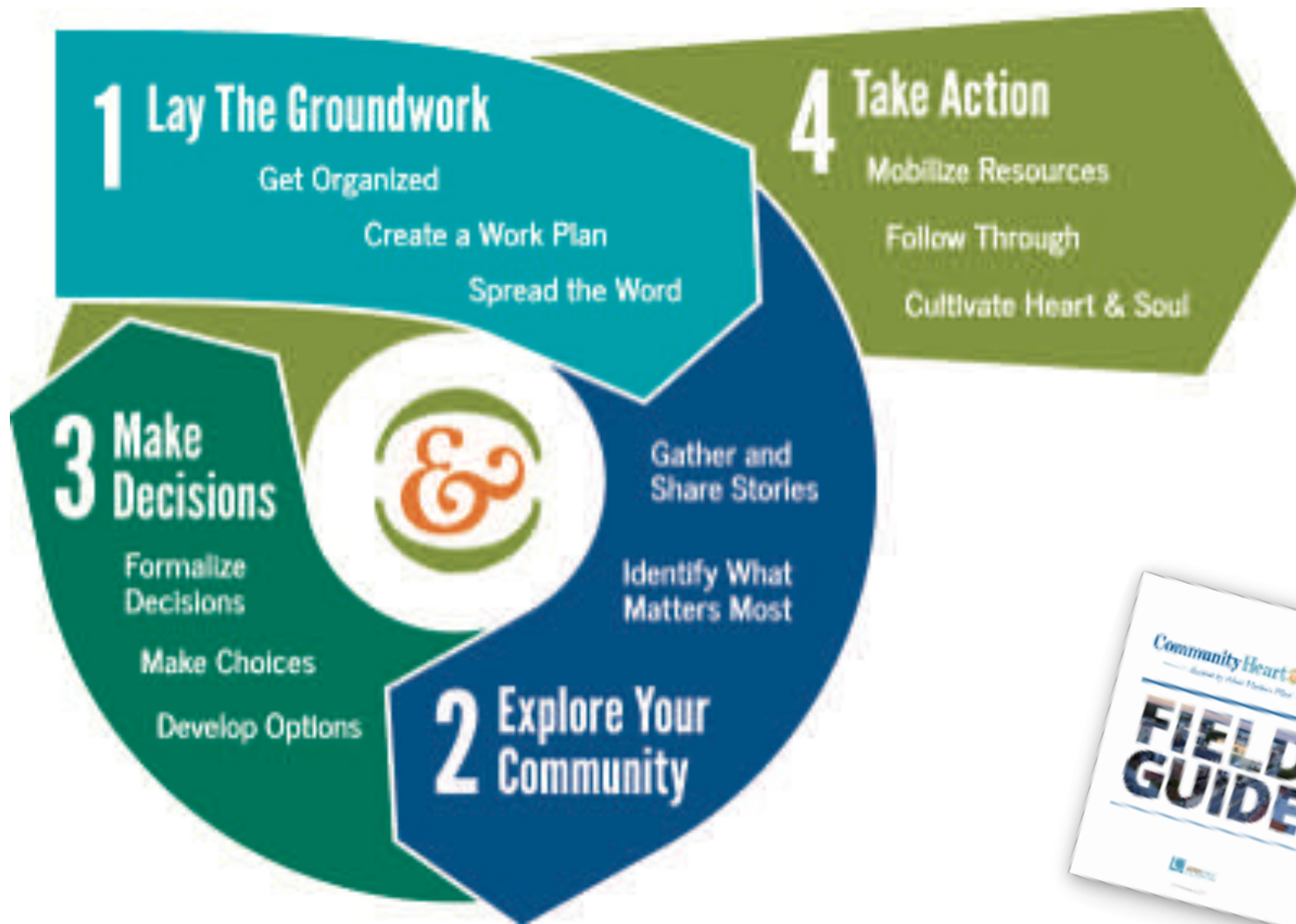


Heart & Soul Principles and Phases

**INVOLVE
EVERYONE**

**FOCUS ON
WHAT
MATTERS**

**PLAY THE
LONG
GAME**



Community Heart & Soul: Remarkable Results

Greater sense of place

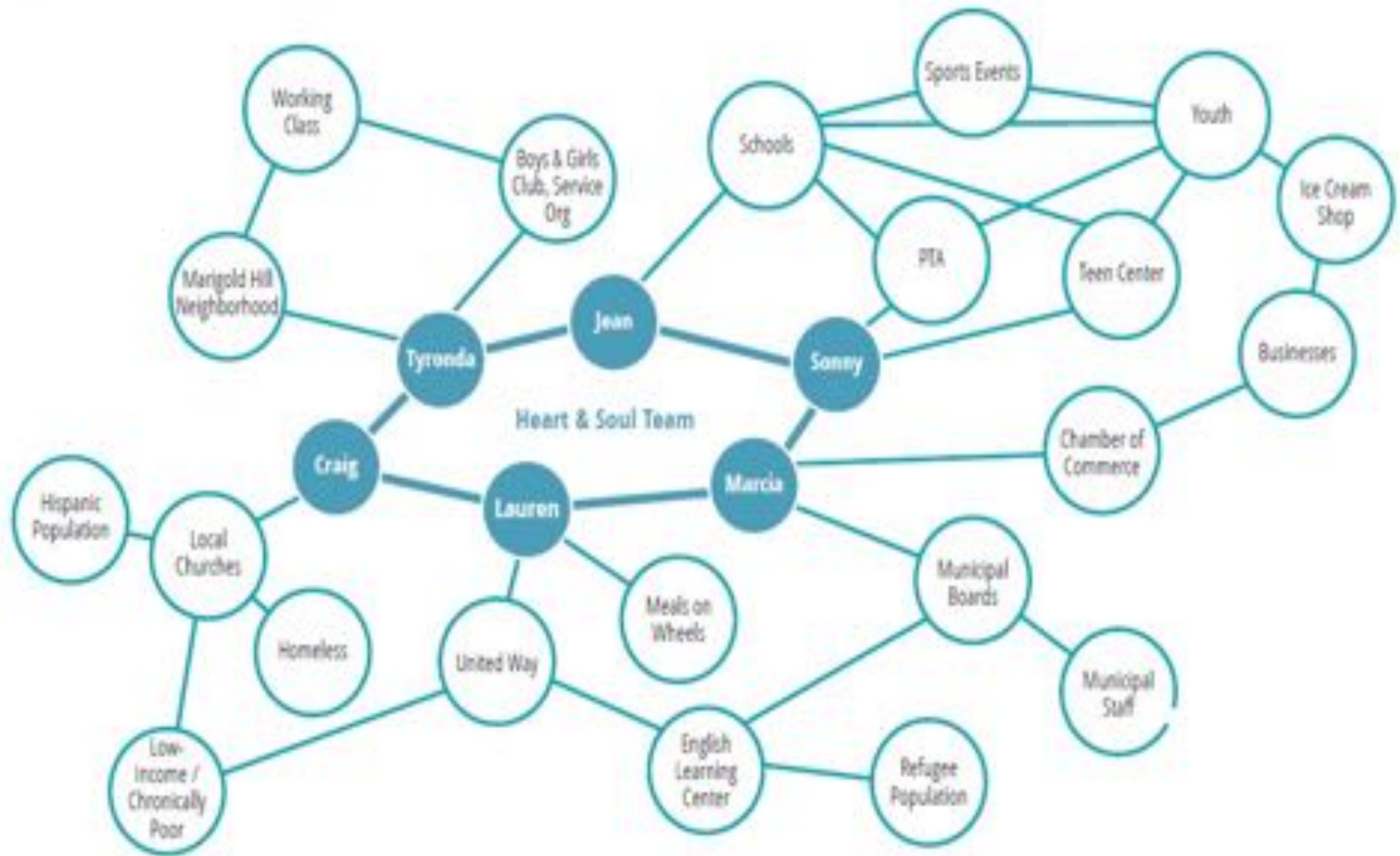
Increased civic participation

New leaders and alliances

Increased trust and relationships built across historic divides

- 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.







- Increases diversity & number of people
- Be strategic with outreach and engagement
- Track who has been included

Step:

1

2

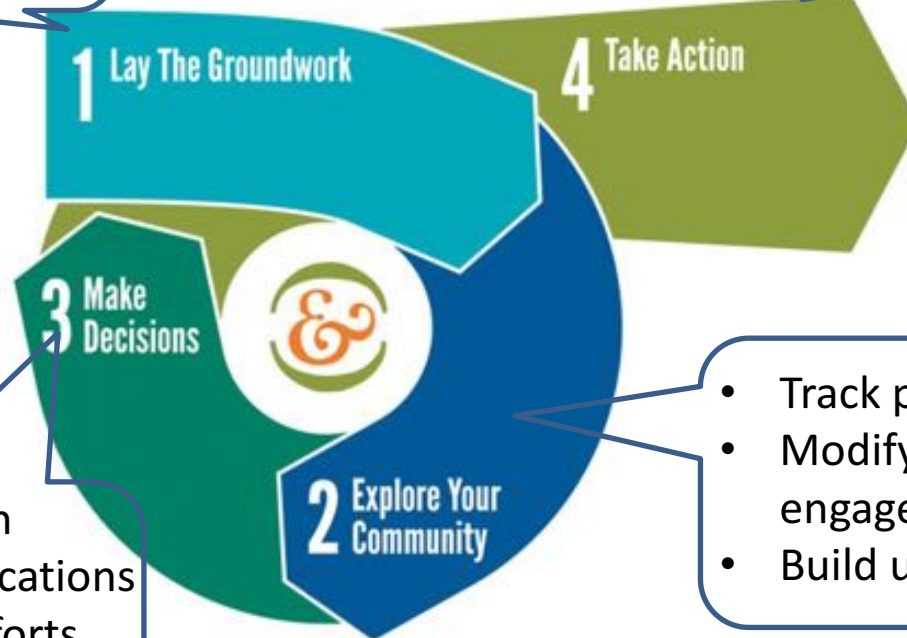
3

WHY DO A COMMUNITY NETWORK ANALYSIS?
STEP 1: GET ORGANIZED

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- Build a diverse Team
- Know who you need to reach & how

- Track participation
- Build up the Team



**Community
Network Analysis
Worksheet**

Step:

1

2

3

USING YOUR COMMUNITY NETWORK ANALYSIS IN EACH PHASE
STEP 1: GET ORGANIZED

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Many Perspectives
from Diverse Voices

Step:

1

2

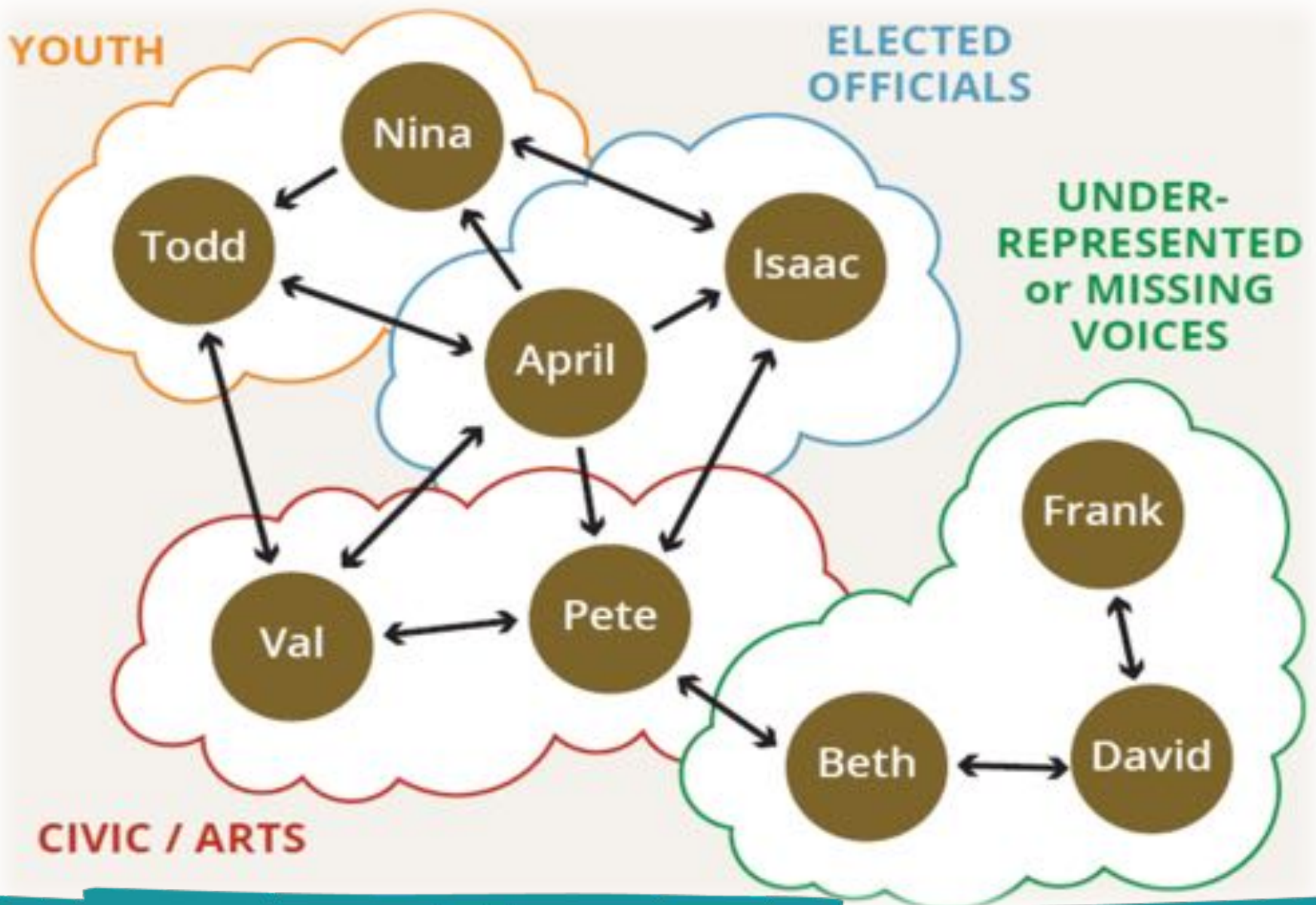
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S1: KNOW YOUR DEMOGRAPHICS

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Step:

4

5

6

Community Network Analysis
S4: IDENTIFY COMMUNICATION OPPORTUNITIES

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Step: 4 5 6 Community Network Analysis
S5: IDENTIFY ENGAGEMENT APPROACHES

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LOOK HOW FAR WE HAVE COME!



GROWING A HEALTHY AND PROSPEROUS COMMUNITY

GOALS

- Protect and celebrate the heritage of the North Fork Valley.
- Participate in proactive discussions about the health and prosperity of our local economy.
- Get people talking to each other! Improve communications to understand and honor individual perspectives about the future.
- Get youth involved in creating their future.

HOW MANY PEOPLE PARTICIPATED



PROJECT LEADERSHIP

Staff Hired in January, 2012

18 Community Advisory Team

7 Partners

1692 Volunteer Hours to Date

COMMUNICATION

11 Newsletters

139 Facebook Likes

13 Posters

Website Launched in May 2012

TRADITIONAL MEDIA

45 News Articles

15 Print Ads

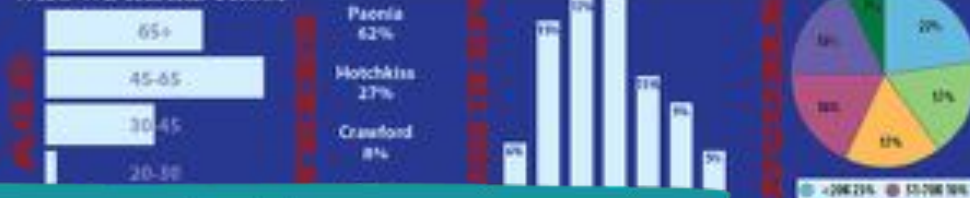
11 PSAs

10 Radio Interviews

NEWS ARTICLES



WHO WE HEARD FROM



Questions?



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 America.**

ahalbert@orton.org

www.orton.org

