Virtual Community Planning Process

An overview
Background

- Began the work pre-COVID-19.
- An attempt to increase opportunity to participate in CPP.
- Virtual helps address scheduling issues, childcare, distance, transportation, etc.
- Increase the number of participants in the process.
- Privacy.
Virtual CCP and Since

Our Experience
- Held four (4) vital CCP forums in December.
- We used different platforms to make the accessible. So not relying on just social media.
- We used Facebook (where we did them in the threshold languages).
- We used a YouTube Live (its access is a bit less limited).
- Used Skype as a way for more interaction.
- These are achieved when done on social media or streamed.
- Did them at different times (lunch hours) after work, evening, so have more options.

Since
- Conducted Virtual Meetings for INN Public Comments (March)
- Can use more interactive options (noting the challenges with typing).
- Use of more interactive and video so they can have easier input:
  - Zoom (and stream)
  - WebEx
  - Skype
Virtual Normalization

- COVID 19 and adaptations.
- As a result of COVID-19 and the shelter in place, schools, meetings, services shifted to virtual.
- More people had to use and become familiar with virtual platforms.
- Social Media has limits, but some of the virtual communication don’t and can steam to social media.

- Note people are now spending hours in virtual meetings and there is the risk of “screen” fatigue.
- Keeping the brief. Keeping them interactive.
- Provide info for follow up and/or other ways to give input if they can’t do it at the live event.
Promotion, Quality and Interaction

- Need to promote and proper promotion.
- Need for promotion in various manner.
  - social media
  - Email Listserv
  - website
  - Flyers.
- Availability (a platform the masses can access) the times and days.
- Conducting the virtual in different languages (especially threshold).
- If possible share presentation or PowerPoint (if used).
- Prepare for the forum as you would with other forums.
- Note the need for interaction.
- Not all may be able to write out questions or comments.
- Forums that allow actual real-time interaction (Zoom, WebEx, Skype, etc.) do afford more interaction.
- Making sure the stream/video is of good quality.
- It is easier than anticipate to do a basic virtual (if using a laptop, smart phone, social media).
Questions

www.fresnomhsa.com

Contact info:
abahrami@fresnocountyca.gov
ereinbolt@fresnocountyca.gov
MHSA@fresnocountyca.gov