CREATING A SENSE OF COMMUNITY AMONG BLOCK PROJECT RESIDENTS

BY AJINKYA BAGUL, TAYLOR CHAVEZ, KIRA OATES, VANESSA PAUS, AND ADI STEIN
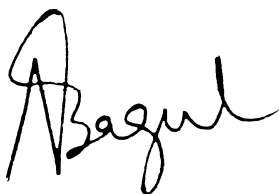
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EXECUTIVE SUMMARY

567,715 people in America are experiencing homelessness on any given night, which translates to roughly seventeen out of every 10,000 people.[1] There is clearly a pressing need to secure independent housing for the unhoused, given how that leads to outcomes such as better security, stability, and general well-being for those experiencing homelessness. However, studies show that securing housing does not guarantee improvements in all aspects of life. Securing housing might be the first step for reintegration into mainstream life but living in a community by itself is not equal to integration.[2]

Working with Facing Homelessness, a Seattle non-profit that provides independent housing to those experiencing homelessness through BLOCK homes, also supported the need for support beyond housing. Through resident surveys and interviews we determined that the residents living in BLOCK homes lack social support and a sense of community. To address this, we propose a two-pronged solution: a resident-facing resource website and a resident-only GroupMe. This solution drives for residents to be considered as a unique community needing tailored resources while respecting individual needs for control over how they interact as a community. The following report describes our understanding of the problem, our customers, the development of the solution, and how to implement our proposed solution. Thank you for your time considering this solution and its implementation.

Sincerely,

adi stein   Ajinka Bagul   Kira Oates

Taylor Chavez   Vanessa Paus

REPORT

BACKGROUND

Facing Homelessness is a non-profit organization established in 2010 that seeks to remove the negative stereotypes surrounding homelessness. It attempts to achieve this goal through two programs: the BLOCK project and the Window of Kindness. The BLOCK project entails building small homes that can each accommodate one person experiencing homelessness in residential backyards. The Window of Kindness has volunteers handing off supplies like snacks and sleeping bags to those experiencing homelessness in a shared physical space.[3]

There are currently ten BLOCK homes built and occupied in the Seattle area, with Facing Homelessness hoping to build several more within the next year.[4] BLOCK The homes are built in the backyard of hosts' who volunteer their property for residents to live in. Each BLOCK home houses one resident who was previously living unsheltered free of charge.[5]

PROBLEM

The problem the organization faces is a lack of sense of community and feelings of isolation amongst residents in the BLOCK homes. A need for a greater sense of community was initially defined in our first meeting and orientation with BLOCK Wellness Team members Liana Kostak and Phoebe Kline. We were informed that there was a concern for resident happiness because of how the BLOCK project moves residents away from their established community and friendships into a new home.[4] Possible barriers to building a sense of community including resident's varying levels of technological skills and a minimal budget to implement changes.[4] The need for improved community was furthered through interviews and Facing Homelessness's resident surveys. One interviewee, who wished to remain anonymous, stated how they are ignored in their host neighborhood and afraid to interact with neighbors after seeing them chase a person experiencing homelessness away when they moved in.[6] This individual also expressed that they had a very limited relationship with their hosts and that they felt unseen, with their home appearing like a garage in the backyard, out of site.[6]

Several factors that cause and exacerbate the problem of a lack of community. Firstly, BLOCK homes can only house a single individual, meaning that residents often

have to go out of their way to have any social interaction. Although guests are not strictly prohibited, it becomes complicated negotiating the presence of guests if hosts are not comfortable with visitors in their backyards.[4] Secondly, in-person interactions for the residents have become difficult due to global COVID-19 pandemic. Facing Homelessness does host some virtual meetings/get togethers, but only 2-3 residents typically show up and one resident interviewed expressed extreme disinterest and boredom with these.[7,8] These barriers to forming a strong, reliable community further outlined the need for a solution to address feelings of isolation among residents.

CUSTOMER

Our customers are the ten residents of the BLOCK Project. These ten residents come from various backgrounds, ages, and interests. Residents are often relocated to completely new neighborhoods. Many residents have expressed a mix of emotions upon entering their new homes. While they enjoy the safety and security of making a home for themselves and their belongings, they are still figuring out how to navigate life with housing.[9] Leaving home requires that they leave their personal belongings behind, a sense of security that they had been deprived of. Adapting to lifestyle changes, making personal goals, and finding community takes form in different ways depending on each resident's comfort and preferences.

Residents have expressed different needs regarding a sense of community. Some residents struggle with the social isolation of independent living and want to connect with other residents, staff, and individuals with similar experiences in homelessness.[6] Other residents are comfortable in their new neighborhoods and prefer a lower level of social interaction.[8] Facing Homelessness has tried to address these needs with a flexible program supported by volunteers. The Companionship program was designed to give interested residents regular one-on-one time with a volunteer from the community. While the program has been well-received by the residents who choose to use it, they still desire more ways to interact.[10]

SOLUTION

For the residents of the BLOCK homes, we propose a website that serves as a help center with a variety of comprehensive resources. The website was created using Google Sites, a free, structured website-creation tool by Google that the Facing Homelessness staff can easily edit, update and customize. This Resident Help Center is currently accessible [here](). Editing the website does not inherently require any previous website editing/design experience. A tutorial is provided for staff on how to edit/update

the website is located in Tutorial of the Appendix. Table 1 contains an overview of the website below:

Page Name	Summary	Subpages
Home	A welcome page, the first page that shows up when navigating to the website. Contains an overview of what the website is and the contents of the various pages.	
GroupMe	Describes what GroupMe is and how it differs from other forms of group messaging. Provides a video tutorial and text instructions describing how to join the Resident-Only GroupMe.	
Newsletter	Log for newsletters emailed to residents to be posted. Streamlines all resident resources to be on this website.	
Volunteer	Contains resources to a volunteer portal and various volunteer resources in Seattle.	
Local Resources	Information contained in resident hanbooks (local barbers, community centers, groceries, etc.) mapped for each neighborhood (see Subpages) using Google Maps. This page contains summary information of those neighborhoods as well as a directory.	Bean Hill, Central District, Greenwood, Lake City, Mt. Baker, Phinney Ridge, Rainier Beach, Rainier View
Staff Contact	Sorts BLOCK Project staff into needs they can address for residents. Each staff member has their name, position, email, and phone listed on the page as well as a Calendly scheduling embed.	

Table 1: Overview of pages on the Resident Help Center website and their subpages. The website is publicly accessible but geared towards residents as its main users.

Proposing a website was not our first solution. Initially we considered the lack of community and feelings of isolation to mean that there were insufficient ways for residents to interact in person. Because of social distancing requirements for the COVID-19 pandemic, we began mapping what parks would be easiest for most residents to meet up in Seattle. After interviewing residents and companions, we heard that numerous residents wanted control over how they interacted with each other and did not want another staff mandated meeting. This caused us to pivot away from a

meet-up model and realizing that residents had no means of communicating with each other. Furthermore, several interviewees expressed resident confusion regarding communications from Facing Homelessness. Therefore we moved to also improve resource communication through the website so that any proposed communication between residents did not also get lost in communication.

The website is simple, giving residents a single place to find resources relevant to them. It addresses the needs of the residents to have accessible resources and clearer communication with Block Project staff as employees may change. By streamlining information to all be in one place, keeping residents collectively updated with resources they request can be simplified. Furthermore, this presents a step towards residents as a whole being a community to be served by Facing Homelessness as opposed to many individuals spread out across Seattle. To connect residents in specific, we propose the creation of a communication platform only for residents through GroupMe.

GroupMe is a free group messaging app that will allow residents to communicate with each other without message limits or fees. Residents can use this platform to foster relationships with people in situations similar to them, organize socially-distant meet-ups, send helpful information to each other and much more. The GroupMe will be managed by a resident and there will be no staff members in the groupchat. If conflict is to occur in the GroupMe, we have created an anonymous conflict report form that is included on the website for residents to describe the incident that occurred, the residents involved, and how they would like the Facing Homelessness staff to address the issue. The staff has access to this Google Form to review any submissions and resolve conflict in a way that respects the privacy of the residents.

The proposed website and resident-only GroupMe can support the communication and community needs of the residents to address feelings of isolation. These online resources allow for multiple levels of engagement and participation. The website itself is key to the residents' community-related concerns. Access to resources, an important component of community integration, has been a recurring issue expressed by residents during check-ins, interviews, and surveys. Meanwhile, GroupMe serves as a safe space for residents to interact while respecting personal boundaries and socialization styles. Residents may chat, share information, initiate meet-ups, or abstain from conversation. Together, these two platforms form an adaptable solution.

In communication with Facing Homelessness staff, the website has been found accessible and a useful tool for them. They shared that they had hoped to create a resident-facing website before but did not have the resources to do so at the time. Having laid the groundwork for the website, completing it and maintaining it should be achievable as described in Next Steps. Furthermore, a survey sent to residents asking

them to evaluate the usefulness and ease of access of the website yielded a single response that supported the website as a solution. Confidence in the solution largely comes from basing its design in interviews and the Facing Homelessness survey.

NEXT STEPS

While we began the website and created a GroupMe tutorial, the Facing Homelessness staff will need to complete the following to fully implement the solution:

- ❏ Create and embed remaining Local Resource maps for current neighborhoods
    - ❏ Beacon Hill
    - ❏ Greenwood
    - ❏ Lake City
    - ❏ Mt. Baker
    - ❏ Phinney Ridge
    - ❏ Rainier Beach
    - ❏ Rainier View
- ❏ Add staff photos to Staff Contact
- ❏ Embed Calendly for each staff member
- ❏ Email residents the complete Resident Help Center website and GroupMe join link
- ❏ Appoint a resident as owner of the GroupMe and then make certain all staff leave the GroupMe chat
- ❏ Keep Resident Help Center updated by posting newsletters and updating any resources as needed
- ❏ Ask for feedback on the website and GroupMe in the next resident survey

First Facing Homelessness needs to continue mapping resources for the remaining Seattle neighborhoods. In the website's "Local Resources" page, we have created maps for a variety of resources, specific to each area. Mapping is free and requires no previous mapping expertise in mapping to use Google's MyMaps. A tutorial on how to create more maps is provided under Using MyMaps for Local Resources in Tutorial of the Appendix.

Upon completion of these maps, the Facing Homelessness staff will need to share the website with the residents. Staff will need to provide an introduction to the website and talk through the different components. It will be especially important that staff direct residents to the GroupMe tutorial and facilitate GroupMe utilization. The app may be unfamiliar to residents so the staff will need to provide an overview. During the overview, staff will need to highlight the distinctions between GroupMe and regular text

messaging services. GroupMe protects users phone numbers and privacy, is compatible on different smartphones and computers, and can better host a large number of users.

While none of these steps require an additional cost component to implement, satisfying the minimal budget of the BLOCK project, it will require time from staff. The website should be checked weekly to ensure the link is working and no elements have been corrupted in addition to any need to update information.

Facing Homelessness will need to survey the residents to collect primary data on the effectiveness of our solution. In the survey, they will need to obtain quantitative data on how often residents visit the website and how residents would rate their overall satisfaction with it. They will need a combination of quantitative and quantitative data on the ease of navigating the website, feedback on each component, and any strengths and weaknesses in our design. Feedback should be explicitly solicited regarding the usefulness of Local Resources and if any resources should be added that are missing. To evaluate the effectiveness of the new "Staff Contact" scheduling option through Calendly, they will survey residents on their preferred method of contact and their assessment of staff responsiveness. Regarding GroupMe, they will need to survey how many residents are using GroupMe, what they use it for, and how their experience has been.

If Facing Homelessness decides to implement this solution to address residents' needs, staff will be responsible for releasing newsletters, keeping resources and maps updated, and responding to scheduling requests. Our solution does not impose any additional costs on the organization, but keeping the website up-to-date will require a time commitment from staff members.

CITATIONS

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5. The BLOCK Project. https://www.the-block-project.org/. Accessed June 4, 2021.

6. Stein A. Resident Interview 2. May 2021.

7. Oates K, Paus V, Angie. Interview With Angie. April 2021.

8. Stein A. Resident Interview 1. April 2021.

9. Facing Homelessness Resident Interview/Survey Responses. 2020.

10. Kovitz R, Stein A. Interview With Roselle (A Companion). May 2021.

APPENDIX

EMPATHY MAP

WHO are we empathizing with?

- **Who is the person we want to understand?**

We want to understand the residents that are living in the BLOCK homes built by Facing Homelessness for the BLOCK Project.

- **What is the situation they are in?**

The residents of these BLOCK homes are new residents who were previously in situations of unstable housing. Depending on the residents' desires and future goals, they can live in these homes permanently as part of the larger community they are living in, forming lasting relationships and connections with those around them.

- **What is their role in the situation?**

Residents are expected to be responsible and independent members of the community they're living in. They are expected to follow the Residency Agreement and Terms of Use, be committed to achieving their goals and be able to communicate boundaries and needs to people they share the outdoor living space with.

What do they need to DO?

- **What do they need to do differently?**

They need to connect better with other people living in BLOCK homes as well as the people around them in order to foster healthy social relationships. They need to have the power and autonomy to make the decisions about how and when they want to connect. They also need access to nearby resources.

- **What job(s) do they want or need to get done?**

They need to find inexpensive and nearby resources without having to navigate the internet, especially those who struggle with technology. They want to make their own decisions about when and who to visit, without too much oversight from Facing Homelessness. They want to volunteer.

- **What decision(S) do they need to make?**

They need to decide if they are willing to step outside their comfort zone in order to establish a sense of community. They also need to make the effort to learn how to use technology (some not all) in order to utilize resources properly.

- **How will we know they were successful?**

Through open-ended surveys conducted by Facing Homelessness after they implement our suggested plan of action.

What do they SEE?

- **What do they see in the marketplace?**

  Only the essentials due to not having enough disposable income. They also see prices higher than they wish to pay.

- **What do they see in their immediate environment?**

  The backyard on which their BLOCK home lies and the home of their hosts.

- **What do they see others saying and doing?**

  They see others perpetuating negative stereotypes and making active efforts to avoid contact.

- **What are they watching and reading?**

  They have limited access to technology and varying levels of education, so they engage in very minimal watching and reading, if any.

What do they SAY?

- **What have we heard them say?**
  We have heard them express a need for more control over their life but also a need for assistance in gaining this. They often get bored in the meetings created by Facing Homelessness in order to create a sense of community and believe that more meetings would be unnecessary and not useful.

- **What can we imagine them saying?**

  We imagine them saying they are frustrated with the lack of resources in their neighborhoods and the lack of "open arms" from those in their neighborhoods. We also imagine them saying that they are frustrated with not being accepted

due to their circumstances and that trauma has made it difficult to build strong and lasting bonds.

What do they DO?

- **What do they do today?**

  Some of the residents work while others do not. Each individual has different hobbies that they enjoy such as gardening, reading, volunteering, and more.

- **What behavior have we observed?**

  We have observed a lack of interest from some in the idea of building a community. From others, we have observed extreme levels of distress and loneliness as well as a feeling of being the "outsider". We observed a lot of worry.

- **What can we imagine them doing?**

  We can imagine them looking for inexpensive resources and trying to build bonds outside of the BLOCK project.

What do they HEAR?

- **What are they hearing others say?**
  They are hearing others say they know their lives while not actually listening to them. They are also hearing neighbors chase people experiencing homelessness out of the neighborhood.

- **What are they hearing from friends?**
  They are hearing words of affirmation and sympathy from friends but nobody truly offers to help them.

- **What are they hearing from colleagues?**
  They did not comment on colleagues.

- **What are they hearing second-hand?**

  They are hearing that they are not experiencing a strong enough sense of community.

What do they THINK and FEEL?

PAINS

- **What are their fears, frustrations, and anxieties?**

They are frustrated with being judged and with the lack of empathy and outreach they feel from the community. They fear losing those who are close with them and being unable to access basic needs for survival. They are anxious about the stability of their housing as they have experienced a lot of trauma around this before.

GAINS

- **What are their wants, needs, hopes and dreams?**

They want strong friendships and compassion without the pressure from Facing Homelessness. They want to build connections of their own volition, but need others to extend a hand if this is to happen. They hope to help the community and volunteer to help others that are homeless. They need stability and consistency in aid and resources. They dream of a stronger sense of community within their neighborhoods and being seen for who they really are.

- **What other thoughts and feelings might motivate their behavior?**

They have a lot of trauma-based thoughts and feelings that may motivate them to seek safety and security, but also may make it more difficult for them to reach out and ask for what they need.

THEORY OF CHANGE MODEL

I want to clarify my priorities
by defining my goals and the path to reach them

THEORY OF CHANGE

DIY 10

What is the problem you are trying to solve?

A lack of community and poor connection to resources among BLOCK Project residents. BLOCK Project residents have been uprooted from their previous living spaces, leaving behind the communities they had formed with other people experiencing homelessness and local resource providers. The BLOCK homes are built on residential properties across Seattle so residents cannot easily access each other, Facing Homelessness, or other community resources.

KEY ASSUMPTIONS
The residents are open to working with us and want some form of community- whatever that may mean for each individual.

Who is your key audience?

BLOCK Project residents are our key audience. Residents are people who have recently established housing with Facing Homelessness and the residents. With her connection and relationship to residents, we have been able to hold interviews with some of them and learn more from their perspectives.

KEY ASSUMPTIONS
The residents want to collaborate and explore new options for community and connectedness.

What is your entry point to reaching your audience?

The staff at Facing Homelessness, specifically Liana. Liana has connected us to staff from the BLOCK Project and to our key audience, the residents. With her connection and relationship to residents, we have been able to hold interviews with some of them and learn more from their perspectives.

KEY ASSUMPTIONS
We have the means to communicate virtually, whether that be phone call, email, or zoom.

What steps are needed to bring about change?

We first need to establish trust with the residents of the BLOCK Project and ensure that they know our intentions. Then, we need to create a comfortable environment to discuss the new website and GroupMe tutorial. Whether that be in one-on-one check-ins with Facing Homelessness staff, or at a larger meeting with everyone (depending on resident preferences). Staff will need to respectfully communicate these new opportunities for engagement and highlight all of the new components. It will also be important to communicate the strengths of GroupMe as a more inclusive communication method.

KEY ASSUMPTIONS
We have time to build rapport with the residents, discuss our roles as students, our goals, show that we are good listeners, and that we care.

What is the measurable effect of your work?

Analyze how many residents download and use the GroupMe app.

measurable effect?

Log the increase and / or decrease in their messaging activity. Determine what functions residents use in GroupMe.

measurable effect?

Survey the residents and determine if the resource hub we have created helps them achieve their personal goals or helps get them closer to doing so.

KEY ASSUMPTIONS
The residents will want to communicate with us and express how they used the resources we provided them or reasons why they didn't find them useful.

What are the wider benefits of your work?

We are benefitting the greater Seattle community by offering resources to the residents who will then be more involved in and participate more in the local economy, market, and community events.

wider benefits?

Reduce stigma regarding homelessness.

wider benefits?

Connect different communities within Seattle.

KEY ASSUMPTIONS
The resources, maps, and GroupMe tutorial we provide to the residents are easy to navigate and they will actually use these resources.

What is the long-term change you see as your goal?

Our goal is for the residents of the BLOCK Project to have access to resources that help them build a greater sense of community while also accomplishing their personal growth goals. We also hope that with access to categorical maps of specific resources we enable residents to find more convenient locations near them, feel more independent, and feel more connected to the each other, the greater Seattle community, and the organization-Facing Homelessness.

STAKEHOLDERS
Non-profit organizations focused on homelessness in Seattle and Seattle shelters.

SYSTEMS MAP

Only 1 hr/wk volunteered time

Window of Kindness

Companionship Program

Business Partners

Facing Homelessness Staff

George Town BLOCK Shop

Volunteers

Training on Host-Resident Interactions

Open to Public

Volunteer Errand Support Program

Community CleanUps

Improve sense of community for Block Project Residents

Beneficiaries

BLOCK Residents

Variable Technology Comfort

COVID-19 Safety

City of Seattle

Seattle Shelters

Housing and Urban Development (HUD)

External Stakeholders

Hosts

Perception of Power/Status

Guests Limited

Other Non-profits working with People experiencing Homelessness

Sound Transit

Host Neighborhoods

Knowledge of Neighborhood

Negative Perceptions of Homelessness

Cost/Access Concern

STORY IN 7 SENTENCES

Once upon a time, there was a man named Mark Taylor, who had previously experienced homelessness. This changed when he was connected with staff at Facing Homelessness, matched with a compatible Block Project host, and given his own BLOCK home.

Every day, he felt out of place. He wished he was more connected to the people and services around him. He lived alone in the BLOCK home, which contributed to feelings of isolation. There was also a lack of clarity about who to reach out to for what in the Facing Homelessness staff and about where to go in his neighbourhood for some essential services.

Until one day, he was introduced to a BLOCK home resident portal that gave him access to a resident only GroupMe and directed him to the appropriate resources.

And because of this, he started forming friendships with other BLOCK home residents through GroupMe. Because of the detailed instructions on how to install and use the GroupMe, he found it easy to interact with other residents in the same boat as him despite his lack of technical skills .

And because of this, he understood who to reach out to for help within the Facing Homelessness staff and where to find nearby grocery stores, barber shops, parks, and other resources. The dedicated staff page organized by function on the Resident Portal not only gave him the staff's contact details but also helped him check availability and schedule meetings with them through the Calendly links provided under their names. He was glad that the local resources page gave information about nearby resources in his neighbourhood as well as the neighbourhoods in which his new BLOCK resident friends lived.

Until finally, he formed his own, small community that gave him the platform to express himself. He developed a good understanding of what resources were around him and talking to staff, which he once found intimidating, started to become fun.

And ever since that day, Mark hasn't felt as lonely, or lost, and his levels of happiness have increased. He hadn't felt this independent or had the sense that he could achieve anything he wanted in a long time.

TUTORIAL
Resident Help Center

Website Maintenance Tutorial

June 2nd, 2021

Welcome to this tutorial on how to update and maintain the Resident Help Center for Facing Homelessness's Block Project. This tutorial covers the basics of editing in Google Sites and presumes no previous experience with it, Google's MyMaps, website design, or HTML. General familiarity with Google Drive will help with this tutorial and is not explicitly covered in full. Each section begins with a brief description on what the section covers while the last image in each section resembles what completing the section should look like. If you are new to Google Sites, we recommend starting with Editing in Google Sites Overview.

Because this tutorial was developed as part of Facing Homelessness's collaboration with the University of Washington Grand Challenges Impact Lab (GCIL) Seattle, there will be no maintenance of this document by its creators and may become outdated. In this instance, we hope the basics of Google Sites will remain the same and the tutorial is still relevant, but recommend using Google and Youtube to look up further tutorials on the topics covered.

Images follow each step that describes them while red boxes and arrows show where in the image the step refers to and will not show up on Google Sites themselves. As with any document, we recommend making certain that changes are being saved and are double checked before releasing official versions. Black boxes are to protect privacy.

Direct link to edit the website:
https://sites.google.com/d/1IytK9KXb93hoG-i03wMUAE7_wa9w5oTG/p/18K-ehUMwLVbTxCX8oQYTbpWVp8PfEwC9/edit
Direct link to the published website:
https://sites.google.com/facinghomelessness.org/resident-help-center

Contents

Editing in Google Sites Overview

This section covers the basics of using and navigating Google Sites to edit the website. Because there are many different quick tools included in this section, the tutorial is covered in a video instead. You can view the video here (https://youtu.be/2rZTVwIvoew).

Posting/Updating Newsletter

In this section we cover how to update the Newsletter page of the website. It also covers some of the basics such as inserting and changing text boxes.

1. While on the editable Resident Help Center website, go to "Newsletter"
2. If there is not already a yellow bar and a white and eggshell bar, then perform the following steps to add more. If these boxes already exist, skip to step 3
   a. add two box text boxes using the right-hand toolbar.
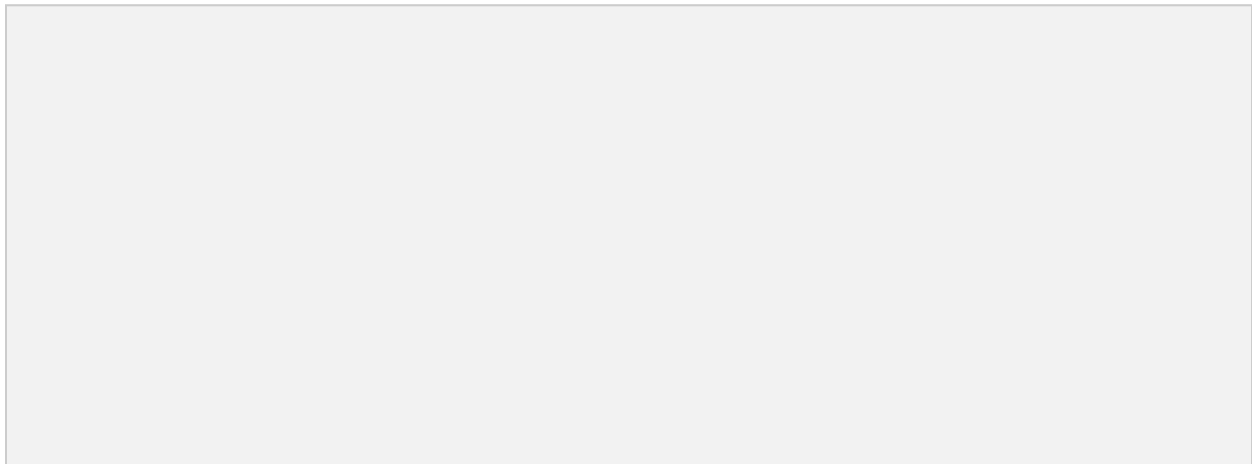
   b. Drag both boxes to the top of the page by hovering over the left-most part of that row until you see your cursor turn into a four-way arrow., then click and drag the boxes to the top of the page.
   c. Hover over the left-most part of the row again of the top text box you just made and click the art pallet symbol.
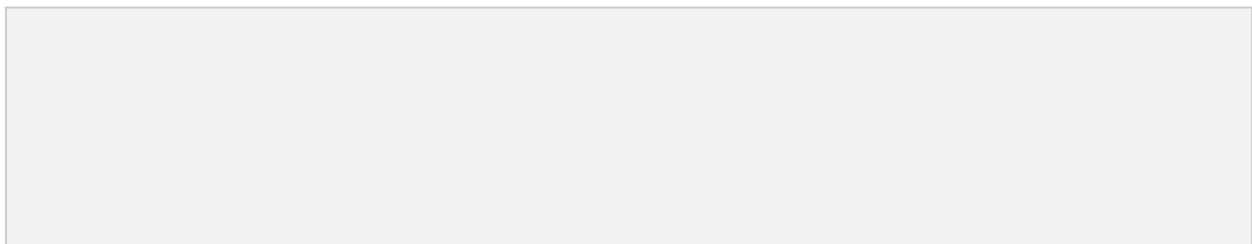
   d. In the "Select Background" menu that just popped up, select "Emphasis 2" (which should be a yellow box with a black letter inside).
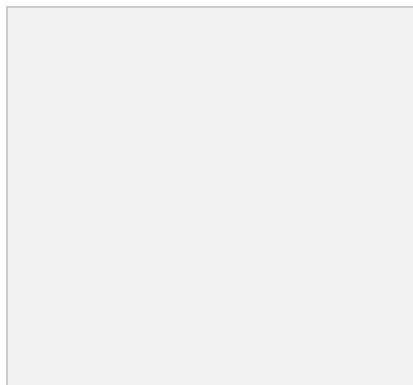
3. Of the two, click in the top text box and type in the date of the newsletter and any header you would like for it.
4. Next select the text box just below it that should be white with an eggshell backing and enter the newsletter itself.
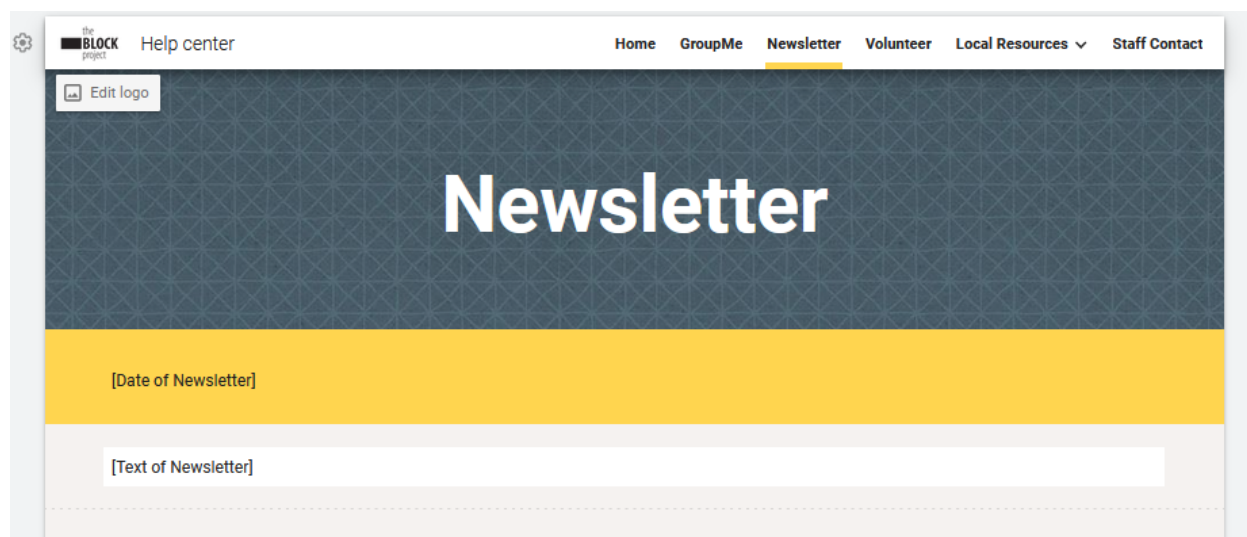
5. Once satisfied, make certain to Publish the changes you have made. For more on publishing changes, check out Publishing Updates

Updating Staff Contact Information

In this section, we cover how to update the Staff Contact page of the website for a new staff member.

1. If you are adding a new category of staff, add one yellow textbox like in step 2 of [Posting/Updating Newsletter](). Otherwise, skip to step 2.
   a. Once the box is created, highlight all of the text in the box and select the "Subheading" style and "B" for bold.
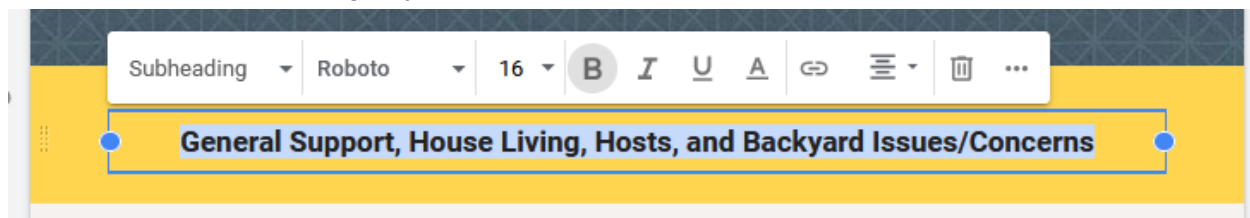
2. Select the top left layout in "Layouts" in the right-hand toolbar. It has an image of a mountain with a sun on the left and some boxes to represent text on the right.
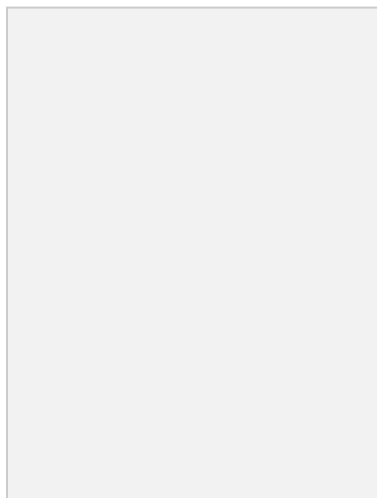
3. Drage the new box created to the appropriate section in the order you desire by hovering over the left most part of the box and dragging once a four-way arrow appears.
4. Click on the larger of the two text boxes on the right, set the style to "Heading," and enter the name of the new staff member.
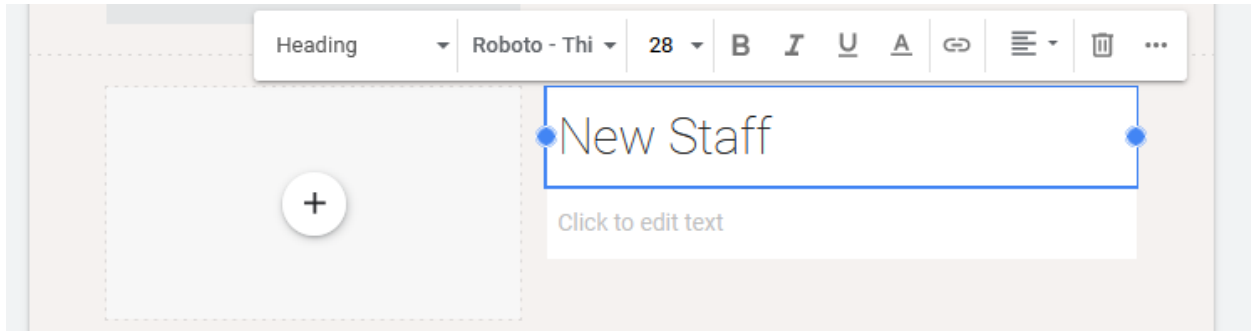
5. Next click on the text box below the one you just edited, set the style to "Subheading," and fill out the staff member's role, email, and phone number (or as much as you can provide). Tip: to bunch this information together and reduce space between lines, press SHIFT+ENTER when moving to a new line (you can also do this for various other applications).
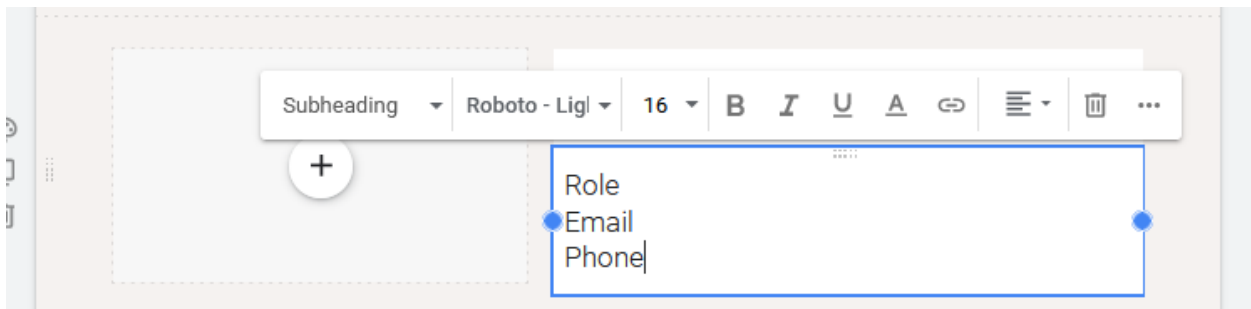
6. If the new staff want to have Calendly embedded next to their contact, press ENTER and type "Schedule a conversation with [Staff Name] below." replacing [Staff Name] with their first name.
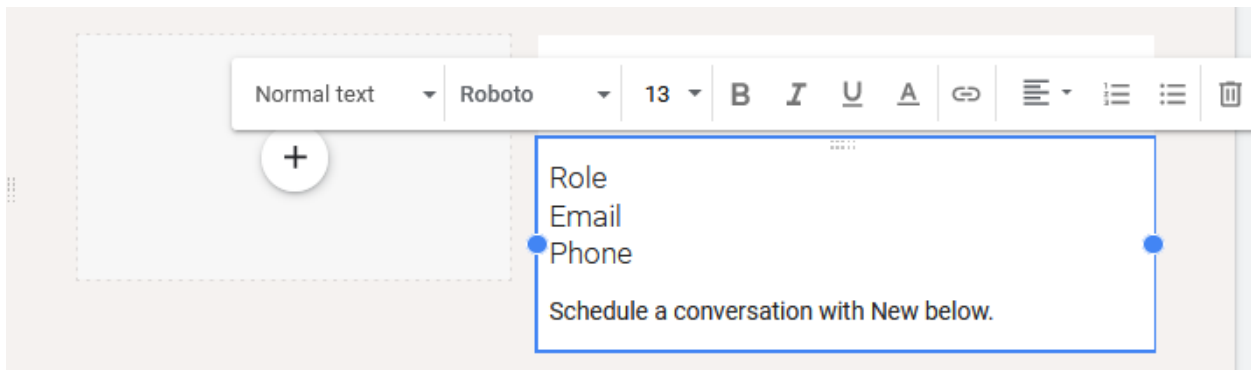
7. Lastly, make certain to upload the staff's photo by clicking on the plus sign in the left-hand box and selecting the most appropriate of the top 3 options.
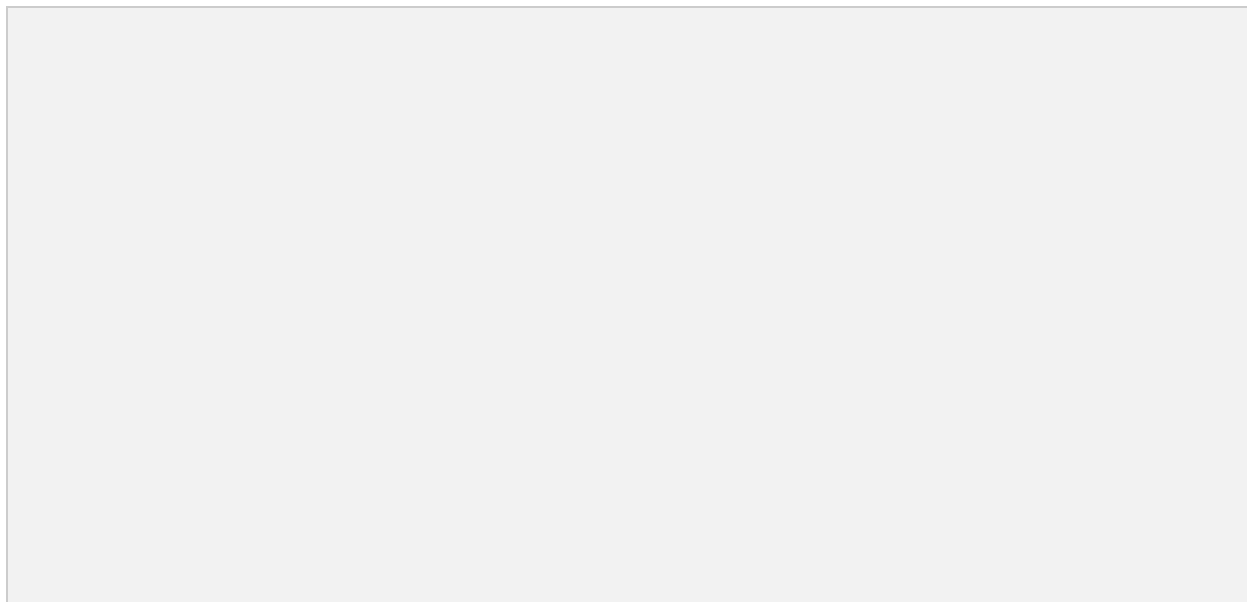
8. To embed Calendly info, follow the steps in the next section [Embedding Calendly into Staff Contact](#).

Embedding Calendly into Staff Contact

In this section we cover how to embed a Calendly widget (a small interactive program) for website guests to schedule appointments with staff using their Calendly accounts. Note that the staff member's Calendly account must be set up before doing this.

1. Go to your personal Calendly page where it says "My Calendly"
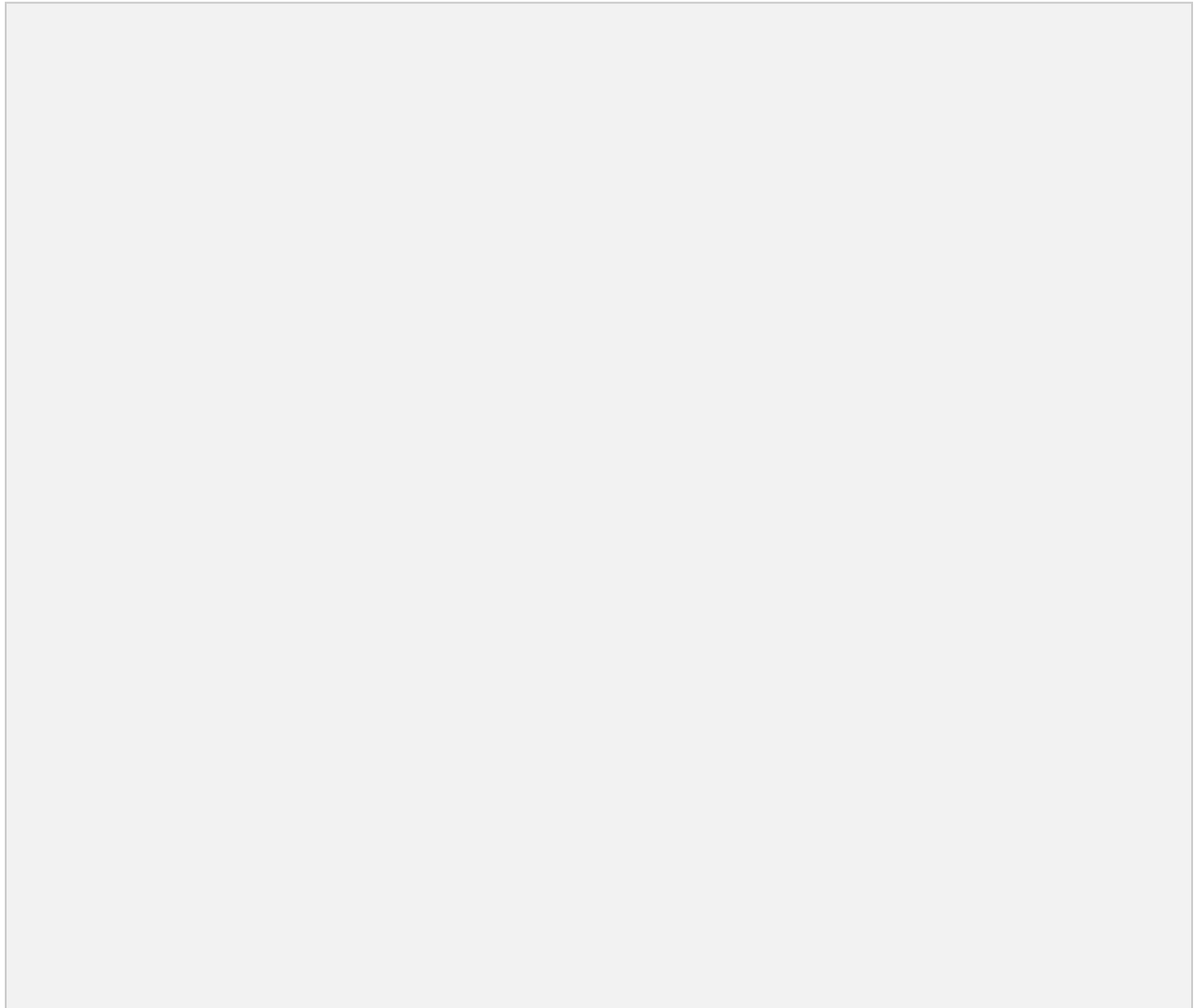
2. Click the gear icon next to "New Event Type"
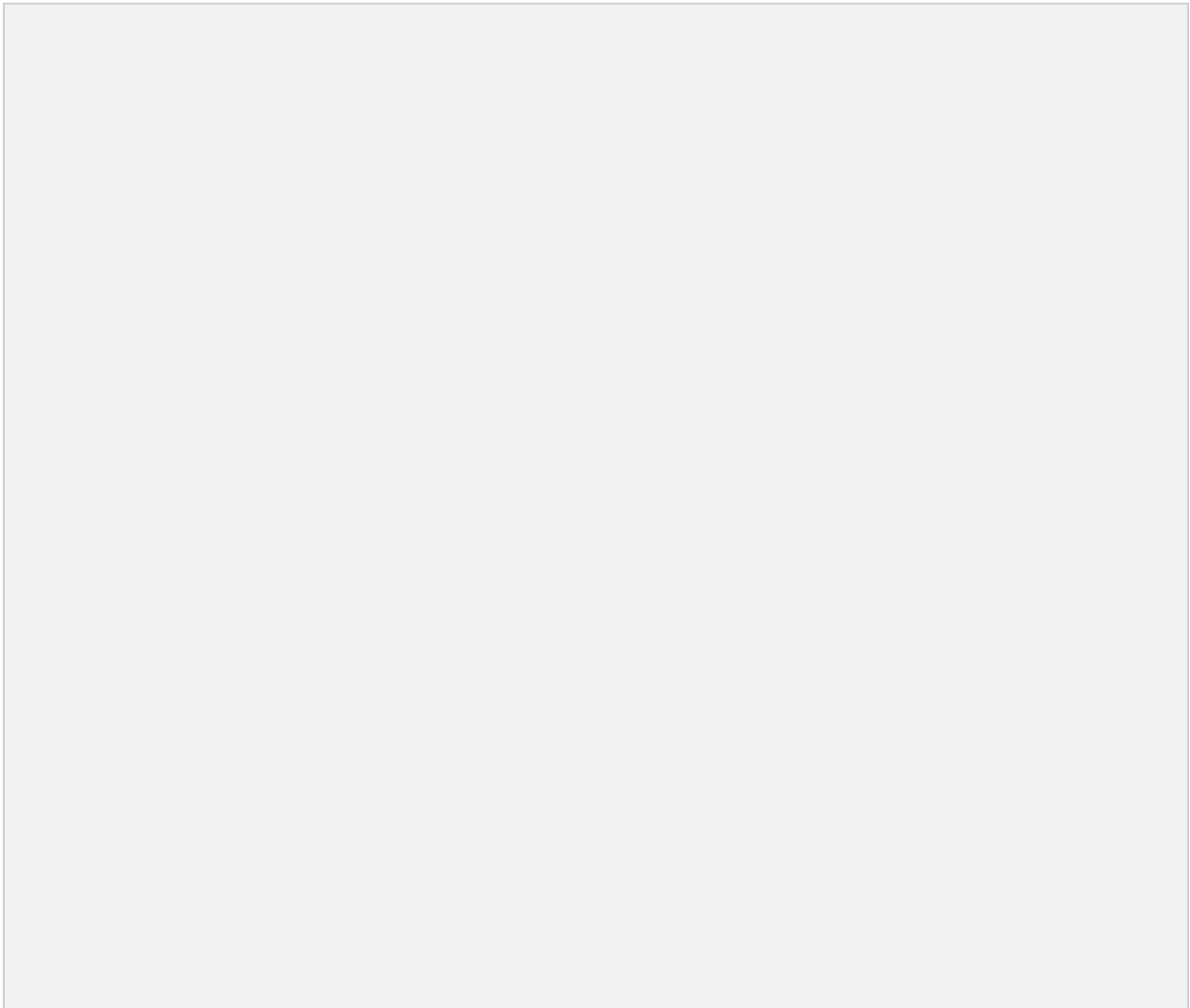
3. Click "</> Add to Website"
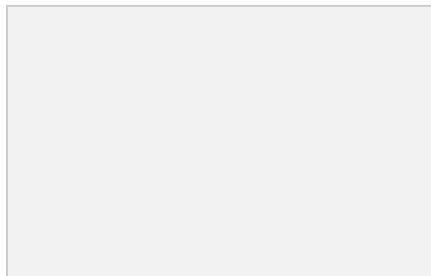
4. Click "Inline Embed" and then click the button that just light up blue labeled "Continue" (if it did not light up, double check that there is a blue box around the "Inline Embed Option" … and click it if not)
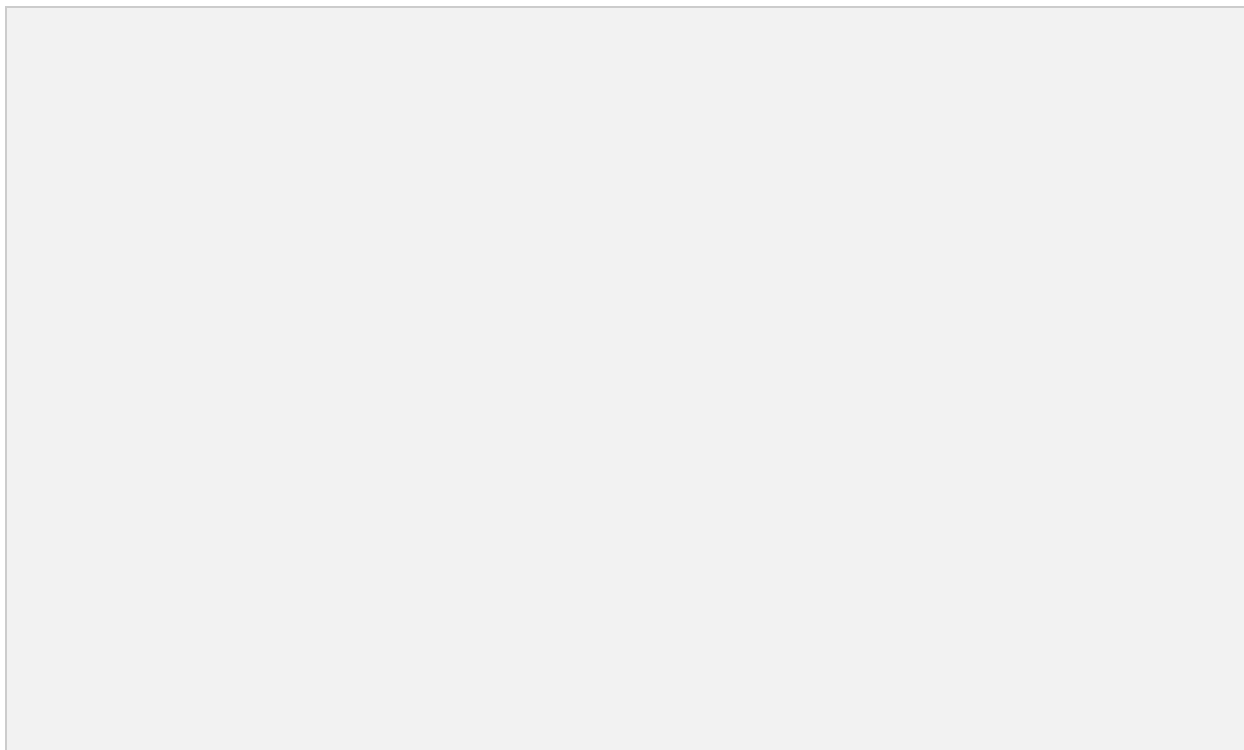
5. Click the blue "Copy Code" button on the bottom right portion of the greyed text box. You can now close Calendly now if you want, or leave it open so you do not have to navigate back here if there is a mistake.
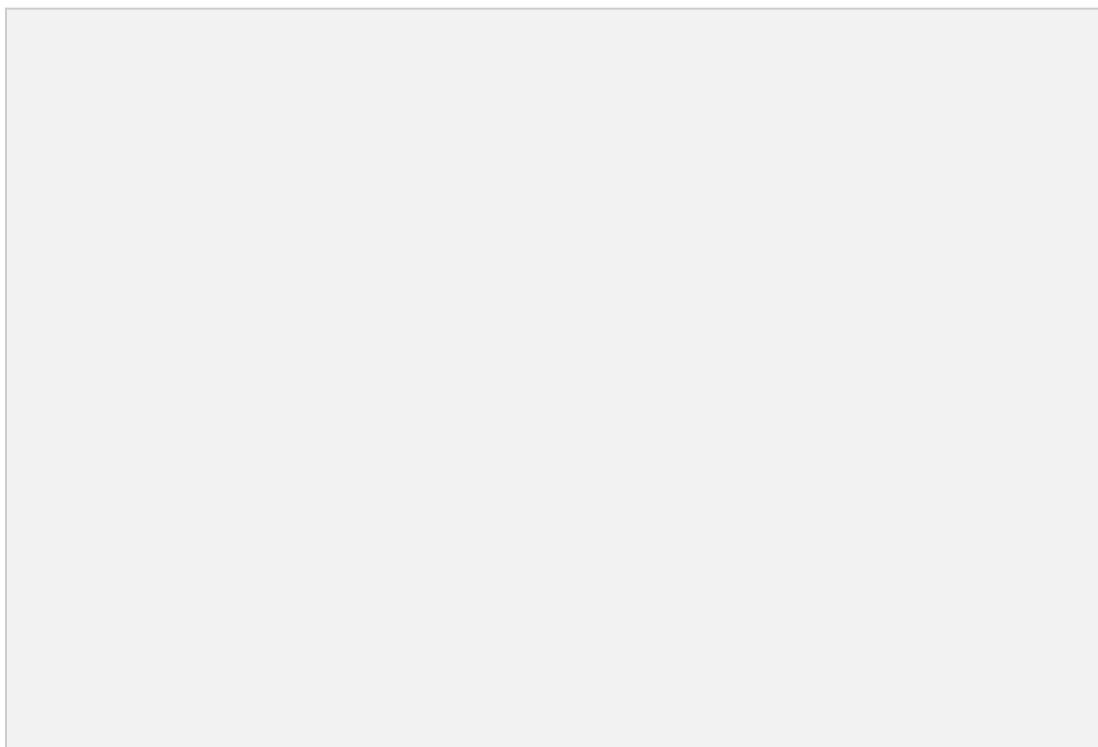
6. While on the editable Resident Help Center website, go to "Staff Contact"
7. Click your profile pane once so that a thin blue outline surrounds it.

8. Then click the "<> Embed" option from the right hand toolbar.
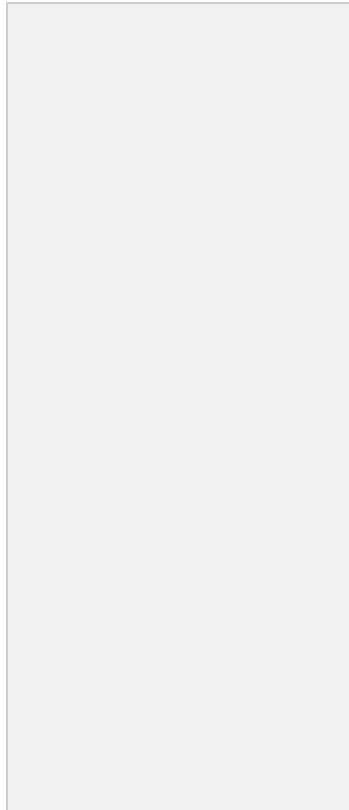
9. A window will pop up, select "Embed code" and click in the text box. Once that text box has been highlighted blue from clicking in it, paste the code in using CTRL+V for Windows or Command+V for Mac.Select the lit-up blue "Next button"
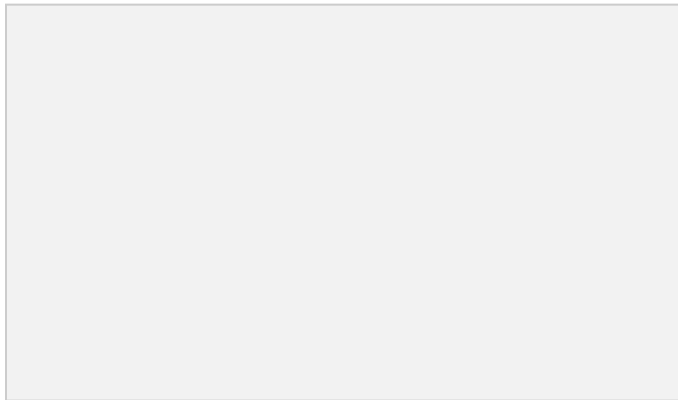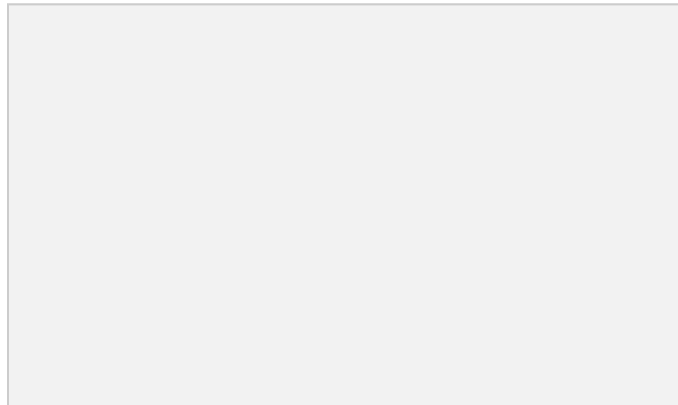
10. Now it should be showing you what the embed looks like. Make certain it is your name on the scheduling widget you just made and that nothing looks out of the ordinary. If something looks wrong, repeat steps 1-8 (or just 5-8 if you left the window open).
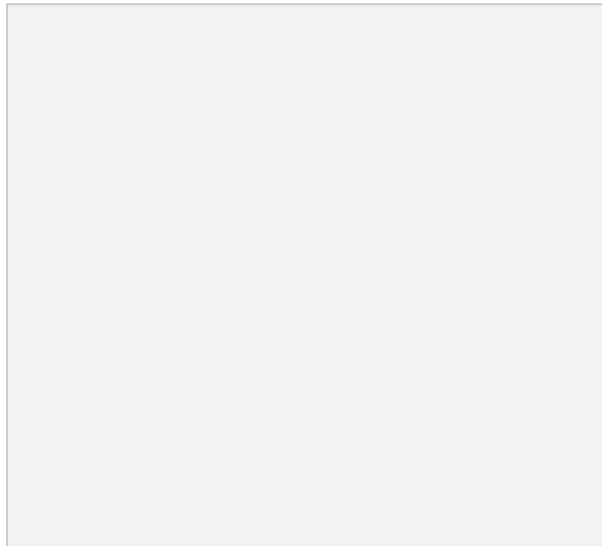
11. Once everything looks good, click the blue "Insert" button. Congrats! You just embedded HTML code.

12. Resize the widget by clicking on it once so a blue outline appears around it and several blue dots also appear. Drag the middle dot on the right face of the outline as far as it can go right (there should be some light grey lines that appear, go for the one right before the end of the page).
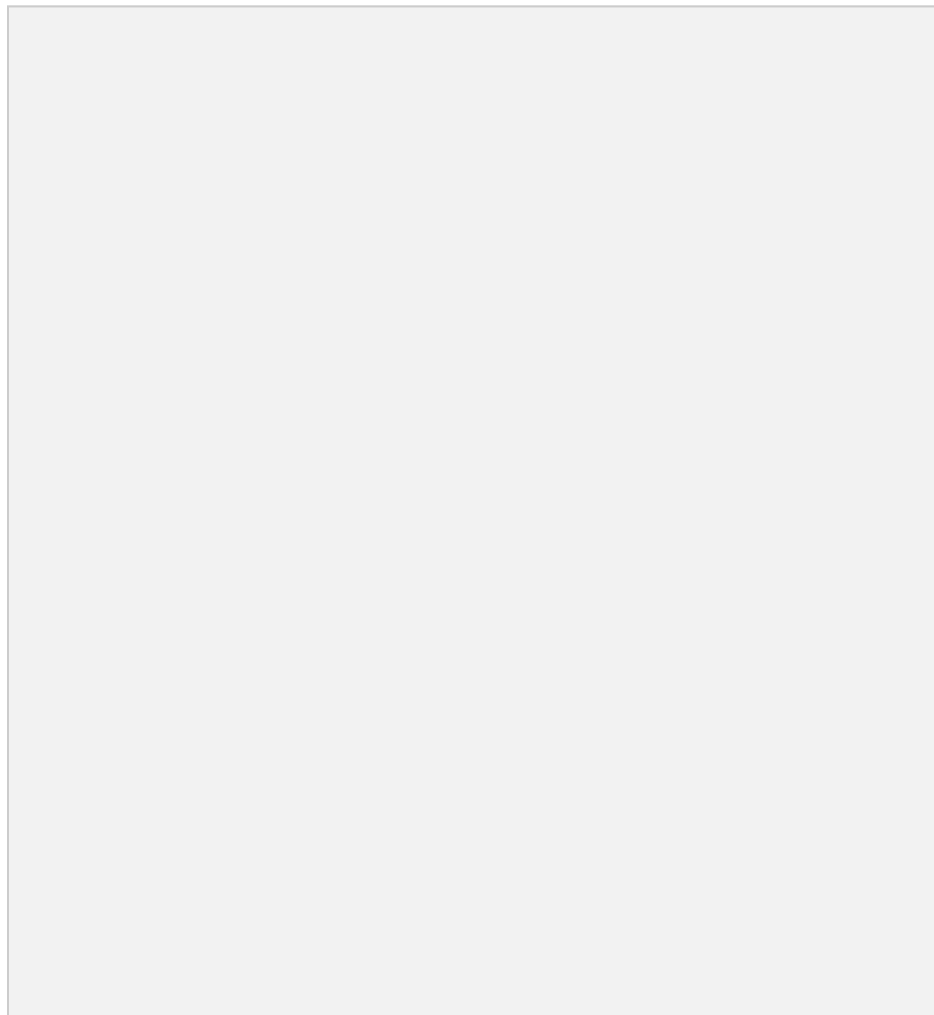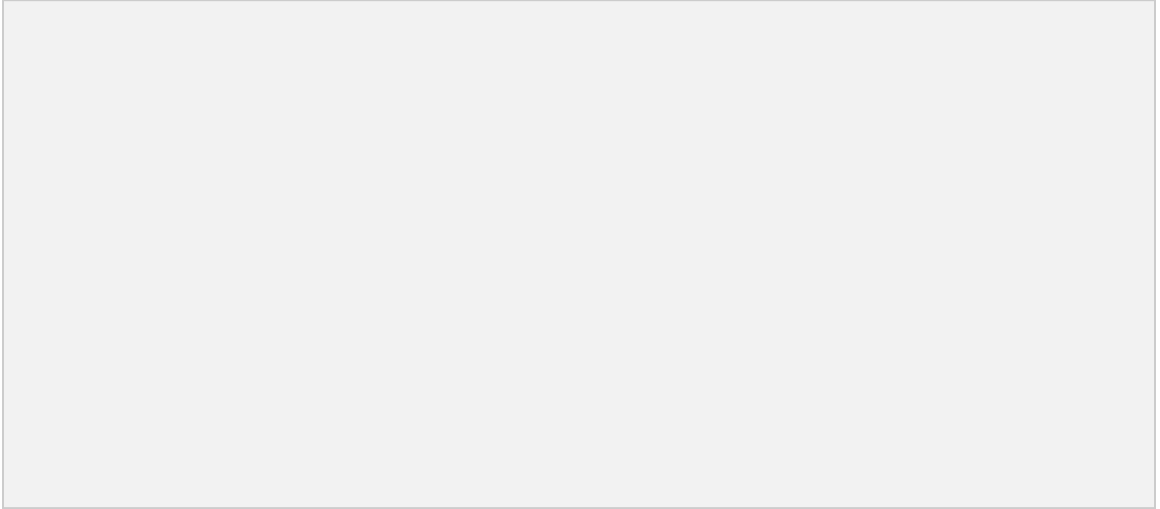
Using MyMaps for Local Resources

In this section we cover how to use Google's MyMaps to map different locations relevant to residents and how to display that map on the website for public access. MyMaps does not require any mapping expertise and is synchronized with Google Maps. This section will use barbershops in the University District as an example.

1. To create a new map for the website, we recommend navigating to the Google Drive folder that contains the website that the whole team has access to and creating a folder labeled "Maps" if not already created. Within the "Maps" folder, create a folder for every district you plan to make maps for to help keep the many maps organized. For this example, make certain a folder is created for "University District" and then open it.
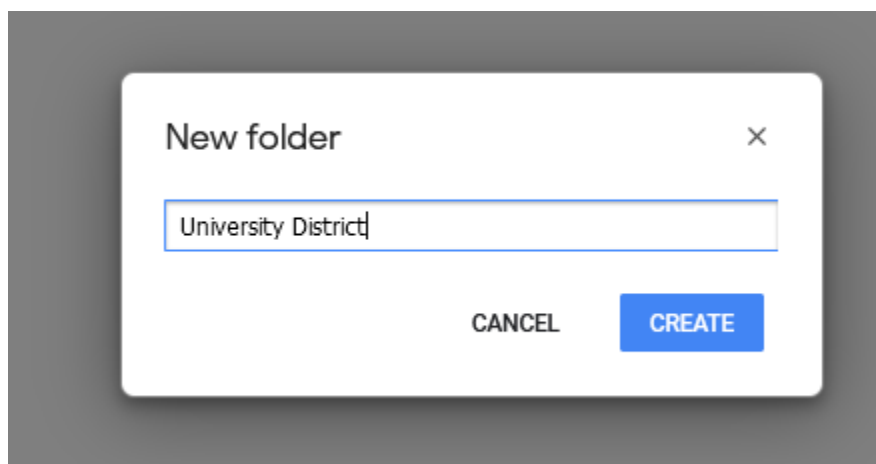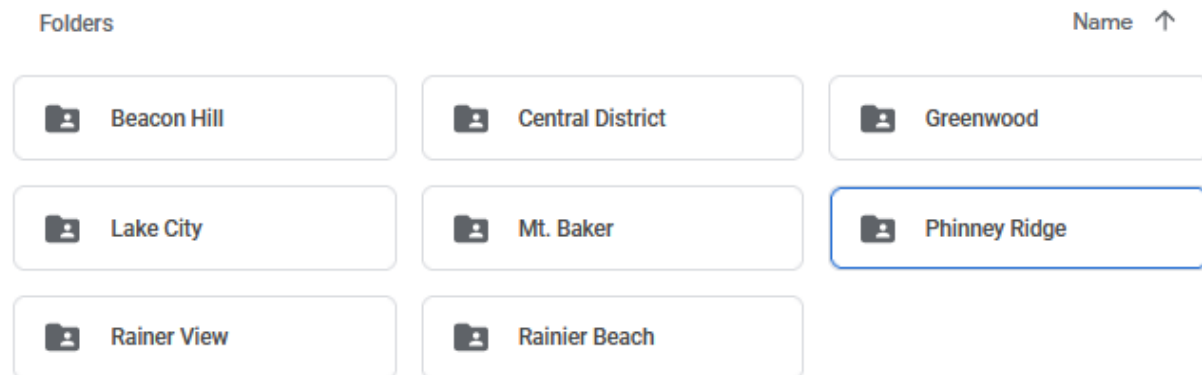
2. Right click on a free space within the folder and navigate to "More" and then click on "Google My Maps" to create a new map.

a. It may prompt you to ask if it is alright to create the map in a shared folder, click "Create and Share" to continue.
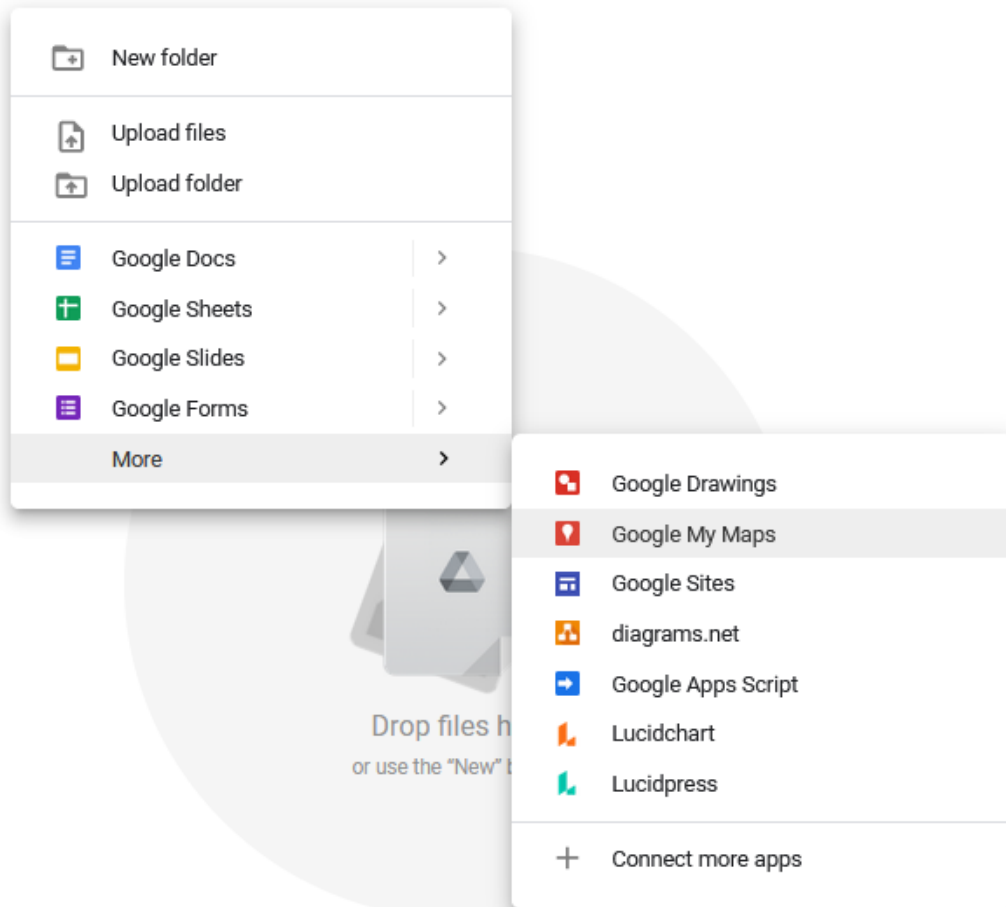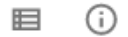
3. If the new map does not automatically open, click on the "Untitled map" you just made. The screen should start with a map of the United States and no markers yet beyond state, city, and country names.
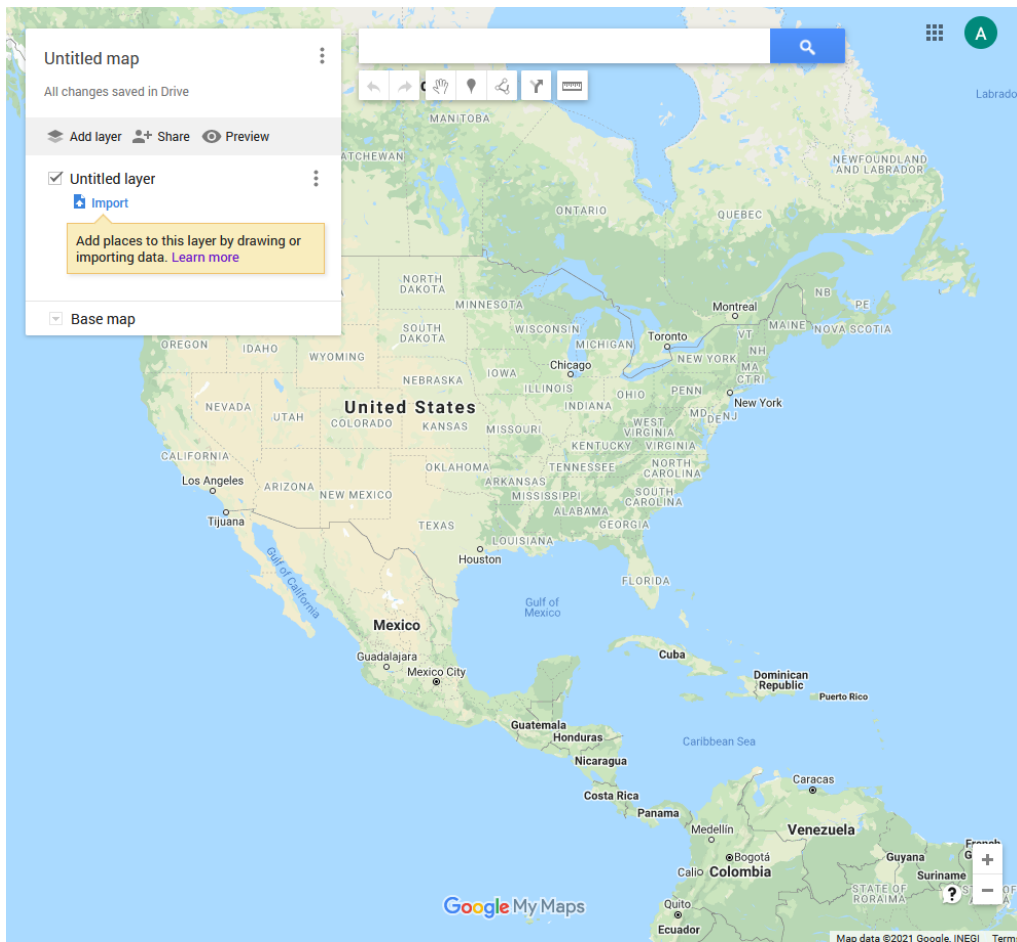
4. Search Seattle in the search bar to navigate closer to where we want to be mapping and click on Seattle WA, USA. You will automatically navigate to Seattle like below.
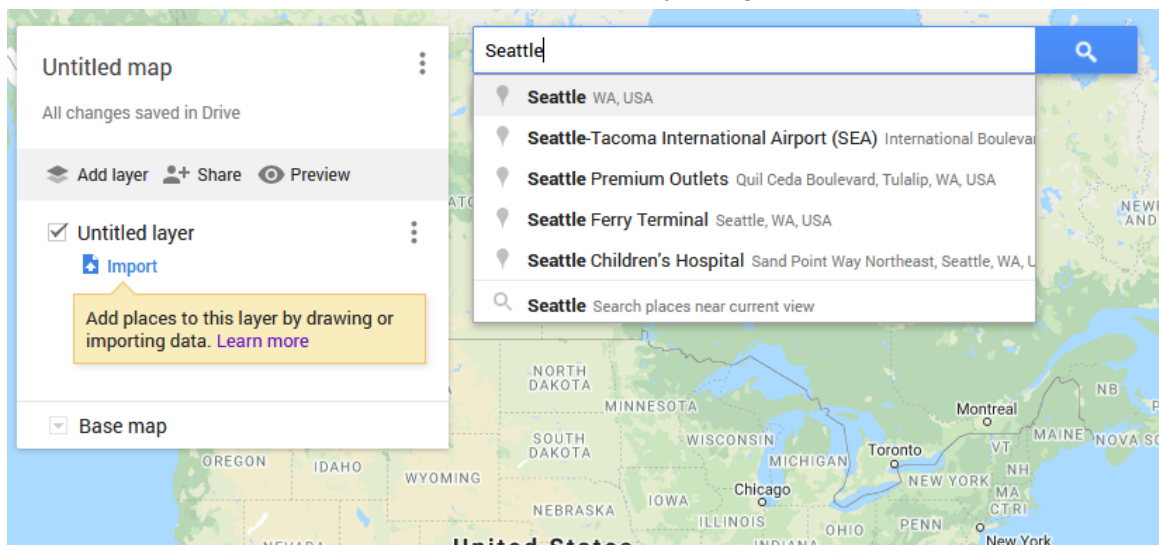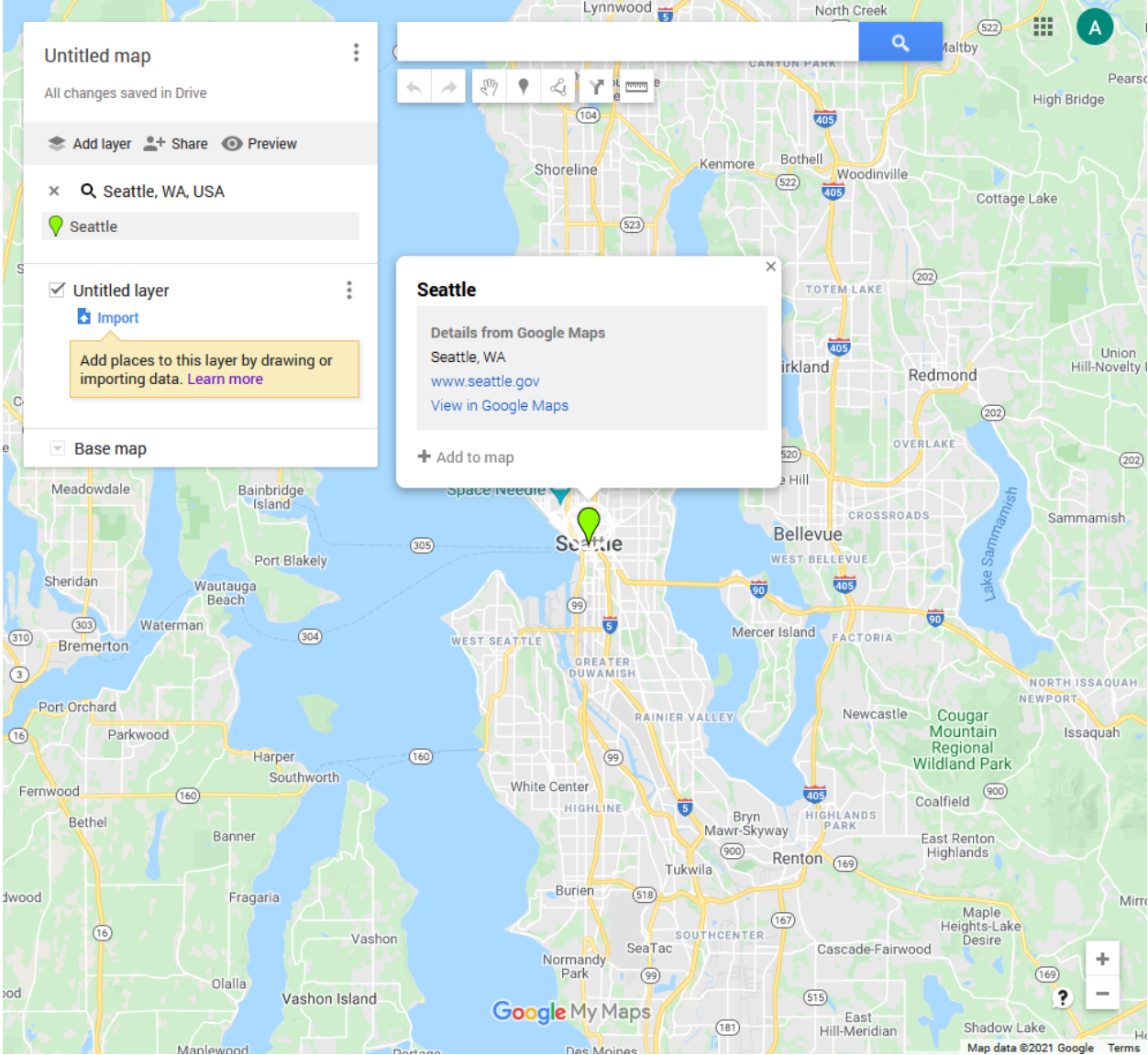
5. Now we need to get more specific. Type "barber shops in university district" into the search bar and press ENTER or the magnify glass button. Do not click on any of the suggestions just yet. (Tip: if you have exact addresses you can also search "barber shops near [address]" to help your search, just be certain not to add the homes themselves to the map when we add points later for privacy.
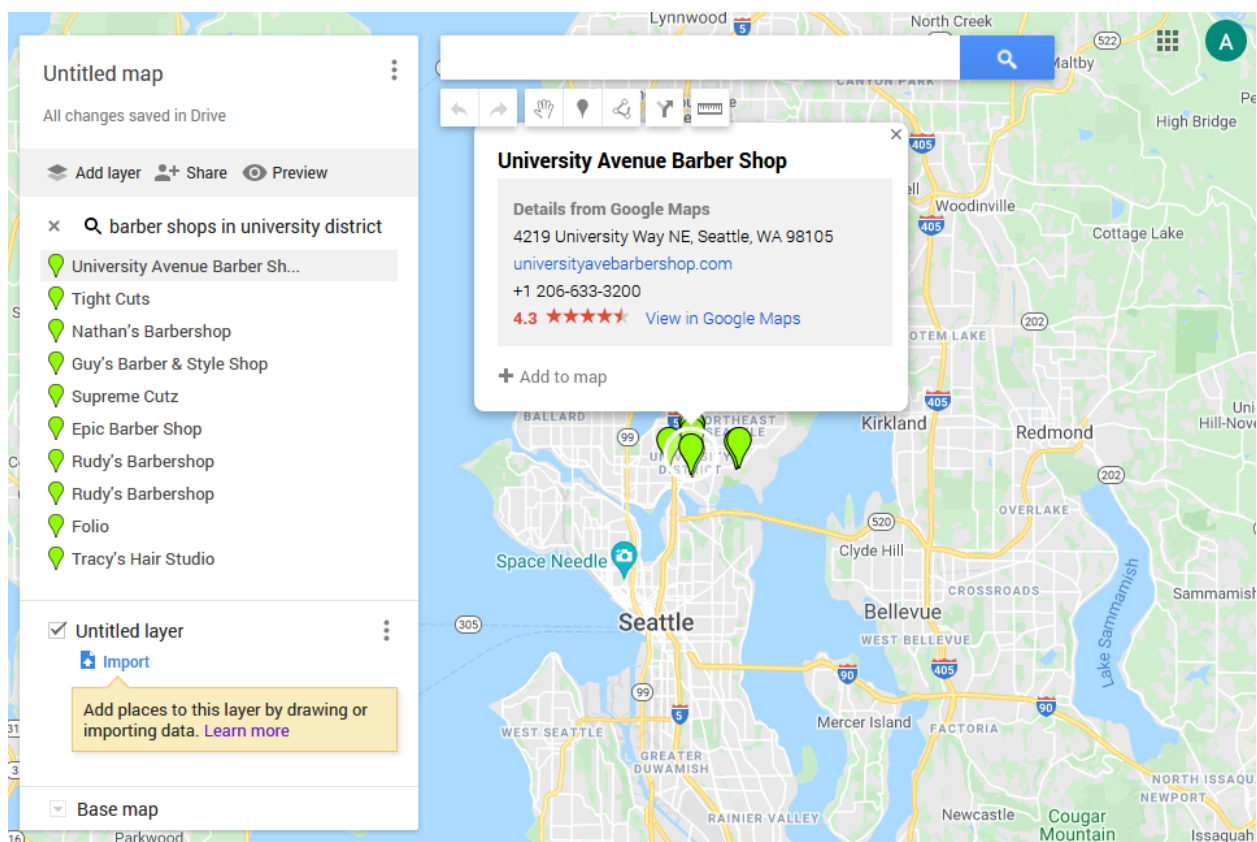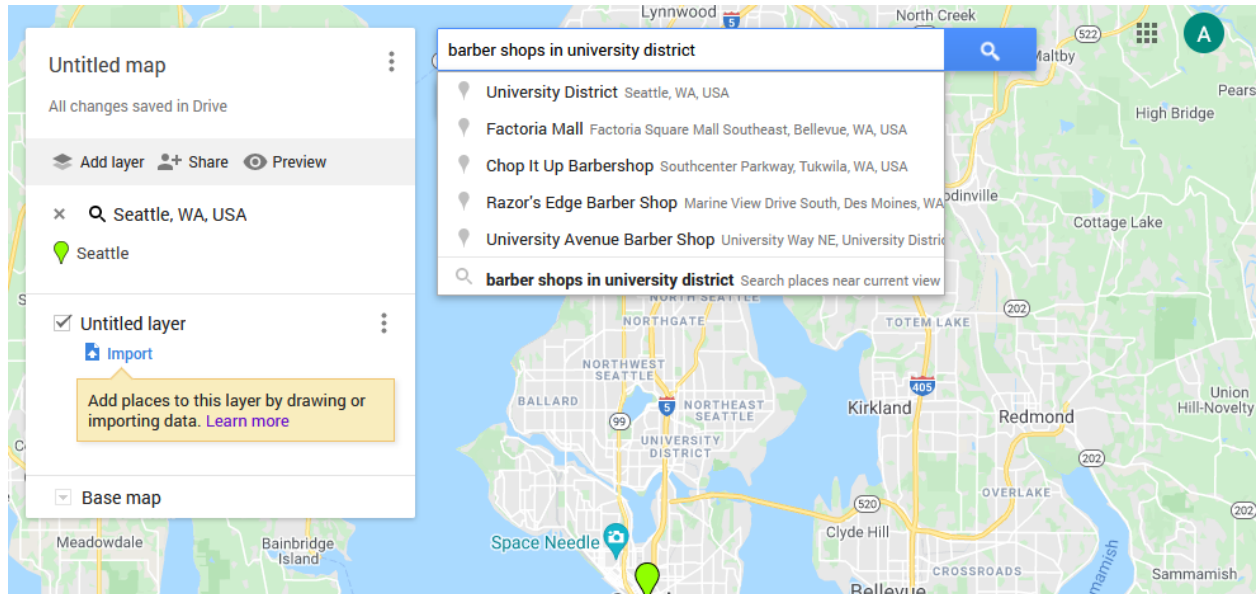
6. Now we got a number that showed up! Zoom in by scrolling with your mouse or touchpad to see better.
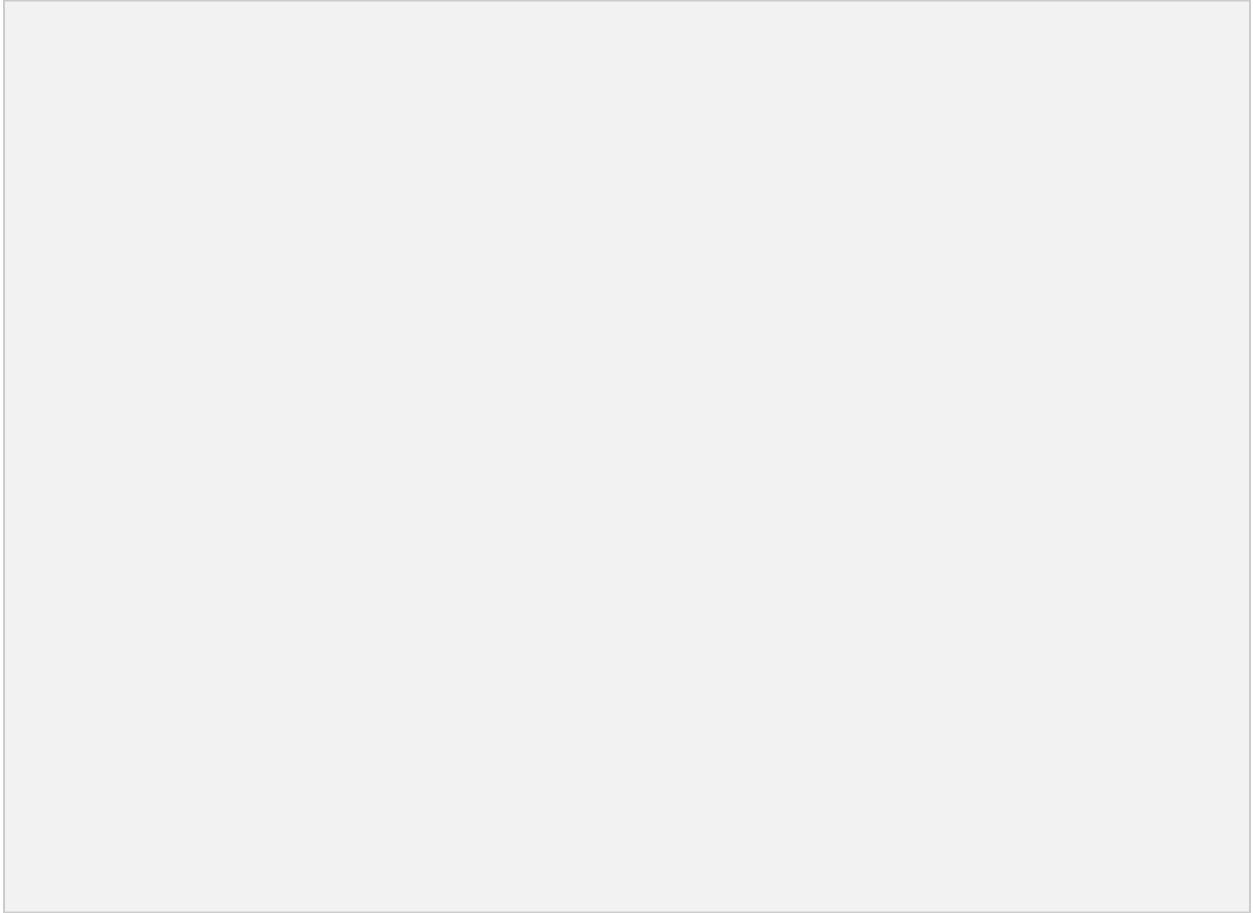
7. Being able to see them better allows us to make more informed decisions. If we knew all the residents lived east of University Village and did not want to travel far, then we would only want to add the barber shops east of University Village. Let's follow this example. Click on each of the barbershops east of University Village and select "+ Add to map" (note that you can add them from the list on the left-hand side as well).
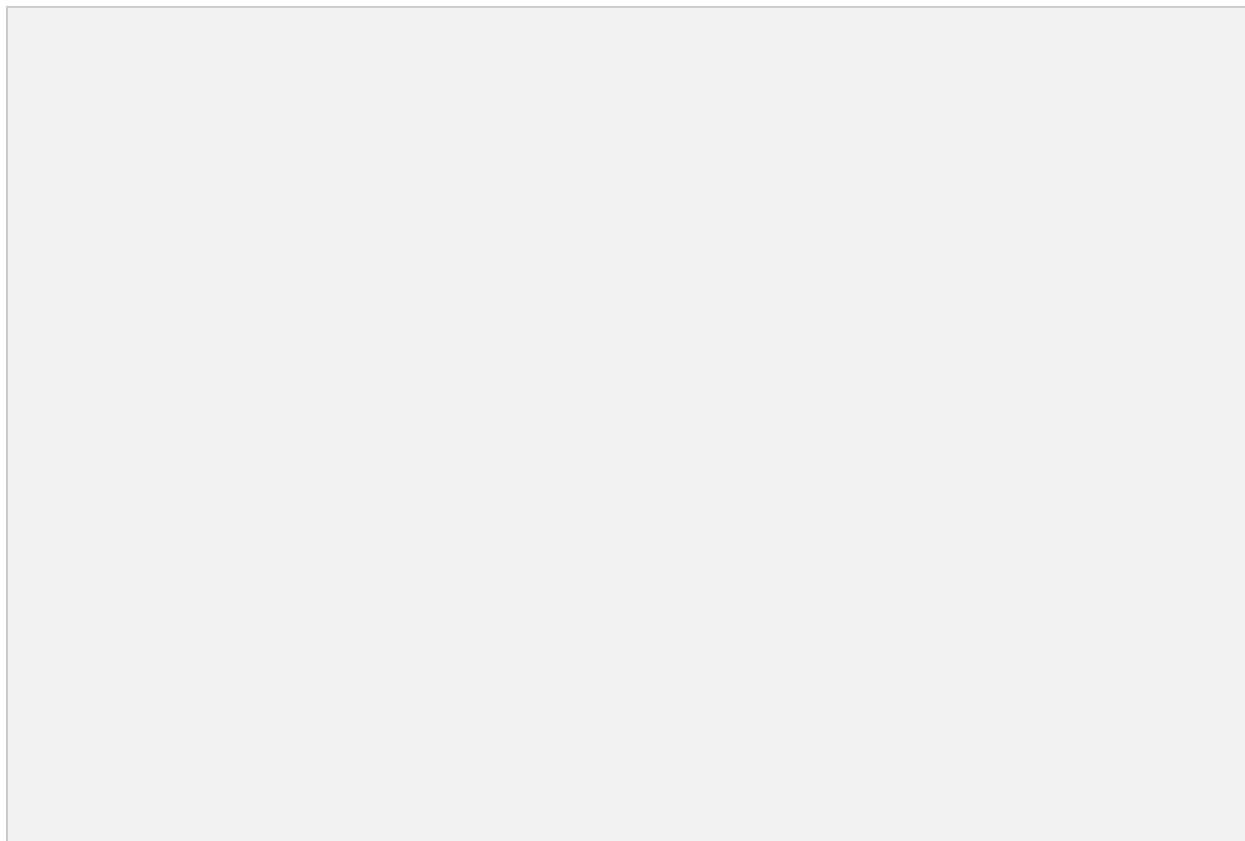
8. Notice that once we have added them to the map, they have turned blue with white dots and been moved from our list of points that show up in our search down to our "Untitled layer". A layer is effectively a set of information that we lay on top of what is known as our base map. You can think of it as similar to using a dry erase marker on top of a laminated document to mark it up without actually altering the original document. You can add as many barber shops as you would like to this map. Once you are finished, select the "x" next at the top of our list of green markers to get rid of the extra points.
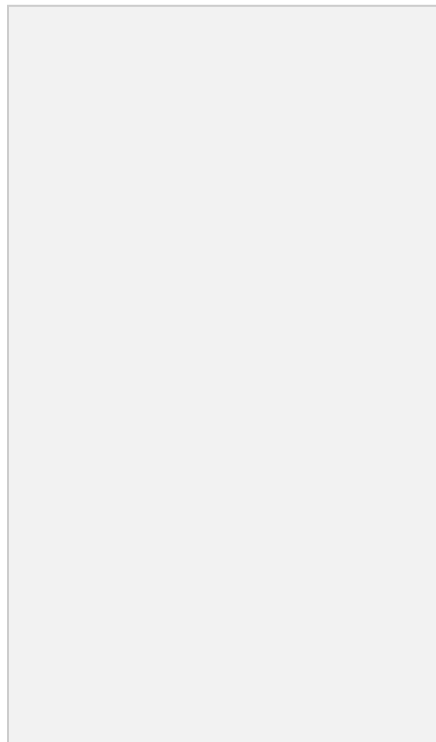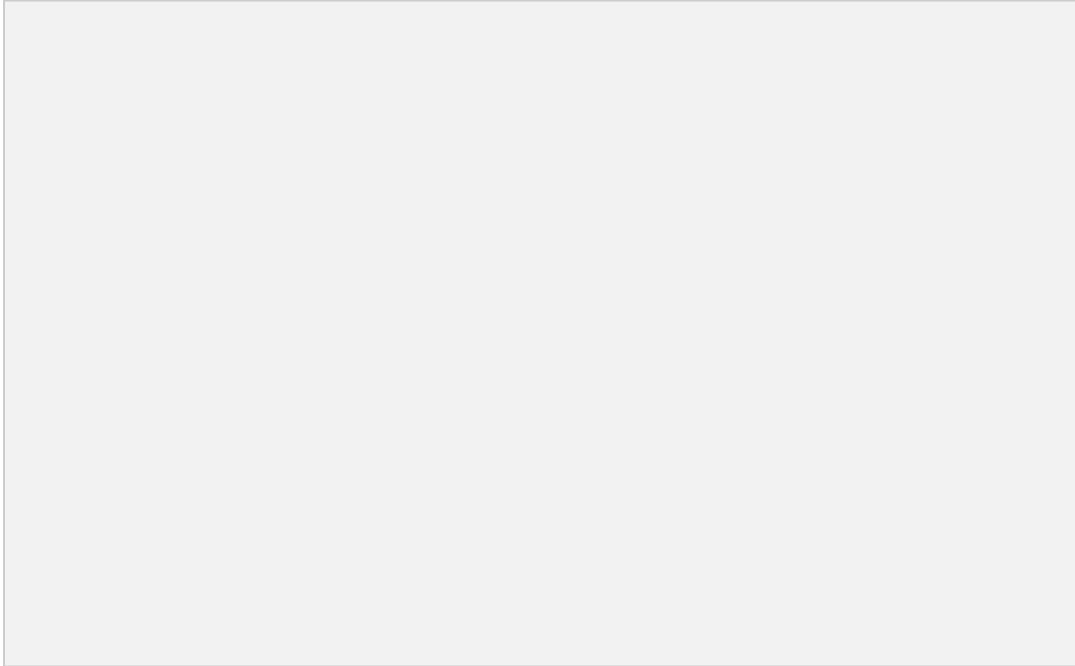
9. Next we need to set up the default map view. Similar to how we zoomed in to see the barbershops better, we want the map on the website to just show these barber shops for clarity. Zoom in until you are satisfied with the orientation of the map. You may notice some other locations pop up that you did not add, we will talk about how to adjust this in the next step.
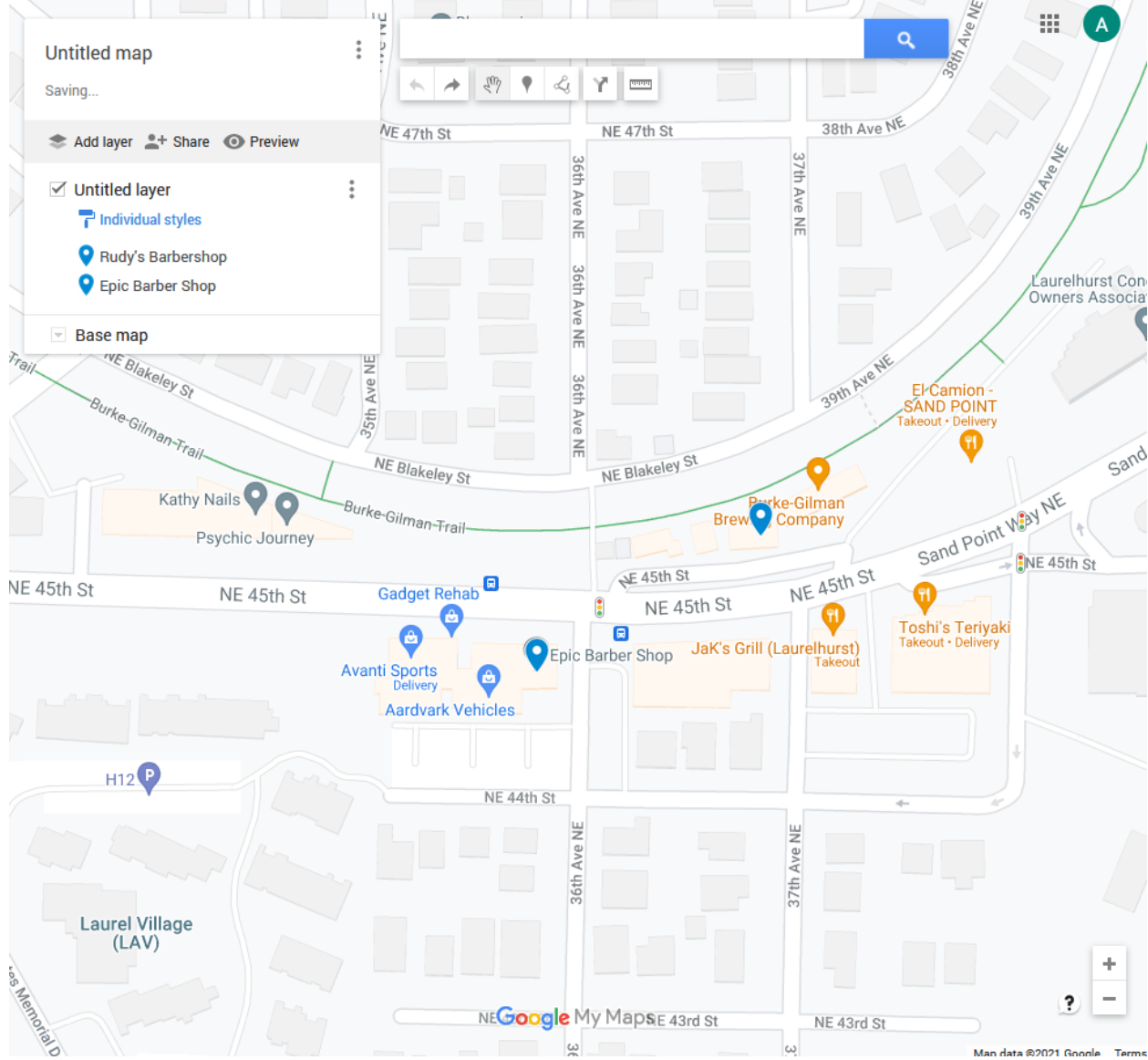
10. Remember how in step 8 we talked about about how layers exist on top of the map but don't actually change the original map itself? We are now going to select another map to go beneath our layer. This is called the "Base Map" and is located beneath our layer that we just made. Click on the drop down menu and select "Light Political" as the first option on the left in the second row. You are welcome to explore the other maps as well, this one is simply recommend to remove other places. Unfortunately it does also remove street names, so you may want to adjust your map view to have some more recognizable features. Do not worry though, we will still be able to pull up the addresses later.
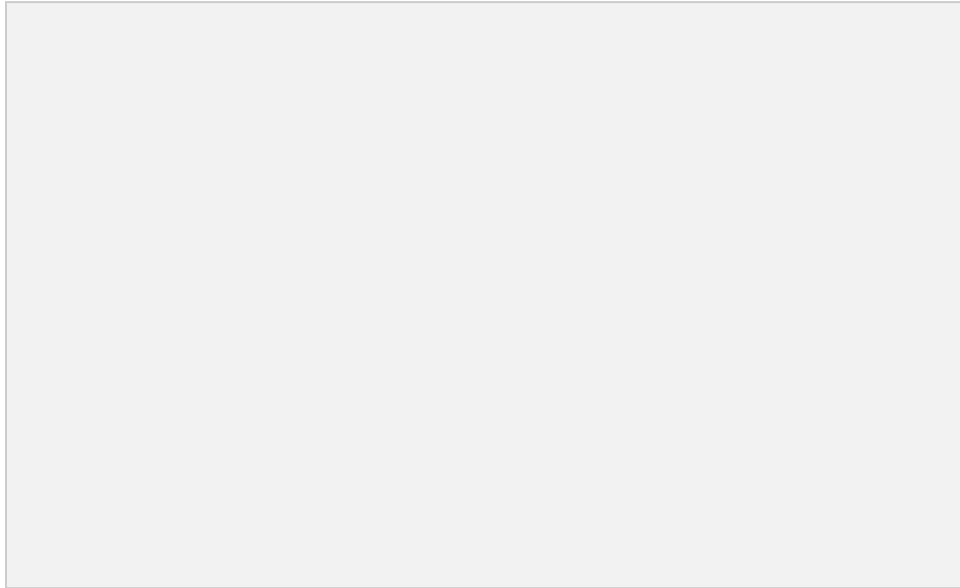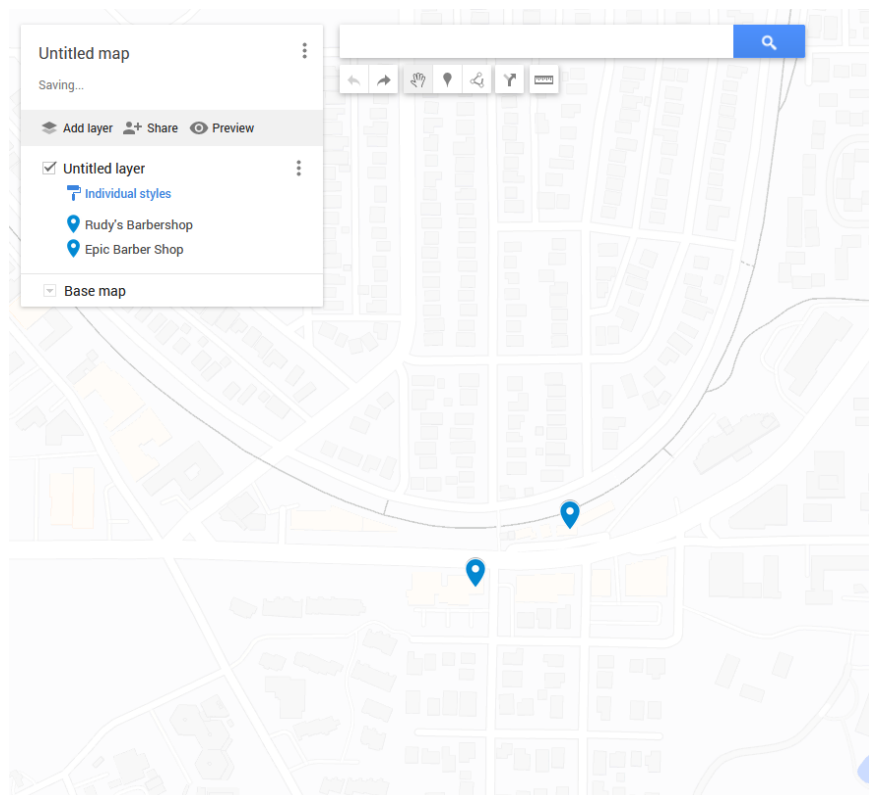
11. Once you are satisfied with the orientation, click the three dots next to "Untitled Map" and click "Set default view" to make your current orientation how the map will originally show up anywhere.
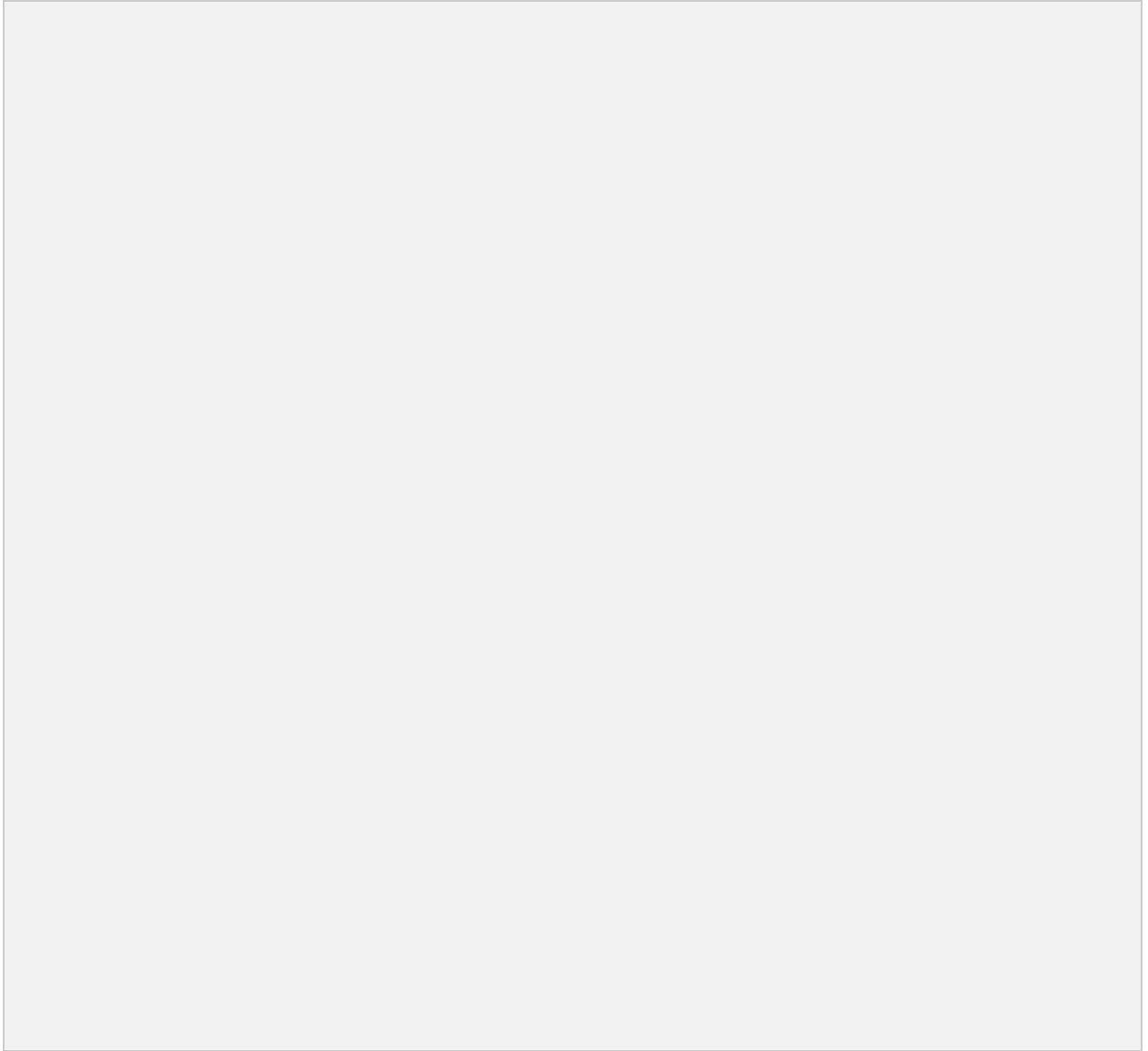
12. Now that we have our two barber shops added and orientation set, we need to name some aspects of our map so that anyone who comes across it knows what it's for. Change the name of the map by clicking on "Untitled Map" and entering "University District Barber Shops" instead. Also click on the "Untitled layer" and change it to "Barber Shops" as well. If you would like you can list a short description, but because we are not making the maps stand-alone, this is not essential for comprehension. It is important to specify the district in the title however because we will be making numerous maps and do not want to confuse them.
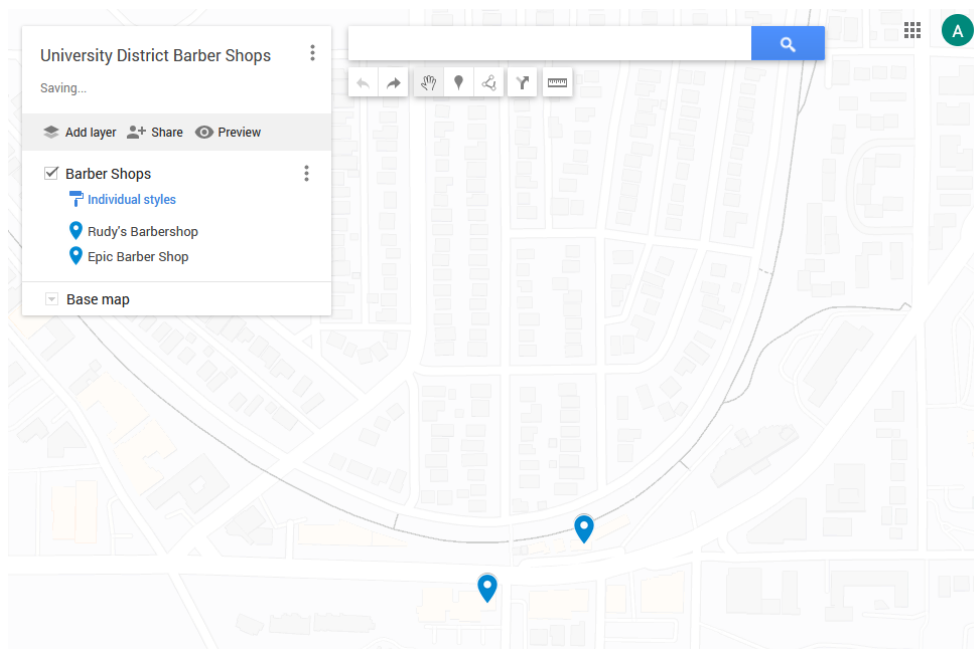
13. To help make the map a bit more readable, we will have the shops display their names next to them. Click on "individual styles" in blue font next to the paint roller and select "Set labels" then "name". Each shop's name should now appear next to them. If you need to change your view again to compensate for any overlapping labels, repeat step 11.
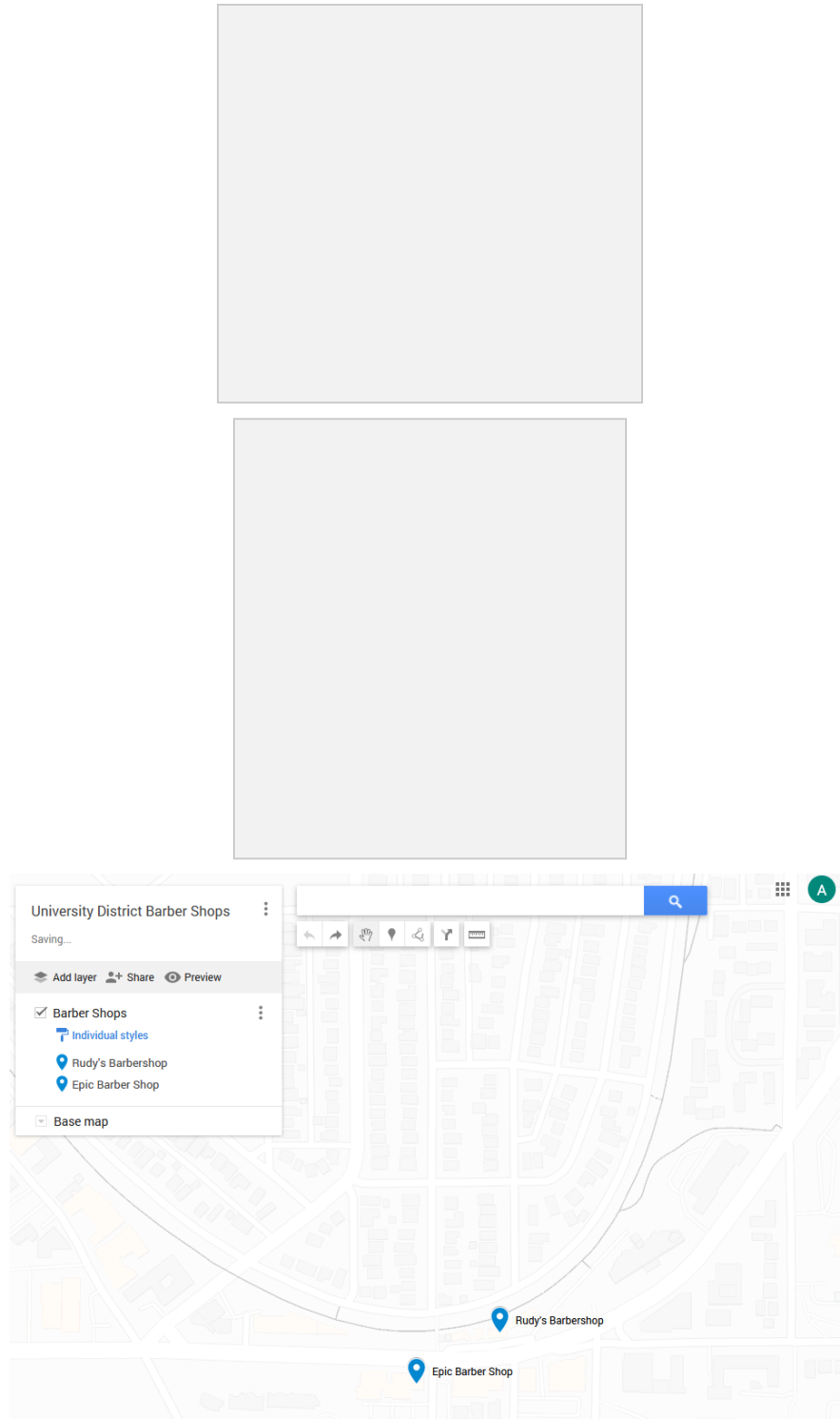
14. Once you are done tinkering with your map you can close it and return to the Google Drive folder where you created it. Right click on the map you just made and select "Share" and then click the "Change" text at the bottom in blue (this example says "Share with UW" because it was developed with UW accounts, but should not say this otherwise). Then change the permissions to "Anyone with the link" so that anyone that visits the website can view the map. Then click "Done".
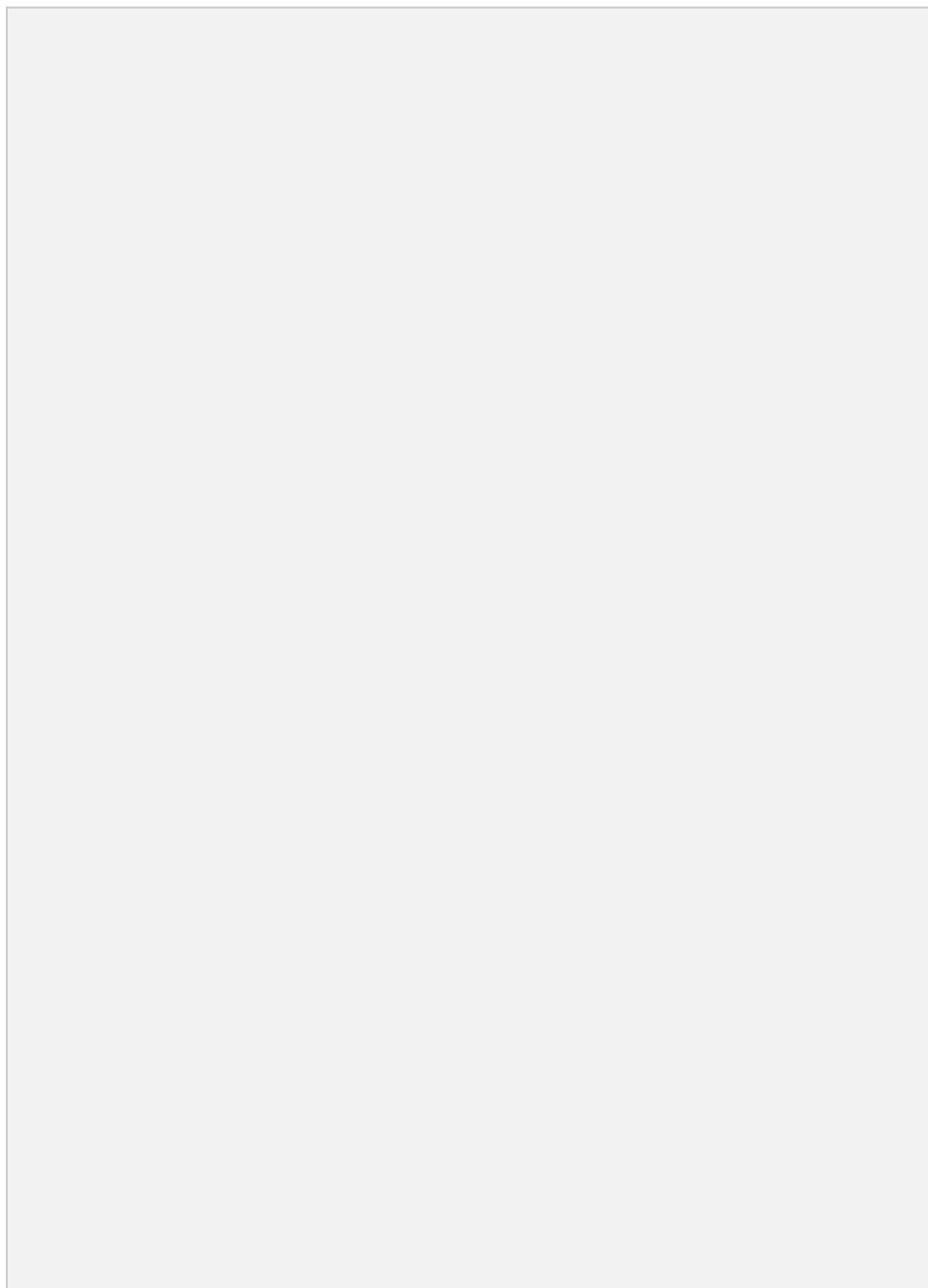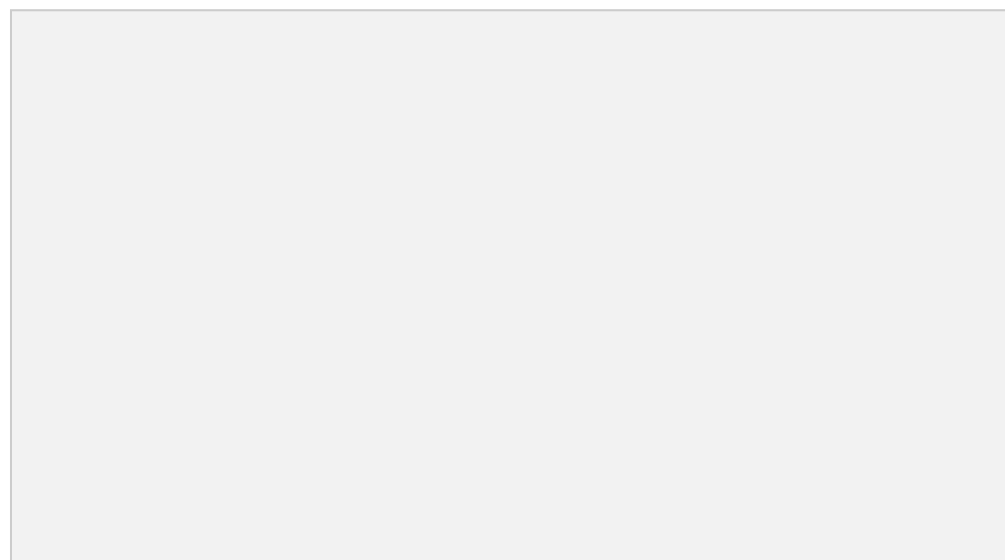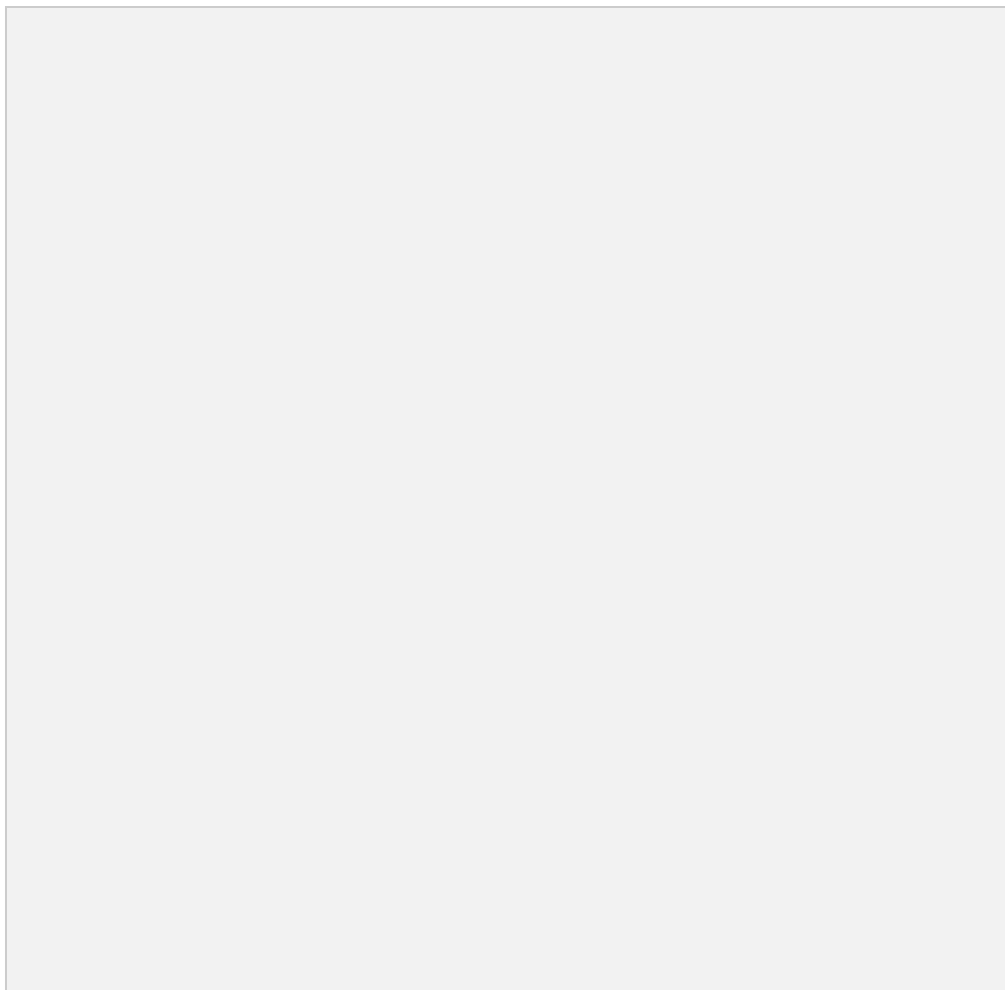
15. Now that we have our map complete and accessible to the public, head to the editable version of the website and navigate to the "Local Resources" page. If the neighborhood you are adding resources for is not yet made as a page we will need to add it. At this time, University District is not added, so we will go through the steps to add it here.

    a. Select the "Pages" tab on the right-hand toolbar.
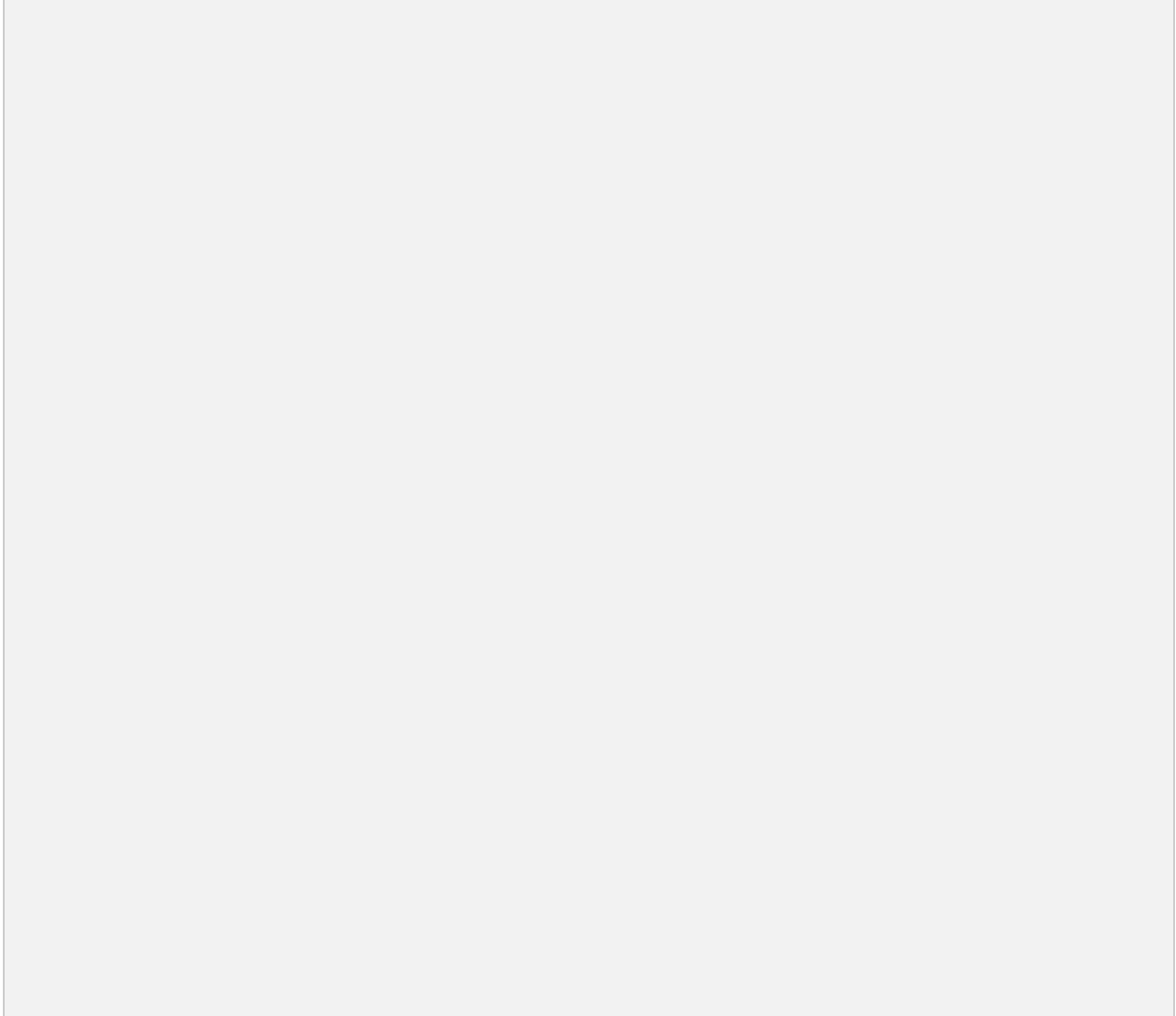
b. Expand the "Local Resources" section in this toolbar by clicking the triangle.
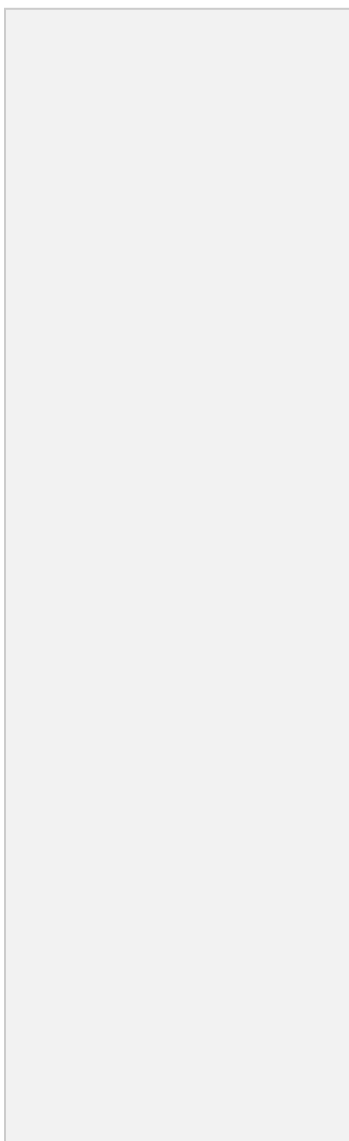
c. Select the three dots next to "Local Resources" and click "Add subpage" to add a new subpage under the "Local Resources" page (this helps keep our navigation menu simple instead of being flooded with neighborhoods). Title the "University District" in this instance and then click "Done" in blue.
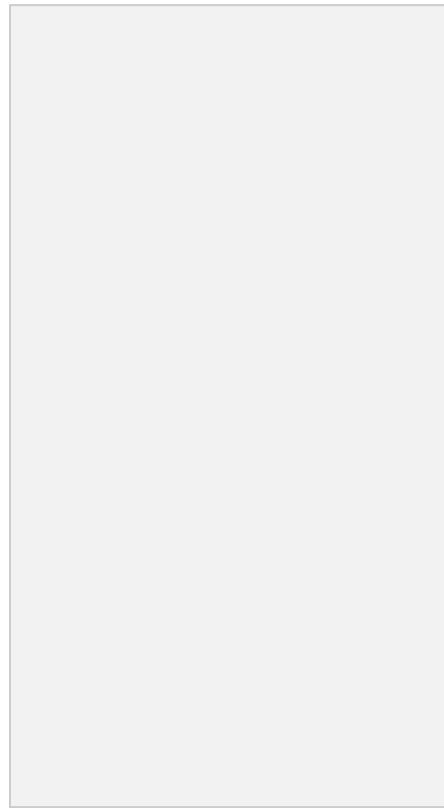
New subpage

Name

University District

Advanced ▼   Done

d. You should now be redirected to a blank page and see "University District" now part of our expanded "Local Resources" directory. You reorder the pages by dragging and dropping them in different places. Alphabetizing can help website visitors find their neighborhood fast, however "University District" is already in alphabetical order so we will not do that here.

e.   Select "Add Header" by hovering near the navigation bar.
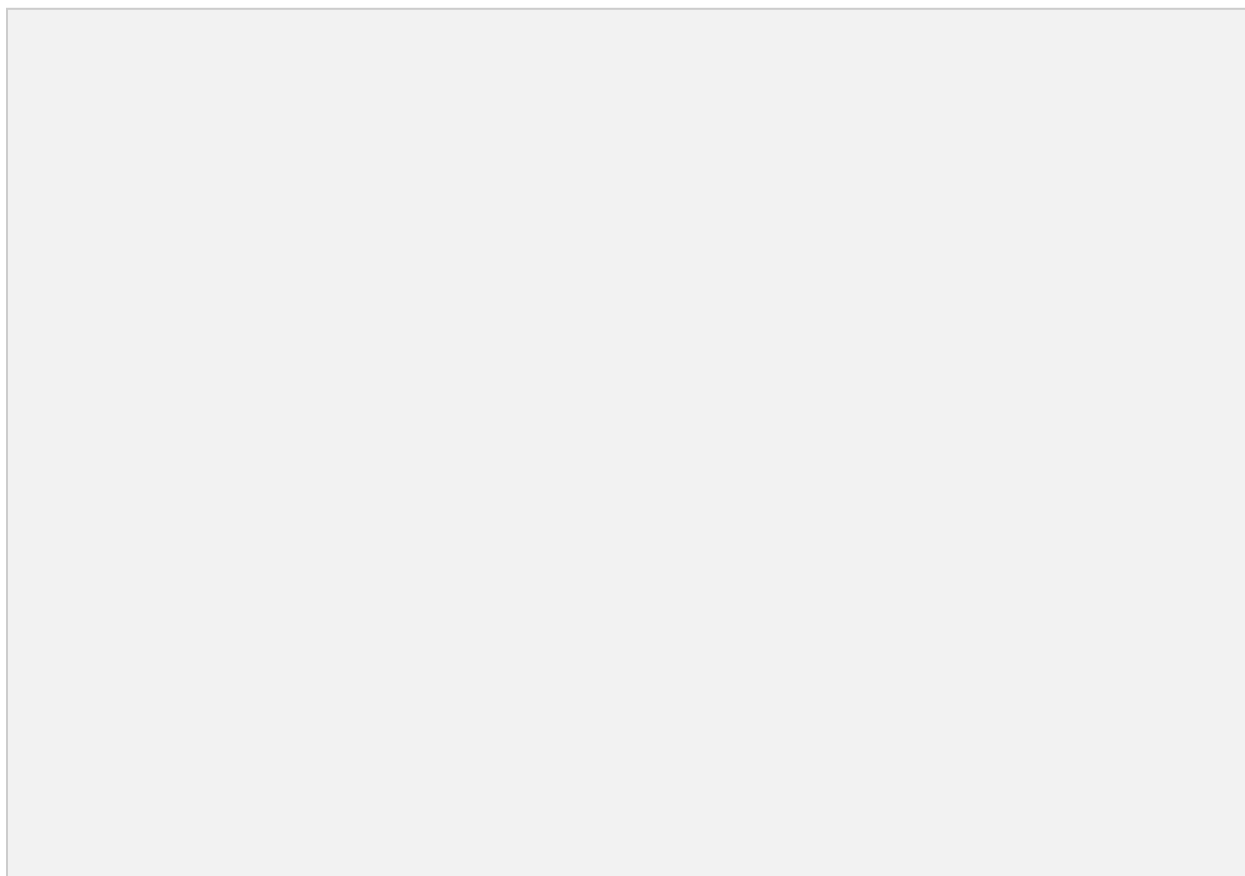
f.   Hover over the new header and select "Change Image" the "Select image …"
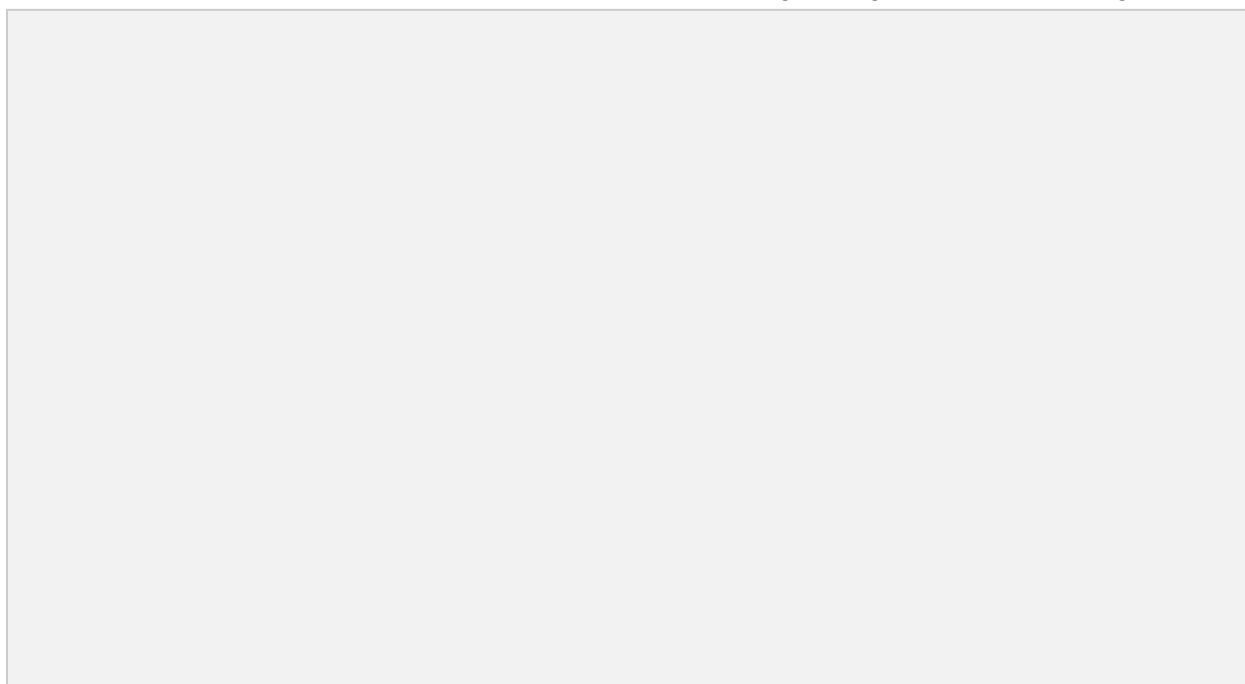
g. The "Gallery" is a series of images provided by Google to use on the website. Scroll until you see the following background, click it, and press "Select" (note you can select a different background, but recommend making certain backgrounds are consistent with the other pages).
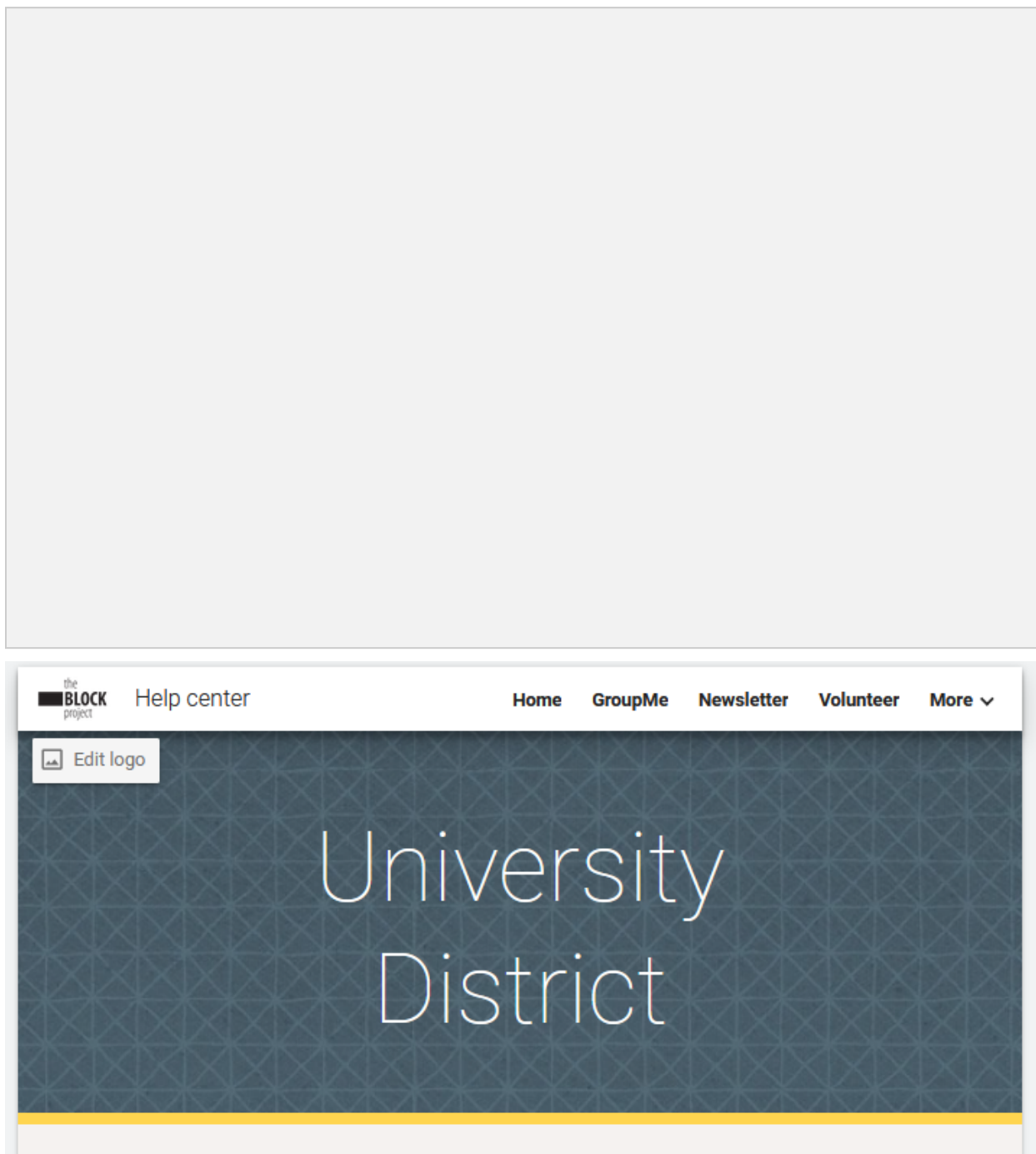
h. Now that we have the page setup, we need to add it to our directory. Navigate back to "Local Resources" and scroll down to "Neighborhood Directory"

Neighborhood Directory

Beacon Hill

Central District

Greenwood

Lake City

Mt. Baker

Phinney Ridge

Rainer Beach

Rainer View
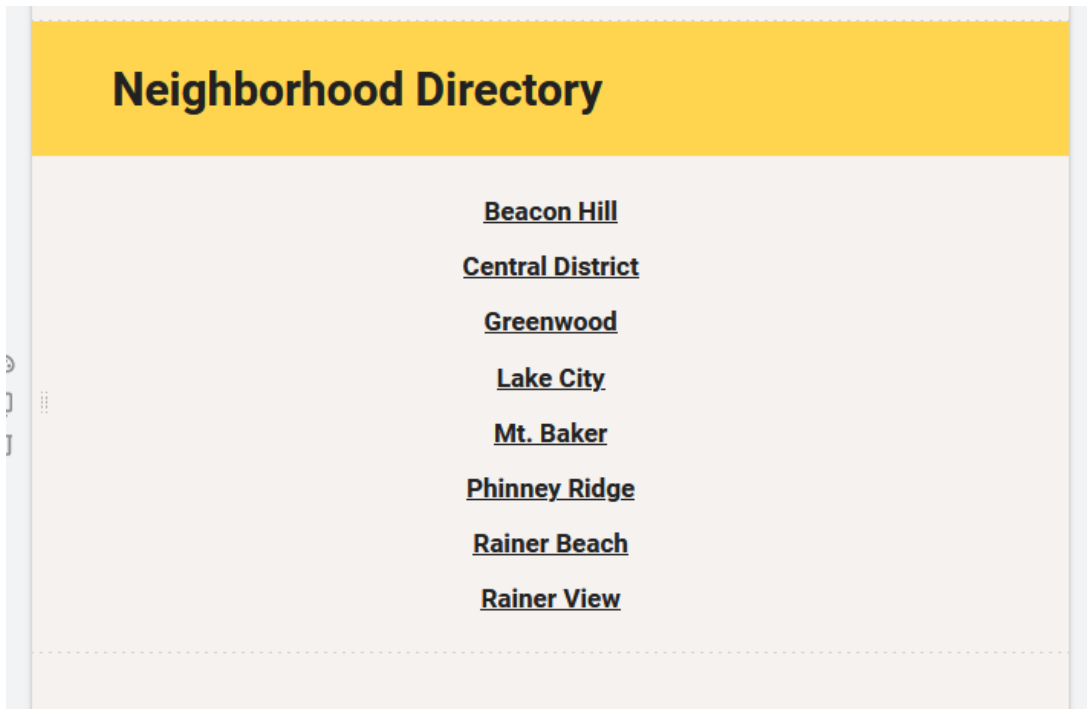
i. Click on the text box with all the neighborhood names and enter in the new neighborhood name in the same order as we put in "Pages" (which is last for "University District"). Make certain the alignment is "Center", the style is "Subheading", and the words are "B" for bold.
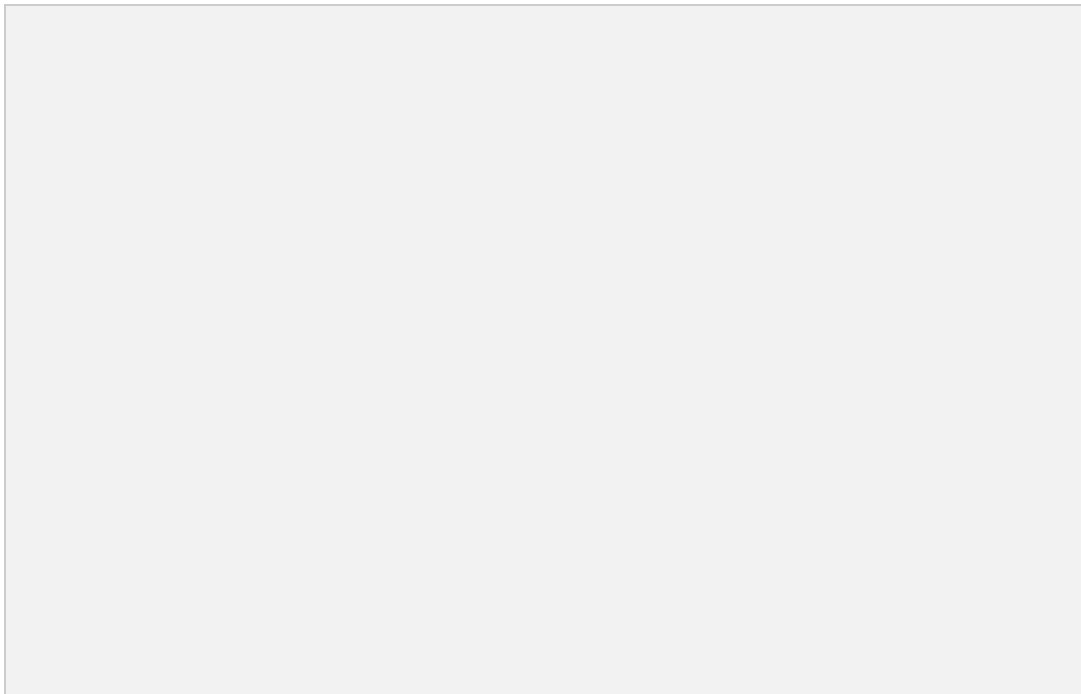
j. Now highlight the neighborhood text ("University District") and select the "Insert Link" button on the pop-up toolbar or press CTRL+K for Windows or COMMAND+K for Mac.
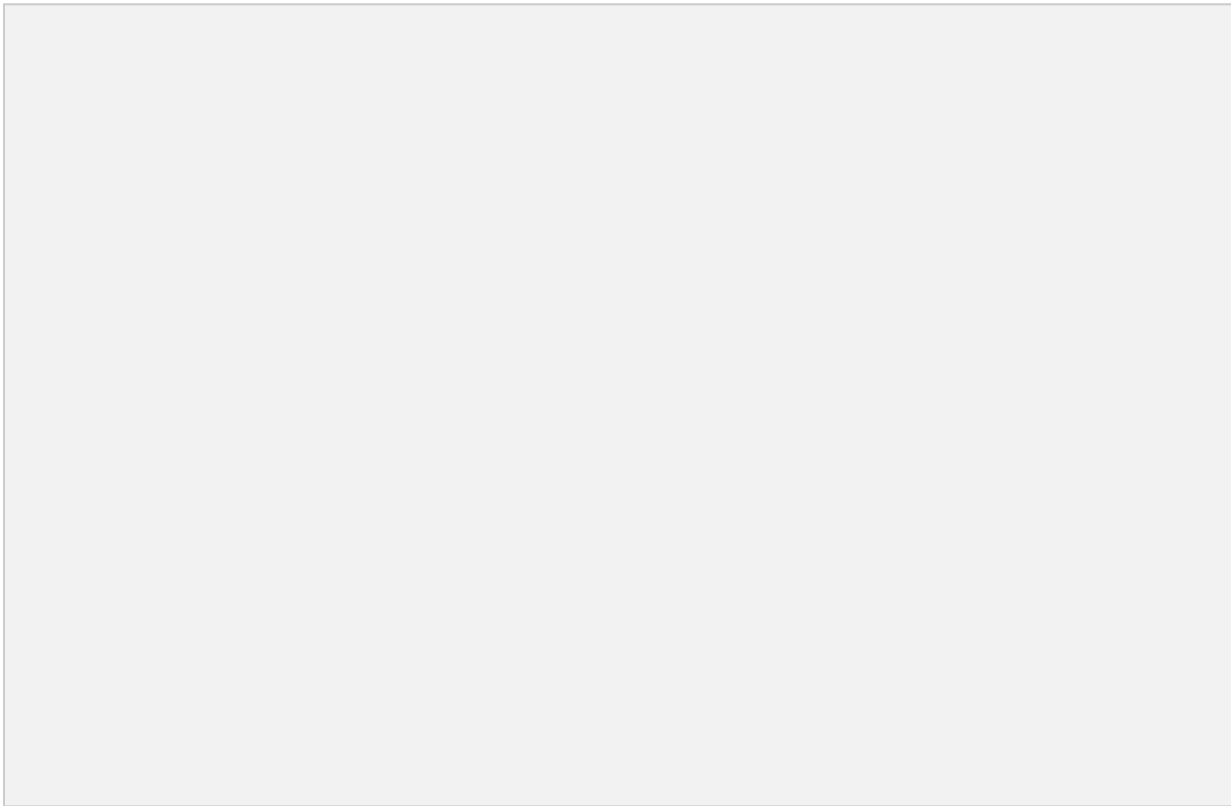
k. Scroll down until you find the neighborhood page with the same name as the text we just entered ("University District"), click it, and click "Apply" once it has lit up.
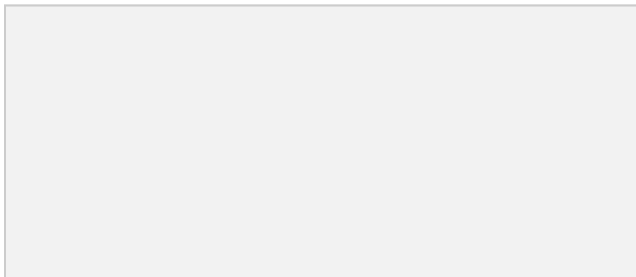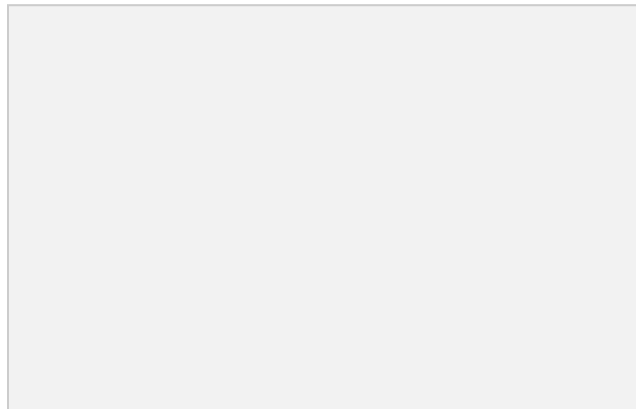
l.   Now we have linked the words "University District" to their page for easier access. You can test this by following the preview in step 1 of Reviewing & Publishing Updates. Once you are done, navigate back to the new neighborhood page "University District" for step 16.

16. Now we need to add our new map to the neighborhood page. Go to the "Insert" tab on the right-hand toolbar and select the top left layout.
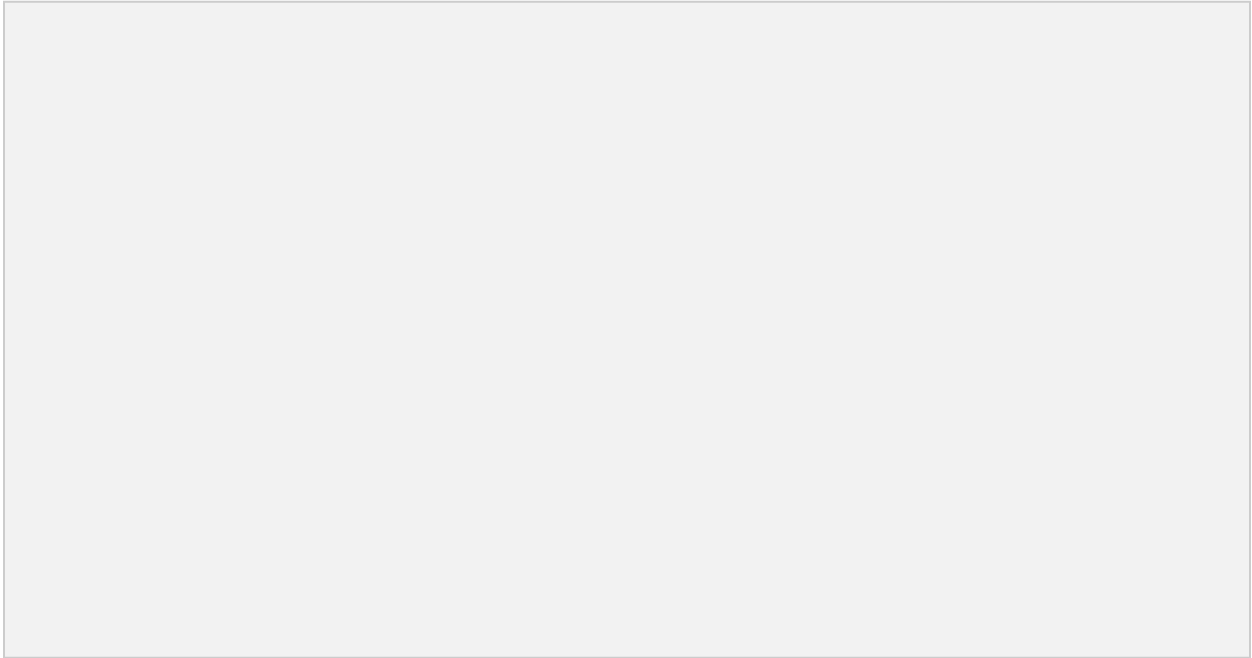
17. Click the plus sign in the left-hand box and select "Map", then go to "My Maps" and select the map we just made, "University District Barber Shops" (this is where properly naming our maps becomes very helpful). Click "Select" once you have checked the box next to your map and it is highlighted in yellow. Your map should now appear with the default view you selected!
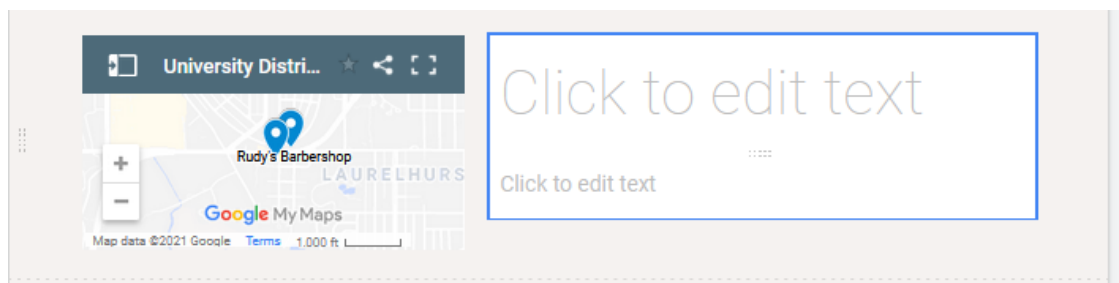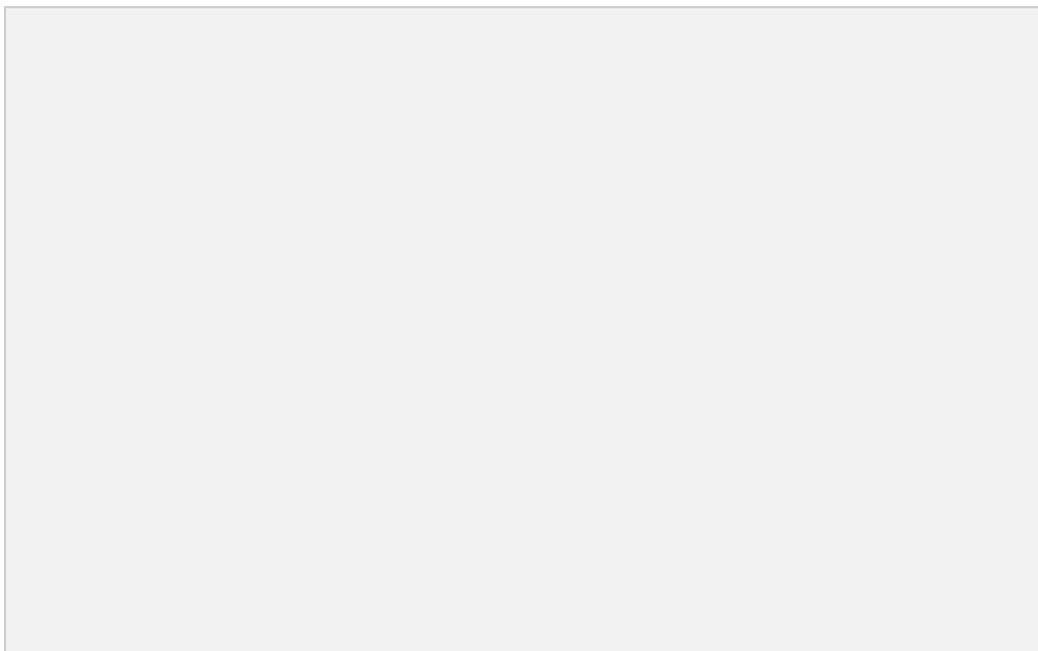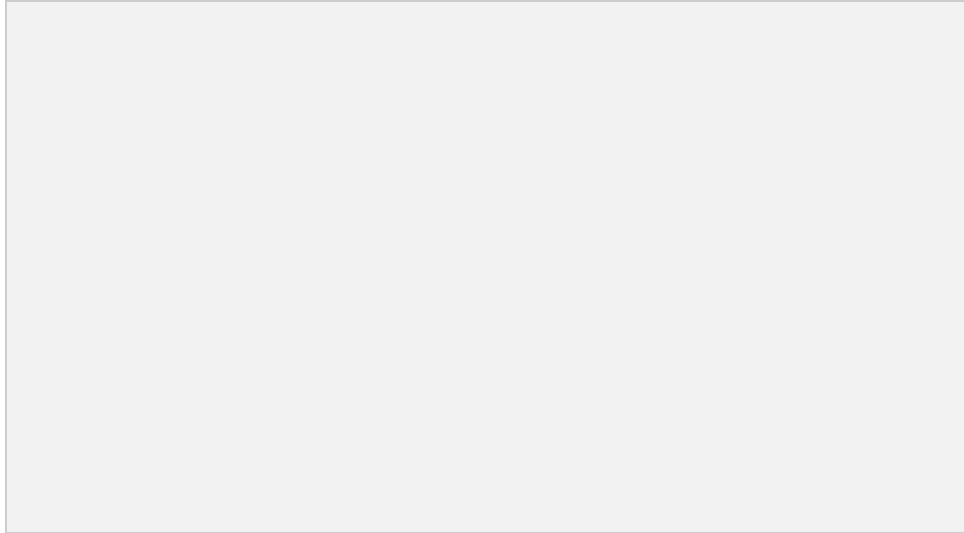
18. Next click on the top text box on the right and enter the type of resource you have mapped, here we will enter "Barber Shops" since we mapped barber shops.
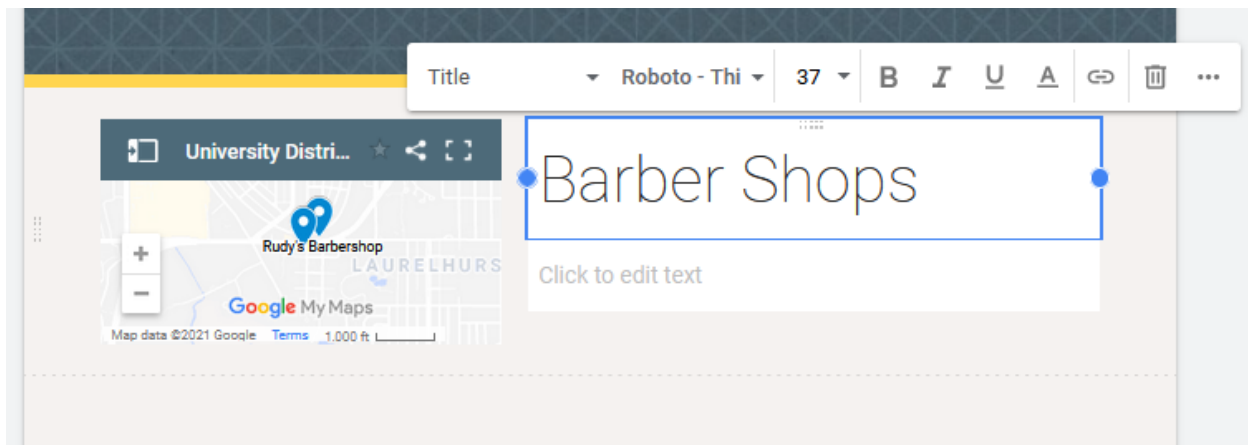
19. Then select the bottom text box on the right and enter in the names and addresses of the places you mapped for easy reference. If you do not have these on hand, no worries! You can return to the map you made and click on each of the blue dots to pull up the location's name and address.Again here, use SHIFT+ENTER after typing the location's name, then press ENTER after the address to create a new grouping to help make the list more legible.
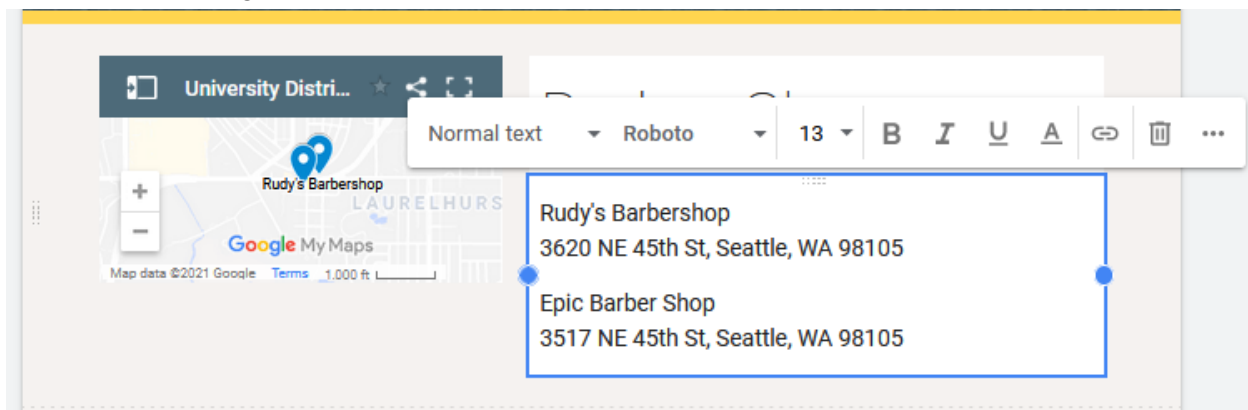
20. We are now all done with adding a new map, congrats! Follow step 1 in [Reviewing & Publishing Updates](#) to make certain everything is working properly. You should now notice that when you click on a marker in your map on the neighborhood page, Google Maps automatically displays the address and other information they have on the location.
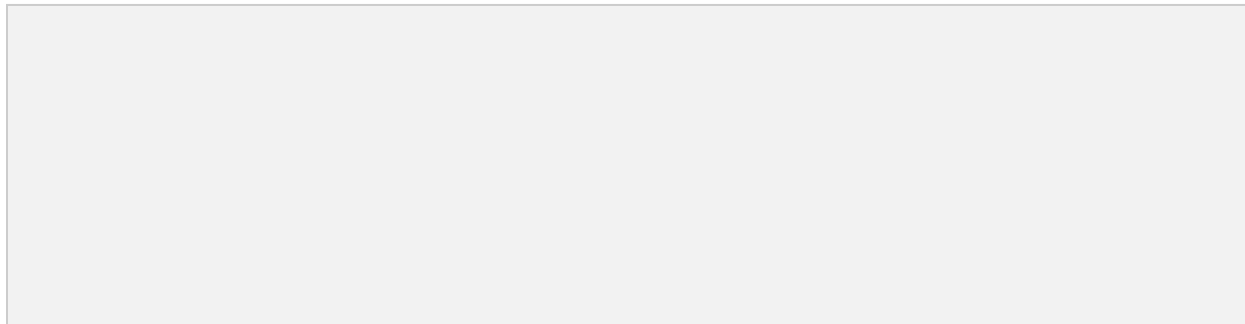
You can repeat the process of adding maps as many times as needed. We recommend making a new map for each resource within each neighborhood to keep the information you are displaying simple and relevant. If you ever find new resources you want to add to a map, you can return to the map you made, add in the new places to the layer you made, reset any default view as needed, and the map on the website will automatically update.

Reviewing & Publishing Updates

In this section we cover how to review and publish updates to the website.

1. Before going for the Publish button, make certain you preview your changes by clicking on the laptop and phone symbol in the top toolbar.
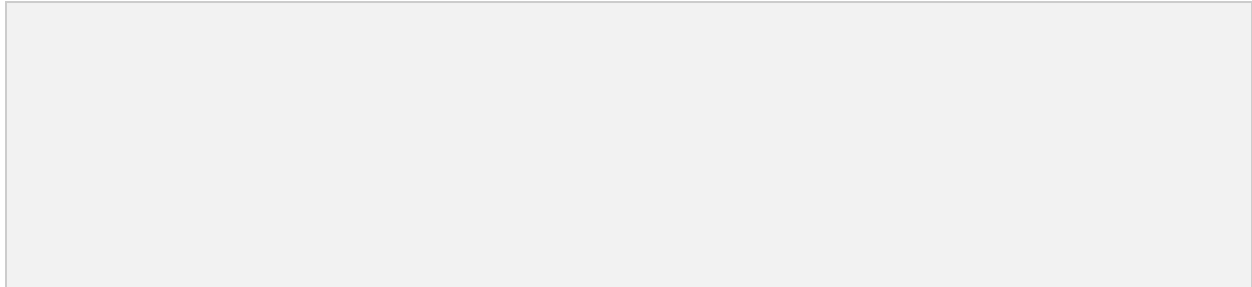
    a. This is how your website will look once the changes are published. Look around, test any hyperlinks added, and make certain all features added work as intended.
    b. Make certain to check out the website in mobile and tablet versions as well as desktop by selecting the corresponding icons at the bottom of the window.
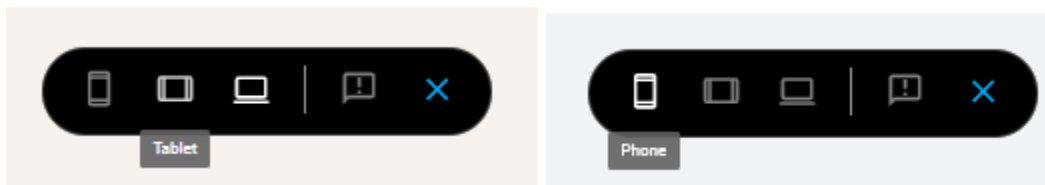
   c. Once it looks good to go in all modes, click the blue "X" to exit the preview

2. When you are done updating the website and have coordinated with other staff any changes that others need to approve, select the blue "Publish" button at the top right.
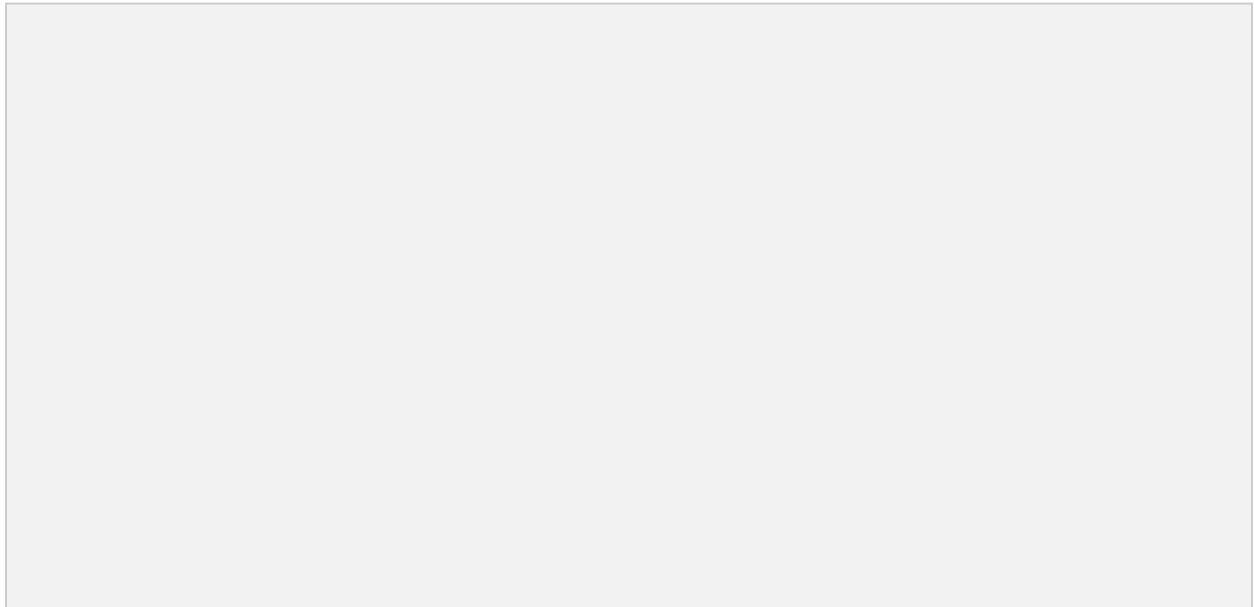
3. Here you can review any changes that have been made to the website before publishing, with your edits on the left and the currently published version on the right.
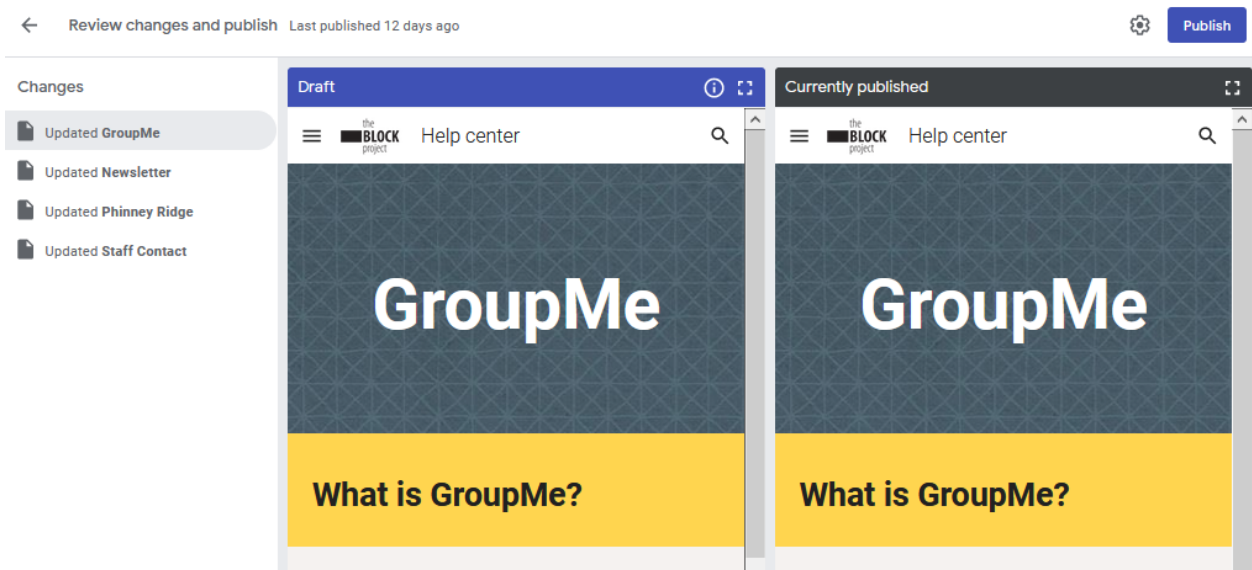
a. The far left panel contains a list of pages that have been changed. Make certain that you are certain about all the changes here. If there is a change there that you did not do, there is likely somebody else working on the website currently. Check in with them that their edits are complete before publishing. Similar, if you have any changes there that you do not want published, finish or delete those changes before you publish.
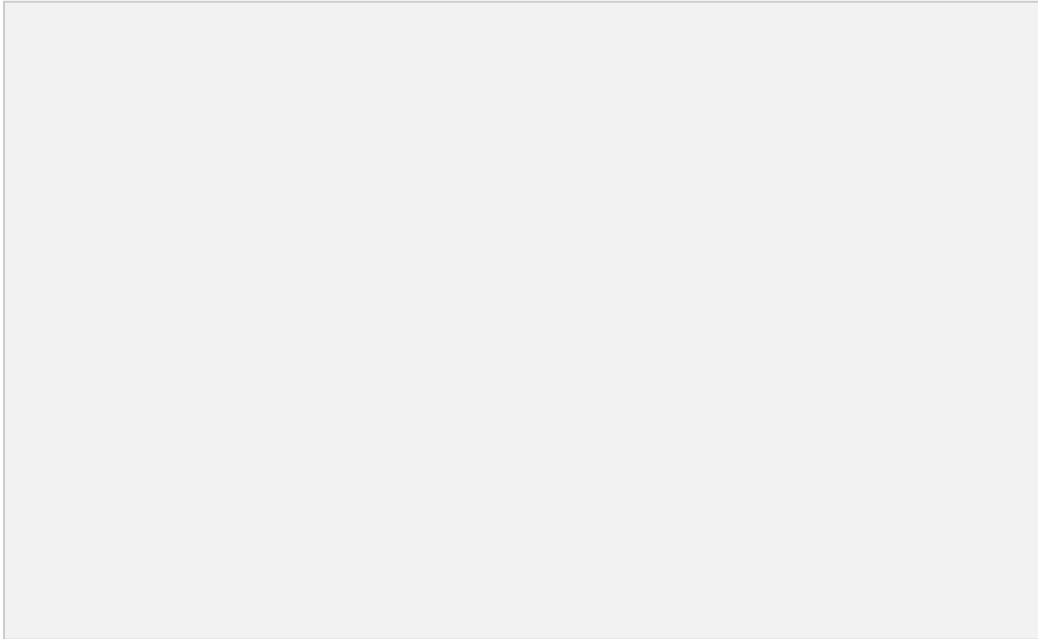
b. Even though you can publish fixes, once you publish the changes they can always be accessed on the internet, so make certain you are sure about any changes you are about to make.

4. Once you have reviewed everything, select the blue "Publish" button once again to publish all existing changes. If you want to go back and make further edits, you can select the back arrow at the top left instead.