



# Community Engagement and Outreach

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# Quincy, Massachusetts

- Population 103,500
- Just 6 miles south of Boston
- City of Presidents



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# Demographics



## Income

- Median household income: \$95,711
- Per capita income: \$53,273
- Persons in poverty: 11.4%

## Race

- White: 55%
- Asian: 29%
- Black 6%
- Hispanic: 6%

## Age

- Under 18: 19%
- 18-65: 63%
- Over 65: 18%

## Social Media Users

- 18-24: 41.9%
- 25-34: 36.3%
- 35-44: 9.7%
- 44-54: 7.4 %

US Census data

# Funding



CDBG: \$1,840,000

HOME: \$840,000

ESG: \$158,000

# Our Programs

## Office of Healthy Homes

Housing Rehabilitation

First Time Homebuyer

South Shore Healthy Homes Program

## Community Development

Continuum of Care

Public Services

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\*Staff of 4 (In house)\*



# How Social Media Changes Community Development



- Used as a tool for civic engagement
- Increased reach and accessibility
- Access to information and education
- Cost effective marketing

# Best Practices for Building an Online Community



- Establish clear goals and values
- Create engaging and inclusive content
- Encourage active participation and feedback
- Maintain consistency with posts

# Understanding Policy Restrictions



- Common Restrictions
  - Limited posting authority
  - Required posting approval and branding rules
- Why do these policies exist?
  - Risk Management
  - Consistent messaging
  - Public Transparency

# Reaching Vulnerable Populations



- Older Adults → Partnering with local senior centers and Retiree groups
- Low Income Individuals and Families → Sharing posts with trusted local partners
- Immigrants and Non-English Speakers → Post on different platforms (WeChat ID: CityofQuincy)
- Unhoused Individuals → Collaborate with local shelters

**\*\*Meeting people where they are at\*\***

# City of Quincy/ Office of Healthy Homes



- Podcast and Audio Outreach
  - City View
  - Home Sweet Healthy Homes
- Community Outreach
  - Community Office Hours
  - Local Access Television
  - Public Education & Engagement
  - Public Services Road Show
  - Print Advertising and Press Releases
- Social Media and Digital Engagement
  - Multi-platform posting (Facebook, Instagram, Nextdoor, X)
  - Coordinated sharing across departments



# Podcasts



## City View

- Official podcast hosted by the Mayor
- Offers updates on city news, events and developments for residents
- [Check out the podcast here!](#)



## Home Sweet Healthy Homes

- Created, hosted, and produced by the Office of Healthy Homes
- A new and innovative way to talk about Community Development and Healthy Homes
- Created October of 2023 during National Lead Poisoning Prevention Week
- [Check out the podcast here!](#)

# Emerging Trends



- AI (for better or worse)
- Going paperless
- Moderization of old ways

# Resources

[Canva beginners guide](#)

[Audacity Editing Tool](#)

[NCDA Learning Resources](#)

[HUD User](#)



# Questions?

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