Using Social Listening: to Adapt Your Library to COVID-19
We Will Cover

- Intro to Social Media Listening
- Live Demo of a Social Dashboard
- National insights During COVID-19
- Case Study: Jacksonville, FL
What is Social Listening?

• A form of observational research

• Accumulating online conversations by scraping social platforms and online forums

• Has both quantitative and qualitative elements

• Yields different insights than survey research
What is a Social Dashboard?

• Two types:
  – Management Dashboard (e.g. Hootsuite)
  – Listening Dashboard 🎧

• Listening dashboard offers access to unfiltered conversations online

• Closer to ethnography than survey research

• Automates the process of gathering insights across multiple social media platforms
What Does a Dashboard Cost?

- Two types:
  - Professional – Talkwalker, BrandWatch, Sysomos
  - Casual – Awario, Mention, AgoraPulse

- Professional Cost - $600/month
  - Richer data set, better tools, more local data

- Casual cost:
Caveats

- We used social listening in the early stages of COVID-19
- Completed with the permission of the Jacksonville Public Library
- Program design is rudimentary – just idea starters
- Purpose is to understand early insights and process
1. TWO BOOKS...
Two books, same challenge

Rethinking where and how we get our insights - and what we do with them.
Two books, one promise

Deeper insights

- ‘we are not alone’ in our insecurities, fears, needs, feelings, behaviors
- digital truth serum suggests what’s missing / why it matters
- data that leads us from problems to solutions

- Humans operate (choices, behaviors & beliefs, values) between two modes of thought: “System 1” is fast, instinctive and emotional; "System 2" is slower, more deliberative
  - Cognitive bias is a product of emotional response.
  - We’re all system 1s now…
2. DEEP LISTENING METHODOLOGY
From research to insights

1. Test, refine and establish Boolean queries
2. Build listening dashboards
3. Extract and analyze conversational media
   ✓ Quantitative analysis
   ✓ Qualitative analysis
   ✓ Evidence gathering
4. Report generation
   ✓ Dashboarding
   ✓ Evidence sampling
   ✓ Findings & take-aways
   ✓ Insights formation
   ✓ Tools, strategies & recommendations
LISTENING DASHBOARDS
How We Query

 ✓ **Boolean query** allows for specific targeting and extraction of relevant social conversations.
Volumes and Trends

**Mentions**
199.1K

**Engagement**
8.1M

**Sentiment**
15% Positive, 4% Negative

**Potential Reach**
3.4T

- **Point-in-time peaks** of conversational media
- **Balance of sentiment** - positive vs negative
- **High ratios of social reach** relative to low volumes of original term occurrence
Sampled Demographics

- Gender: 49.9% Female, 50.1% Male
- Age Distribution: 18-24: 16.8%, 25-34: 18%, 35-44: 17.7%, 45-54: 12.6%, 55-64: 3%
- Top Languages: 99.2% English, 0.8% Other
- Top Interests:
  - Literature/Books: 10%
  - General Education: 7.2%
  - Family and Parenting: 5.9%
  - Colleges & Universities: 5.1%
  - Celebrities & Entertainment News: 4.8%
  - Food & Drinks: 4.6%
  - Music & Audio: 4.4%
  - Art: 4.3%
  - Animals: 4.2%
  - Sports: 4.1%
- Top Occupations:
  - Author/Writer: 28.8%
  - Teacher: 26.8%
  - Student: 10.4%
  - Executive manager: 8.5%
  - Artist/Art: 7.2%
  - Entrepreneur: 5.9%
  - Designer: 3.7%
  - Trainer/Coach: 3.5%
  - Blogger: 3.1%
  - Consultant: 3.1%

Gender, age, language, interests and professions of those participating in the social conversations.
Word cloud of term frequency allows us to assess the general nature of the extracted conversations – and query directly into potentially relevant threads.
Influencer rankings

Influencer analysis reveals who’s leading the social conversation with the most reach, resonance and effect
Geographic concentrations

Geographic map illustrates the highest concentration of social conversation, leading us to potentially target-rich communities, threads, influencers and trends.
5-MINUTE LIVE DEMO

TOOL-BASED
5-MINUTE LIVE DEMO

DIY METHOD
QUALITATIVE ANALYSIS
Qualitative analysis
Qualitative analysis
Qualitative analysis

-you know that dumbass Forbes article advocating for Amazon stores to replace public libraries? It was taken down cause the author got dragged so hard by everyone who has ever entered a library in their life & now Forbes released a statement basically calling the author of the original op-ed “deeply misinformed” lmao

“Libraries play an important role in our society. This article was outside of this contributor’s specific area of expertise, and has since been removed.”

Don’t fuck with libraries.

You know, mabes, we socialist types should proactively do something to help our local libraries before capitalists find ways of shutting them down for good. Some kind of mass fundraiser or something, I don’t know what. But they seem like the last holdout for people who believe that everyone has a right to resources, no questions asked.

For many people, the library is the one place they can access the internet, which may in turn be the only way they can apply for jobs or get schoolwork done.

Other technology is also available for use at a library, such as a copier or a printer (ours even has a 3D printer open to the public).

The library is a safe place to go if it’s raining or really cold outside.

Children are enabled to read more books than their allowance could ever possibly afford, and for kids from lower-income backgrounds, it might be their only access to books at all.

Lots of libraries provide classes that are needed in their community, whether it’s ESL or literacy or parenting or what have you. Free of charge.

You can even borrow movies or seasons of TV shows instead of
Qualitative analysis

Libraries do much more than lend books; they kindle our dreams & open us up to opportunities.

The #TrumpBudget's proposal to eliminate the Institute for Museum and Library Services is unacceptable.

Congress must ensure that we fund libraries & all of the services they provide.
GATHERING EVIDENCE
Seattle Library is a homeless shelter, I can't even use the restroom without having a junkie pee on me. Goodtimes.

Exactly! I never go to the library in downtown San Diego, even though it's gorgeous and the views are awesome they have homeless people lining up in front of the door in the mornings. Makes me apprehensive about taking my two year old there.

My two-year-old got to see a homeless man passed out on the library bathroom floor with a needle lying next to him. The worker rolled her eyes when I told her and then we went home. Still better than the subway!

Keep in mind a lot of those people have it really rough. Undiagnosed mental issues or just being down on their luck and having been dealt an unfortunate hand. Really, for a large number of people, it only takes a few bad weeks to end up in a similar situation. I'm not saying it's not an issue that needs to be addressed or there aren't certain people who are causing trouble or disrupting the lives of everyone else, just that keeping a healthy dose of empathy in the back of your mind when dealing with the homeless can benefit us all.

They are just homeless not criminals. Don't worry about taking your 2yr old. Enjoy the library just pee before you go.
I was recently sitting next a guy who came in from Chicago (I'm in the suburbs). I don’t think he was homeless, but he wasn’t well off and was looking to learn something to make himself marketable. A librarian went through each of his skills/interests and showed how the library can help him build on it. For whatever she didn’t know, she called in another librarian who was more experienced in that area. I’ll admit, I was kind of eves dropping, but I learned a bit about 3D printing and the embroidery machine. It’s so awesome how librarians know about this stuff! I work in a library, and Homeless people are actually some of our most well behaved patrons. They never break any rules because they know they could get banned. Regular people don’t care because they can just go home.

I worked at a Central Library. As an MLS (employee with a Master of Library Science degree), I felt like a defacto untrained social worker. As a female employee, I dealt, with a garden variety of patrons-pervs, mentally ill, violent, and abusive. Upper management didn’t have our backs. Oftentimes we didn't feel safe. But amongst the craziness we had some good people. Even among the homeless. Branch libraries varied by neighborhood. Some of what you saw downtown with drug use mixed in. Poor people without cable or internet who borrowed 50 DVDs at a time and probably couldn't read or maybe just didn't want to? Again a lot of good people, too. Lastly, the political nature of library management. Uggggh those on the frontlines are usually the real heroes while overpaid managers hide in their offices.
Not much to say, very chill day. Today was the last day my library was opened before they close for the end of the month due to COVID-19, so I copped a bunch of books to keep me content. But honestly, we all know I'm not gonna read them. It's interesting how I went out of my way to panic-checkout books, I wonder what'll happen when the apocalypse happens...

They've had dramatic changes over the years. In high school, only the nerdy kids would go to the library (on top of the senior citizens and young families). A decade later, I can see that the library has become a place to hang out. It's become a sort of after school day care for high school kids. Many middle/high school kids have LAN parties. Smaller kids meet up together with their parents to read (and sometimes cry). My library has transformed from a quiet work space to more of a community center over the past decade. Even though I prefer pin-drop silence, I have no issues with these changes. It's better that kids have a positive experience in an academically oriented community environment than be out on the streets, getting into trouble, etc. And putting younger children around books is always a great thing. Plus, they have a quiet study room for pin-drop silence people like me!

I work in a library. We have movies, CD's books, Chromebooks, board games, and music instruments all that can checked out for free. Starting as of July 1st we have wireless hotspots with unlimited data that you can check out for 3 weeks at a time for free. We also have TONS of free online resources ebooks, eaudio books, streaming movies, streaming music etc. Also all for free. You can even sign up for a library card from home, and start using electronic resources right away. If you want to check something out, you must come in and convert your "ecard" to a regular card, simply by showing proof of residence.

Beyond books, my local library(s) has free WiFi, legal advice day.. meeting rooms.. also movies and a vinyl collection.. among many other things.. we love it

just wanted to first say that chances are your local library has a free app you can download and listen to free audiobooks as well as free digital books. I've had it for a couple of months and so far out of all of the books I've listened to I've only been unable to find 2 books, one of which is very old and one of which isn't even available on audible. Check your libraries website and for mine I only needed my library card, didn't need to do anything with the library
Online Library Resources

PSA: Get a Library Card! You get Lynda.com free. You get Kanopy free. You get tons of digital resources free, and of course, you get books free. Online application is free, and you get a free eCard. It takes 10 minutes and you can save tons of money every year with the free services.

You also get thousands upon thousands of the latest e-books and audiobooks, and all without even having to leave your home!

Also, you can recommend a book to them through the website, and 9 times out of 10, they will buy it in the next few weeks, and you're already on the hold list for it! You can even do this for books that haven't been released yet, and get on the hold list way ahead of everyone else.

There is a new extension for chrome that tells you if a book you are looking at on Amazon is available through your local library. For LAPL, it'll say available but not which location until you click through, but still super handy. Also add unincorporated cities and their libraries to your list, I've found LAPL does indeed have many of the books I'm curious in already in their stacks!

Not to mention you can also score free museum tickets!

I recently discovered Kanopy. It's really cool to watch a lot of indie and classic films that aren't on Amazon or Netflix.

I've had a great experience using their e-books (overdrive) with my kids' kindles-- my kids aren't so picky and go through books in a day or two-- so 20-day checkouts aren't a concern. It's a fantastic service for the voracious reader. Didn't realize this other stuff was also available!

If there's an e-book they don't have, use the recommend function. In my experience they almost always buy the e-books I've recommend to them within the next few weeks, and you're already at the top of the hold list when they get it.
Remember, this is the city that voted to raise its sales tax in 2000 to pay for things, many of these things were downtown. BJP was VERY will articulated in terms of what the cost would be and what people would get. Peyton then managed to botch the courthouse 4 years later but that's another issue. Was it perfect? No. For example, the funding paid for a larger capital investment in the library system but didn't really outline how this investment would be maintained. But, they got a lot more right than wrong. I've always felt that in Jacksonville, if you articulate a plan people will listen and honestly consider it.

You are going to have to convince Joe Blow in Mandarin to pay for it. Downtown revitalization and reurbanization can cost over $1 billion. If the City doesn't sell the suburbanites on it, it won't happen. I was in Greenville, SC 2 weeks ago and their urban renaissance has taken over 30 years and hundreds of millions of dollars. If you haven't been to downtown Greenville it is a Must-See for any New Urbanist. Oklahoma City developed their Core to Shore plan in 2008 while MAPS itself started in 1994. OKC has spent over $3 billion on downtown. Jax isn't going to do that without buy-in from the vast majority of the residents. If you think Jax can do that without educating the masses you are going to be disappointed.

We did vote for BJP. Nevertheless, COJ doesn't need to vote on anything to get the basics of revitalization right. There's clearly a market for urban infill and development and no one in Mandarin needs to be educated about the need for clean public parks, well lit streets, clean public right-of-way, schools, adequate water/sewer, etc. Cluster those two things together with smart planning and modification of zoning policies that prohibit certain urban conditions from being reality, and you'll be well on your way. Don't worry about how to afford museums and tourist attractions or trying to replicate town center in downtown. With a vision, you'll be set up to take advantage of unique economic opportunities when they present themselves. Right now, whether its JTA/DIA failing to maximize the existing Skyway route, Florida State University College of Medicine going to Daytona instead of Jax a decade ago, the 2015 Landing plan being iced by partisan politics or the mayor’s office going on their current demolition derby, we continue to take advantage of several unique economic opportunities. Start with getting the free and cheap things right instead of worrying about how to get suburbanites to tax themselves more for an aquarium, museum, floating ship museum, Lot J or LRT.
We were at Walmart wearing masks and gloves and social distancing and wouldn't have been there if not absolutely necessary. This woman walked up to us and said she was so glad to see people wearing masks in public even though she wasn't and was trying to touch us. She said she’d prayed before she left the house and I absolutely lost it. Usually I just smile and nod and turn away but I just cannot anymore. I told her that wasn’t going to help at all and when she asked why, I said a deadly virus doesn’t really give a shit about what a mystical deity has to say. So sick of living amongst the willfully and now murderously ignorant. Sorry to those who believe, I’m Catholic and I don’t understand why religious people are rebelling against this as if the power of words, Hydrochlorquine toothpaste via Infowars, and ‘re-opening the economy’ is going to save lives.

Pretty stupid. This is the definition of denial. Don’t worry, we are doing the same thing all throughout the military. Still holding face to face meetings, continuing operations, etc. which I’m fine with. But you have to say “we are willing to accept the risk to continue our job”. But nobody will say that. At least not publicly.

Most Floridians are pretty nonchalant about this. It’s just are culture I guess.

Most Floridians are complete and utter morons. With about half of those morons being trumptards who think this is a hoax created by the liberals to impeach Trump..and the other half of the morons think it’s a hoax to force vaccines containing nanobots that will be activated with 5g. I thought that kind of attitude was just bad Facebook memes... Then I find out some of my customers are those people..

Well when our idiot ‘governor’ is leading the charge of making sure the WWE and churches packed to the brim are considered essential business, why would Florida man listen to ration and reason?
I had to go to Ace hardware (Neptune) and BJs (Atlantic blvd) this weekend and both places nearly everyone was wearing masks or bandanas or gaiters. Both places were also one in/one out for capacity measures. Police were present at BJs I guess to make sure all went smooth? BJs also had a greeter that handed out disinfectant wipes upon entry for the cart and made everyone dispose wipe in receptacle when done. Not sure they meant to enforce this, but she made goddamn sure everyone did, good on her. Also Safe Harbor Mayport, the new fishmongers warehouse had some really solid procedures. 6 foot minimum and wiped all the cases down after EACH person. I highly recommend these places as I felt there was plenty of room and folks were considerate of distances. The week before I had to pick something up at Walmart and fucking never again, covid or no, holy shit what a disaster, no no no no no.

Jacksonville is fucking stupid. The couple of times I've been out, there's still been tons of traffic and people are packing into public places. Went to Publix for some groceries and some old guy REFUSED to stay 6 feet back from me in line to check out. The guy was right up my ass and still wouldn't back off when I told him I work in an ER it's a huge risk being too close to me. It's goddamn frustrating.

Good to know about BJ's. I went a couple weeks ago and they had only implemented some stuff at checkout.

Maybe if our economy wasn't completely dependent upon the poorest amongst us making the rich richer, we wouldn't have to worry about risking our lives to broadcast their bullshit.

They're probably happy they still got work.
Mayor Curry extends state of emergency to May 12

Curry tweeted around 3 p.m. April 13 clarifying that extending the state of emergency does not mean his safer at home order, which closed non-essential businesses, would also be extended 30 days." Read before jumping to conclusions.

Yet the federal money runs out on the 1st. People need to work.

I'm not going to agree with GingerMinky, but the article does need to be updated. The preceding paragraph states that the extension extends the safer at home order, so it's not as clear as it should be. Curry's tweet asked the media to share his tweet in order to clear up confusion, so this appears to be a common misunderstanding.

It doesn't say that. It says they will remain in place, and nowhere did I see that they would be extended. That's stated clearly by the paragraph I pasted. This means they will remain in place thru April, but won't be extended into May as of yet. I'm sure that might change though.

You're right, it doesn't specifically state they’ll be extended. It does say “His emergency declarations mean that a safer at home order, work from home order and restaurant closures, among others, will remain in place.” This at least reasonably implies that the safer at home order remains in place throughout the extension, but props to you for not being confused. My only point was that it could be worded better.

Agreed. Lots of confusion going on during this whole thing

12 May 2020 or 2021?
Just a reminder, if you think you have Coronavirus, or you have questions, this is the official site for Duval County.

Nice website, but still seems to be discounting community spread.

free telemedicine services for florida residents due to coronavirus outbreak. https://www.tangerinehealth.co/

Multiple positive tests in Duval with known contact with others in the weeks prior to diagnosis- plus one person maintained social contacts after he was tested but before the positive diagnosis.

As of last week they were refusing to test anyone that hasn't traveled or had exposure to a known positives, even with a doctor's order. Creates a situation where they could say look at our low numbers because they wouldn't test. This is all across this country, not just here. Hopefully after this weekend that will have changed. The virus is unquestionably being spread in the community now.

All that real estate on the site and not a single mention of how to get tested. In fact, "test" appears three times: once for STDs, once for HIV and once for PAP smears. We're doomed.

Multiple positive tests in Duval with known contact with others in the weeks prior to diagnosis- plus one person maintained social contacts after he was tested but before the positive diagnosis.
EARLY INSIGHTS
Our preliminary deep listening analysis yields three strategic insights –

✓ Patrons without homes
✓ Librarian next
✓ Community cloud
Patrons without homes

**Butter over guns**

- Heated debate, good crowding out bad
- Socio-economic-political discourse re funding
- Humans ‘R us (“What would Jesus do…”)

“Yeah, but if you consider that it should really benefit the neediest first as we all have addresses and internet, the libraries should work to integrate themselves with support for the homeless instead of just letting them in and ignoring them. I mean fuck it, put the shelter next to it.”

**Strategic applications**

- Mission & service design
- Staff training & certifications
- Facilities planning
- Community partnerships
- Funding expansion, success KPIs
- Post COVID ‘WPA’ center
McGyver in the house

- Tech whisperers / 21st century Michaelangelos
- Gatekeeper to worlds of knowledge, skills, production
- Life managements sherpas

Strategic applications

- Recruiting & incentivizing talent
- Job descriptions, training
- Retention, reward, promotion – influencer development

“But I love my job, my coworkers are fantastic, my bosses are some of the best bosses i’ve ever had, and its one of the most stress-free jobs i’ve ever had. Im also very privileged at my library location. Some other locations don’t have it as well as we do. It can also be extremely demanding at sometimes. I often feel very underpaid for what I do. Im heavily involved with the tech services that we offer such as 3d printing, hotspots, we have a maker space, any tech questions, camera, mics. We have a huge tech services offering and no matter what I do or how far i go to help some people sometimes it just isn’t enough for them..”
Community Cloud

‘Only connect’ *
✓ Enabled access to services, resources
✓ Apps, tools, content databases
✓ Community culture clubs
✓ LaaP aka Library as a Platform

Strategic applications
✓ Facilities and infrastructure planning/design
✓ Software, platform, university & corporate partner selection, integration
✓ Staff recruitment, training, retention
✓ Service and program promotion

“You can do more than fax shit and word processing. My library also has workstations with full Adobe suits, CAD and other software. So if you want to do your photos and video editing it’s a great option. I recently learned my library even has GoPro’s you can borrow.”

* “Only connect! That was her whole sermon. Only connect the prose and the passion, and both will be exalted, and human love will be seen at its height. Live in fragments no longer. Only connect, and the beast and the monk, robbed of the isolation that is life to either, will die.”  E.M. Forster, Howards End
CASE STUDY: JACKSONVILLE
Community Needs vs. Library Strengths

**Lack of Trust**
- Highest Trust Institution

**Lack of Organized Info**
- Information Curation Specialists

**Lack of Service Points**
- Distributed Network of locations

**Lack of Manpower**
- Homebound Librarians
Two Areas for Program Development

- COVID-19 Information and Expert Help
- Help for Persons Experiencing Homelessness
ACCESS TO INFORMATION & EXPERT HELP
Challenges of COVID-19 - Information

I FINALLY FILED FOR UI ON MY PHONE!!

r/florida - Posted by u/BetteBlonde 16 hours ago
NEW UNEMPLOYMENT MOBILE SITE WORKS!!!

I've been working with Rep. Eskamani's office trying to resolve filing for unemployment. I've been out of work since 3/20 and got stuck at the PIN reset screen. I printed out a paper app at Office Depot, but who knows how long those will take to process!

Anyway, FLDEO developed a mobile-friendly site. I used it tonight and was able to file!!! No pin needed!!

It still doesn't address the issue of claiming weeks or releasing funds but my claim was accepted - no "verify identity" screen popped up. So, if you haven't been able to file, use the link below (it's legit - I got it from Anna's office and it was in the Tampa Bay Times.

http://www.floridajobs.org/RAApplication

60 points - 23 comments

Log in or sign up to leave a comment

Can anyone verify that this isn't a hastily thrown together phishing/scamming site? I'm only suspicious because there's no myflorida dot gov addresses used in the web sites active directories.

I sincerely hope it's legit but, would hate to fill in all my social and driver's license info on a non-reputable site.

Edit: After checking Florida Representative Anna Eskamani's twitter feed and TampaBay dot com's newspaper... this appears to be legit for filing an unemployment claim ONLY. Claiming weeks and actual benefits still go through the main DEO site.

RJ

BetteBlonde - 2 points - 13 hours ago

It is. If you read that post (which was mine) I stated that I had been provided the link via an email from Rep. Eskamani's office. I also referenced an article citing the link via the Tampa Bay Times.

djij10588 - 1 point - 13 hours ago

Thank you! I did some quick fact checking and appears 100% legit.
Challenges of COVID-19 - Information

Stimulus Check

Sorry if this seems dumb: I owed taxes for 2019 and I paid by bank account. In theory, the IRS should use the same info for direct deposit, right?

I was curious, since not receiving anything, and used the 'Get My Payment' feature on the IRS website and they did not have my info.

Log in or sign up to leave a comment

Upstairs-Chef 2 points - 4 hours ago
Yes but if not they will mail a check.

TwoHavanese 1 point - 3 hours ago
I haven't filed my 2019 taxes yet.

Rattingpates 4 points - 3 hours ago
Well you should file them.

TwoHavanese 1 point - 3 hours ago
Nahhhhhhh I made too much money last year and I'll owe taxes. I'll wait till right before tax day.

Rattingpates 4 points - 3 hours ago
If you're going to file anyways might as well do it in time to get the free $1200

theyarecaught Murray Hill 2 points - 2 hours ago
They are using information from 2018 returns for those that have not yet filed 2019 taxes.

TwoHavanese 2 points - 2 hours ago
This is what I had assumed as well. I made significantly less in 2018, so I'd rather hide out for as long as I can. Lol
Florida COVID-19 stay-at-home order goes into effect just after midnight

JACKSONVILLE, Fla. — Stay-at-home order goes into effect just after midnight. Action News Jax reporter Christy Turner spoke to a local business owner who had to close the doors to her boutique at the Beaches Town Center.

- Non-essential businesses are forced to close up shop under Florida’s stay-at-home order which goes into effect just after midnight at 12:01 a.m.
But Jacksonville Residents Confused

With the new rules, can I still run and bike?

With the safer at home rules, will I still be able to go for long runs and bike rides? I live in Riverside, and can easily run near my house. But my bike rides usually take me over the Acosta and as far as Mandarin and back. I also like to run and bike the Baldwin Trail. Will these activities be prohibited?

Log in or sign up to leave a comment

**sort by** Best

**BTDPv4** 17 points • 7 days ago
The release clearly states under things you CAN do: all of what you just mentioned

**allmovboobopoo** 12 points • 7 days ago
He just wanted to let us all know he runs and bikes.

**VentiPussyJuice290** 7 points • 6 days ago
Hey strangers, I exercise!

**hottucker** 3 points • 6 days ago
Riding bikes will be good for health and will help you not lose your shit during this.

**Flythagoras** 0 points • 7 days ago
Instead of asking what you're allowed to do, it's time to start thinking about what you should do. I believe it is essential to exercise and spend time outside daily, and the state of Florida agrees with you. Where you start to bend the rules is going the distances you travel on your bike. Riding your bike to Mandarin is viewed as recreational and non-essential in my opinion, but no one will stop you, and you're free to ride wherever you want. Just think of ways to stay at home or exercise close to home. Can you design a series of laps in Riverside? Do you have a rolling road? This may be the time to break it out.
Coronavirus myths go viral in Florida

As coronavirus myths go viral in Florida, health officials are warning against the “snake oil” treatments sure to proliferate as the pandemic grows

Is it a good idea to blast a hairdryer up your nose at full heat to kill the coronavirus? Does drinking hot lemon juice help? At what rate does the virus kill? Short answers: “no,” “no” and “no one really knows.”

Early on in the outbreak, countless unknowns led to the coined term, “infodemic,” as increasingly wild theories about the virus and do-it-yourself cures circulated in cyberspace. Myths abound as the novel coronavirus struck in a politically polarized nation, fueled by social media rumor mills. The myths can cause irrational fear on one extreme, and complacency on the other. Both are dangerous, public health experts warn. So, now more than ever, they urge us to let science lead the way.
Can someone please review this excerpt and hopefully confirm the maximum benefit in NYS for Self-Employed workers is $1,104 per week?

**ANSWER:** Currently, most self-employed individuals and independent contractors working in New York State are not authorized to obtain unemployment insurance benefits. However, self-employed individuals and independent contractors may be eligible for benefits under PUA. PUA is available for individuals who would normally not be eligible for regular unemployment benefits but are unable to work because of COVID-19. PUA is available for periods of unemployment between January 27, 2020 and December 31, 2020. The maximum benefit rate is $504, the same as the maximum benefit rate for regular unemployment insurance benefits. The minimum PUA rate is calculated by USDOL, quarterly, as 50% of the average weekly benefit amount in each state. For January 1, 2020 – March 31, 2020, the minimum benefit rate is $172. For April 1, 2020 – June 30, 2020, the minimum benefit rate is $182.
We Called Unemployment Offices in All 50 States. Only 2 Picked Up

Just like everyone else, we found reaching a human being to be next to impossible right now.

By Clio Chang, Alex Norcia, and Maxwell Strachan
Apr 13 2020, 11:41am  Facebook  Twitter  Snapchat

Call state unemployment lines across the country, and these are the kind of things you're most likely to hear: “All representatives are currently assisting other callers”; “We are currently experiencing extremely high call volumes”; “Try your call again later”; “All of our phone lines are busy.”
It received more than 38,000 applications and approved 1,000 loans.

by Katie Garwood | Staff Writer

The Florida Small Business Emergency Bridge Loan program is shutting down after approving 1,000 of more than 38,000 applications received since it was activated March 17 because of the COVID-19 outbreak.

The Florida Department of Economic Opportunity said April 14 the program reached the $50 million appropriated for it.
Idea Starters For Program Development

• Pandemic Information
  – Access to resources
  – Reliable information links

• Economic Help & Recovery
  – I didn’t get a stimulus check – what do I do?
  – Help for small business applying for PPP with bank
  – Help for EIDL with SBA
  – Access to Unemployment Insurance Advice
  – Tax filing advice
Idea Starter – Reliable COVID Info

Google

COVID-19 Community Mobility Report

Florida  April 11, 2020

Mobility changes

Google prepared this report to help you and public health officials understand responses to social distancing guidance related to COVID-19. This report shouldn’t be used for medical diagnostic, prognostic, or treatment purposes. It also isn’t intended to be used for guidance on personal travel plans.

Location accuracy and the understanding of categorized places varies from region to region, so we don’t recommend using this data to compare changes between countries, or between regions with different characteristics (e.g. rural versus urban areas).

We’ll leave a region out of the report if we don’t have statistically significant levels of data. To learn how we calculate these trends and preserve privacy, read About this data.

Retail & recreation

-49%

compared to baseline

Mobility trends for places like restaurants, cafes, shopping centers, theme parks, museums, libraries, and movie theaters.

Grocery & pharmacy

-20%

compared to baseline

Mobility trends for places like grocery markets, food warehouses, farmers markets, specialty food shops, drug stores, and pharmacies.

Parks

-54%

compared to baseline

Mobility trends for places like national parks, public beaches, marinas, dog parks, plazas, and public gardens.
Idea Starter – Reliable COVID Info

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Mobility trends for places like national parks, public beaches, marinas, dog parks, plazas, and public gardens.

Residential

+15%

compared to baseline

Mobility trends for places of residence.

Workplaces

-40%

compared to baseline

Mobility trends for places of work.

Transit stations

-65%

compared to baseline

Mobility trends for places like public transport hubs such as subway, bus, and train stations.
Idea Starter – SBA Loan Mentoring

Coronavirus SBA Loans and CARES Act Assistance

Small businesses have been significantly affected by COVID-19, and we understand that you need financing more than ever. SCORE can help.

Our expert mentors can support you in addressing your financial needs and navigating through this difficult time.

SCORE mentors can assist you with your financial questions. Here are ways that SCORE can help:

- SCORE mentors can help you identify funding sources.
- We can work with you on your financial statements and other information that you’ll need to prepare to apply.
- Once you receive your loan, our mentors can help you determine how best to use the funds to ensure your business’s survival.
- If you’re denied a loan, we can help you figure out your next steps and find alternate sources of funds.

SCORE mentors can meet with you remotely—by phone, email, and video—so you can get the financing to keep your business running.

Find a SCORE Mentor Today
COVID-19 Resources
For Jacksonville Businesses

JAX Chamber is gathering information so we can connect our members to resources and opportunities for their businesses and employees. We urge Jacksonville businesses to take steps to protect employees while ensuring continuity of operations. We will continue to update this page with resources for businesses.

How Do I Apply?

Government agencies have now opened applications for programs, loans and other assistance designed specifically to respond to the Coronavirus and COVID-19. Additionally, state and city officials have partnered with financial institutions and other businesses on programs to help small business. Check back as we add additional links to government programs, public-private partnerships and nonprofit funding — as well as links on how to apply.

- Paycheck Protection Plan
- Economic Injury Disaster Loans
- Reemployment Assistance
- Reemployment Assistance Application Guide
- Nonprofit Funding in Response to COVID-19
- Small Business Relief Program from the City of Jacksonville and VyStar Credit Union
- Program Summary and Loan Details on Small Business Relief Program from the City of Jacksonville and VyStar Credit Union
PERSONS EXPERIENCING HOMELESSNESS
COVID-19 Compounds Homelessness

For Homeless People, Covid-19 Is Horror on Top of Horror

As the coronavirus spreads, unhoused people are among the most vulnerable to infection.

As the coronavirus outbreak continues, Los Angeles has been providing unhoused people with motorhomes and RVs, which allow them to maintain social distance.

PHOTOGRAPH: AFP GETTY IMAGES

"THERE IS NOTHING," a desperate poster writes, and a dozen others agree. Online communities dedicated to homelessness, like Reddit's r/homeless, were already places to vent about unlivable living situations, but as the Covid-19 outbreak continues, the
Municipalities Struggle

Coronavirus Florida: Sarasota homeless demand local officials make good on COVID-19 promise

4
Manatee Sheriff's Office wishes boy a happy birthday | Herald-Tribune

'A complete joke' Florida locals frustrated with

Dammon Tullis, 55, one of several homeless people and others to organize the protest to demand that local officials make good on their promise to make special accommodations for the homeless during the coronavirus pandemic. [COURTESY OF GREG CRUZ]
Bad Civic Coordination = Bad Policy

Dozens of homeless people sleeping in taped boxes on a concrete parking lot beneath $100M empty Las Vegas hotels.

Poverty/Inequality
COVID-related Issues - Homelessness

- Schedule and Location info
- Nutrition
- PPE/Social Distancing
- Bathroom
- Shower
- Health Screenings
- Beds/shelter
Homeless and Stable Living Resource Locations

As we all deal with the Novel Coronavirus, COVID-19, public panic concerning food shortages, along with closures and restrictions for some social service organizations, may leave certain members of our community even more vulnerable. Here is some information that may help.

What you need to know
For people experiencing homelessness, a guide on what you need to know from the LA County Department of Public Health.

Handwashing Stations
Protect yourself and help prevent the spread of COVID-19. The City of LA has deployed over 100 handwashing stations across Los Angeles.

Shelter
The Los Angeles Homeless Services Authority (LAHSA) Information Hotline is open and available. Call (213) 225-6581, Monday through Friday, 7:30 a.m. to 4:30 p.m. They can provide shelter referrals and winter shelter information. Turn to LAHSA’s Get Help page to find more resources.

Social Services
- Department of Public Social Services (DPSS) is continuing to provide services through its website and call centers. Call DPSS Customer Service Center at (866) 613-3777. The Customer Service Center is available to respond to general inquiries for all programs including CalFresh, General Relief, CalWORKS, Medi-Cal, and CAPS.
- DPSS In-Home Supportive Services (IHSS), an in-home provided care for persons with a disability, can be applied for by calling the IHSS Application line at (888) 944-4777 or the IHSS Helpline at (888) 822-9622.
- The Los Angeles County Department of Mental Health (LACDMH) clinics will remain open for clients. Call LACDMH’s 24/7 Access Line at (800) 851-7771 for mental health support, resources and referrals. Additional mental health resources are also available on LACDMH's COVID-19 page.

Food
- For the closest food pantry/bank to you, visit Los Angeles Food Bank Pantry Locator.
- St. Francis Center will continue to provide services to the Los Angeles community in a modified manner, including their breakfast and pantry programs, clothing closets, showers/bathroom services, and rental and utility assistance programs (over the phone) for homeless and low-income individuals in Los Angeles. Call (213) 747-5347 or email management@stfranciscenter.org for further information.
- Hollywood Food Coalition, located at 5939 Hollywood Blvd., is currently continuing to serve nightly meals as packaged takeaways. Contact them at (323) 462-2032.

Consumer Protection
Experiencing or seeing price gouging or other fraudulent activities related to COVID-19? Contact LA County Consumer & Business Affairs at (600) 593-8222 or email info@ocba.lacounty.gov to file a complaint or to receive more information.
Free food schedule in San Diego, California

Free Weekly Food Schedule – Downtown/Central SD

Info from each agency’s website. Revised 1/10/2020.
SDFB = San Diego Food Bank Neighborhood Distribution Site. Grocery bags with items like fresh produce, canned and dry boxed food/snacks, bread, and other grocery store donations. No special eligibility or documentation required. Bring proof.
ERAP = Emergency Food Assistance Program. Call 2-1-1 or SD Food Bank to confirm your nearest ERAP food distribution site. Each site gives one food bag per month, which may include canned foods, pasta, beans, rice, and other non-perishables.
SFP = San Diego Food Bank Senior Food Program. Monthly box of groceries for low-income individuals age 60+, proof of birthdate and income required.

For more specific information regarding San Diego Food Banks programs, please call 1-866-350-FOOD (3643) or visit san diego food bank.org.

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Location/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>1-2:30pm</td>
<td>Food distribution, Living Water Church, 1550 Market St, 92101. (619) 942-3642.</td>
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<tr>
<td></td>
<td>4pm</td>
<td>3rd Ave Charitable Organization (TACO), First Lutheran Church, 1420 3rd Ave, 92101. (619) 233-9445.</td>
</tr>
<tr>
<td></td>
<td>6pm</td>
<td>Food distribution by Streets of Hope, 725 16th St, 92101. Email: <a href="mailto:give@stresstofhopesandiego.org">give@stresstofhopesandiego.org</a></td>
</tr>
<tr>
<td>Tuesday</td>
<td>2pm</td>
<td>5pm food distribution, Mid-City Nazarene, 4101 University Ave, 92105. (619) 249-2894.</td>
</tr>
<tr>
<td>Wednesday</td>
<td>1:30-3:30pm</td>
<td>SFP Food distribution, Mid-City Nazarene, 4101 University Ave, 92105. (619) 249-2894.</td>
</tr>
<tr>
<td>Thursday</td>
<td>1:30-3:30pm</td>
<td>St Paul United Methodist Church, 3094 L Street, 92102. (619) 232-5633.</td>
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<tr>
<td>Friday</td>
<td>9am</td>
<td>3rd Ave Charitable Organization (TACO), First Lutheran Church, 1420 3rd Ave, 92101. (619) 233-9445.</td>
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<tr>
<td></td>
<td>10am-12pm</td>
<td>Pantry – Chabad House, 306 G St, 92101. Contact Jewish Family Services (619) 637-0210.</td>
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<tr>
<td></td>
<td>3rd Friday</td>
<td>12:00pm Food Pantry at Chelmos Market, 904 4th St, 92102.</td>
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<tr>
<td>Saturday</td>
<td>8:30-10:30am</td>
<td>Mid-City Nazarene, 4101 University Ave, 92105. (619) 249-2894.</td>
</tr>
<tr>
<td></td>
<td>3rd Saturday</td>
<td>5:30pm (ERAP) Spanish 7th Day Adventist Church, 2411 Broadway, 92102. (619) 233-8790.</td>
</tr>
<tr>
<td>Sunday</td>
<td>2:30pm</td>
<td>Meal (Line up 1pm), Ladle Fellowship, First Presbyterian Church, 320 Date St, 92101. (619) 255-7513.</td>
</tr>
</tbody>
</table>

Daily Meals & Food Pantries in SD

Father Joe’s Villages Paul Mitchell Center
1501 Imperial Ave, 92101. (619) 233-5500. Monday-Saturday – 11am-12:30pm
Sunday – 9:30am-11:30am

God’s Extended Hand
1628 Island Ave, 92101. Mon, Tues, Thurs, Fri, Sat – doors open 9am, serve at 10. Evening serving at 5:30pm, serve at 6. Saturday and Sunday doors open at 2:30pm

Dignity and Holiness Foundation food truck
Parked outside NAMI at 921 13th at 12pm lunch, most days during Covid crisis

Salvation Army City Corps
205 7th Ave, 92101. (619) 699-2217. Pantry open Monday – Thursday from 9:00-11:45 am and 1-3:30 pm.

(continued)
Little Free Libraries turned into food pantries during coronavirus spread

A lending library included some additional useful items, including a roll of toilet paper and cans of beans and corn, in a Hermosa Beach neighborhood on Sunday. (Jay L. Clendenin / Los Angeles Times)

By LILA SEIDMAN
MARCH 30, 2020 | 10:50 AM
CORONAVIRUS

Monterey County Library Uses 3D Printers to Make N95 Masks

By Bay City News - Published April 3, 2020 - Updated on April 3, 2020 at 3:54 am

3M N95 particulate filtering face mask are seen at a store in East Palo Alto, California, United States on January 26, 2020. There
... Read more

The Monterey County Library system’s two 3D printers are being used to produce protective N95 masks while all of the system’s branches are closed due to the novel coronavirus outbreak, the county said Thursday.
Downtown Spokane Library to house homeless during COVID-19 pandemic

Posted: March 24, 2020 16:44 AM
Updated: March 24, 2020 11:32 AM by Erin Robinson

SPOKANE, Wash. — The downtown Spokane public library will temporarily house those experiencing homelessness while the country grapples with the COVID-19 pandemic.

Mayor Nadine Woodward said the city looked at several spaces, including the Pavillion, but opted to choose the library, which is currently under renovation.
City of Albuquerque, Community Partners to Provide Screenings, COVID-19 Testing for Homeless Population

Medical Director appointed to coordinate partners for screening, tests, and care

March 15, 2020

On Friday, the City of Albuquerque, NM DOH Medical Reserve Core (MRC), the Department of Health (DOH), and Heading Home moved to begin screening and testing those utilizing the Westside Emergency Housing Center (WEHC) for COVID-19. The City of Albuquerque is keeping the WEHC open 24/7 until further notice.

Occupants will have their temperature checked and be asked a series of standard COVID-19 questions. Individuals that need testing will be separated to prevent the spread of illness.

The City of Albuquerque “deputized” Dr. Laura Parajon, M.D., M.P.H., the Executive Director of UNM’s Office of Community Health, as the WEHC Medical Director. Dr. Parajon will coordinate with the New Mexico Department of Health to access COVID-19 tests, and is leading the team to provide screenings and care to those who are homeless.

“As our community responds to the challenge of COVID-19, we are stepping up for the most vulnerable in our city,” said Mayor Tim Keller. “These screenings will help to prevent not only COVID-19 but the spread of any other illness for a population that has little access to the healthcare system.”

“We are so grateful for the opportunity to serve here alongside the City of Albuquerque,” said Dr. Parajon. “People experiencing homelessness are a part of our community and we want to provide the best care possible for them. This is certainly testing every part of our health care and community care system — but it also shows the power of partnership and what we can do together.”

Each night, an average 400 men, women and families utilize the services of WEHC. Since the Keller administration implemented the decision in March 2019, the WEHC converted from a “winter shelter” to being open 7 nights a week, year-round, and open all weekend. The Center will be open 24 hours a day, seven days a week for families during the public health emergency closure of Albuquerque Public Schools.
CONCLUSIONS

• Patron Needs Have Changed During COViD-19
• Social listening can help you track these changes
• Best practices exist
• Your local needs may be different
• Be ready for a bumpy ride …
NEXT STEPS

• We will update this presentation later this summer…

• If you want help, we can do this for you …

• Upcoming Article:
  – Reopening Under COVID-19 – A Space Planning Approach
  – May/June Issue of American Libraries Magazine
  – Co-Authored with Joe Huberty, principal architect with Engberg Anderson Architects
Thank you.

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