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?

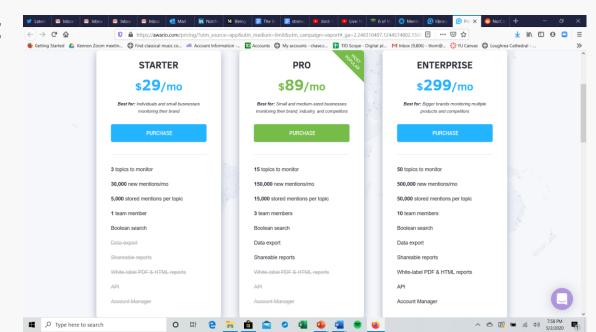


- Two types:
 - Management Dashboard (e.g. Hootsuite)
 - Listening Dashboard
- Listening dashboard offers access to unfiltered conversations online
- Closer to ethnography than survey research
- Automates the process of gathering insights across multiple social media platforms

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



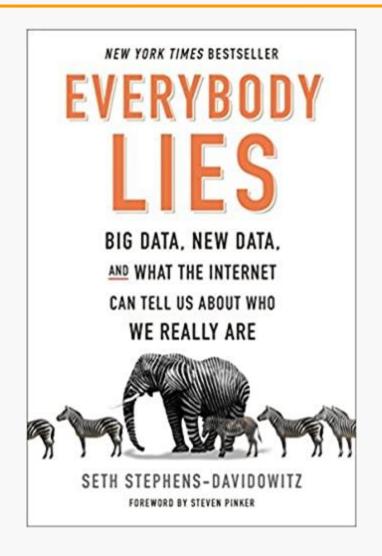
- We used social listening in the early stages of COViD-19
- Completed with the permission of the Jacksonville Public Library
- Program design is rudimentary just idea starters
- Purpose is to understand early insights and process

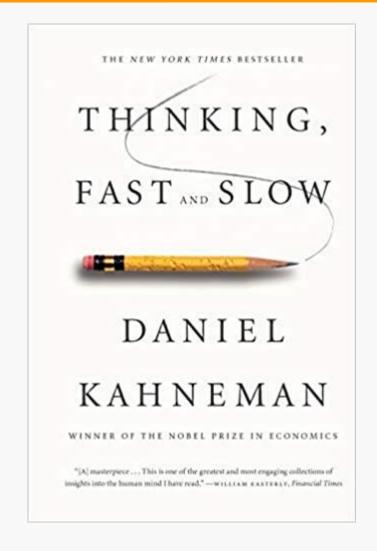


1. TWO BOOKS...

Two books, same challenge



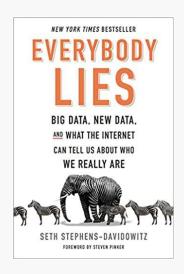




Rethinking where and how we get our insights - and what we do with them.

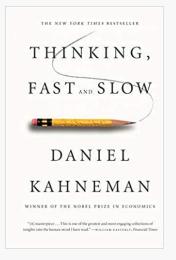
Two books, one promise





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



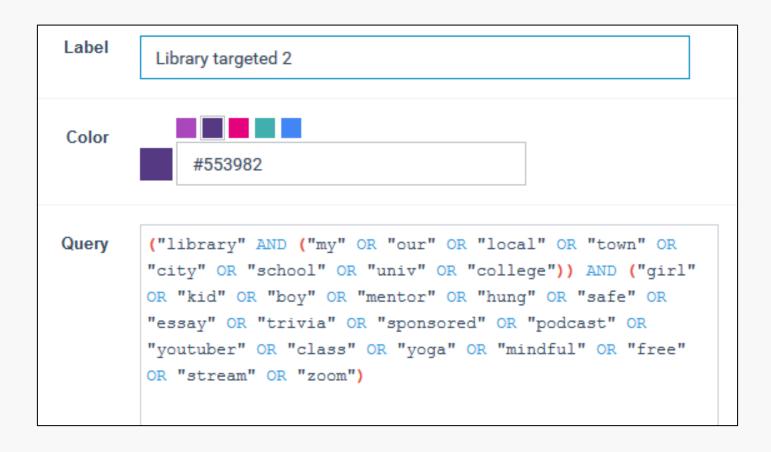
- Test, refine and establish Boolean queries
- 2. Build listening dashboards
- Extract and analyze conversational media
 - Quantitative analysis
 - Qualitative analysis
 - Evidence gathering
- 4. Report generation
 - ✓ Dashboarding
 - ✓ Evidence sampling
 - √ Findings & take-aways
 - ✓ Insights formation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



LISTENING DASHBOARDS

How We Query





✓ Boolean query allows for specific targeting and extraction of relevant social conversations

Volumes and Trends

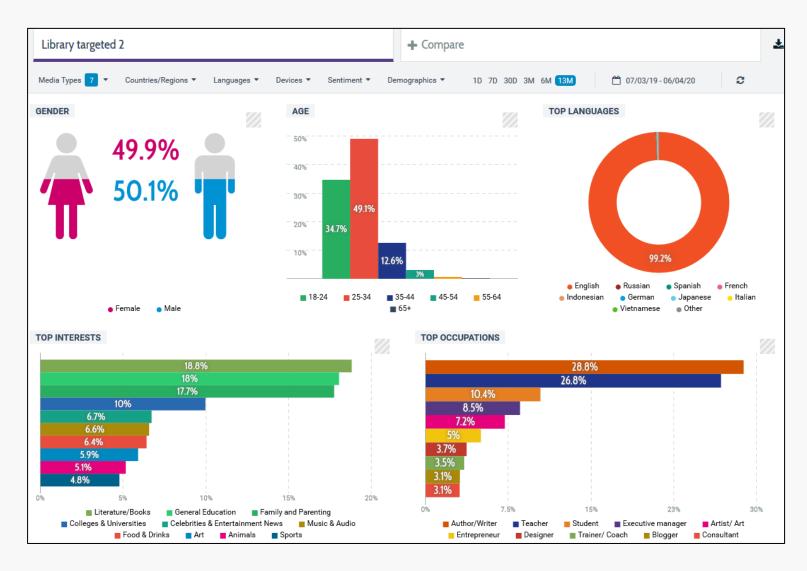




- ✓ Point-in-time peaks of conversational media
- Balance of sentiment positive vs negative
- ✓ High ratios of social reach relative to low volumes of original term occurrence

Sampled Demographics

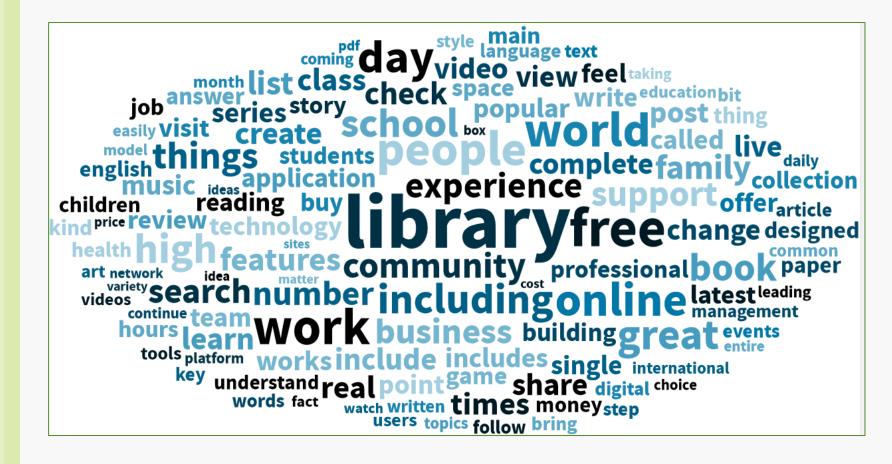




Gender, age, language, interests and professions of those participating in the social conversations

World Cloud (Term Frequency)





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

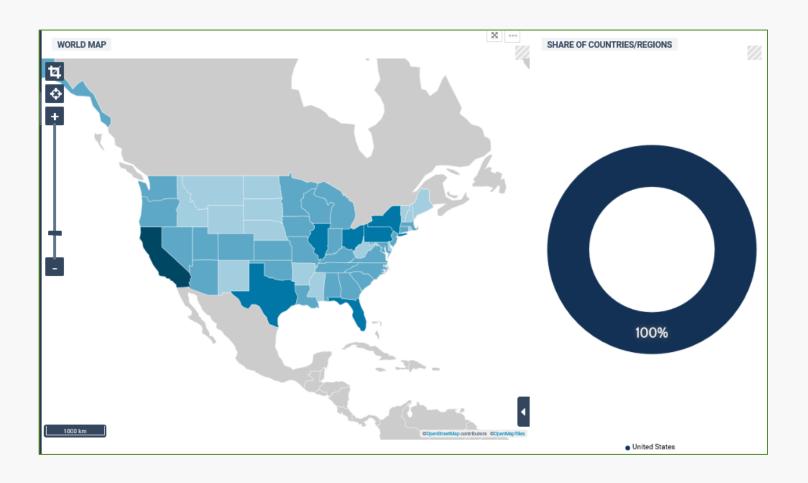


Influencers 🗹		Posts	Reach	Reach per mention	Engagemen t	Engagemen t per mention	333.5K
Ibrey, reddit.com	<u>-2</u>	1	873.6M	873.6M	0	0	333.3 10
iamdescendance, reddit.com	<u>-2</u>	1	873.6M	873.6M	0	0	
Aarakocra, reddit.com	<u>-2</u>	1	873.6M	873.6M	0	0	SHARE OF MEDIA TYPES
ByThePowrOfGreyskull, reddit.com	<u>-2</u>	1	873.6M	873.6M	6	6	
Icaka, reddit.com	<u>-2</u>	1	873.6M	873.6M	0	0	
IRONSAM96, reddit.com	<u>-2</u>	1	873.6M	873.6M	0	0	
InevitablyWinter,	<u>-2</u>	2	1.7B	873.6M	0	0	47.1%
formyhauls, reddit.com	<u>_2</u>	1	873.6M	873.6M	0	0	
spatial_needs, reddit.com	<u>-2</u>	1	873.6M	873.6M	0	0	
lciix, reddit.com	<u>-2</u>	1	873.6M	873.6M	0	0	
proHonua, reddit.com	-2	2	1.7B	873.6M	0	0	• Forums • Twitter • Facebook
cowtools2, reddit.com	<u>-2</u>	1	873.6M	873.6M	9	9	
losto, reddit.com	<u>-2</u>	1	873.6M	873.6M	0	0	
kstau908, reddit.com	<u>-2</u>	1	873.6M	873.6M	0	0	
GonzoStateOfMind, reddit.com	-2	1	873.6M	873.6M	0	0	
idash, reddit.com	<u>-2</u>	4	3.5B	873.6M	11	2.8	
idbxy, reddit.com	<u>L</u> Ž	3	2.6B	873.6M	0	0	
sunagakurekazekage,	- 2	1	873.6M	873.6M	0	0	

✓ **Influencer analysis** reveals who's leading the social conversation with the most reach, resonance and effect

Geographic concentrations

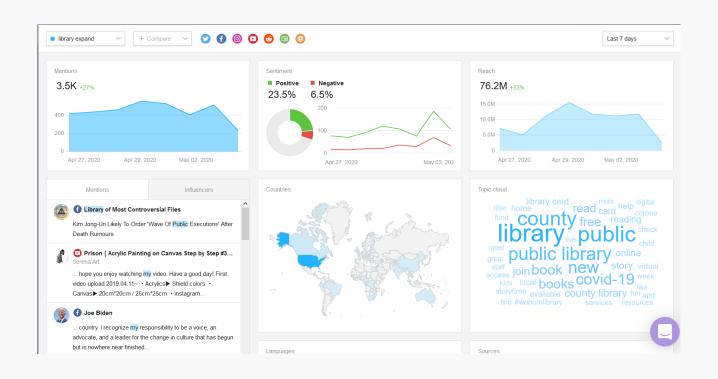




✓ **Geographic map** illustrates the highest concentration of social conversation, leading us to potentially target-rich communities, threads, influencers and trends.

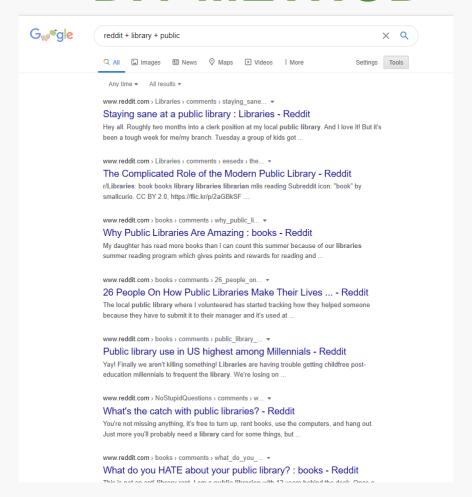


5-MINUTE LIVE DEMO TOOL-BASED





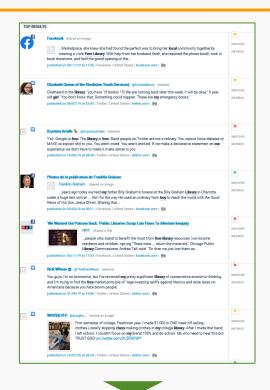
5-MINUTE LIVE DEMO DIY METHOD

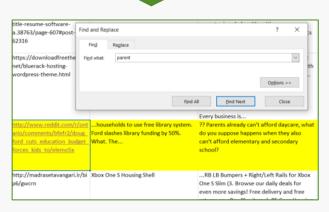




QUALITATIVE ANALYSIS

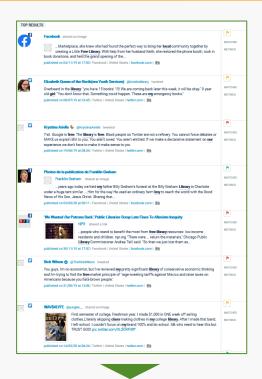


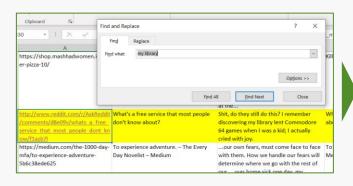


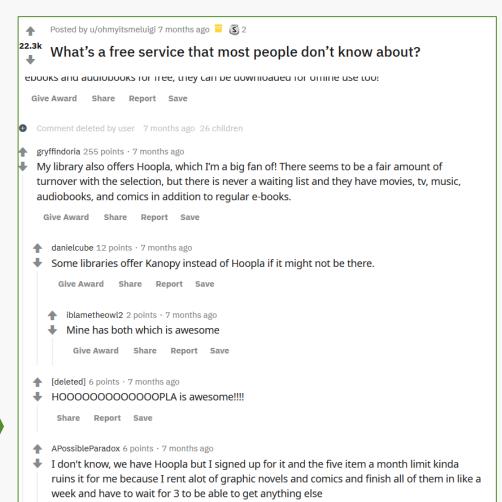






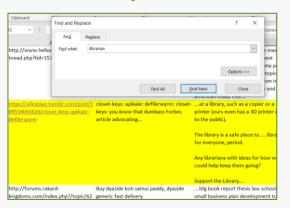












you know that dumbass Forbes article advocating for Amazon stores to replace public libraries? It was taken down cause the author got dragged so hard by like everyone who has ever entered a library in their life & now Forbes released a statement basically calling the author of the original op-ed "deeply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

"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.

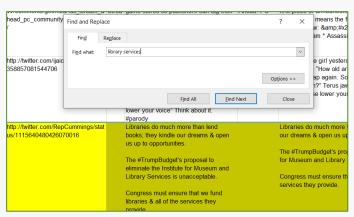
Children are enabled to read more books than their allowance could ever possibly afford, and for kids from lower-income backgrounds, it might be their only access to books at all.

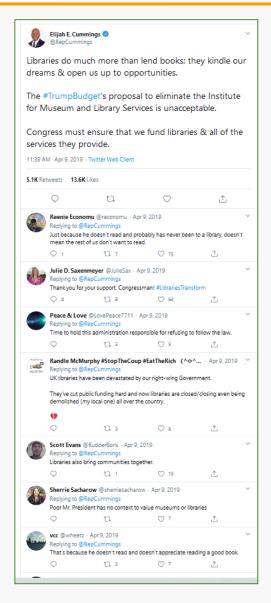
Lots of libraries provide classes that are needed in their community, whether it's ESL or literacy or parenting or what have you. Free of charge.

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











GATHERING EVIDENCE

National Dialogue - Homelessness



Seattle Library is a homeless shelter, I can't even use the restroom without having a junkie pee on me.
Goodtimes.

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!

They are just homeless not criminals. Don't worry about taking your 2yr old. Enjoy the library just pee before you go.

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.

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.

Libraries Can Help



I know you've already been pummeled by the comments here, so I just came to say that interestingly enough because of the opioid epidemic, the librarians in my area are trained to identify an opioid overdose and administer Narcan. I found that really cool, and as someone who lives in community with a number of recovering addicts, it made me just a little less worried for my friend's safety when I haven't seen them for a while.

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 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 eve's dropping, but I learned a bit about 3D printing and the embroidery machine. It's so awesome how librarians know about this stuff! I'm in the medical field, so I don't need to know it. But if I ever need help in the future, I'll know where to go!

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

Libraries and COVID-19



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

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...

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

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.

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!

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.

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!

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

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.

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.

Not to mention you can also score free museum tickets!

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!

Local Public Library



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 'reopening 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?



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 quess 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.

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

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.

They're probably happy they still got work.

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.



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.

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

Agreed. Lots of confusion going on during this whole thing

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.

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.

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.



EARLY INSIGHTS



Three 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…")



Strategic applications

- ✓ Mission & service design
- Staff training & certifications
- Facilities planning
- Community partnerships
 - Funding expansion, success KPIs
 - Post COVID 'WPA' center

"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."



Librarian next

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 isnt 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."



CASE STUDY: JACKSONVILLE

Community Needs vs. Library Strengths THIRDWAY

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



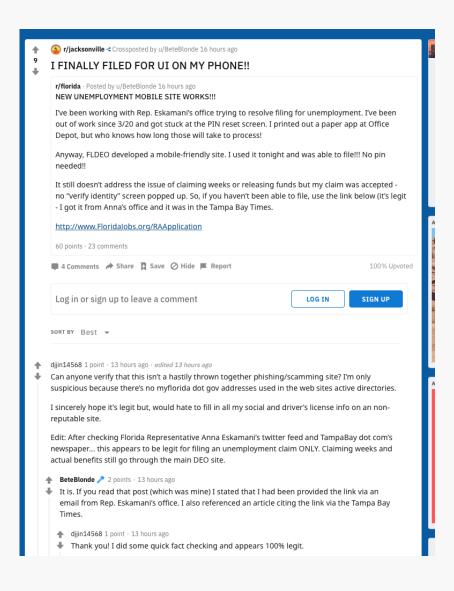
- COVID-19 Information and Expert Help
- Help for Persons Experiencing Homelessness



ACCESS TO INFORMATION & EXPERT HELP

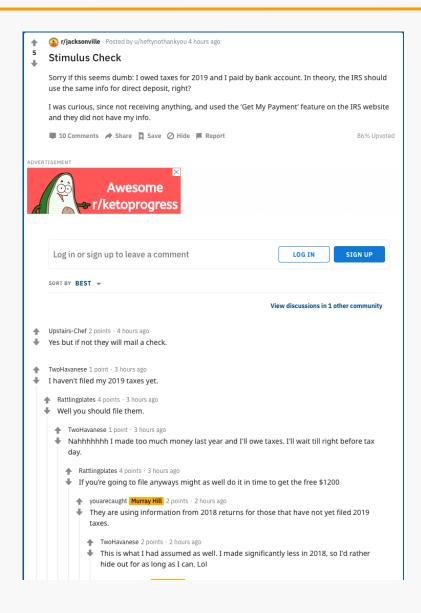
Challenges of COVID-19 - Information





Challenges of COVID-19 - Information





Stay at Home in Jacksonville



Florida COVID-19 stay-at-home order goes into effect just after midnight



f Share	У Share	Share Share
By: Christy Turner		

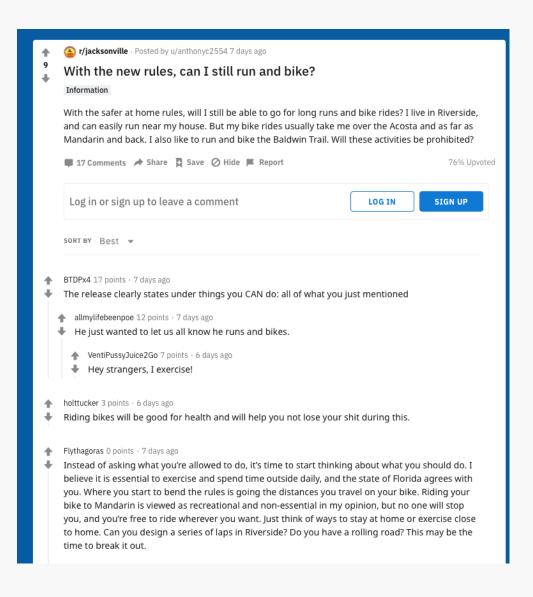
Updated: April 2, 2020 - 8:59 PM

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





Lots of Disinformation Spreading



Coronavirus myths go viral in Florida



MOST POPULAR

- 1 COVID-19 fact & fiction: UF experts on how to safely handle groceries, restaurant takeout Apr 14 at 7:01 AM
- 2 Coronavirus in Florida: With no reopening date in sight, Disney World is furloughing 43,000 more workers Apr 13 at 10:42 AM
- 3 Coronavirus: Florida vegetables an unexpected victim of COVID-19 Apr 9 at 2:22 PM
- 4 'A complete joke' Florida locals frustrated with unemployment

Apr 14 at 10:57 AM

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By Jim Waymer, Florida Today Posted Mar 29, 2020 at 12:48 PM







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

Lots of Newly Unemployed



♠ Number of the property o

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.

📭 0 Comments 🥕 Share 📮 Save 🕢 Hide 🔳 Report

100% Upvoted

Nobody Can Get Help



Money

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.



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."



SBA Programs Already Overwhelmed





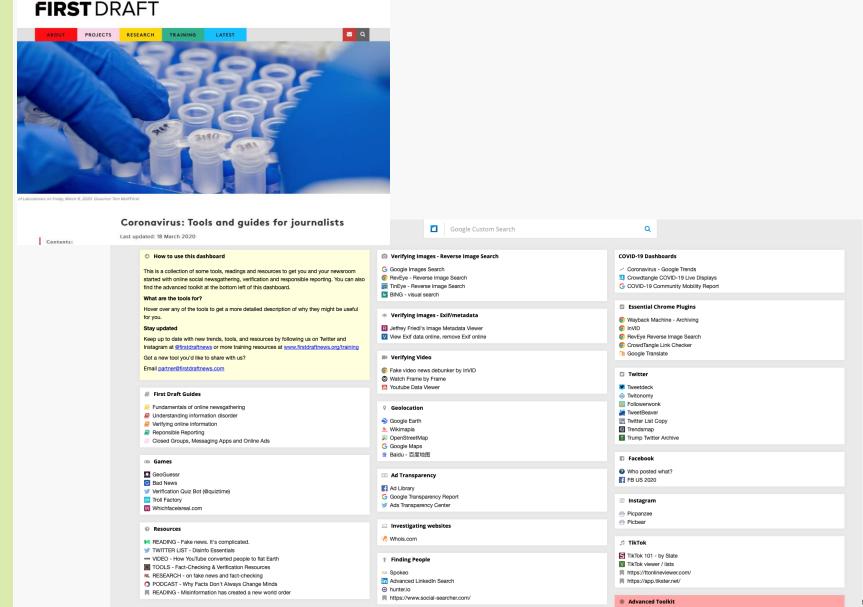
Idea Starters For Program Development



- 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 - COVID Info Dashboard





* First Draft - Tools for newsgathering, monitoring, verification and online security

Idea Starter - Reliable COVID Info





compared to baseline

COVID-19 Community Mobility Report

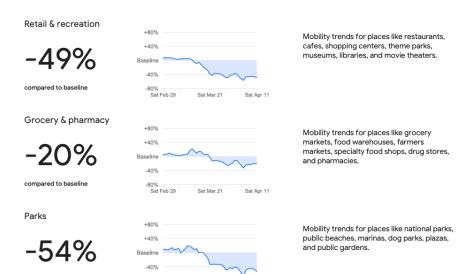
Florida April 11, 2020

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.





Idea Starter - Reliable COVID Info





compared to baseline

COVID-19 Community Mobility Report

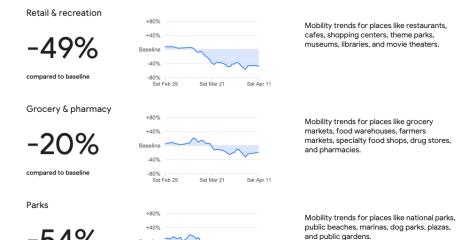
Florida April 11, 2020

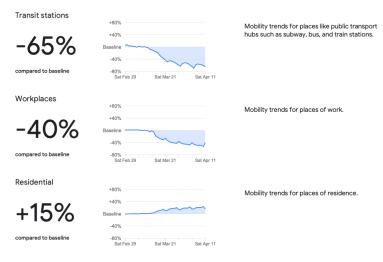
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Idea Starter – SBA Loan Mentoring





Coronavirus SBA Loans and CARES Act Assistance



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 ▶

Idea Starter - SBA Loan Mentoring









i How Do I Apply?

Government agencies have now opened applications for programs, loans and other assistance designed specifically to respond to the Coronavirus and COVID19. 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



EMMA GREY ELLIS

SCIENCE 04.02.2020 12:43 PM

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: APII GOMES/GETTY IMAGES



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



HIDE CAPTION

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



r/UrbanHell - Posted by u/ProfessionalDithery 7 hours ago

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

Poverty/Inequality



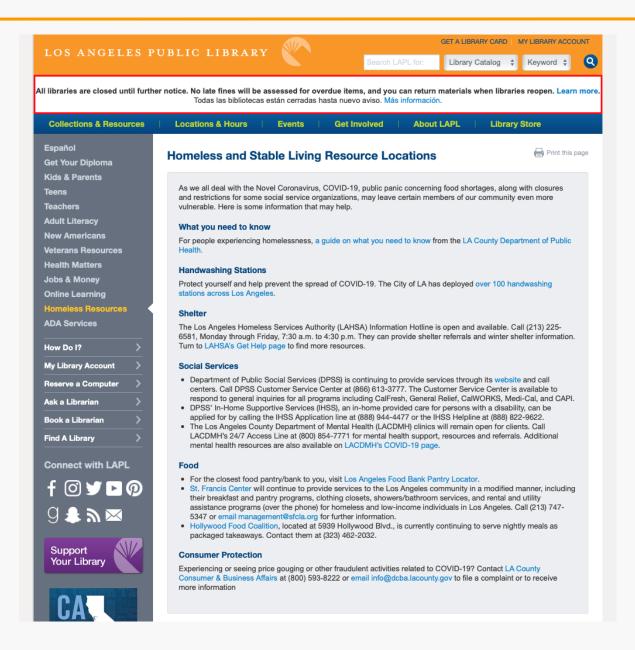
COVID-related Issues - Homelessness



- Schedule and Location info
- Nutrition
- PPE/Social Distancing
- Bathroom
- Shower
- Health Screenings
- Beds/shelter

Idea Starter: Information





Idea Starter: Schedules



r/homeless - Posted by u/thebeanbin 1 day ago

Free food schedule in San Diego, California

Free Weekly Food Schedule - Downtown/Central SD

Info from each agency's website. Revised 4.10.2020.

SDFB = San Diego Food Bank Neighborhood Distribution Site. Grocery bags with items like fresh produce, canned and dry boxed foods/snacks, bread, and other grocery store donations. No special eligibility or documentation required. Bring bags.

EFAP = Emergency Food Assistance Program. Call 2-1-1 or SD Food Bank to confirm your nearest EFAP food bag 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 address required.

(For more specific information regarding San Diego Food Bank's programs, please call 1-866-350-FOOD (3663) or visit SanDiegoFoodBank.org.)

Monday	1- 2:30pm food distribution. Living Water Church. 1550 Market St, 92101. (619) 942-3642. 4pm meal – Third Ave Charitable Organization (TACO), First Lutheran Church, 1420 3rd Ave, 92101. (619) 235-9445. 6pm-8pm food distribution by Streets of Hope, Smart and Final lot, 720 15th St, 92101. Email and Church Ch	
Tuesday	2pm-5pm food distribution, Mid-City Nazarene, 4101 University Ave, 92105. (619) 249-2684.	
Wednesday	April 15th: 1:30-3pm SFP Food distribution, Mid-City Nazarene, 4101 University Ave, 9210 (619) 249-2684.	
Thursday	1:30-3:30pm (EFAP) distribution. St Paul United Methodist Church, 3094 L Street, 92102. (619) 232-5683.	
Friday	9am meal – Third Ave Charitable Organization (TACO), First Lutheran Church, 1420 3rd Ave, 92101. (619) 235-9445. 10am-12pm pantry – Chabad House, 308 G St, 92101. Contact Jewish Family Service (658) 637-3210. 3rd Friday: 12-2:00pm Food Pantry at Chollas View Church, 904 47th Street, 92102.	
Saturday	8:30-10:30am Distribution, Mid-City Nazarene, 4101 University Ave, 92105. (619) 249-2684. 1 st Saturday: 3-6pm (EFAP) Spanish 7 th Day Adv. Church, 2411 Broadway, 92102. (619) 234-5790. 2 st Saturday: 9:30am-11:30am (EFAP) First Presbyterian, 320 Date St, 92101. (619) 235-7513.	
Sunday	2:30pm meal (Line up 1pm) – Ladle Fellowship, First Presbyterian Church, 320 Date S 92101. (619) 235-7513.	

Daily Meals & Food Pantries in SD

Father Joe's Villages Paul Mirabel Center 1501 Imperial Ave, 92101. (619) 233-8500. Monday-Saturday - 11am-12:30pm Sunday - 9:30am-11:30am

God's Extended Hand 1625 Island Ave, 92101. Mon, Tues, Thurs, Fri, Sat - doors open 9am, serve at 10. Evening seating at 5:30pm, serve at 6 Saturday and Sunday doors open at 2:30pm

Duwara Consciousness Foundation food truck Parked outside NAMI at 101 16th st 12pm lunch, most days during Covid crisis

Salvation Army Centre City Corps 825 7th Ave, 92101. (619) 699-2217. Pantry open Monday-Thursday from 9:00-11:45 am an 1-3:30 pm.

(continued)

Idea Starter: Decentralized Distribution



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)

CORONAVIRUS >

Coronavirus live updates: France has most deaths to date

The most important news, advice and distractions for today

When will coronavirus stimulus payments arrive? A primer on the federal relief plan

A virologist answers the coronavirus questions you are too embarrassed to ask

The social etiquette of social distancing: How to say 'back off,' politely

Cases statewide »

25,815 confirmed

790

deaths

As of April 15, 11:31 a.m. Pacific

By LILA SEIDMAN

MARCH 30, 2020 | 10:50 AM

Idea Starter: PPE



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



Trending Stories



CORONAVIRUS
List of Coronavirus Cases in the Bay Area



CORONAVIRUS
Ramped-Up Coronavirus
Testing Key to Reopening
California



CORONAVIRUS
Unemployment Checks With
\$600 Boost Rolling Out This
Week



California Insurance Commissioner Orders

Idea Starter – Shelter/Bathrooms



Downtown Spokane Library to house homeless during COVID-19 pandemic

Posted: March 24, 2020 10:44 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 Pavilion, but opted to choose the library, which is currently under renovation.

Idea Starter - COVID-19 Screenings



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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