

Community & Climate Engagement During COVID-19: What to do when in person isn't possible

Tuesday, June 30 | 1-2:30 PM

Question & Answer Box

Q1. Is Sift a free service?

- A. There is a free version with limited number of participants. I believe ppl have to sign up before participating vs just entering the code on the fly. Subscription has various prices that depend on the number of participants. \$400 a year for up to 100 participants who can participate at the same time - this is what we use.

Q2. What do you see as the pros/ cons of Sift vs. Poll Everywhere?

- A. I'm going to cover poll everywhere shortly; let me know if what I say answers your question. -Larry Schooler
- B. Let me know if I can provide more info
 - a. Thanks, Larry. I think I'm all set. I've used poll everywhere before and was more wondering if anyone who had used both had preferences.

Q3. How do we address ADA / accessibility rules and equity when conducting virtual outreach?

- A. Something we do is ask in advance (in the meeting/event announcement) whether accessibility accommodations are needed, and/or provide an email or phone number for interested participants to request materials in another language, large font, or braille. Regarding ADA or accessibility rules for materials or virtual events, there is guidance available on the use of font size, colors, and style headers in documents. Adobe Acrobat and MicroSoft Word have Accessibility checkers and will identify potential issues. For virtual meetings, you can use YouTube's closed captioning feature during a simultaneous webcast for the hearing impaired, or a language interpretation service on a second audio channel in Zoom for non-English speakers. For interpretation services, if a staff member is a native language speaker is willing to do it great! Or you can hire/contract with an interpretation service for the event.
- B. One thought, Howard, is to have a sign-language interpreter in her/his own window on a video conference or telecast. Another thought is to provide multiple ways for people to tune including radio, TV, internet, multiple languages, and so on. Finally, the closed captioning provided by most government stations is important.

Q4. Could Dr. Schooler list all websites he mentioned? Thanks!

- A. I mentioned Poll Everywhere, Mentimeter, and Text Talk Act. LMK if you need more info!

Q5. Larry, could you give more detail about how you dialed out to a random sample of the population? Was that right during your televised event? Was it an automated message, or a live person making the calls? How did you get the phone numbers?

- A. Hi, we did dial right before the telecast. They heard a recorded message from a recognizable official (Mayor, restaurateur in NYC, etc.), and we also used a local # that folks would more likely pick up. We procured the numbers through available sources (Voting records, etc.).

Q6. What day/time did you hold your meeting?

- A. The meeting was held on at 11 AM to 1230 AM.

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Q7. Angel Hernandez: I recently took an HP Pavilion laptop which had a working camera, microphone, USB ports and touch screen in to be fixed - because these items stopped working properly. This happened after adding more video conferencing software mostly during COVID restrictions - GoToMeetings, Zoom, Skype, to already existing WebEX, plus Microsoft Office 365 and actively attending a class with ConferZoom. The technicians have been having difficulties time fixing the laptop, per yesterday, re-downloading the operating system. (Maybe they will have better news today. The laptop has been in for almost a week now.) The items worked initially, but then stopped. When you mentioned about a proper microphone I wondered more. Are others having technical predicaments like this?

- A. I know you asked this of Angel, but I just want to recommend you look into Jabra's echo canceling microphones. I used one today. I think it's the Jabra 710
 - a. Thank you Dr. Schooler. The laptop has/had a Realtek microphone, which worked initially, but must not work with some of the other platforms. (The camera completely disappeared, which seemed strange. The camera was not even in the device manager anymore shortly before I took the thing in to be fixed.)
- B. Sorry to you about you tech difficulties. Our experience with technical issues was not that they didn't work but didn't work well. I'm starting to realize the value of stand alone webcams/microphones compared to those integrated to laptops.
 - a. Thank you Mr. Hernandez. Good ideas both. The thing probably wanted to 'go wireless'. I liked wired devices still mostly - but not always (with the exception of the cell phone.)

Q8. Would a hybrid type format still operate smoothly once we begin to reopen public meetings?

- A. Absolutely. In fact, I think it's essential that we provide ways for people to participate remotely at all times. Feel free to reach out (larry@aviewfromyou.com) to discuss further.

Q9. Hanna, can you give us an idea about how much these advanced tools might cost?

- A. Live answered

Q10. How would you recommend celebratory in-person events, such as ribbon cutting? Is that something you can see being done virtually or just very socially distanced?

- A. Live answered

Q11. Follow-up question for Larry... How many people would you get to participate with your dialing out?

- A. Hi, we get anywhere from 1k to 5k when we dial out.

Q12. Isn't Zoom highly secure nowadays? My city won't use it.

- A. Live answered