



# Neighborhood & Community Portal Project

Community Engagement &  
v1.0 Portal Development Plans

*(May- November 2007)*

# What is a “Community Portal”?

*Community portals, sometimes government-funded, present local content, community link directories, community event calendars, and more.*

*They are designed in the public interest to make community content more accessible.*

—DoWire, [Democracy.org](http://Democracy.org)

# Community Portal Examples

<http://www.cooloxford.ca/>

<http://www.citysoup.ca/yahoo>

<http://www.ourbrisbane.com/>

<http://www.wcn.net.nz/>

# Regional Portal (Ontario)

The screenshot shows the homepage of citysoup.ca, a regional portal for the Tri-Cities area (Port Moody, Coquitlam, and West Vancouver). The header includes the site name, language options (Chinese, French, Korean), a search bar, and a navigation menu with categories like HOME, OUR COMMUNITY, LIVING, SPORTS & LEISURE, ARTS & ENTERTAINMENT, LEARNING, BUSINESS, and SHOPPING. The main content area is divided into several sections:

- Welcome:** A section titled "Is Your Family Prepared?" with an image of an ambulance. It discusses emergency preparedness and provides a link to "Disaster Services". A "New!" badge highlights a "Move for Health Day" event on May 10th, with a reminder for "Mother's Day" on May 13th.
- eServices:** A section for online services, including links for "Pay utility bills, parking tickets and renew licenses", "Home Owners Grant", "Garbage Schedule", and "Summer Classes & Seminars".
- Today's News:** A section with a "Today's News" icon and a headline "MLAs divided on pay hike". It mentions that Tri-Cities MLAs are divided on a pay raise issue. A "more headlines..." link is provided.
- Check it out!** A section with a house icon, listing various resources:
  - Favourites:** Rogers Video, Movies, Blood Donor Clinic, Horoscope.
  - Our Community:** COQ L&P Volunteer Orientation, COQ Spring Clean up, Como Lake Fishing Derby.
  - Living:** Tri-City Singles Social Club, Family Storytime.
  - Arts & Entertainment:** Youth Matters! CD Release, Exhibits at Place des Arts.
  - Learning:** GVRD Activities, citysoup.ca Volunteer Orientation, citysoup.ca Community Orientation.
  - Business:** Local Restaurants.
- soup of the day:** A section for "Today is Wednesday, May 09, 2007" featuring a photo of a woman and a "Community Orientation Session" announcement. The text describes a free orientation session for organizations and small businesses, including website creation, directory listings, e-services, and SignMeUp.
- TransLink:** A photo of a train with the text "Click for transportation info" and a credit to "Photo Courtesy of TransLink".

*"...a partnership between business, government, community organizations and community members..."*

# Level II: Neighborhood Pages

The screenshot displays the website for the communities of Coquitlam and Port Moody. The header includes the city logo, a search bar, and navigation links for Home, Our Community, Living, Sports & Leisure, Arts & Entertainment, Learning, Business, and Shopping. A sidebar on the left lists various community categories, with 'Neighbourhoods' selected. The main content area features a 'Welcome to the Neighbourhood!' message and a list of neighborhood-specific information, including a 'Squirrel Alert', 'Police' services, 'Garbage Pick Up & Info', and 'Fire' services. Two 'citysoup tips' boxes are also visible, one encouraging users to provide feedback and another promoting online tools.

*....created to leverage the benefits of information and communications technologies (ICT) and drive the development of an eCommunity for the cities of Coquitlam and Port Moody (Ontario, Canada)"*

# What is a “Civic Garden”\*?

A select group of public sector websites, online applications, and resources that all Minneapolis residents can access via the Community & Neighborhood Portals.

*Residents need not be subscribers or customers of the USIW network to access the portal pages or any of the civic garden content!*

*\* Previously called the “walled garden”*

# Sample Civic Garden Content

Limited, free access

## Civic Garden



- City resources, news, alerts
- Connect with elected officials
- Visitor resources
- Arts & culture
- Community news & events
- Schools & library resources
- Forums, etc.

Full Internet access

## Subscriber Access

Any URL/website

# How Can Minneapolis Residents Access the Community Portals?

Access the Portals anywhere within the City with a wireless-equipped computer (signal strength will depend on many factors, i.e. inside or outside, etc.)



Or, use a Library or community technology center--or your own PC and enter the Portal's URL (web address) into your browser



# Developing Community Portals

## I. Community Engagement Efforts (CE)

Educate and inform Minneapolis residents about community portal project & opportunities

Solicit feedback on initial designs; collect ideas for additional content

## II. Portal Design & Development

Create 6 portal sites reflecting USIW roll-out areas  
(*geography/node-based*)

Portals will contain links to approved *civic garden* websites and applications

# Wireless Minneapolis Community Portal Project

## I. Community Engagement Efforts

# Community Engagement Efforts

- Identify & contact neighborhood groups and business associations active within the 6 roll-out sectors (*Phases*) of the City
- Facilitate initial city-wide community meeting to update residents about the portal project & USIW network progress

## CE Efforts, cont.

- Facilitate six “regional” community information meetings (one in each of the roll-out areas) to introduce project and solicit input and feedback
- Work with DIF Board as they establish interim “acceptable use” policies regarding civic garden content and advertising
- Send residents email alerts (with links to portal) as network phase areas go “live”

# Wireless Minneapolis Community Portal Project

## II. Initial Portal Design & Development, Civic Garden Content

# Portal v1.0 Design & Development

- Test USIW portal software for usability and accessibility
- Coordinate initial interface design & development for (6) portal sites in advance of November 2007 network launch, deliver to USIW for implementation
- Work with USIW to ensure all portal sites and civic garden links are operational at network launch

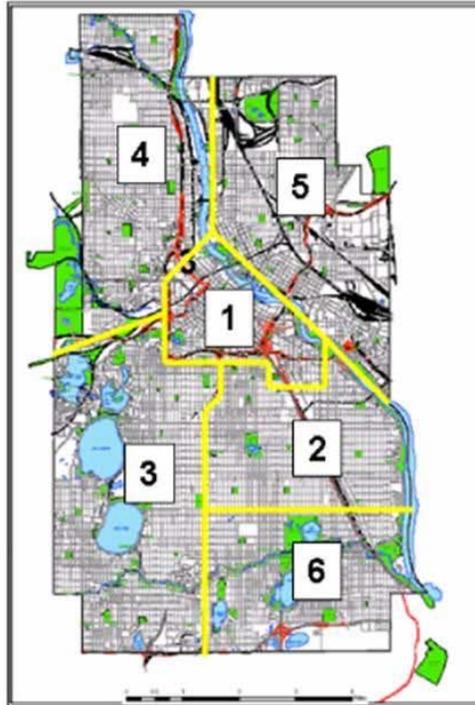
# Level 1 Portal Template: Citywide



# Level 2 Portal Templates: Regional (rollout sectors)



## 6 Phases; 6 Semi-Customized Portal Sites



- Phase One - June 5<sup>th</sup>
- Phase Two – June 27<sup>th</sup>
- Phase Three – Aug 15<sup>th</sup>
- Phase Four – Sep 7<sup>th</sup>
- Phase Five – Oct 10<sup>th</sup>
- Phase Six – Nov 2<sup>nd</sup>



Version History  
5/2/2006 Updated Timeline Phase 3/4 Kurt



# Level 3 Portal Templates: Neighborhoods



# *Civic Garden Content*

## **Civic Garden**



City resources, news, alerts  
Connect with elected officials  
Visitor resources  
Arts & culture  
Community news & events  
Schools & library resources  
Forums, etc.

### **Subscriber Access**

Any URL/website

--Where will the *civic garden* content come from?

--Who will select the initial *civic garden* content?

--How will the City engage the broader community in this project?

## ***Where will initial civic garden content come from?***

- Both *Digital Inclusion Coalition & DI Task Force* reports include a comprehensive list of resources and websites (from residents)
- The DIF advisory board will review these sites, and select content to be included in v1.0
- Community input gathered at (7) public meetings will be forwarded to DIF board for review
- Portal visitors can submit links and ideas for future civic garden content

## ***Who will select & approve initial civic garden content?***

- The Digital Inclusion Fund (DIF) *Portal Policy Committee* (@ The Minneapolis Foundation) is currently developing content & advertising guidelines, & will select initial civic garden sites and applications

## *How will the City engage the broader community in this project?*

- Identify existing community, neighborhood and business association websites for inclusion in the civic garden
- Introduce & demo initial portal designs at community meetings and via email
- Solicit content recommendations from residents at meetings, and via the portal
- Meet with DIF Advisors to share community comments, ideas and feedback

## *Design and Development of the Initial Portal Pages*

Lisa Miller & Catherine Settanni are working with USIW (as City approved contractors) to design the 6 initial portal sites, in collaboration with the DIF Advisory Board & City staff

# Sustainability

## *Ongoing Portal Development*

CE team will work with DIF Board and USIW to:

- Develop long term plan for identifying, engaging, supporting, and training community content producers
- Develop long term plan for managing (online) ad sales and to identify additional revenue opportunities to support the project
- Create budget to support ongoing portal development, including design, management & content creation/acquisition

# Timeline

## **May-June 2007**

*Civic Garden* sites selected & approved (DIF Board)  
Citywide community meeting held (CE Team)  
Regional community meetings scheduled (CE Team)  
"Acceptable Use" Guidelines Approved (DIF Board)

## **June-July 2007**

Community meetings held in Phase 1 & 2 neighborhoods  
Community portals launched: Phase 1 & 2

## **August-Sept. 2007**

Community meetings held in Phase 3 & 4 neighborhoods  
Community portals launched: Phase 3 & 4

## **Sept- Oct 2007**

Community meetings held in Phase 5 & 6 neighborhoods  
Community portals launched: Phase 5 & 6

## **November 2007**

All portal sites and civic garden links operational  
Sustainability Plan Completed