# The Smart Community Management Manual

**Email info@etownz.com for queries or visit us at www.etownz.ie**

# Introduction

eTownz has partnered with a number of highly respected research organisations in Ireland and the EU on research projects in the community development and health spaces over the past eight years. The Smart & Engaged Community Management framework was formed based on this research and the guidance of Dr. Maura Farrell of NUIG and Dr. Maura Adshead of UL.

The framework is designed so that it can be applied to any community and under any thematic area of community development. This manual is created using the dynamic "eTownz Knowledge Hub" database which is continually updated with new project ideas and other useful information. If you would like to contribute new ideas please contact us on info@etownz.com.
This manual can be used as a standalone document or used along with eTownz Community Management Portal.

# Who is involved and what is the structure?

**Coordination Team**

The Coordination Team facilitates coordination and knowledge sharing between different Town Teams. Highly committed Stakeholders experienced in community development are strongly encouraged to join the Coordination Team. Town Teams should retain independence and responsibility for their own areas.

**Town Teams**

Town Teams are inclusive smart local teams focused on specific aspects of local development. Town Teams link like minded people together to develop and implement solutions to community problems.

**Stakeholders**

A stakeholder can be a business, club, public service provider or interested local people. A stakeholder may represent one or more of these interests. All the stakeholders are invited to join a community council.

## Core Town Teams x4

Members are invited to form Town Teams related to each of the four main community development Pillars. These are:

1. Health, Recreation & Quality of Life

2. Environment & Sustainability

3. Business & Employment

4. Infrastructure, Planning & Governance

Every participating community should aim to have, at minimum 3 to 6 people on each of the four, top-level Town teams.

## Town Teams

Specialist Town Teams are invited to form teams related to specific areas under the four main Pillars. Members of the council are invited to join the Town teams that are relevant to them.

Members of the action team follow the structured format of the smart community framework. They decide their work schedule as a team, creating and implementing local action plans together.

## How to use this manual to build a local action team?

The Coordination Team will introduce like-minded stakeholders who wish to form Town teams. The action team then follows a 5-step format illustrated below to compile a "Smart Community Action Plan" for their team. The then follows a 5-step format illustrated below to compile a "Smart Community Action Plan" for their team. The plans can be updated internally throughout the year.

Town teams are invited to submit their plan for the coming 12 months annually. This will be integrated into the overall community plan for the year, compiled before the community AGM.

The AGM helps align the various Town teams and encourage cross-community collaboration on implementation of the plan for the year.
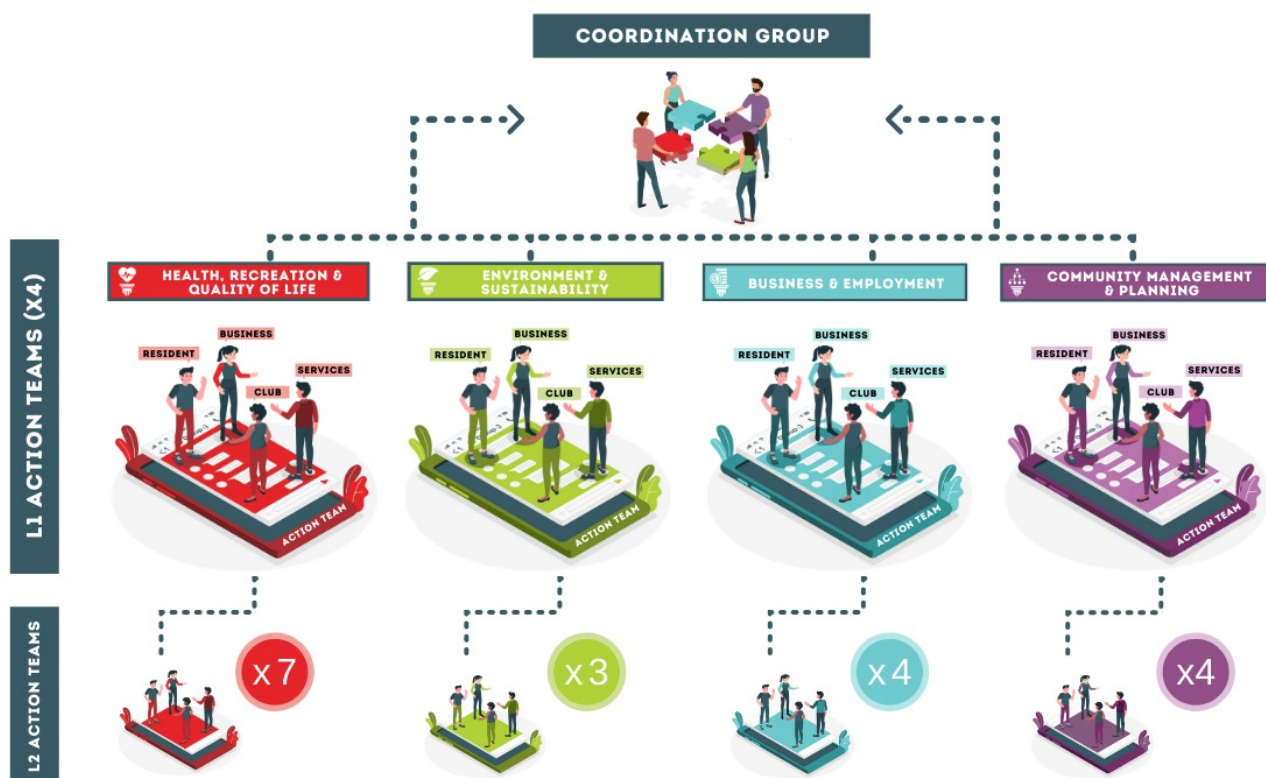
# Step 1: Stakeholder Review

The table below can be used by your team to help identify the stakeholders related to this theme. The stakeholders should be invited to provide their ideas, opinions and to join the local action team to help collaborate on initiatives.

## Actions

a  Manage a register of local assets

b  Survey local opinions/ideas

c  Recruit & engage local action team



**1.**
Stakeholder Review

## Outcomes

a  Top down understanding of local stakeholders

b  Bottom up understanding stakeholder perspectives

c  Expand team, increase ambitions, plan succession

| | Title | Type | # | Comment |
|---|---|---|---|---|
| | **Dog Walkers** (S536) | Business | | |
| | **Local Council** (S785) | Public Service | | |
| | **Regional Sports Partnership** (S769) | Public Service | | |
| | **Hiking Club** (S313) | Club / Group | | |

| | | Club / Group | | |
|---|---|---|---|---|
| | **Irish Farmers Group** (S125) | Club / Group | | |
| | **Running Club** (S366) | Club / Group | | |
| | **Walking Club** (S374) | Club / Group | | |
| | **Woodworking Club** (S306) | Club / Group | | |
| | **Retired persons** (S827) | Individual | | |

# Step 2: Asset Review

Use the table below to help build the record list of assets in your area. Use the eTownz portal or a spreadsheet to register your local assets, discuss conditions and how the assets can be better utilised in the community.



a  Update register of local assets

b  Undertake assessment of local assets

c  Profile & discuss local assets

**2.** Asset Review

a  Thematic database of all local assets

b  Better understand, develop & maintain local assets

c  Forum for cross community collaboration

| | Title | # | Comments |
|---|---|---|---|
| | **Curb Extensions** (A778) | | |
| | **Native Woodlands** (A879) | | |
| | **Parks** (A170) | | |
| | **Public Park** (A179) | | |
| | **School** (A849) | | |
| | **Walk Ways** (A246) | | |

# Step 3: Goals & Metrics Review

Understanding the goal for each action team and attributing relevant metrics is a key part of the Smart Community Management Framework. Below we provide suggested goals and metrics. Please use these as a support to define goals and metrics that work for your community. In the plan, the action team should define how often the goals are to be reviewed and how often the metrics collected.

**a** Agree suitable goals & metrics

**b** Coordinate data collection

**c** Compare & analyse performance to help plan

**3.** Goals & Metrics Review

**a** Helps focus local action teams

**b** Leverage data for better decision making

**c** Compare project outputs to planned goals

| Title | How is this data collected | Comment | ☑ |
|-------|----------------------------|---------|---|

| | Title | Summary | ☑ | Comment |
|--|-------|---------|---|---------|
| | Team Building, Management & Metrics - (G182) | | ☐ | |
| | Awareness, Understanding & Skills - (G183) | | ☐ | |
| | Preserve, Support & Develop - (G184) | | ☐ | |

# Step 4: Project Register & Planning

The action team should begin this section by taking consideration of the projects undertaken in the past 2 years, the currently active projects as well as project ideas for the future. Use the eTownz portal to conduct an online discussion on this topic. We also provide a suggested format for huddles related to this.

**a** Add new & update existing projects in project register

**b** Review completed projects, document learnings & celebrate successes

**c** Discuss, agree, prioritise and schedule projects for the coming year

**4.** Project Register & Plan

**a** Continual cycle of new idea generation & team building

**b** Teams learn from experience & pass on best practise to others

**c** Agree, realistic actions plans to better coordinate

## Goal: Team Building, Management & Metrics - (G182)

| Related Project Ideas | Rate | Comments |
|---|---|---|
| **Audit For Accessibility** (P220): We suggest that before the group undertake any large projects, they undertake some relatively smaller initiatives which will give them a better understanding of the local issues and opportunities. The first of these tasks is a local audit of the existing infrastructure available for people with special needs | | |
| **Walking Routes** (P1015): "Prepare a simple list of looped walking routes from or close to the town. Try create * 1 x 1hr looped route * 1 x 2hr looped route * 1 x 3hr looped route" | | |

## Goal: Awareness, Understanding & Skills - (G183)

| Related Project Ideas | Rate | Comments |
|---|---|---|
| **Online Geoportal** (P619): Developing an online Geoportal with ready-to-print maps, in order to promote hiking in an area of significant and unexploited touristic potential.<br><br>(Case Study: 404) WestTrail - Creating a digital inventory of walking trails | | |

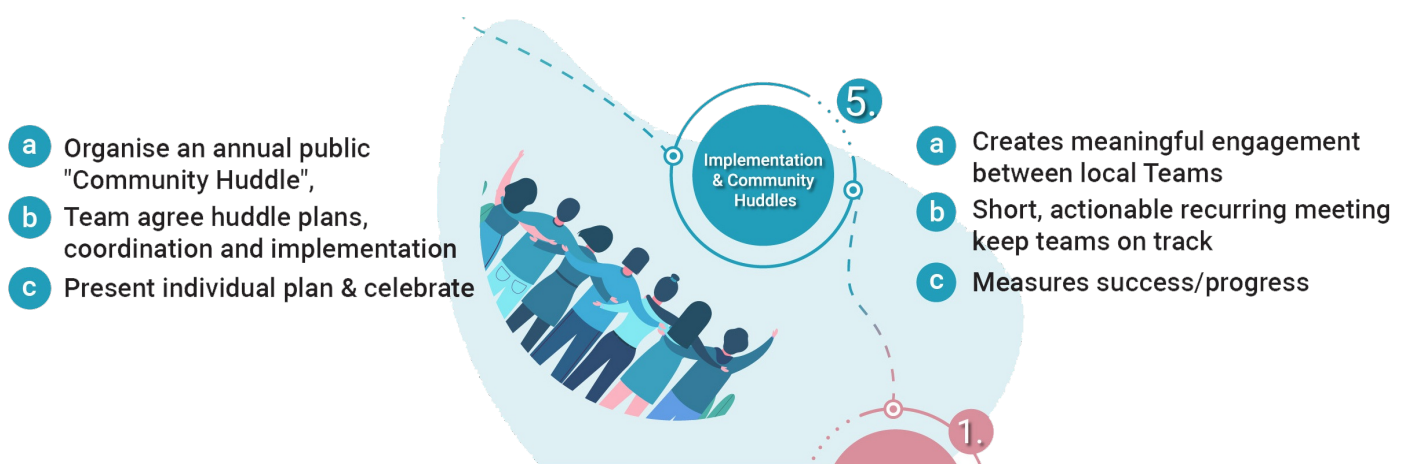## Goal: Preserve, Support & Develop - (G184)

| Related Project Ideas | Rate | Comments |
|---|---|---|
| **Promote Hiking** (P565):<br>An innovative LEADER project promoted hiking by means of an online hiking planner tool, GPS navigation and a smartphone app.<br><br>(Case Study: 281) Rural hiking trails in Belgium | | |
| **Organise A Walking To School Initiative** (P730):<br>Studies show that fewer children are walking and cycling to school and more children are at risk of becoming overweight. Changing behaviours of children and parents require creative solutions that are safe and fun and implementing a walking to school initiative can be both!<br><br>(Case Study: 544) Walking School Bus - | | |

# Step 5: Community Huddles & Implementation

Community Huddles cover a variety of different meetings types that take place throughout the year. This includes remote meetings, project planning or project implementation meetings. We provide a suggested one hour format for the main meeting types to help make best use of people's time.



a  Organise an annual public "Community Huddle",

b  Team agree huddle plans, coordination and implementation

c  Present individual plan & celebrate

a  Creates meaningful engagement between local Teams

b  Short, actionable recurring meeting keep teams on track

c  Measures success/progress

# Supporting Research

**Here we provide links to related research papers which your local action team may find useful.**

| Title | Comments |
|---|---|
| **Just get out the door! The importance of walking outside of the home for maintaining mobility** Click here | |

The strength, consistency, and specificity of the association between walking behavior and maintenance of mobility provide strong evidence that even a small amount of regular walking can confer short-term protection from further mobility loss in functionally limited women. The observation that most women capable of walking at least eight blocks per week were not doing so indicates the need to get more women "out the door" and to encourage those who walk a little to walk a little more.