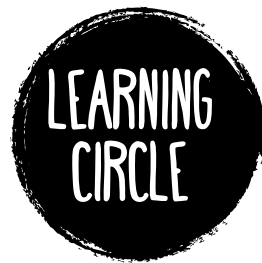


# ENGAGING ENGAGEMENT:

## CREATING MOMENTS FOR MEANINGFUL CONVERSATIONS



Chris Persaud & Joanne Knutson,  
Habitat Services





# Ideas & prototyping

## Three (linked) ideas

### Welcome pack



*A package for tenants, mailed at move-in, with the Tenant Guide, details about the Habitat staff contact, info about the complaints process, and a recruitment flyer for the Brighter Days Tenant Committee.*

### Meet & Greet



*An in-person conversation between the new tenant and a Habitat staff member. Designed as a kind of orientation, and a way to ensure tenants understand the Tenant Guide.*

### Neighbourhood Maps



*A map for each neighborhood offering new tenants suggestions on where to go - from community & health services to grocery stores. A map by tenants for tenants!*

## Prototyping questions

How can we recruit new members for the Brighter Days Tenant Committee and cultivate new tenant leaders?

How could we use tools like the Outcome Cards to facilitate conversations with tenants about their priorities, needs and aspirations? Or achievements and successes!

How can we support tenants to create community maps for new tenants?

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# What's next?

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## What are we taking away ourselves?

### Quality, not quantity.

We don't need to interview all 931 Habitat tenants to have a robust sample of meaningful feedback. Meaning we can focus on smaller samples. It's about quality, not quantity.

### Power of storytelling.

Asking tenants to share their stories is an engagement technique.

### Images, not just words.

Visual prompting can get conversations going in a fresh way.

## Tensions we couldn't resolve...

Some of the techniques and presentation of ethnography rub against agency values around privacy and informed consent.

Going forward, we want to explore how to get feedback from the tenants in an ongoing way - and efficiently collect and collate that information.