

Table 4: Example list of demographics, networks, connectors, conversation venues and communication channels

<i>LOCAL DEMOGRAPHICS</i> <i>*Esri Tapestry</i> <i>†Local Data</i>	<i>COMMUNITY NETWORKS</i> <i>Think of this as</i> <i>outreach beginning here</i>	<i>NETWORK CONNECTORS</i>	<i>VENUE FOR CONVERSATION OPPORTUNITIES</i>	<i>COMMUNICATION CHANNELS</i>
† Homeless ⁽¹⁾	Faith based groups	Sam (deacon of church with soup kitchen)	Church cafeteria	Phone and Email to Chris and his word of mouth/flyers to demographic
† Chronic poverty/ low-income	Service Organizations	Sara (health dept. w/ school back pack program)	Back pack pick up event	Phone and Email to Sara and his word of mouth/flyers to demographic
† List of committees/ groups and issues or who they represent ⁽²⁾	Town committees	Committee chairs, Town Clerk	Committee meetings	Town newsletter and website, email
† School-aged youth ⁽³⁾	Elementary, junior high/ middle school, high school	Principal, counselor, teachers, student council	Youth event/activity, school carnival, skate park, local diner or ice cream shop, downtown festival - i.e. movies in the park	Email and phone with Network Connectors and connecting with youth use Facebook, Friday folders, school newsletter
	Parents			
	PTOs			
* Family Landscapes, Barrios Urbanos (Hispanic population) ⁽⁵⁾	Four Points Neighborhood	Celeste (local activist and pastor)	Local church, community center, park shelter	Neighborhood flyers, door to door personal invitations, word of mouth, A-Frame Signs at specific intersections, banners, local radio
† Military residents/ families ⁽⁶⁾	Military service organizations	Jan (wounded warrior program), Tom (community center liason for military men/ women)	Local restaurant, community center, pub	Message through network connector via email, flyers, posters
† Youth/young adults (18-25 yr)	coffee shops, pubs, laundromat, food delivery places	Social media	Downtown event, community activity	Word of mouth, smartphone messaging
† Long-time residents and newcomers	Farmers	Frank and Josie (old timer farm family)		Word of mouth, local paper
* Senior Styles (population over 65) ⁽⁷⁾	Retirees/Seniors	Melissa (senior center coordinator), service providers	Community center, Mills Street market, block party, potluck	Word of mouth, banners, postcards, local paper, senior center newsletter
† Non-English speaking ⁽⁸⁾	ESL Center or service organization	Patsy (ESL Center coordinator), Hank (church group offering English classes)	Local library, restaurant, school, church	Flyers, word of mouth, email

*  [Esri Tapestry Data Guide \[see pages 14-16 LifeMode Group Descriptions\]](#)

See Table 5 for footnote explanations