Welcome to the Enterprise Green Communities Resident Engagement Cards! This tip sheet introduces the Cards and provides implementation guidelines and suggestions, including:

- Purpose and intent of the Cards
- Components of the Cards
- Customization Tips
- Format and Delivery Ideas for the Cards
- Companion Pieces Overview
- Additional Resources.

CARDS OVERVIEW

The Resident Engagement Cards offer a flexible tool to educate and inspire residents about green living choices with the ultimate goal of motivating residents to take action in their own home and with their lifestyle. The Cards can be customized to fit different audiences and properties, and used in many different ways.

What are the Cards?

The cards are a set of electronic Power Point slides that can be downloaded from the Enterprise Green Communities website. Power Point is a very user-friendly program that offers flexibility in how the product can be presented. If you are unfamiliar with Power Point, check out the Resources section later in this Tip Sheet to learn about quick tutorials available online.

They are called ‘Cards’ because they are like a deck of cards in that each slide has unique information while the overall presentation is consistent and graphically appealing. The starting format is electronic – but the final output is up to you!

How can they be used?

- Presentation
- Signage in the building
- Bound as a handbook
- Inserts in Newsletters
- Handouts at events
- Signage in show units

Read more under Delivery

How to Get the Resident Cards

The cards and all other companion materials are available for download on the Enterprise Green Communities Tools website.
Card Template vs. Final Cards

Think of the downloadable cards as a template for getting started. The functionality and content of the template cards are nearly complete – but can be modified and expanded upon as needed. This is explained further in the Customizing Tips section and in the online User Tutorial.

What Kinds of Topics do the Cards Address?

The template cards cover six broad categories of sustainable living and home maintenance and operation. Within each category is a subset of specific topics as shown in the diagram below.

![Diagram showing the six broad categories and their respective cards: Green Cleaning & Maintenance (6 Cards), Energy Conservation (5 Cards), Water Conservation (2 Cards), Waste & Recycling (4 Cards), Integrated Pest Management (2 Cards), Healthy Living (12 Cards).]

Card Components

The cards are highly visual and pre-populated and formatted with illustrations, photos and simple language. Each Card has a combination of:

- Engaging and clear title
- Specific actions, suggestions or considerations
- Illustrations, photos or graphics
- Fun facts or green benefits (green box)
For reference, the first Card in the set is a brief guide to these slide components. All of these components can be left as is, edited, removed, or augmented, as described in the Customizing Tips section.

**Using the ‘Notes’ Feature**

Each card has a ‘Notes’ feature that accompanies the card content. You can view the Notes page separately, or on the same screen as the Resident card as shown in the screenshot.

Notes section components include the following:

- Prompts for custom actions *(Make it your own!)*
- Ideas for additional actions *(Expand it!)*
- Resident engagement activity tips *(Have fun!)*
- Learning objectives *(Know the end goal)*

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### CUSTOMIZING TIPS

This section provides more detail about which card elements are customizable, considerations for card customization, and best practices for how to customize cards.

**Why customize?**

These cards are not meant to be a ‘one size fits all’ tool for every building, and every resident. Instead, they are as universally applicable as possible (so they can be used as they are with little or no changes), but with built-in flexibility and pathways for more extensive tailoring.

**CONSIDER CUSTOMIZATION IF YOU WANT THE CARDS TO....**

- Be a better fit for your resident demographics
- Explain specific features of your building (such as ventilation systems, recycling bin locations)
- Include specific policies of your building (such as what to do if a home has bedbugs, or smoking policies)
- Contain resources for your geographic location (such as where to take hazardous waste, or bus routes)
- Better represent the ‘look and feel’ of your organization (colors, graphics, logos, etc.)

For example, three different buildings in different locations with different resident demographics will have different opportunities for customization:

- **New Green Development,** Suburban location, Families
- **Existing Building,** Urban location, Senior population
- **Retrofitted Building,** Urban location, Transitional housing

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What can be Customized?

Just about anything on any card can be customized, edited or deleted if desired. Examples might include:

**UNIVERSAL CHANGES**
- Color scheme
- Font
- Adding a logo on each card

**INDIVIDUAL CARD CHANGES**
- Content (titles, actions, fun facts)
- Graphics
- Photos

In addition to the ability to modify *any* card, some cards *must* be customized in order to use them. These cards focus on actions that generally are building or location specific, and must have tailored information in order to be useful. Examples include transit information, location of recycling bins, and specific green features of a building. Look for the Sun symbol on these cards!

**ADDITIONAL CONSIDERATIONS**
- Think about desired delivery format of the cards (see Delivery Options)
- Who needs to be involved to get the right information on the cards? (see DIY or Get Help)
- Do the cards need to all be customized at once, or can they be approached in sections over time?

**TIP!**
To understand full scope of content, and before customizing or editing, save the cards to your computer and then view in Power Point’s ‘Normal’ View.

**Sample of Customized Cards**
The next page shows the evolution of how one card was customized for a housing developer to fit multiple properties and then one specific property. The changes were subtle, but the cards now more appropriately reflect the organization and the actual property and residents.

"While this project may be implemented by Resident Services it certainly is a partnership between property management and asset management. Everyone had a different perspective that was important."

Customization Grantee
SAMPLE CARD EVOLUTION

This Green Cleaning card is an example the cards which were first customized by LINC Housing, an affordable housing developer that operates many properties. Cards were then customized specifically for one property, Pepperwood Apartments.

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Original Card

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Card Customized for LINC Housing

- LINC logo added in bottom right of every slide.
- Header and outside borders changed to LINC colors.
- Changed title, added sub-title and some text simplified in anticipation of future translation.
- Borders added around text boxes.

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Card Customized for Pepperwood

- New card layout and smaller font size to accommodate new content.
- Mascot added to further illustrate card.
- List of local stores that sell green cleaning products added.
Customization Pathways: DIY or Get Help?

The question might not be whether to customize or not, but how to make it happen, whom to involve and what should be customized. Every end-user will have a different situation – some may have staff to help out with just this kind of thing or very involved residents with graphical and computer know-how who want to help, others may be very limited in resources and technological savvy.

The Plan for Customizing Resident Engagement Cards on the last page can help assess and answer these questions to better understand the best pathway to customization.

DO IT YOURSELF

DIY Card customization may make sense if most of the following are in check:

- Power Point Savvy (or a quick learner!) – Power Point is pretty easy to learn and navigate, but a working knowledge is needed to work with the cards.
- Staffing – Someone to research the necessary pieces of information and integrate into the Cards. The amount of staffing depends on the amount of customization desired!
- Schedule: Consider the desired turnaround time for a completed product with staffing capacity. DIYers might find that taking one section at a time is the easiest way to approach the customization, rather than doing it all at once.

Still unsure? If time is not an issue, try downloading the cards and testing the waters first to see how the customization goes. It’s ok to start over with assistance!

CUSTOMIZING WITH OUTSIDE ASSISTANCE

Enterprise offers several resources for getting customization assistance:

- **Sustainability Training Grant**
  - 5K Training Grant can be used for internal customization or to hire outside help, such as a TA Provider.
  - Learn more and apply on the Enterprise Website.

- **Technical Assistance Provider Network**
  - Over 120 experienced and capable technical assistance providers to lead and implement the customizations.
  - Learn more on the Enterprise Website.

Customization Best Practices

You don’t have to be a graphic designer or a writer to make the cards look good when customizing, but the following are some best practices to consider as you make changes:

**GETTING STARTED**

- Review all cards and card components first before making any changes. This will help you become familiar with all of the content already included in the cards.
- Watch the Resident Cards User Tutorial Video for a quick instructional guide on customizing the cards.
• Brush up on Power Point skills to ensure understanding of all the features available and to maximize efficiency. See Resources for ideas.
• Share customization ideas with others before getting started – they may have other suggestions or perspectives to consider!
• Allow for some ‘simmer time’ for ideas to percolate after reviewing the cards for the first time.

DURING CUSTOMIZATION
• For universal changes, use the Slide Master feature of Power Point to make quick, consistent changes across the board.
• Look at the existing card layout templates first before making up a new layout.
• When changing individual cards, look over the Notes section first for customization suggestions and tips specific to that card.
• Keep in mind that the current font on template cards, Verdana, was selected for readability and consistency across the cards. It’s ok to change this font, but be sure to pick a font that reads well, and be sure to change the font consistently across all cards.

OTHER COMPANION RESOURCES AVAILABLE:

Image Library
All of the illustrations included in the card templates are available in jpeg format in an Image File Library. The illustrations are owned by Enterprise Community Partners and were created by SPLAT Digital. Included in the image library are a series of fun Green Hero Mascots to help spread the message that Everyone can be a Green Hero! The Image Library has mascots in different poses, including holding a sign that can have a text box overlay with customized text.

Microsoft Photo Gallery Images
Microsoft Power Point has a built in photo gallery with great images that you can pull from and include in the cards. Photos can be re-colored to look consistent with those in the template cards, or left in full color.

Quiz Questions and Learning Objectives
The quiz questions in each card’s Notes section are also compiled in Quiz Template. Overall there are 49 questions from which to draw. The Quiz document also indicates the correct answer in italics, and identifies the corresponding Resident Engagement Card.

Customization Video Tutorial
This short online video shows how to navigate the cards, and offers some quick tips and helpful customization how-to’s. This video is highly recommended for anyone planning on customizing the cards themselves!
Resident Cards Video

This short online video is intended for resident audiences. It is a simple animated presentation of the key concepts and actions that are generally applicable for most audiences, buildings or geographies. The video includes prompts for discussion and activities if presented in a group format.

DELIVERY SUGGESTIONS

There are numerous options for how the resident cards can be delivered. Some things to keep in mind as you explore different delivery formats or create new delivery formats:

- The cards don’t have to all be delivered together as a group
- Card content on each can be split up into more bite size pieces, or communicated in ways outside of the cards themselves
- Consider your audience and how best they might receive the information on the cards (i.e. activities might help solidify the concepts for residents with English as a Second Language, or for children,
- Identify individuals or groups with whom your residents might identify who can help present the information

DELIVERY SUGGESTIONS

**Presentation Ideas**
- Present live using Power Point’s ‘Presentation Mode’
- Incorporate activities from the Notes section
- Create ‘Flashcard’ slides with the quiz questions

**Handout Ideas**
- Print and bind as a Resident Handbook
- Create handouts using the Power Point ‘Print Handout’ option
- Insert printed card into Resident Newsletters
- Print individual cards to PDF, and email with electronic newsletter

**Signage Ideas**
- Print on cardstock and post as signage in show units
- Print on cardstock and post as signage in communal areas
Do you have a great Resident Engagement Idea? Enterprise would love to hear about it! Please send suggestions to greencommunities@enterprisecommunity.org.

“Do you have a great Resident Engagement Idea? Enterprise would love to hear about it! Please send suggestions to greencommunities@enterprisecommunity.org.”

““How do you think you’ll use the Resident Cards?””

“We’re going to hold separate workshops for children and another workshop for families…”

GREAT RESIDENT ENGAGEMENT IDEAS

This section is a creative launch pad for resident engagement ideas – there are many opportunities and ideas that you or your residents might identify and implement. Here are some suggestions to help get started:

Take it One Category at a Time

- Create resident engagement events that target different topics and spread activities throughout the year.

Create Ownership

- Include staff in resident trainings to help keep message delivery consistent.
- Start a Youth Green Leader Program to engage kids and teens.
- Use the Green Leader Toolkit to select a green community champion.
- Replace template photos with photos of actual residents on the cards - doing some of the recommended activities if possible!
- Have a Name the Green Hero Mascot competition, so the residents can identify and be more excited about the mascot.

Make It Fun

- Create fun competitions (among floors, residents, buildings, etc.), using quiz questions – include low cost ‘green’ prizes such as healthy snacks, green cleaning recipes and containers or green cleaning products, reusable shopping bags, bus passes or coupons for farmers markets, or small gift cards to local health food stores or stores that sell green products.
- Hold family movie nights that address environmental and sustainability topics which feature positive and inspiring messages and actions and include discussion time afterwards. Serve healthy snacks! Check out the following websites for movie suggestions:
  - http://greenplanetfilms.org/index.php?cPath=98&osCsid=dbf0a449719502fa3bec9d3cd8f0888b
  - http://www.blueplanetgreenliving.com/2010/05/21/top-ten-must-see-films/

Repetition brings Results

- Integrate with existing educational programs - the cards are not meant to replace, but enhance existing educational efforts.
- Introduce all or certain elements to prospective tenants, prior to move-in if possible, and reinforce during regular inspections.
Integrate into existing communication strategies (ie. newsletters, email blasts, message boards, resident meetings, etc.) – this sends the message that the building owners and managers are on board too!

Deliver quiz questions through monthly or weekly communiqués and newsletters – offer prizes to encourage residents to participate.

Use the ‘Mascot holding a Sign’ illustration for every announcement about a green engagement event. Customize the sign with text that has key information, such as topic, place and time.

Track it!

- Create simple surveys to track results (see www.SurveyMonkey.com for easy surveys you can create online and sends electronically or create printed handouts)
- Measure success – look at existing tools (Neighborworks Success Measures http://www.nw.org/network/ps/successmeasures/default.asp), or develop your own simple surveys that you can administer prior to program implementation and then again on an annual basis.
- Set building wide goals (such as building wide energy consumption reduction) – reward everyone as they are achieved.

OTHER RESOURCES

Green Leader Toolkit

The Green Leader Toolkit is a simple set of materials, tips and templates for formalizing a Resident Green Leader. The Green Leader is a champion of sustainable living, but also a resident and someone with whom residents can easily identify. The kit includes great resources such as:

- Information and materials for nominating and selecting a Resident Green Leader
- Signage Templates and Graphics to convey green messaging
- A Green Leader T-shirt and Button
- and more!

To order a Green Leader Toolkit, visit the Enterprise Green Communities Tools website.

Toolkit in a Box

The Enterprise Green Communities Green and Healthy Resident “Training In A Box” (TIAB) is intended to be a tool to facilitate an open source training among residents in properties affiliated with Enterprise Community Partners. The TIAB is designed for use by a property owner, resident service staff member, or property manager (referred to as “the Instructor”) who seeks to work with tenants to increase their knowledge about and commitment to green and healthy living. The TIAB contains presentations and engaging activities to aid the Instructor in leading mini-seminars and is largely ready to go “out of the box.”

Sustainability Training Grant

Enterprise Green Communities offers Sustainability Training Grants up to $5,000 for affordable housing developments to maximize the health, economic and environmental benefits of green development and green resident lifestyles. The grant program provides an opportunity to transfer the design knowledge that informed the...
Green Communities planning and construction process to the residents. Ideas for how funding might be applied to the Resident Engagement Cards include:

- Hiring outside support for card customization
- Development of additional companion materials
- Cover the cost of print materials
- Hire outside support for development of companion resident engagement activities, such as workshops and topic specific trainings

To learn more about the grant and application process, visit the Enterprise Green Communities Tools website.

**Technical Assistance Provider Network**

Enterprise has a database of Technical Assistance (TA) Providers with a wide range of expertise. These TA Providers can help with card customization, activity development, and programming implementation, for example. To learn more about the TA Provider Network and the TA Provider Database, visit the Technical Assistance Providers Database [http://tasearch.greencommunitiesonline.org/TASearch.aspx](http://tasearch.greencommunitiesonline.org/TASearch.aspx).

**Microsoft Power Point Tutorials**

Microsoft offers many quick tutorials on how to effectively use Power Point. It’s best to simply search the Microsoft website for the Power Point version on your computer, since there are some differences between the different versions. Additionally, the Help menu in Power Point is a great way to quickly search for specific questions, as well as find online tutorial videos to answer any questions.
## PLAN FOR CUSTOMIZING RESIDENT EDUCATION CARDS

<table>
<thead>
<tr>
<th>Actions, Research and Considerations</th>
<th>Timeline</th>
<th>Notes</th>
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<tbody>
<tr>
<td><strong>Investigate the existing tools, trainings, and goals of the organization</strong></td>
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<td>What are the relevant environmental policies across facilities?</td>
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<td>Is the management considering or implementing any specific green initiatives (for example, providing personal recycling bins for residents)?</td>
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<td>What are the environmental topics that are a priority for the organization (for example, indoor air quality, energy conservation, healthy living)?</td>
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<tr>
<td>What other resident engagement tools, trainings, or programs could have some synergy with this project?</td>
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<td><strong>Create your plan for customizing the cards</strong></td>
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<td>Who should I include in the brainstorming?</td>
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<td>Who might provide good input about the look and feel?</td>
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<td>Who can do the actual editing of the PowerPoint file?</td>
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<td>Who is the best person to research the location-specific information?</td>
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<td>What are the gaps in our skills set (or availability!) that would make us want to hire outside help?</td>
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<tr>
<td><strong>Customize - Organization</strong></td>
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<td>How can the cards look more like our organization?</td>
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<td>How might we use them across properties?</td>
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<tr>
<td><strong>Customize - Individual Properties</strong></td>
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<tr>
<td>What problems are we having with communicating information to residents?</td>
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<td>Card-by-Card:</td>
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<tr>
<td>✓ Reading the customization ideas, which ones make the most sense?</td>
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<tr>
<td>✓ Are there any cards that just don’t apply?</td>
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<tr>
<td>✓ What pictures should we take of our facility to illustrate our meaning?</td>
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