



COVID-19 COMMUNICATIONS MODULE

TOOL 7: DIGITAL RESOURCES FOR CITIES

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Bloomberg Associates has compiled a list of digital tools and resources to support city governments to:

I. Prevent the Spread of COVID-19

II. Shift to Remote Working

III. Serve and Engage Residents Digitally

Please note that these digital products/websites are not endorsed by Bloomberg Associates but are compiled to provide our city clients with options that may be helpful to them as they navigate the COVID-19 pandemic.

I. Prevent the Spread of COVID-19

COVID-19 Resources:

- **Center for Disease Control (CDC) Coronavirus Update and Guidance:** <https://www.cdc.gov/coronavirus/2019-nCoV/index.html>
CDC website, which includes up-to-date information, guidance and resources for the community.
- **Johns Hopkins University Coronavirus Resource Center:** coronavirus.jhu.edu/; **and Interactive Map:** coronavirus.jhu.edu/map.html
Interactive web-based dashboard to track COVID-19 in real time created by the Center for Systems Science and Engineering (CSSE) at Johns Hopkins University.
- **COVID-19: Transportation Response Center:** <https://nacto.org/program/COVID19/>
Guidance and tools for city governments and transit agencies compiled by the National Association of City Transportation Officials (NACTO) and supported by Bloomberg Philanthropies.
- **City Hall Coronavirus Daily Update:** <https://bloomberg.us15.list-manage.com/subscribe?u=08570eb3cd6fe16c4edf8e881&id=cd9b908a26> (to subscribe)
Daily email that elevates critical information city leaders need to respond to and recover from the challenges at hand.
- **COVID-19 Local Action Tracker:** <https://www.nlc.org/program-initiative/COVID-19-local-action-tracker>
Collection of actions taken by local leaders to address the pandemic, created by Bloomberg Philanthropies and the National League of Cities.
- **COVID Act Now:** <https://COVIDactnow.org/>
Website with projections of when hospitals will likely become overloaded, and guidance on what to do to stop COVID-19.
- **COVID-19 Readiness Kit:** <https://marketplace.city/cities/covid-19>
List of digital solutions that may be helpful for city leaders in responding to COVID-19 compiled by Marketplace.city.

Crisis Communications Guidance:

- **Crisis & Emergency Risk Communication:** <https://emergency.cdc.gov/cerc/>
CDC guidance on communications during a public health crisis.
- **Zencity's Best Practices for Effective Messaging During the Coronavirus Crisis:** <https://zencity.io/blog/best-practices-for-effective-messaging-during-the-coronavirus-crisis/>
Blog post with helpful messaging guidance composed by Zencity, an AI tool for local governments.

II. Shift to Remote Working

Remote Working & Virtual Meeting Tools:

- **Zoom:** <https://zoom.us/>
Video conferencing, webinars, and web conferencing tool.
- **Google Hangouts:** <https://play.google.com/store/apps/details?id=com.google.android.talk&hl=en>
Google's chat and video conferencing software. Enables group calls up to 150 participants and video chats for up to 25 participants.
- **Google Jamboard:** <https://jamboard.google.com/>
Basic online whiteboard (can be used for card sorting).
- **Miro:** <https://miro.com/signup/>
Basic online whiteboard (can be used for card sorting).
- **Google Remote Work Hub:** <https://grow.google/remotework/>
Free tools and resources for employees, educators and students to work remotely, compiled by Google.

Team Chat:

- **Slack:** <https://slack.com>
Online collaboration hub that can replace email to help teams work together.
- **Microsoft Teams:** <https://products.office.com/en-us/microsoft-teams/>
A communication and collaboration platform that combines persistent workplace chat, video meetings, file storage, and application integration.

Document Collaboration:

- **Office 365:** <https://www.office.com>
Online collaboration hub that can replace email to help teams work together.
- **Google Drive:** <https://www.google.com/drive/>
Online file storage and collaboration hub by Google.
- **Box:** <https://www.box.com/home>
Cloud content management and file sharing service.

Remote Working Guides & Tips:

- **Virtual Meetings & Zoom Help Guide:** https://docs.google.com/presentation/d/1_dhIAZYyEAWAmO7pz6yinMulGAZWosd85EWkxt-6fh4/edit?usp=sharing
PowerPoint presentation composed by Monitor Institute at Deloitte.
- **Simple tips for better online meetings:** <https://medium.com/mit-media-lab/a-few-simple-tips-for-better-online-meetings-covid-19-edition-385af7bec538>
Blog written by MIT Media Lab with helpful guidance to host effective remote meetings.
- **Working Remotely Guide:** https://drive.google.com/file/d/1yyTzJ_A9f3n1ccttyUjylorRhdORuTC/view?usp=sharing
Guide compiled by Camden borough in London to support employees work from home as effectively as possible.
- **Managing Teams Remotely Guide:** <https://drive.google.com/open?id=13A4SONX-P3ZqIZAOhFS-VBKyVBi6jrtn>
Guide compiled by Camden borough in London to support managers run their teams remotely.

III. Serve and Engage Residents Digitally

Virtual Large Convenings/Virtual Town Hall:

Virtual Convening Software	Zoom Enterprise	WebEx Events or Webcasting	Vimeo Live Streaming	YouTube Live	Facebook Live/ Twitter Live/ Instagram Live
Price	\$19.99/mo	\$26.95/mo	\$75/mo	Free	Free
# of Participants	<1,000	Events: <3,000 Webcasting: <40,000	Unlimited	Unlimited	Unlimited
Security	Choose between private link, password or registration (linked to account)	Private link	Private link and password	Public	Public
Additional features	Rooms, polling, chat, whiteboard	Q&A, chat, polling, attention monitoring	Live chat, polling	Live chat and comments	Live chat and comments

- **Zoom Enterprise:** <https://zoom.us/>, and **Zoom resources to support the spike in new people using the tool:** <https://zoom.us/docs/en-us/covid19.html>
Zoom allows you to host group calls for up to 100 people and advanced licensing allows you to host up to 1,000 people. You can host a webinar, share screens, mute/unmute participants, have people raise their hand, allow for people to use dial-in, conduct real-time polling, and create breakout rooms automatically splitting participants or manually placing them into rooms. (Only the event organizer requires a Zoom license).
- **WebEx Events:** <https://www.webex.com/webinar.html>
WebEx Events allows you to host online events and webinars for up to 3,000 attendees. WebEx allows you to share screens, mute all attendees, have multiple presenters, conduct real-time polling, use a chat function, and recording capabilities. WebEx Webcasting allows you to go live and reach up to 40,000 attendees.
- **Working Remotely Guide:** https://drive.google.com/file/d/1yyTzJ_A9fl3n1ccttyUjylorRhd0RuTC/view?usp=sharing
Guide compiled by Camden borough in London to support employees work from home as effectively as possible.
- **Vimeo Live Streaming:** <https://vimeo.com/features/livestreaming>
Video streaming service. Premium account features include an unlimited number of viewers, multiple speakers, live chat and polling (premium account costs \$900 USD/year). Recommend reading their best practices for using livestream before using ([link here](#)).
- **Public Input:** <https://publicinput.com/>
Software with a fully integrated CRM that allows you to do community engagement with surveys, meetings, and interactive mapping, as well as through SMS, email and social media.
- **Poll Everywhere:** <https://www.polleverywhere.com/>
Polling tool to elicit input from an audience and create word clouds.
- **Leadership for Educational Equity Guidance for Virtual Gatherings:** <https://drive.google.com/file/d/1PhZpTgVH-4xD6Qa-xLB8aZU4ITmnAaZ/view?usp=sharing>
Tips on how to best design and implement a large virtual gathering provided by non-profit Leadership for Educational Equity.

Community Engagement:

- **Online Surveys:** [Google Forms](#), [TypeForm](#), and [SurveyMonkey](#)
- **Mentimeter:** <https://www.mentimeter.com/>
Interactive Presentation Software (includes real time polling).
- **Konveio:** <https://konve.io/>
Content engagement for civic projects software.