



Support Local Economies Qualitative Assessment

Please complete the questions below and submit the qualitative assessment as part of your action submission documentation.

1. In a few short sentences, please describe the action and identify your partners.

To Support Township businesses, the Township had the amazing opportunity to work with the Zuckerberg Institute in order to launch: "The High School Post Pandemic Task Force for Woodbridge." As Task Force members, students worked alongside local female and minority-owned businesses directly affected by COVID-19.

2. Even if the action was performed by volunteers, or you got in-kind donations, please estimate your costs and the time commitment required to complete the action.

The project is on-going, but included time spent by Township staff associated with writing news print articles, interviews and project discussions. The time spent by Township staff was in-kind support and averaged about eight hours every two weeks from February, 2021 through May, 2021. Furthermore, support was offered from the Zuckerberg institute through in-kind services.

3. Assess what worked and what could be done if this action is tried again in the community.

The unique partnership was tremendously successful for both businesses and local students. The projects helped businesses, students, and residents recover economically and as a community after the devastating effects of the pandemic. The partnership has helped support businesses and schools and is being framed as a template for future outreach and business partnerships.

4. What are the next steps for this action?

The ideas from this project have included creating events, redesigning websites, social media and marketing plans, revamping logo designs, updating menus, negotiating contracts and finding less expensive but higher-quality materials. The future of the action is to ensure that this year's success is built upon, and students can help to best ensure that ingenuity is supporting our local economy.