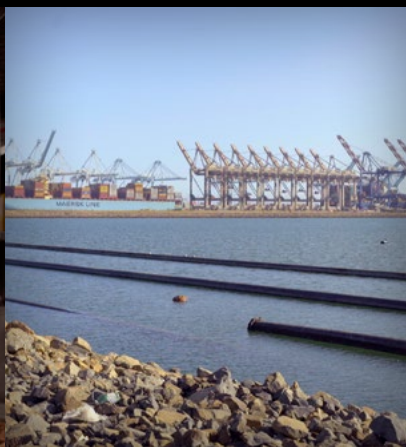


A KCET Original Documentary Series

CITY RISING

THE INFORMAL ECONOMY



KCET

THE
CALIFORNIA
ENDOWMENT



CITY RISING

THE INFORMAL ECONOMY

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“

The American Dream for me is to be able to provide for my family. And I think that's what everybody wants to do, they want to go to work and get paid a fair wage for it. I don't have to be your family...I'm not blood or related to you. I'm family as a fellow citizen, a fellow human being.”

— Daniel Aneseko Uaina
Long Beach truck driver

BACKGROUND ON THE INFORMAL ECONOMY

EPISODE SYNOPSIS

CITY RISING: The Informal Economy follows four California workers facing structural discrimination but fighting to change policy and improve upward mobility for their communities. From the urban neighborhoods and industrial corridors of Long Beach to the rural Coachella Valley, on-camera interviews with organizers, politicians and experts will contextualize labor in California, the world's fifth largest economy. The effects of this movement are far-reaching and their voices will ultimately impact the social health of communities across the country and beyond.

DIGITAL CONTENT

In addition to the four main stories featured in the documentary, digital content will expand on the stories of individuals that are working in the informal economy, and organizations that are working to develop economic opportunities for communities across California. From essays to social media videos, interactive timelines, and photographic portraits of workers, the digital content package will launch with the documentary to expand the reach of the project through various digital and social media platforms.

Learn more at: KCET.org

“

We hope CITY RISING: The Informal Economy gives a voice to a movement led by thousands of workers organizing to change policies all over the United States, not just in Southern California.”

—Juan Devis
*Public Media Group of
Southern California Chief
Creative Officer and the film's
Executive Producer.*



UNDERSTANDING THE ISSUES

BACKGROUND: From the beginning of our nation's history our laws, institutions, and social norms have contributed to the creation of a segmented or dual economy. Many people—including people of color, women and immigrants—were excluded from the benefits of society forcing them to find alternative ways to make a living in a parallel economy. Women stayed home or found employment as domestic workers and cooks, immigrants created ethnic enclaves and opened small businesses to meet each other's needs, African Americans moved north in search of opportunities, and Native People struggled to survive on reservations.

At the turn of the 20th century, a Progressive Era of change emerged calling upon an end to corruption and the legislation of labor laws. Although protections for workers and consumers were strengthened, unions became more active, and women finally achieved the right to vote, divisions based on class, race, gender and immigration status continued to be perpetuated.

This systematic discrimination reproduced a segmented labor market where people of color, women and immigrants continued to face barriers of entry to many jobs limiting their access to upward mobility. Although the New Deal and the Civil Rights movement promised a renewed social contract for many; urban disinvestment, white flight and the birth of the suburb paved the way to dismantling the welfare state and the rise of neoliberalism.

“

More than 60 percent of the world's employed population earn their livelihoods in the informal economy. Informality exists in all countries regardless of the level of socio-economic development, although it is more prevalent in developing countries... Evidence shows that most people enter the informal economy not by choice, but as a consequence of a lack of opportunities in the formal economy and in the absence of other means of livelihood.”

—Women and Men in the Informal Economy 2018, *International Labour Office, Geneva*

*A striking implication of these estimates is that **all of the net employment growth in the U.S. economy from 2005 to 2015 appears to have occurred in alternative work arrangements.***

Study - The Rise and Nature of Alternative Work Arrangements in the United States, 1995-2015, Princeton University and The National Bureau of Economic Research

Today, this informal sector is expanding, becoming much more prevalent and permeating every aspect of our economic life. As economists and politicians grapple to fully understand the nature, growth and prevalence of the informal and “gig economy,” pathways of economic entry to those that have been denied access becomes imperative to the health, growth and well being of our communities.

- The informal economy is a widespread, diverse, and complex network of communities, businesses and individuals engaging in work and consuming legal goods and services that are unregulated, unreported, and often untaxed.
- There is overwhelming evidence that the expanding informal economy is mostly comprised of low-income workers who would prefer to work formally if they had the opportunity.
- Informal workers are highly vulnerable because they are not getting the benefits entitled to by law if they had properly negotiated and enforced contracts.
- Despite implemented reforms there are powerful tendencies and incentives to violate existing regulations to minimize labor costs.
- Addressing the misclassification of workers as independent contractors is an important and pressing issue.
- The informal economy remains poorly organized because participants are often fearful of being penalized since they too are breaking some rules, along with their employers.

Details on this page are excerpted from [The New Normal: Freelancing, Hustling and Informal Labor](#) by Professor Pascale Joassart-Marcelli.



INDIVIDUALS FEATURE IN CITY RISING: THE INFORMAL ECONOMY

CHARACTERS

Caridad Vasquez is a street vendor in Boyle Heights, a neighborhood in Los Angeles. There she has led—along with other vendors and organizers—a campaign to legalize street vending in Los Angeles. There are anywhere from 10,000 to 50,000 street vendors in Los Angeles who contribute more than \$500 million to the local economy, however, their work is at risk of extortion by local businesses, robbery or assault, and harassment by police. *Additional interviews: Carla de Paz, ELACC; Senator Ricardo Lara*

Daniel “Seko” Uaina is a truck driver in at the Ports of Los Angeles and Long Beach, who has been misclassified, like many truck drivers, as an independent contractor. He has taken on the cost of maintenance for a truck that he rents from his employer to do his job, and when he became ill, he did not have health insurance because of this misclassification. He is now a part of a class action suit. *Additional interviews: Barbara Maynard, Justice for Port Drivers; Amardeep Gill, LAANE*

Juana and Santos Barajas live in a mobile home park in Coachella, where they grow dates, a fruit that flourishes in the arid climate. From their 200 palm trees, they harvest 500 pounds of dates, but are unable to sell their fruits due to permitting rules controlled by agricultural corporations. Sergio Carranza of Pueblo Unido, an affordable housing organizer, is planning with other mobile home parks to create a co-op through which growers can break through the market. *Additional interviews: Sergio Carranza, Pueblo Unido*

Saabir Lockett, EBASE (Oakland), is a community organizer mentor formerly incarcerated men and women and creating pathways into formal employment. *Additional interviews: Lola Smallwood Cuevas, Keith Snodgrass*

EXPERTS

Pascale Joassart is Professor at the Department of Geography, San Diego State University. Specializes in low-wage and informal work, food, race and immigration, citizenship, nonprofits and migrant civil society. She is also a consulting producer on this documentary.

Nik Theodore is a Professor in UIC’s Department of Urban Planning and Policy. His work focuses on economic restructuring, labor standards, and worker organizing.

Alvaro Huerta is an Assistant Professor in Urban & Region Planning and Ethnic & Women’s Studies at California State Polytechnic University, Pomona, where he focuses on the intersecting domains of urban planning, Chicana/o-Latina/o studies, immigration, social movements, social networks and the informal economy.

Sylvia Allegretto is a labor economist and co-chair of the Center on Wage and Employment Dynamics at the University of California, Berkeley.

Veena Dubal is an associate professor of Law, UC Hastings and is regularly featured in the local and national media, particularly her current research on precarious workers in the so-called “sharing economy.”

Lola Smallwood Cuevas has focused on exploring the role of unions, empowering African American workers in Los Angeles, and strengthening the position of the black working class.

DISCUSSION PROMPTS

After you and your audience have watched CITY RISING: The Informal Economy you will likely want to discuss the film and explore the content and themes that were presented and consider how these issues play out in your own community.

Use these discussion questions to prompt a conversation. The goal is not to get everyone to agree or reach consensus. Rather, the goal is to answer any concerns or questions and create a space for open dialogue.

There is no need to ask every question listed below. The event conversation should be customized to meet the unique needs of your audience and community.

1. After watching the film, what do you think are common misconceptions people might have about the “gig economy?”
2. Today, what economists refer to as the “informal economy” is worth well over \$1 trillion. Is there a strong case to provide workers more protection and rights given this data?
3. Where do you see signs of economic inequality in your community?
4. Do you think street vendors, such as Caridad Vasquez’s in Boyle Heights, affects the landscape of your communities economy? Please explain your answer.
5. Do you feel that the misclassification of workers as independent contractors is an important and pressing issue? Why?
6. Were you surprised to learn of the Long Beach truck driver Daniel Aneseko Uaina’s lack of benefits and protection from his employer? Why or why not?
7. How can we, as a society, curb our demand for cheap labor?
8. What impact do you think racial segregation plays in contributing to the informal economy?
9. Saabir Lockett the community organizer in Oakland spoke about the roles that individuals might hold while incarcerated such as being an accountant or firefighter. However, these careers aren’t accessible to formerly incarcerated people upon release. What do you think is the connection between mass incarceration and employment?
10. If we loosen regulations and allow informal economic activities to grow, what do you think are the consequences to this action?
11. How has globalization, such as outsourcing affected the rise of the middle class?
12. How can workers like the Coachella farmworkers Juana and Santos Barajas protect their livelihoods as people experiencing labor inequality?
13. How might people experiencing labor inequality strengthen communities?
14. What is the role of public policy in creating the conditions for the informalization of labor?

ACTIVITY IDEAS

A community screening event can be greatly enhanced by providing a space for attendees to connect with one another and get to know each other. A simple ice-breaker or activity can breakdown the walls that exist between strangers and promote a space that is conducive for conversation and ongoing community building.

The following activities are offered as suggestions and are not required.

FOUR CORNERS (PRE-FILM)

Objective: Get guests out of their seats to meet new people in the room.

Directions:

1. The emcee asks all attendees to stand and shares the following directions with the room: "I am going to ask you a question and you will answer that question by moving to a corner of the room that I assign an answer to."
2. Ask a question and direct people around the room.
 - a. For example, "If you need a ride to and from the airport, what's your transportation of choice?"
 - i. Personal private vehicle (assemble in the back/right corner of the room)
 - ii. Public transportation such as a bus or train. (assemble in the back/left corner of the room)
 - iii. Car for hire such as Uber or Lyft (assemble in the front/right corner of the room)
 - iv. Ride from a family member or friend (assemble in the front/left corner of the room)
3. Once everyone has moved to a corner of the room. Ask the participants in the small groups to introduce themselves to one another and say how they arrived at the event.
4. Allow the small groups to speak amongst themselves for a few minutes before repeating the exercise one or two more times with different questions.

(Pro-tip: Questions should be thematically connected to the event but not too heavy or deep. This is an exercise to

make people feel comfortable. Once people are back in their seats, the conversation can get into the meat of the topic.)

ACCOUNTABILITY BUDDIES (POST CONVERSATION)

Objective: Post screening and discussion audience members often feel very engaged and ready to take an action, but if not harnessed, that feeling dissipates post event very quickly. Use this activity to help audience members maintain that engagement and make a new friend.

Directions:

1. Download and print CITY RISING: The Informal Economy accountability cards from <https://www.kcet.org/shows/city-rising/resources>
2. Post conversation, have the emcee ask audience members who feel compelled to take an action to complete one of the provided cards.
 - a. Each person completes a fill in the blank statement
 - b. Action items are intended to be immediate or short-term
3. After completing a card attendees should identify an accountability partner.
 - a. This can be done by allowing the attendees to self select their partner, or through an organized exercise. For example:
 - i. Everyone passes their card down three people
 - ii. Collect the cards and randomly redistribute

4. Instruct attendees to help their partner to stay accountable to their activity by following up with that person at the time designated and through the medium selected.
 - a. For example, if the cards says, “In the next two weeks, I will buy a meal from a street vendor,” and I have left an email for my contact information, then in three weeks I should expect an email from my accountability partner asking me if I have purchased a meal from a street vendor.

PHOTO BOOTH (POST SCREENING)

Objective: Encourage attendees to share their reactions to the film and event on social media.

Directions:

1. Choose a backdrop that will provide an extra layer of pop for photos at the venue. You can also look up some DIY photo booth ideas online that best suits your budget and time.
2. Download CITY RISING: The Informal Economy action cards from <https://www.kcet.org/shows/city-rising/resources>
3. At the event, have a table available near the backdrop photo area with the available action cards and markers. Designate a staff person/volunteer to assist guests with directions and photo taking.
4. Each person writes on the front of a card a statement or question they want to pose to their online network. Attendees can come up with their own statement or questions. You may want to have a few pre-done for inspiration.
 - a. Examples might include:
 - i. “I am a daughter of working-class immigrants. I am CITY RISING”
 - ii. “I am part of the informal economy.”
 - iii. “Will you stand up for informal workers?”
5. After cards are filled in, attendees take a photo or video clip in front of the backdrop. If a person/group chooses to do a video clip, they can elaborate on their written statement or question.
6. Urge people to post on their social media feed tagging **@KCET** and use the hashtag **#iamcityrising**

(Pro Tip: Have a photographer at your event. Even if you can’t pay a professional, ask a volunteer or someone from your staff to take photographs. In addition to capturing the audience during the screening take photos of the individuals taking selfies and of the action cards they create. These are often very strong visuals to showcase your event.)

ADDITIONAL RESOURCES

BOOKS

- *The Mystery Of Capital Why Capitalism Succeeds In The West And Fails Everywhere Else* by Hernando De Soto
- *The Informal American City: From Taco Trucks to Day Labor* by Vinit Mukhija
- *Off the Books: The Underground Economy of the Urban Poor* by Sudhir Alladi Venkatesh

WEBSITE

- Economic Roundtable: Knowledge for the Greater Good_
<https://economicrt.org/>

ARTICLES + ESSAYS

- Sidewalk Stimulus: Economic and Geographic Impact of Los Angeles Street Vendors | Yvonne Yen Liu, Patrick Burns, and Daniel Fleming (link)
- Sinking Underground, The Growing Informal Economy In California Construction (link)



PRODUCING THE EVENT

Want to get the most out of your screening event? This toolkit offers a step-by-step guide to producing a screening.

EVENT CONCEPT AND PLANNING:

- Determine who your targeted audience will be.
- Choose a date and time that you think will best suit your targeted audience availability, and that doesn't compete with similar events in the area.
- Consider hosting the screening with a partner or in coordination with another event that will provide a built-in audience such as during a community meeting or class.

PROGRAM DEVELOPMENT

- Create an agenda and program for the day. A sample agenda provided on the next page.
- Consider hosting a reception. If you don't have the budget available, a sponsor might be willing to cover the cost or donate snacks and beverages. (Make sure your venue will allow outside food and beverages.)

EMCEE AND SPEAKERS

- Your event should include some facilitation. Consider who will be your emcee to greet the audience and move the program along.
- Determine if your emcee will be able to moderate the conversation or if someone else should fill that role. If you believe that the conversation might get heated it's advisable to secure someone that has previously moderated a community conversation and is comfortable in that role.

- Invite 2-3 subject matter experts to participate in the post film conversation. Consider the themes and people depicted in the film.

- ☐ Do you have local representatives that could share their own experiences?
- ☐ Are there any academics or journalists that could an interesting perspective to the conversation?
- ☐ What about local community leaders on the topics?

LOGISTICS AND OPERATIONS

- Select a venue and make a reservation.
- Consider the accessibility and convenience of parking, audience capacity, and availability of event AV equipment.
- If necessary, secure equipment rentals such as a television or projector with a screen, a Blu-ray player, a computer, electric cables, chords and connectors, high-quality sound system, chairs, tables for possible snacks, beverages and activity/information, etc.
- Test out if the film plays prior to the event and that the closed captions be turned on through the television or projector. Make sure all equipment works, such as the sound is audible even in the back of the room and that all seats can visibly see the screen.

MARKETING PROMOTIONS

- Promote the event and invite guests, which can include friends, family, co-workers, community organizations, and local press.
- Use all available communication vehicles such as Facebook, Eventbrite, email, fliers, listservs, etc.
- Disseminate promotional material at least two-weeks prior although a one-month lead time is ideal.

SAMPLE AGENDA:

Use this as a model for your event. You can shift items around as your specific program necessitates, but always have a clear plan for the event and make sure you keep to the schedule.

CUSTOMIZABLE SCHEDULE

- | | |
|------------------|---|
| 6:00 P.M. | <ul style="list-style-type: none">■ Doors Open■ Guests Arrive■ Snacks & Refreshments are available■ If partnered with various organizations, have them table at the event. |
| 6:25 P.M. | <ul style="list-style-type: none">■ Invite guests to take their seats |
| 6:30 P.M. | <ul style="list-style-type: none">■ Emcee welcome guests and shares the purpose of the event.■ VIP's provide brief opening remarks (2 min. each)■ Announce if there will be any activities after the film and conversation.■ Consider hosting a drawing at the end of the event to incentivize people staying through the full event.■ Request for cell phones to be silenced.■ Announce for audience members to use #iamcityrising if they wish to post to social media during the event. |
| 6:40 P.M. | <ul style="list-style-type: none">■ Four Corners Activity (optional) |
| 6:55 P.M. | <ul style="list-style-type: none">■ Start the film |
| 7:50 P.M. | <ul style="list-style-type: none">■ Audience conversation followed by a Q&A lead by the moderator. |
| 8:30 P.M. | <ul style="list-style-type: none">■ Have audience complete the audience surveys■ Encourage attendees to participate in your chosen activity i.e. photo booth or accountability buddies (optional) |
| 9:00 P.M. | <ul style="list-style-type: none">■ Event is over and start cleaning-up |

APPENDIX

Now that you have planned your event, you want people to attend. Promotion is critical to ensuring that you have an audience for your event.

This section provides you with suggestions and templates to support your promotional efforts, including:

- An Invite Template;
- Press Release Template;
- Social Media Recommendations;
- Action Card Template;

All promotional material and templates can be downloaded from: <https://www.kcet.org/shows/city-rising/resources>



KCET-TV AND EAST BAY ALLIANCE FOR A SUSTAINABLE ECONOMY

Invite you to a Screening of

CITY RISING

THE INFORMAL ECONOMY

YOU'RE INVITED

CITY RISING: The Informal Economy produced in collaboration with The California Endowment examines how workers that labor off the books (sometimes hiding in plain sight) are organizing to find pathways for legalization and protection.

The series CITY RISING illuminates the journey of California's neighborhoods advocating for responsible development. The multi-platform initiative highlights individuals facing discrimination, but fighting to change policy and improve upward mobility for their communities. The effects of these movements are far reaching and their voices will ultimately impact the social health of communities across the country and beyond.



Media Contact: **Insert Name**
INSERT PHONE
INSERT EMAIL



“CITY RISING” COMES TO [CITY NAME] ON TOUR OF CALIFORNIA

New Documentary on the Challenges of the Informal Economy looks at Workers Organizing for Policy Change and Protections



CITY, DATE – **Organization Name(s)** will host a community screening of **CITY RISING: The Informal Economy**, a documentary about workers that labor off the books, sometimes hiding in plain sight, and are organizing to find pathways for legalization and protection. The community is invited to participate in this unique public media sponsored event on **date** at **time** at the **location**.

The new one-hour, multi-platform documentary was created in partnership with KCET and [The California Endowment](#). The film follows four California workers from the urban neighborhoods and industrial corridors of Long Beach to the rural Coachella Valley, on-camera interviews with organizers, politicians and experts will contextualize labor in California, the world's fifth largest economy. The effects of this movement are far-reaching and their voices will ultimately impact the social health of communities across the country and beyond.

[Insert a quote by your organizational leader on why you wanted to host this event/the value it will provide the community]

This event is free and open to the public, but RSVP is required. Attendees should visit **INSERT LINK** for more information.

In order to expand and bring the issues presented in the CITY RISING: The Informal Economy into the public discourse, KCET is making the film available to community based organizations and nonprofits across California. Nearly 20 screening events are expected throughout the state between April and June 2019. To learn more, visit: kcet.org/shows/city-rising



ABOUT HOST NAME
INSERT DESCRIPTION OF GROUP

ABOUT KCET

KCET and Link TV are award-winning viewer-supported 501(c)(3) media organizations providing high-quality, culturally diverse programming with a commitment to independent perspectives, smart global entertainment, local communities and opportunities for engagement and social action. **KCET** is a flagship PBS channel serving Southern California, and **Link TV** is a national independent satellite network available on DIRECTV (channel 375) and DISH Network (channel 9410). Content for both services is also available through various digital delivery systems including Apple TV, Amazon, and Roku. For more information please visit <http://www.kcet.org/apps> and <https://www.linktv.org/about/apps>.

ABOUT PUBLIC MEDIA GROUP OF SOUTHERN CALIFORNIA

PUBLIC MEDIA GROUP OF SOUTHERN CALIFORNIA *tells stories that matter*. We create original programs that reflect the diversity of the region and share the full schedule of PBS programs that viewers love and trust – delivering a public media service that educates, informs and empowers. Through three content channels – PBS SoCal, KCET and LINK TV – our library of programs is available for streaming on any internet-connected screen, seven Southern California broadcast channels, and one national satellite channel. A donor-supported community institution, PUBLIC MEDIA GROUP OF SOUTHERN CALIFORNIA hosts hundreds of in-person cultural events, screenings and community conversations to spark the sharing of diverse ideas and perspectives and delivers real social impact through an Early Learning service that prepares our most vulnerable children for school, as well as other special public service initiatives. Find us at pbssocal.org, kcet.org and linktv.org.

ABOUT THE CALIFORNIA ENDOWMENT

The California Endowment, a private, statewide health foundation, was established in 1996 to expand access to quality health care for underserved individuals and communities, and to promote fundamental affordable improvements in the health status of all Californians. The Endowment challenges the conventional wisdom that medical settings and individual choices are solely responsible for people's health. The Endowment believes that health happens in neighborhoods, schools and with prevention. Headquartered in downtown Los Angeles, The Endowment has regional offices in Sacramento, Oakland, Fresno and San Diego, with program staff working throughout the state. For more information, visit www.calendow.org.



POSTING RECOMMENDATIONS FOR SOCIAL MEDIA

Social media is a great tool to promote your event. Your promotional posts will need to contain the pertinent event details, but should also seek to teach, inspire, or entertain. When promoting your event, be sure to use the KCET and CITY RISING hashtags and handles.

Some general posting recommendations and sample posts are below.

HASHTAGS Primary: **#iamcityrising** and **#cityrising**
Secondary: **#laborequality** **#informaleconomy** **#workerrights**

SOCIAL HANDLES Facebook: **@KCET28** Twitter: **@KCET**

SERIES WEBSITE <https://www.kcet.org/shows/city-rising>

GRAPHICS Need photos or logos for your posts? Visit:
<https://www.kcet.org/shows/city-rising/resources>

POSTING RECOMMENDATIONS Depending on the platform you are using, there are different best practices for posting, which are based on the platforms format and own algorithms.

FACEBOOK It's generally believed that you should post a minimum of three times a week to show activity on your page and no more than once every four hours to your page. Pages with less than 10,000 followers want to cap their posts at two times per day so that you don't burn-out your audience. Keep event "rsvp" themed posts limited to once per week, but don't shy away from themed posts that talk about the issues of the informal economy or ask questions of your followers to spark interest and dialogue.

Be sure to create a Facebook events page to promote your screening event to your followers. You can also co-host your events on Facebook allowing you to expand your reach to other organizations that are partnering with you on the event.

If funds are available, consider putting a small amount of money behind "boosting" your event post and geo-targeting it to your community. Spending \$25-\$50 on a post can significantly impact your visibility and reach.

TWITTER The Twitter platform differs significantly from Facebook. Twitter has a constant stream of information going out to users and takes more effort for your posts to be seen and get traction. In order to maximize your chances of being seen you will want to post three to five times per day.

You also want to think strategically about the times you post, attempting to capture the highest number of your followers. You should monitor your social media analytics to see what times seem to be peak with activity from your followers, but generally speaking, people are online while at work and there are patterns to their social media activity. Consider posting at the beginning of the work day, again during the lunch hour, and in the late afternoon.

Posts must be brief and get to the point. Be sure to use content from the CITY RISING website to expand the context and understanding of the issues tied to the informal economy.

*** On either platform, you are going to increase your chances of being seen by including visuals. Give some thought to the photos, memes, and videos that you use.*

SAMPLE FACEBOOK POSTS

Have you ever heard “Respect the Hustle” referencing the “gig-economy?” What does that really mean for workers and our economy? Come learn more at our upcoming screening of #CityRising on [date](#) with @KCET. [Event RSVP link](#)

Ever wonder how legal that late night hot dog or taco from a street vendor might be? Join us for a screening on the informal economy and learn more about the workers that are seeking rights and protections. #CityRising on [date](#), [Event RSVP link](#)

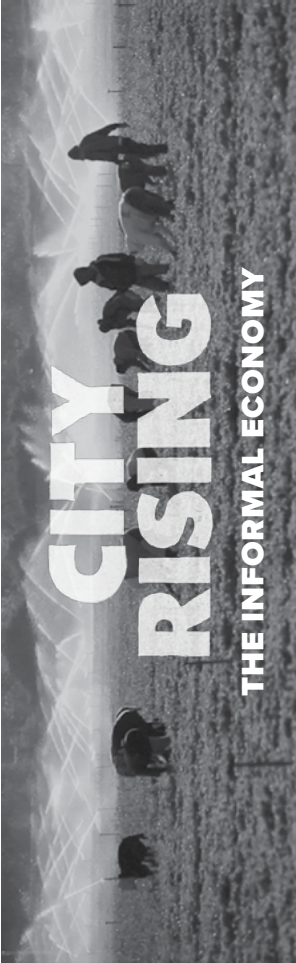
SAMPLE TWITTER POSTS

We are talking the ‘Gig-Economy’ and what it means for our local economy. Register Now! [Event RSVP link](#)

Join us [DATE](#) at [VENUE](#) for #CityRising. Space is limited. [Event RSVP link](#)

EXTRA PRO TIPS

- To save characters use a shorter url. Sites like bitly.com can be of assistance.
- Don’t go crazy with hashtags. Two to three hashtags is more than enough.
- Respond to all comments and questions that you received online.
- Encourage your event participants to share their thoughts on social media during the event.



#iamcityrising

First Name:

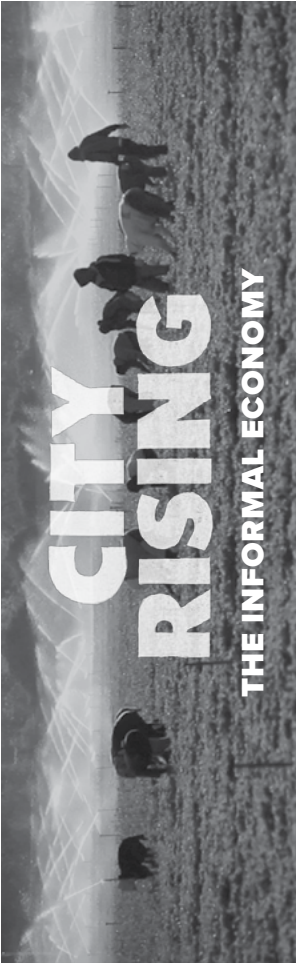
Text to or email at:

Watching CITY RISING: The Informal Economy has inspired me.
(Select as many as you like)

☐ Tomorrow, I will... _____

☐ In the next two weeks, I will... _____

☐ A month from now, I will... _____



#iamcityrising

First Name:

Text to or email at:

Watching CITY RISING: The Informal Economy has inspired me.
(Select as many as you like)

☐ Tomorrow, I will... _____

☐ In the next two weeks, I will... _____

☐ A month from now, I will... _____
