



Success Story

Senior Housing Community Planning Major Building Renovations

Application:

Used Magnolia Prime for meeting announcement about renovations

Benefits:

- A more seamless rollout of the building renovations and the impact to its residents
- Bridged the multi-language communication gap between staff and residents
- Helped with compliance of building renovation regulations



Description:

Bethany Center is an affordable senior housing community in San Francisco. The residents are made up of many cultures with five different languages represented, including Cantonese, Spanish, English, Russian, and Korean. Less than 20% of the residents speak English.

Bethany Center's art gallery and art classes are open for inclusion of the community beyond the walls of the building.

(www.bethanycenter.org)

Challenges:

With such a diverse population, communication between staff and residents is challenging. Traditional methods have only helped marginally. Bethany Center was looking for a more impactful and efficient communication process to help them reach their 150 residents.

The staff had recently organized a resident meeting to discuss the building's upcoming renovations. It was important for residents to be informed of the plans affecting them, including emergency renovation actions. In the past, typical meeting attendance was quite low, with only about 45 of the total 150 residents.

Solution:

Magnolia Prime's Telebeneficiary Service delivered a phone notification of the upcoming meeting. With 90 residents in attendance, Bethany Center had a 100% increase in meeting participation. Not only was attendance high, but the residents' feedback about the new service was very positive.

Success of the Magnolia Prime solution allowed for:

- Ongoing and timely communication about the upcoming renovations and their effect on the residents
- More inclusive environment for residents
- Anticipation of fewer construction delays and lower costs due to fewer construction days
- Support of operating plan's inclusionary requirements



Testimonials:

"We had 90 people turn out for our meeting out of a possible 150. Residents gave the call positive feedback."

"The Russian community thought it was the employee's actual live voice."

– *Jerry Brown*
Executive Director, Bethany Center

"I like to hear the voice of a real human being, sometimes someone I know, informing me of what's going on at Bethany Center, instead of a machine-recorded message, as it feels more personal."

– *Resident, Bethany Center*

"I like how easy and convenient Magnolia Prime is to use. It has helped us reach out to more residents than we would normally do through written notices alone, and it has increased the attendance of our community programs."

– *Miguel Rodas*
Leasing and Occupancy Specialist
Bethany Center

