

Peoria Interactive Experience (P.I.E.)

How Peoria, Arizona helped busy working adults find their entrepreneurial micro-community from home



City of Peoria Libraries and Economic Development · ASU Edson E+I Peoria Forward · Powered by Televeda

449

members by Sept. 2022, up from 370 in January

100+

new registrations in January 2022 alone

25%

increase in a typically slow month

28

attendees at a single September Pitch In session

THE CHALLENGE

Peoria's libraries offer everything from entrepreneurship workshops to résumé building, but many working adults ages 35 to 50 struggled to attend. Busy schedules, transportation, or a last-minute childcare gap kept them home.

THE LANDSCAPE

Libraries are trusted community hubs where residents find resources and one another. With the U.S. Surgeon General naming loneliness a public health epidemic, digital tools let libraries extend that trust into residents' homes.

THE SOLUTION

Peoria and Televeda launched P.I.E., one online hub for live sessions, on-demand workshops, and connecting with members and staff, from Instagram marketing to Chair Yoga.

WHAT MADE IT WORK

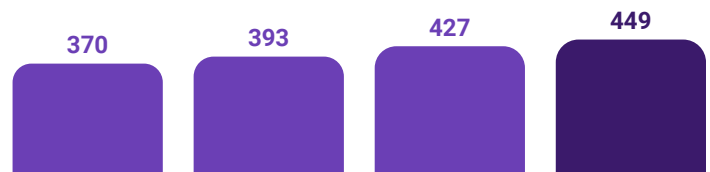
Built for Peoria. P.I.E. is hosted on Peoria's website, with registration support in one place.

Programming residents requested. The January Instagram workshop alone drew 14 new members.

Recorded and measured. On-demand recordings for busy schedules, plus monthly data and recommendations.

MEMBERSHIP KEPT CLIMBING

January brought more than 100 new registrations, a 25% increase in a typically slow month. Membership surpassed 400 by spring and reached 449 by September.



Total P.I.E. members, January–September 2022

PITCH IN TOOK OFF

Attendance at the recurring entrepreneurship session grew from 11 in July to 28 at a single September session.

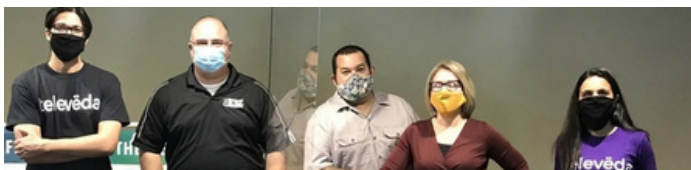


Pitch In attendance, July–September 2022

The regulars who returned month after month are exactly the micro-community Peoria set out to build.

WHAT MEMBERS SAID

The Instagram workshop earned five-star ratings, while Pitch In and Zumba Gold also received top marks. One member attended more than a dozen sessions in April alone.



Hosting a live-streamed P.I.E. session during the pandemic

LOOKING AHEAD

With nearly 450 members, Peoria and Televeda are bringing back popular sessions, expanding the on-demand workshop library, and reaching more working adults who have yet to find their micro-community.

televeda.com

833-299-1449

support@televeda.com