



Up to the Challenge: Designing Inclusive Communication Plans for your Community

Instructions: Review each of the scenarios and consider the demographic and socio-economic information about your community. As a representative of the organization or of the City Administration, how would you design this outreach process to be as effective as possible? The challenge questions should help guide a productive conversation, but should not be seen as the limit of the exercise.

Deliverables: Each group does not need to agree unanimously, but try to reach consensus on an outreach and communications plan that will equitably benefit the entire community. Identify who is often represented, and who is often left out of these conversations, and specific methods to be more inclusive for everyone.

Challenge Type: Transition to Online Gov't Meetings

Scenario: The City of Pawnee has been hit hard by a recent viral outbreak. The lively and engaging public meetings the City is known for must transition to an online format. Sweetums Corp. and Gryzyl have given the Town of Pawnee a \$25,000 grant to purchase the equipment to hold all future town meetings online, and the Town has no other funding for this transition. \$24,300 of the grant has been spent on Gryzylboxes for the City Council, leaving only \$700 for software, outreach, and marketing the new meeting format.

Scenario Challenge Questions:

- How should Pawnee tell residents about the transition to online meetings?
- What should the City do during their meetings to allow for residents caring loudly at the council?
- Should the meetings continue to be 7:00 PM on Tuesdays, or a different time?

Community Profile: Pawnee

- Population: 66,218
- Demographic Breakdown: 1% Asian, 8% Black, 89% Caucasian, 1% Hispanic, 1% All Other
 - ◆ Average Age: 39.2 years
- Socioeconomic Breakdown:
 - ◆ Avg. Median Income: \$38,360
 - ◆ 56% Married
 - ◆ 21% Households with kids < 18
 - ◆ 7.5% under poverty line
 - ◆ 76% High School Degree
 - ◆ 41% 4 yr College or more