



## 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 FOUR

**Challenge Type:** Transit Access

**Scenario:** Amarilla is an up-and-coming town roughly 90 miles from a major city. It is located along a major US interstate, and a mass transit project has just been announced with a stop in Amarilla. A new transit-oriented development with high-end apartments, shopping, and a Whole Foods store are planned for the transit stop. A recent community survey found that many of the people of color in Amarilla commute to the major city for work, while the majority of the caucasian population can afford and prefer the toll road along the freeway and often work in professional and technical service roles in town. The few places in Amarilla where people of color predominantly live are more than 15 minutes by car from the planned transit stop, and there only local transit within Amarilla runs once an hour from 9-5 on weekdays, only travelling between commercial shopping areas in town.

#### Scenario Challenge Questions:

What would an equitable transit solution look like for the Town of Amarilla?

If you were the Town, how would you communicate about the planned transit access in a way that would increase comprehensive citizen buy-in?

If you were the developer, what steps would you take to ensure the new transit stop served all of Amarilla?

Are there any additional steps the Town could take to improve transit access regardless of the location of the mass transit stop?

#### Community Profile: Amarilla

- Population: 10,839
- Demographic Breakdown: 2% Asian, 1% Black, 86% Caucasian, 0% Hispanic, 11% All other
  - ◆ Average Age: 32.7 years
- Socioeconomic Breakdown:
  - ◆ Avg. Median Income: \$48,266

- ◆ 50.2% Married
- ◆ 43.5% Households with kids < 18
- ◆ 9.6% under poverty line
- ◆ 72% High School Degree
- ◆ 28% - 4 yr College or more