



## 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:** Library Expansion Location

**Scenario:** Datsun Beach Library District has recently led the nation with innovative new programming and access to technology for the city. Membership and participation is up more than 10% each of the past 5 years. The influx of community engagement has allowed the City Council to fund a long-awaited library expansion in North Datsun Beach. Even though 5 sites were discussed for a new expansion, Datsun Beach was ostensibly chosen because it had been waiting for a branch for more than 10 years. The neighborhood it is located in is surrounded by single-family homes valued high above the median average for the city, three different k-12 schools within a five minute drive, and a ten minute drive from another large and established branch. As a liaison from the City Manager's office, you are charged with working with the Library Director to design a process to locate the library in the best location for the City. Folks in North Datsun Beach are expecting the announcement any day now, what do you do?

### Scenario Challenge Questions:

Currently, people of color must travel on average more than 15 minutes to reach a library branch, while caucasions must only travel 5-7 minutes. Datsun Beach is a majority minority community. Should the length of the application determine where the new branch is located?

What kind of process would you propose to determine the new location?

Are there certain parts of the community who should be invited to participate?

Are there any other ways the library might allocate their money to provide the community more services than to build another branch? If so, what might the library provide?

### Community Profile: Datsun Beach

- Population: 205,764
- Demographic Breakdown: 2% Asian, 57% Black, 37% Caucasion, 4% Hispanic, 10% All Other
  - ◆ Average Age: 34 years
- Socioeconomic Breakdown

- ◆ Avg. Median Income: \$41,380
- ◆ 43% Married
- ◆ 29% Households with kids < 18
- ◆ 21.6% under poverty line
- ◆ 76% High School Degree
- ◆ 31% - 4 yr College or more