



## 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: Camping Ban

**Scenario:** The Town of Eagleton has always been known for its lush palm trees and well-manicured parks. Recently, residents from a nearby community have been displaced and are experiencing homelessness within Eagleton. Major corporations, the Town Council, and the Tourism professionals do not like the look of people sleeping in public spaces, and have cried out for action. The Town Council swiftly enacted a Camping Ban, making it illegal to lay down vertically anywhere outside, in public, or private property unless it is in a bed with at least 800 count Egyptian cotton sheets. Many people are not able to comply with the ban, and sleeping outside has continued despite aggressive police measures. Non-compliance could be instigated because a night in the Eagleton jail comes with a continental breakfast and turndown service, but the jail only has two beds and is full. In the face of public and media backlash, the Town is hosting a working group to help craft a new policy.

### Scenario Challenge Questions:

- What might this new camping ban policy look like?
- Who should be a part of the working group?
- What role can/should the Town Council play, what role can/should the administration play?
- Does your suggested outreach change if those sleeping outside predominantly work in Eagleton and normally live elsewhere? What if they are long-time Eagleton residents?

### Community Profile: Eagleton

- Population: 9,480
- Demographic Breakdown: 7% Asian, 3% Black, 86% Caucasian, 4% Hispanic, 0% Indigenous
  - Average Age: 32.7 years
- Socioeconomic Breakdown:
  - ◆ Avg. Median Income: \$95,300
  - ◆ 78% Married
  - ◆ 41% Households with kids < 18

- ◆ 2.4% under poverty line
- ◆ 89% High School Degree - 56% - 4 yr College or more