



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: Downtown Redevelopment/Affordable Housing Displaced

Scenario: Rockvale is a peaceful suburban community with a large collegiate student population due to the land grant state university located in City. The City itself is more than 240 years old, and the historic east coast character is a major part of the identity of the City. Local historic advocates have fought against development projects coming into the community and have succeeded in having the Downtown district deemed a Statewide Historic District. With these changes, the interior of the buildings may be changed, but the external facade must remain. Developers have said these impacts will force them to sell only high-end luxury apartments and high-end retail to financially sustain the project, and estimates show that nearly 1,000 people may be displaced by the coordinated developments, many of which are considered 'affordable' due to the low rent and aged structures. People are protesting again, pleading against the forthcoming development by right secured by the developers after negotiating with the City and the Historic Society.

Scenario Challenge Questions:

- What obligations do developers have to develop affordable housing in your community? How did they get established? Are they effective?
- Does the Historic Society have a role in the future discussions of affordable housing downtown?
- The local Downtown Merchants have scheduled a meeting next Tuesday morning at 9:00 AM to discuss DDA amendments to include affordable housing. Who should be at the meeting, and is this the best venue for the discussion?
- Many of the people currently living in affordable housing are university students and staff, how would you include them in the discussion?

Community Profile: Rockvale

- Population: 97,385
- Demographic Breakdown: 5% Asian, 1% Black, 88% Caucasian, 9% Hispanic, 4% All Other

◆ Average Age: 28.7 years

→ Socioeconomic Breakdown

◆ Avg. Median Income: \$57,112

◆ 38% Married

◆ 14% Households with kids < 18

◆ 25% under poverty line

◆ 96% High School Degree

◆ 58% - 4 yr College or more