



## 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:** Exploratory Committee on Police Reform

**Scenario:** Brickton is the most diverse city in the United States, and often markets the diversity of culture and amenities provided for residents and tourists alike. A recent report, however, has shown that caucasian residents are 40% less likely to be stopped by police and 65% less likely to be detained. Diverse populations in Brickton are demanding a full investigation and a change of police procedures. The Chief of Police for Brickton has succumbed to public pressure and announced an Exploratory Committee on Police Reform. As an administrative liaison from the City Manager's office, what can you do to make sure this committee is successful?

### Scenario Challenge Questions:

The Chief of Police would like to have a manageable group size for this committee, and suggested only having 7 people. Would you keep this number? If so, who would you choose from the community?

How would you announce the committee or solicit interested people to participate?

What exactly should the role of the committee be in instigating reforms? Think back to IAP2 standards, are they an advisory committee, or is this full on participatory government?

Is there anyone else from the city government who should be involved in this process?

### Community Profile: Brickton

- Population: 312,697
- Demographic Breakdown: 21.5% Asian, 12.2% Black, 22.1% Caucasian, 40.3% Hispanic, 8.9% All Other
  - ◆ Average Age: 30.8 years
- Socioeconomic Breakdown:
  - ◆ Avg. Median Income: \$74,500
  - ◆ 45.8% Married
  - ◆ 29.9% Households with kids < 18

- ◆ 4.8% under poverty line
- ◆ 81% High School Degree - 34% - 4 yr College or more