REACHING INTO YOUR COMMUNITY TO BUILD A STRONG COALITION

Strength through diversity
Identifying key influencers

Who can influence decision-makers?

- Community role
- Professional role
- Personal relationships
Gatekeepers

Who can link you to key community constituencies?
Identifying community champions

• Who can bring the right people to the coalition?
• Who can sustain energy over the course of the campaign?
The importance of diversity

- Professional
- Economic
- Racial/ethnic
- Age
- Education
- Voters

Be sure to include those who align with your community VALUES!
Community values

What is important to your community?

• **Look to past public policy action**
• **How does the community market itself?**
  • To current and future residents
  • To businesses
Recruitment

• Relationships matter
• Clear expectations
• Defined roles
Engagement

• Clear communication
• Various methods
• KISS
• Specific expectations
Case Study: Breckenridge, Colorado

What is the first thing you think of when you see this photo?
Community values are not defined by how visitors view the community, but how the residents collectively see themselves.

Child Care Tuition Assistance
Workforce Housing
Community values statement

Breckenridge values being a community where people are able to live where they work.
Decision-makers

• What do they value?
  • Explore background
  • Look at past votes
  • Ask them!

• Who knows them?

• What research and messaging will tap into their individual and collective values?
Champion

Key champion in 2015 was Mayor John Warner, DDS

• Engaged key community members
• Relationships with Town Council were key
Messenger

Dan Hendershott, Environmental Health Manager, Summit County
Outcome and Future

Breckenridge voted to retain CWF
• Based on the SCIENCE
• Because of their COMMUNITY VALUES
• Because of the MESSENGERS
• Because of the CHAMPION

What is in the future for Breckenridge?
• New Mayor
• Several new Town Councilors
• Changing demographic

• Affordable housing has turned the tide in the relationship between primary and 2nd homes
• Homeownership increased.
• Household size decreased.
• Growth in families outpaced singles and roommate households in contrast to the statewide trend.
• The population has been getting older faster than in most areas of the state.
• Aging of the labor force and an influx of retirees is causing explosive growth in the population age 65+. 
For more information:

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