



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?



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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!



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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?



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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.



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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

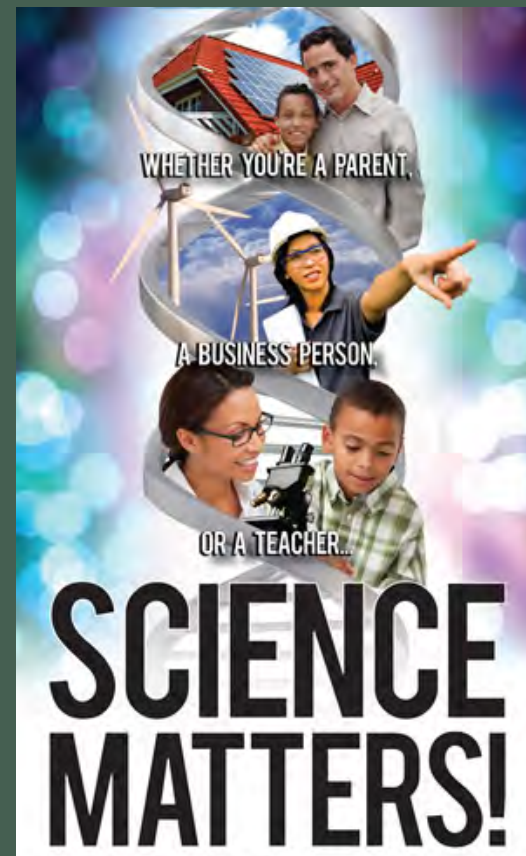
Key champion in 2015 was
Mayor John Warner, DDS

- 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
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