

Summer at City Hall – Advocacy Project

Students will work in teams to:

1. **Create** a map of a Sacramento neighborhood/zip code, identifying city government services, businesses (e.g. neighborhood friendly and not neighborhood friendly), non-profits, churches, schools, cultural amenities, other assets.
2. **Research** demographic data about the city/community, research and brainstorm community strengths and challenges
3. **Learn** about policy and service issues faced by city departments that may benefit from students input and advocacy.
4. **Identify** a particular issue in their neighborhood/city they want to propose an advocacy solution based on previous research (steps 1-3). The issue must be something within the jurisdiction of the city to address.
5. **Identify** stakeholders, allies, opponents. Students will explore:
 - a) Who is interested in fixing this problem?
 - b) Who is negatively impacted? How/why?
 - c) Whom might your solution affect either positively or negatively?
 - d) Who is going to support your solution (Alliances)?
 - e) Who is going to oppose your solution?
 - f) What do you need from the city council? Why would they support you or not?
 - g) How could you gain their support?
6. **Identify** additional research questions they need to answer in order to come up with a viable solution to their issue and to better understand their issue. Students will research those questions using interviews, internet research, focus groups, surveys, etc....
7. **Form** a Neighborhood Association or Issues Coalition, to *advocate* for their proposed solution. Your neighborhood association/issue coalition will have the following roles:
 - a. **Advocates:** Your responsibility will be *developing the convincing arguments needed to defend your solution*. You will be using your research on similar solutions and your knowledge of the interests of the stakeholders in your area to convince the city council that your problem is the most pressing in your area and that your solution is the best solution to fix that particular problem.

- b. **Media team:** Your role will be to *develop all the PR documents you will need to present your case on your issue*. This will include at a minimum a PPT for a presentation to the city council. Other media will include at least one of the following: web site, Organizational Brochure, Facebook page, tweets, Letters to the editor, Letters constituents would send to the city council, media release, or materials to be used at a town hall or educational event.

In these documents, you will present compelling data on the issue, arguments that support the issue, other stakeholders who are supporting you, research on why your solution will work, and what your solution is and how people can get involved.

- c. **Data/Research:** Your role is to *understand the numbers of your zip code/neighborhood and of your problem*. Using www.city-data.com, healthy cities, and other sources, create a profile (to go on the website) of your community.
- Who lives there?
 - Where do they live?
 - What crime is experienced in your neighborhood?
 - How much money do people make?
 - What is the type of housing ownership?

Using your data, you will support your other team members as you identify the problems and potential solutions for your community. This team will also review internet research on the causes and solutions to your issue. This team will develop a one to two page summary of the data they collected and their research findings. This team will also prepare a map of their community showing government, business and other assets, as well as problems.

****Weebly.com offers free webpage design. You can use gmail established for the mapping exercise to create accounts.**

- d. **City staff:** Take *the role of a City dept* that most addresses the issue, look at the issue from the city perspective, be able to make a recommendation to the city council from the city dept perspective, be knowledgeable about what the city current does to address this issue.
8. **Identify** a solution to their issue. The solution needs to be something the city has a role in implementing. This solution can be a policy recommendation to the city council, an awareness and educational strategy, or a community organizing strategy (Letter writing campaign, rally, town hall meeting).
9. **Develop** an advocacy, educational or activist campaign to get the council to adopt or act on their solution.

10. **Present** project to a mock city council meeting at the end of the program where each group will be given 5-7 min to present their issue to the city council.

Each presentation will include:

- i. City staff presentation, Neighborhood association president, an issue ally, and an issue opponent;

During the presentation, students should:

- i. Introduce themselves and the role they are playing
- ii. Identify the Issue or the neighborhood: Present map, what did they learn about their neighborhood/issue,
- iii. Identify the major issue as revealed by the map and research
- iv. Propose a specific solution that involves a city action of some kind
- v. Present supporting evidence that the solution is likely to succeed, identify the costs of the solution, identify the benefits and savings, identify the challenges and the strengths of implementing the solution
- vi. Hear from neighborhood association, ally and opponent, city staff

Products:

- Map/List of the community in its current state or the current facts around the selected issue
- Map/list of the ideal community or the issue in its “ideal”
- The “Issue” selected
- Research questions examined
- List of stakeholders identified-allies, opponents, decision makers
- Power analysis
- Solution
- Advocacy strategy- presentation, public education, rally, town hall, letter writing campaign, etc....
- PPT or City Council Staff Report plus Web page, video, brochure, Facebook, tweets, blogs, info flyers, op-ed to BEE, etc.....
- Data summary

These items will be displayed at a table during graduation on a poster board or in a video or electronic presentation.

4. Based on their research (steps 1,2, 3 above), based on and analysis of the current state of the neighborhood or issue, based on a root cause analysis, and on their vision of what they want to be different,

This solution can be a policy recommendation to the city council, an awareness and educational strategy, or a community organizing strategy (Letter writing campaign, rally, town hall meeting).

Students will do a power analysis around their issue and use that to develop an advocacy strategy.

Part 1: Identifying government in your neighborhood

Step 1: Creating Maps

1. Direct students to open their gmail account (each group should have one pre-created by teacher with password - eg. SACH_95818)
2. Students select “Maps” from menu across top
3. Students select “maps engine lite” on left hand side of page.
4. Select “New Map”
5. Direct students to search their zip code in search bar at top of page.
6. Direct students to go to google homepage and “google” their zip code, and then click on the map with the outline of the zip code (this DOES NOT appear on the Maps Lite feature, it must be manually created.)
7. Direct students to return to their Maps Lite tab and select the polygon tool, which is under the search bar, last button on the right. Using the polygon tool, trace the outlines of their zip code onto their map - this will take a few minutes.
8. Once the shape is completed, it can be manipulated on the left hand side, highlight the polygon box, select the paint can, and make the polygon more transparent.
9. Students will now have an outline of their zip code which they can proceed to label.

Step 2: Labeling Your Maps

Hint: when you cannot locate something visually by looking at your map, use the search bar as if it were a google search. The search will place markers on all the facilities that fit the description. Select only the ones in your zip code/neighborhood and select “add to map.” The marker will then automatically be added to your map.

1. Select the “add layer” button on the right side tool box - label the layer “Government”
2. Using the “add marker” (tear drop shape) under the search bar - identify all of the parks in your zip code - make the marker green.

3. Identify all of the ??? Make them ??? (Libraries, schools, police stations, etc. - make different colored labels for each one).

HERE YOU WILL JUST NEED TO ADD ALL THE VARIOUS GOVERNMENT FACILITIES YOU WANT THEM TO ADD.

4. Select the “add layer” button one more time - label the layer business.

Identify the banks, grocery stores, ANYTHING ELSE YOU WANT THEM TO ADD

5. Students can choose which layers to display by checking or unchecking the box on the layer name in the tool box on the right side of the map.

**Summer At City Hall
Advocacy Project Presentation
July 31, 2015**

Directions: Brainstorm issues in your community that you feel need to be addressed by the City Hall Council Members. Make a proposal to the City Council asking for their support in making this change. You will need to convey what you have already done and your planned action items (the things you are planning to do). **Do your research! Be sure that you are not asking the City Council to support something that it is already supporting.**

Essential question: What supports do you need from City Hall in order to resolve your community issue and make Sacramento a better place?

YOUR PROJECT MUST INCLUDE:

- ✓ Website (where you will bring awareness to your issue and ask for the community's support) *There are plenty of sites on the Internet that will allow you to build your website **for free.** DO YOUR RESEARCH!*
- ✓ Infomercial/documentary **(2-3 mins.)** that explains your issue **(made with iMovie)**
- ✓ PowerPoint. Your PowerPoint should have a Title slide, Issue slide, "What we are already doing" slide, "How City Hall can Help" slide. Be sure to ask for what you want. **You must embed your iMovie and website link into your PowerPoint**

Group Member Roles:

- Webmaster (manages website creation)
- Director (manages iMovie documentary)
- General manager (responsible for putting all materials together on a PowerPoint)
- Spokesperson (responsible for coordinating the verbal presentation to City Hall)
- General Assistant: Responsible for keeping the group on task

GROUP MEMBERS SHOULD BE ACTIVELY WORKING ON THE PRESENTATION, REGARDLESS OF THEIR ASSIGNED ROLE. YOU SHOULD NEVER BE "WAITING FOR SOMEONE TO FINISH THEIR PART" SO THAT YOU CAN START YOUR PART. HELP YOUR TEAM MEMBER. THIS IS A COLLABORATIVE PROJECT.

Dates and Deadlines:

Group member names and assigned roles	10 points
Community Issue clearly identified	20 points
Advocacy Project Plan is due	50 points
Website Organization Chart due	50 points
Website due	50 points
iMovie storyboard layout	50 points
Completed iMovie due	50 points
Practice Presentation	20 points
City Hall Presentation	100 points
Project Reflection due	<u>50 points</u>
Total Points:	450 points

****BE SURE TO PRACTICE EVERY ASPECT OF YOUR PRESENTATION****

Group Members:

Advocacy Project Plan

Identify your issue, Why is your issue something that City Hall needs to focus on? What do you want the City Hall Councilmembers to do? How will your issue benefit Sacramento residents? What is the City doing about your issue now? Explicitly state how City Hall can help you with your issue. How do you plan to bring community awareness to your issue? iMovie layout

What website are you using? How do you plan to design your website to raise awareness and community support? How will you get people to visit your website? Be specific.

Team Member Assignments:

Webmaster

Director

General Manager

Spokesperson

General Assistant

Interview Worksheet

Directions: Use this sheet to keep track and document who your team interviews for your advocacy project. You will gain useful information when you talk to subject matter experts in the field, the questions below are meant to guide you, make sure you add questions that your team as identified as your research questions. When is doubt, ask, and clarify.

Date of Interview: ____/____/____

Interviewer: _____

Name of Interviewed: _____

Position: _____

Phone #: _____ E-mail: _____

Description of Department/Role:

Questions

1. What is the role of the department/organization?
2. What are the challenges in delivering services or solving problems?
3. Currently, what is this department/organization during to address (the issue you are researching)?
4. How might young people and citizens get involved to support or change this issue for the better?

Notes:

Summer At City Hall Advocacy Project Evaluation Form

Each group has 5 minutes to present and 3 minutes for feedback = 8 MINTUES TOTAL

Your Name:	Presentation:					
<ul style="list-style-type: none"> ✓ Mark within the indicated range of five general and loose categories. ✓ ONLY 3 QUESTIONS PER GROUP ✓ The idea at the end of all the presentations is to offer constructive advice and not meaningless criticism; to discuss was to improve presentation skills; to evaluate, give feedback and help. 						
Loose categories: [1] Not very successful [2] Could be better [3] Average only [4] Quite Good [5] Very Good						
Clarity of speaking (Could you hear the speaker properly and clearly?)	1	2	3	4	5	Comments
How would you rate the audio-visuals? (Could you clearly see the presentation?)	1	2	3	4	5	
Clarity of language (Could you understand terminology/thought process?)	1	2	3	4	5	
What about body language? (Eye contact and speaking to everyone?)	1	2	3	4	5	
What about the pace?	1	2	3	4	5	
What about answering questions at the end – how did that go?	1	2	3	4	5	
Beyond any particular aspects, how would you rate the presentation overall?	1	2	3	4	5	
How would you rate the project research questions?	1	2	3	4	5	
How would you rate the project next steps?	1	2	3	4	5	
How would you rate the project findings?	1	2	3	4	5	

Any additional Comments/Questions/Concerns not addressed by above questions, put the details below:
