



Setting

Governance

Community Organizing

Public Relations

Legal

Housing Service/
Counseling

Evaluation/
Monitoring
Research

Planning and Code Regulation

Commercial Development/
Revitalization

School Desegregation

Financial Incentives

Toledo, OH

Urban area, pop. 400,000

- ♦ Municipal
- ♦ Board of Community Relations

- ♦ Intergroup relations
- ♦ Employer groups promoting affirmative action
- ♦ Training of potential job aspirants to improve test scores and diversify workforce
- ♦ Organizing clergy behind EO initiatives
- ♦ Outreach to civic organizations through presentations on intergroup relations challenges

- ♦ Monthly meetings promoted to media to inform community, also reached outside of Toledo
- ♦ Influencing opinions in neighboring towns
- ♦ Monthly articles in regional newspapers and television reports
- ♦ Newsletters to influentials (occasional)

- ♦ Toledo FHC was in formative stages, supported by municipality

- ♦ Monitoring civil service hiring to ensure diversity of workforce

- ♦ Developing fair housing ordinance at the local level (law did not pass)

- ♦ "Urban renewal" programs, commercial and residential redevelopment of "blighted" areas
- ♦ BCR assisted with "displaced," mostly minority, renters and business owners; outreach to firms owned by POC
- ♦ "Work Experience Program for Youth" funded by municipality, run by private/nonprofit

Jackson, Michigan

Small urban community, pop. 50,000

- ♦ Municipal
- ♦ Community Relations

- ♦ Outreach to community organizations (inc. NAACP)
- ♦ Radio programs commenting on state/national events which

- ♦ Fair employment practices ordinance
- ♦ Affirmative commitment on part of gov't and minority leadership

- ♦ Affirmative commitment on part of School District and minority leadership organizations to support and hire minority

			<p>might affect Jackson</p> <ul style="list-style-type: none"> ♦ Offering an outlet and inlet for social/political criticism by minority groups (sheltering government) ♦ Facilitating Neighborhood Assns. in minority neighborhoods and bringing people from NAs together ♦ Support of "Gentle Persuasion" community/clergy led mediation group 					<p>organizations to support and hire minority candidates.</p> <ul style="list-style-type: none"> ♦ Establishment of fair housing law 		<p>candidates.</p>	
<p>Maywood IL</p>	<p>Inner-rim suburb</p> <p>Segregated, with black buyers looking throughout community, large Latino population in clusters</p>	<ul style="list-style-type: none"> ♦ Municipal Relations Commission ♦ 	<ul style="list-style-type: none"> ♦ visits by municipal officials to homes of new black residents – to welcome 	<ul style="list-style-type: none"> ♦ "Today's Maywood is Community of Tomorrow" advising. ♦ General outreach was "everyone is welcome" – led to extreme lack of white real estate traffic ♦ PSAs affirming the open housing status of community 		<ul style="list-style-type: none"> ♦ Once nat'l FH law took effect, community pro-activity ceased. ♦ Riders on contracts requiring affirmative outreach on "this property as well as others" realtors have listed in same price range in other communities. 					

<p>Park Forest, IL</p>	<p>Suburban, Planned community in “Levittown” model</p>	<ul style="list-style-type: none"> ♦ Community Relations Committee 	<ul style="list-style-type: none"> ♦ Organized by dynamic individual, Harry Tishema, driven by desire for richer life through diversity 	<ul style="list-style-type: none"> ♦ Affirmative advertising to attract under-represented race (black) ♦ Worked against “panic attack” sales (for sale signs) 		<ul style="list-style-type: none"> ♦ Racial diversity policy statement – states the commitment of elected officials to maintain diversity – pressures real estate agents subtly. 		<ul style="list-style-type: none"> ♦ Local fair housing ordinance ♦ Code requiring realtors to register with municipalities, and have restrictions on solicitation 			
<p>Shaker Heights, OH</p>	<p>Inner-ring suburb</p> <p>White mobilization due to pending resegregation. Reached out to black population for community stabilization</p>	<ul style="list-style-type: none"> ♦ Municipal 	<ul style="list-style-type: none"> ♦ Organized NAs in areas w/o existing NAs. 	<ul style="list-style-type: none"> ♦ Corporate outreach ♦ Fund for the Future of Shaker Heights ♦ Shaker Heights Magazine (strategically used for outreach once agreement on pictures/content made.) ♦ Special events 		<ul style="list-style-type: none"> ♦ Collected racial data on purchasers/sellers ♦ Community tours to prospective buyers 		<ul style="list-style-type: none"> ♦ Local fair housing ordinance ♦ Inspection/occupancy ordinances enacted requires annual inspection 		<ul style="list-style-type: none"> ♦ Organized meetings of school district personnel and municipal officials (elected and appointed) from contiguous communities ♦ Addressing minority academic (test score) gap 	<ul style="list-style-type: none"> ♦ Financial incentive program paid for by University ♦ Pro integrative second mortgage loan program
<p>Southfield, MI</p>											
<p>Freeport, NY</p>											
<p>Village of Oak Park, IL</p>	<p>Inner-ring suburb</p>					<ul style="list-style-type: none"> ♦ Racial diversity policy statement – states the commitment of elected officials to maintain diversity – pressures real estate agents subtly. 		<ul style="list-style-type: none"> ♦ Local fair housing ordinance ♦ Inspection/occupancy ordinances enacted required upon change of occupancy allows for internal inspections 			<ul style="list-style-type: none"> ♦ Equity assurance program to remove fear of declining property values in diverse community.

						<ul style="list-style-type: none"> ♦ Housing Service Center promotes integrative moves to apartments 		<ul style="list-style-type: none"> ♦ Annual Neighborhood Walk for external inspections (homeowners with no deficiencies receive letters of commendation.) 			
Matteson, IL	Inner-ring suburb	Municipal		<ul style="list-style-type: none"> ♦ Developers are required to affirmatively market properties, plan must be approved by municipality ♦ Printed brochures and materials provided to prospective buyers. ♦ Publicity related to good qualities of living in community ♦ Targeted advertising 		Racial diversity policy statement – states the commitment of elected officials to maintain diversity – pressures real estate agents subtly.		<ul style="list-style-type: none"> ♦ Local fair housing ordinance ♦ Anti-solicitation codes, to discourage block-busting 			
South Orange Maplewood, NJ	Inner-ring suburb of two distinct towns, pop. 40,000	Originally intergovernmental task force morphed into private, nonprofit with government liaisons	<ul style="list-style-type: none"> ♦ Community interviews – influentials/ long standing residents with political or social ties to hear about community and share information – questionnaires to gather 	<ul style="list-style-type: none"> ♦ Affirmative marketing developed strategy based on questionnaire used by DD. ♦ Community forums ♦ Special events (two town read, interfaith concert, celebrity 	<ul style="list-style-type: none"> ♦ Litigation of fair housing violations uncovered by testing 	<ul style="list-style-type: none"> ♦ Community tours to prospective buyers 	<ul style="list-style-type: none"> ♦ Monitoring real estate agents by sales/race if known ♦ Monitoring sales prices vs. assessed values within community/neighboring communities 	<ul style="list-style-type: none"> ♦ Integration impact statement proposed for master plan, would affect zoning and planning board decisions 		<ul style="list-style-type: none"> ♦ Development of Magnet school in racially resegregating area ♦ Realigned school attendance zones ♦ Paired schools for racial balance ♦ Addressing minority academic (test score) gap ♦ Seeking add'l 	<ul style="list-style-type: none"> ♦ Pro integrative second mortgage loan program

		<p>effort</p> <ul style="list-style-type: none"> ◆ Presentations to representatives from two communities (location strategically selected to entice participation from two towns and school district) ◆ Election of leadership to promote acceptance of responsibility ◆ Formation of nonprofit, support for hiring staff, development of job description, budget <p>Transitioning leadership to local officials/not consultant-driven</p>	<p>information about community from residents</p> <ul style="list-style-type: none"> ◆ Community forums ◆ Neighborhood association formation and support 	<p>auction) as spirit, pride builders</p> <ul style="list-style-type: none"> ◆ Realtor advisory committee ◆ Printed brochures and materials provided to prospective buyers. ◆ Publicity related to good qualities of living in community, interesting residents ◆ Targeted advertising 						<p>funding for “inner rim” school districts</p>	
<p>Pennsauken, NJ</p>	<p>Inner ring suburb</p>	<p>Municipal public/private partnership</p>	<p>Driven by multi-racial pair, Lynn Cummings and Harold Adams</p> <ul style="list-style-type: none"> ◆ Community interviews – influentials/ long standing residents with political or social ties to hear 	<ul style="list-style-type: none"> ◆ Affirmative marketing developed strategy based on questionnaire used by DD. ◆ Community forums ◆ Printed brochures and materials 							

