“360ville” Neighborhood Profile:

360ville has significant access to public transportation and in certain locations, the elevated Blue Line train provides access to pedestrian and commercial plazas. It is a culturally and linguistically diverse neighborhood with a large population of immigrant residents and business owners with limited English language skills and low technological capacity. Due to these language and technological barriers, many local residents comment on the lack of communication and shopping incentives from businesses. In particular, residents would like to have more shopping incentives, such as discount cards or “Shopping Days,” which would encourage them to shop locally and expose them to the neighborhood’s range of restaurants and business options (clothing stores, dry cleaners, nail salons, etc.). 360ville has an inactive merchants association that recently lost its president, resulting in a lack of structure and leadership among the merchants. Furthermore, some businesses as well as residents comment on their continued frustrations with litter on the sidewalks, overflowing trash cans, and the appearance of more homeless individuals loitering on the corridors.

1. **Engagement Challenge**: Merchants are not invested in the existing Merchants’ Association and are not clear on the value of Association membership as well as its community contribution.

**Assignment**: Please develop a 1-page (maximum) outreach plan that addresses the mentioned challenge in the context of the provided profile of a hypothetical neighborhood. Details that should be mentioned in your plan include but are not limited to a timeline for implementation, key stakeholders, ideas for actions or projects and sample outcomes for impact measurement.