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Homework 1: The Big Idea and Storyboard Practice

1. [Condo’s Don’t Cause Gentrification Links to an external site.](https://www.sciencedirect.com/science/article/pii/S0094119022001000)
   1. Present your case to the local planning commission, arguing on behalf of a developer who wants to build 300 new units in your town.
2. Car Subsidies for Low-Income People
   1. Present a case to the city to pilot a program that will provide car ownership subsidies to low-income residents in Charlotte, North Carolina.
   2. Advocate for this policy in a public-facing letter to the editor (you don’t have to write the letter, but think about how your narrative arc and supporting evidence might change from the case of Example A).

<https://journals.sagepub.com/doi/full/10.1177/0739456X20950428>

<https://link.springer.com/article/10.1007/s11116-018-9959-3>

1. Widening Highways won’t solve your congestion problems.
   1. Present to a group of community members who are frustrated by rising levels of congestion in their suburb. The community members are pressuring state and local governments to widen the nearby highway to increase capacity to address this issue.
   2. For context, 70% of this suburban town identifies as ‘conservative’ or ‘very conservative’.

<https://pubs.aeaweb.org/doi/pdfplus/10.1257/aer.101.6.2616>

<https://www.tandfonline.com/doi/full/10.1080/01944363.2021.1965495>

**Condos Don’t Cause Gentrification**

Communicating to:

* Local Planning Commission

Key person to address:

* Head of planning commission

What the audience cares about:

* Gentrification
* Existing character of town’s neighborhoods
* Property values

Actions that audience needs to take:

* Approve new 300-unit condominium development

Benefits from audience action:

* Housing supply increases in town, with potential for more naturally occurring affordable housing options
* New development increases property values in area
* Additional taxes that support town

Risks from audience inaction:

* Site unused/underutilized and doesn’t provide additional meaningful tax revenue
* Site used for activities not sanctioned by town (free parking, trash dumping, etc)
* Housing supply does not increase, limiting housing market in town

Big idea:

* Our study shows that cities across the country did not experience gentrification through condo development, so the Planning Commission can support sustainable growth in our town by approving our new development

Storyboard:

* Benefit: Condos provide the option for more urban residents to get the benefits of homeownership
* Data: Census Bureau data includes condo share of housing units, mean household income, share Black, share with Bachelor’s or above, share below poverty line
* Data: city tracts, suburban tracts, with additional analysis on tracts that are close to the urban-suburban border
* Data: “archival data on municipal ordinances that govern aspects of the condo development process passed between 1970 and 2015 for the 100 largest cities” to create index measuring the how much regulations may impede condo development
* Data: analysis conducted through regression
* Finding: “conversion of existing rental housing stock to condominium ownership, not the construction of new condominium buildings”
* Challenge: perception that condos cause gentrification by due to new residents moving in that are more affluent and forcing the existing low-income residents to move elsewhere for more affordable housing – less rentals on the markets and more owner-occupancy units
* Finding: “If high income residents prefer condos to rental units, developers may anticipate larger profits and thus, be more willing to undertake condo conversion projects in cities that are attractive to high-income residents for other reasons.”
* Findings: “the regulations in question appear to shift the housing stock away from condo development and toward rental occupancy without encouraging a net increase in housing availability.”

**Car Subsidies for Low-Income People**

Communicating to:

Charlotte, NC City Government

Key person to address:

What the audience cares about:

Actions that audience needs to take:

Benefits from audience action:

Risks from audience inaction:

Big idea:

Storyboard:

**Widening Highways Won’t Solve Your Congestion Problems**

Communicating to:

Conservative suburban community group

Key person to address:

What the audience cares about:

Actions that audience needs to take:

Benefits from audience action:

Risks from audience inaction:

Big idea:

Storyboard: