**Persona 1 – Mr. & Mrs. Jackson**

Mr. and Mrs. Jackson are a retired couple who have been married for over 40 years. They are long-time residents of Detroit, by choice, and have lived in the same community for just over 20 years. Mr. Jackson is 77 years old and Mrs. Jackson is 72.

Mr. Jackson is a retired auto worker who was active in the UAW. Mrs. Jackson is a retired school teacher who worked for the Detroit Public School System. The Jacksons have a very comfortable retirement and spend their winters in a home they own outside of Atlanta. They have a grown daughter who lives in Atlanta and they Facebook with the grand children to stay in touch while they are in Detroit during the balance of the year.

Both of the Jacksons have been active with their Block Club for many years. Mrs. Jackson is the Treasurer for the club where she lives. They have noticed an uptick in home sales in their neighborhood and are pleased to see some young families and singles coming back. Mrs. Jackson hopes that more of them will become active in the community. She also hopes one of them will be interested in taking over Treasurer duties so she can *really* retire.

Both of the Jacksons wear glasses – with pretty strong prescriptions.

**Persona 2 – Olivia**

Olivia is 38 years old, grew up in Detroit, and moved back into the city when she landed a great position at one of the Tech companies downtown. Instead of moving into an apartment of loft, she purchased a home at a really great price and has started to actually enjoy getting out into the garden. She is a bit of a geek…not in the taped-glasses-nerdy way, but Olivia does love to embrace her technology, surrounding herself with all things electronic. Her house is home to herself, her Maine Coon Cat named Scrunch, two internet enabled HDTVs, a Laptop, a tablet, and two smart phones.

Olivia has been meaning to reach out to her neighbors, but is so busy at work that she has difficulty doing much else. One of her neighbors (who she has gotten to know over the last couple of years) had a break-in and that has reminded Olivia that she needs to be more proactive in crime prevention activities. Not sure where to start, Olivia decides to find out if her Block Club is still active and when they meet.

Though she texts, tweets, and calls her friends to keep in touch, Olivia would rather be burned at the stake than go into Facebook.

Olivia wears contact lenses that give her corrected vision of 20/20.

**Persona 3 – Brandon**

Brandon is 23 years old and seems to have been born with a smartphone in his hand. He grew up in Cincinnati, went to Ohio State in Computer Science and has landed a job in Detroit. His family is a little nervous about him moving here, but he’s only excited about the prospects of living in the area.

Like many of his fellow millennials, Brandon is connected all the time….really ALL the time. If he’s not texting, or tweeting, or checking in with friends from his Alma mater, he’s gaming with reckless abandon. Brandon is tuned-in and connected to one device or another all the time. Since arriving here last year, he’s been looking around for an apartment with some space to stretch out despite his parents’ concerns about his urban lifestyle.

This young man believes in the saying, “make a difference where you stand” and puts this into practice. He is seeking out like minded souls to work with in his neighborhood but doesn’t really have much contact with his neighbors. Brandon wants to be able to research what’s going on around him and get those answers quick, fast, and in a hurry.

Brandon is a renter lives near a university but wants to feel a little more permanence in his circumstances.