

INTRODUCTION

1. As the Bi-Centennial Celebration of the United States of America approaches, the guild on "Town Meeting '76" was called into being as a part of Summer '74 Research Assembly. Its task was to re-search, recommend, and initiate a concrete strategy for utilizing the Local Community Convocation format as a means for enabling local man to celebrate his heritage and participate in planning his future.

THE
CONCRETE
PROPOSAL

2. During the first two weeks the emphases were placed on tools and strategies with which to launch "Town Meeting '76." It was proposed that sponsors in 5000 communities across the country be enlisted to hold one day "Town Meetings."

FIRST
TWO
WEEKS

3. The following documents were produced and are on file for future utilization:

- 1) Survey of the Assembly's images, ideas, and prospect sponsors for the Bi-Centennial Celebration.
- 2) Detailed background document for writing proposals to the American Revolution BiCentennial Association and other authorization prospects.
- 3) Rationale and imaginal grid of the 5,000 communities in which town meetings will be held.
- 4) A two day training model for local leadership to learn how to conduct the Town Meeting.
- 5) Working documents for spelling out the roles, duties, and timelines for the local ICA office, the centrum dynamic, and local sponsorship.
- 6) Pitch for ICA personnel to elicit sponsors.
- 7) A Model for local ICA offices to determine locales, publicize, and market Town Meeting '76.

THE
THIRD
WEEK

5. The Local Community Convocations (the model for Town Meeting) held in 36 communities across the country on June 8th, were thoroughly examined, analyzed, and presented during the third week. The following products were the results of the third week's work:

- 1) A survey of teachers of the June 8, 1974 Local Community Convocations for the purpose of evaluation and modification.
- 2) Report of Pilot Project, June 8, 1974, including goals, objectives, and evaluation.
- 3) Creation of "Town Meeting '76" brochures for government, business, and interested citizens.
- 4) Four sample Town Meeting tracts to be used by business, government, and interested citizens.
- 5) Two 8 page booklets of sample Town Meetings.

1. Town Meeting '76 is a means by which local man can begin to regain the power which has been lost in the complexity of 20th century civilization. It is not uncommon for residents to complain, petition, and demand action from their elected officials or service agencies in behalf of their communities. When the anticipated results are not received, a community grows cynical and feels that not only are they powerless, but that those upon whom they relied cannot or will not help. It becomes evident that local people must look to themselves as the only ones who can and will care for their communities, if given the methods to do so.
2. Town Meeting '76 is a day-long gathering where local residents take a hard look at their community and the issues that must be dealt with in order for the community to move into the future with confidence and a renewed community spirit.
3. To test the feasibility of holding 5000 Town Meetings in conjunction with the bicentennial celebration, a pilot project will be carried out on June 8, 1974, in 36 American cities which have been selected as representative of every walk of life... from urban ghettos to rural areas, from ethnic communities where the primary language is not English to neighborhoods composed primarily of senior citizens. As a pilot project, it must be demonstrated that the Town Meeting concept is viable in terms of addressing itself to a broad spectrum of the given composition of any community or "town." Care must be taken to ensure that the format can be used to bring together persons of all ages, races, and classes to work as a group in creating concrete plans of care for their community. Therefore the following goals and objectives have been formulated as guidelines to the pilot project.
4. Note: Following completion of the pilot project and its evaluation, the total plan will be submitted to the American Bicentennial Administration for its endorsement, and to various other foundations and organizations for funding. Preliminary conversations have been held with Senators Stevenson and Percy in which they indicated enthusiastic support.

The goal of the pilot project for Town Meeting '76 is to engage a representative population from particular neighborhoods of 36 cities across the United States in a participatory celebration in which they experience the possibility of creatively working together on community issues of mutual concern.

1. To be a participatory gathering of citizens who actively engage in the happenings of the day by:
 - a. Voicing their concerns about the community (this will be recorded by a scribe).
 - b. Categorizing their concerns into broad areas and naming the underlying issues.
 - c. Articulating at least 3 practical proposals that could be taken to effect the solution of community problems.
2. To demonstrate a viable format for use in a Town Meeting in any American neighborhood by:
 - a. Use in at least one white, one black, and one Latin community.
 - b. Use in at least two languages.
 - c. Use in at least three communities that have senior citizens, adults, and youth represented.
3. To institute a forum through which those gathered may experience renewed community identity by:
 - a. Creating a symbol that points to the uniqueness of the particular community.
 - b. Working with community issues to the point of identifying practical proposals.
 - c. Producing a story about the community, its heritage and its future.
4. To provide a vehicle for various community organizations, businesses, and agencies to work together on a common endeavor by:
 - a. Offering food or a facility for the Town Meeting without cost.
 - b. Providing publicity or entertainment, or
 - c. Contributing funds toward the cost of the Town Meeting.
5. To bring recognized leaders into visible relationship with the community in order that citizens sense the authorization and concern of representatives of the community by:
 - a. Inviting government officials, such as the mayor or city councilmen, to be introduced to the Town Meeting at the luncheon.

5. Continued

- b. Requesting community service agencies to send representatives to participate in the meeting, or
- c. Arranging for a civic leader or other recognized personality to open the meeting or serve as MC at the closing celebration.

GOAL: THE Goal of the pilot project for Town Meeting '76 is to engage a representative population from particular neighborhoods of 36 cities across the United States in a participatory celebration in which they experience the possibility of creatively working together on community issues of mutual concern.

EVALUATION: Thirty six communities in 35 United States cities participated (92.3% of goal) The cities were located in 25 states from the East Coast (N.Y.) to the West Coast (S.F.) from Anchorage to Miami. As measured by the evaluation of the stated objectives the pilot project proved to be an effective vehicle for achieving the goal of participatory celebration by United States communities.

OBJECTIVES	ACTIVITIES	EVALUATION
<p>1. To be a participatory gathering of citizens who actively engage in the happenings of the day</p>	<p>a) Voicing their concerns about the community, which will be recorded by a scribe. b) Categorizing their concerns into broad areas naming the underlying issues. c) Articulating at least three practical proposals that could be taken to effect the solution of community problems.</p>	<p>100% of the communities which participated: a) raised concerns about their community which were recorded. <u>25</u> of 36 town meetings raised from 36-50 concerns <u>6</u> out of 36 town meeting raised from 50-65 concerns b) categorized these concerns <u>30</u> out of 36 Town Meetings categorized into from 4-11 groups <u>6</u> out of 36 Town Meetings categorized into 12 groups c) formulated proposals <u>14</u> out of 36 Town Meetings formulated from 10-59 proposals <u>22</u> out of 36 Town Meetings formulated 60 proposals.</p>
<p>2. To demonstrate a viable format for use in a town meeting in any American neighborhood.</p>	<p>a) Use in at least one white, one black and one Latin community. b) Use in at least two languages c) Use in at least three communities that have represented senior citizens, adults, and youth</p>	<p>a) 1 Town Meeting (Atlanta) had mostly black participants 1 Town Meeting (Amarillo) had mostly Latino participants 1 Town Meeting (Peoria) had mostly white participants The remaining 33 Town Meetings had two or more ethnic groups represented. b) 1 Town Meeting (Miami) which had 50 Latinos and 40 Blacks had the entire meeting conducted in two languages Spanish and English 3 Town Meetings (S.F., Phoenix, Amarillo) were basically English, but Spanish was used to some extent The remaining 32 Town Meetings were conducted wholly in English</p>

OBJECTIVES	ACTIVITIES	EVALUATION
2. cont.		<p>c) 27 Town Meetings had a range of from under 20 to over 60. 2 Town Meetings had an age range of over 20 to 40.</p>
3. To institute a forum through which those gathered may experience community identity	<p>a) Creating a symbol that points to the uniqueness of the particular community b) Working with community issues to the point of identifying practical proposals c) Producing a story about the community, its heritage and its future</p>	<p>a) 31 Town Meetings out of 36 created a community symbol (86 %) b) 100% of the Town Meetings worked with community issues to the point of identifying practical proposals c) 35 Town Meeting out of 36 (96%) produced a story about their community</p>
4. To provide a vehicle for various community organizations, businesses and agencies to work together on a common endeavor	<p>a) Offering food or a facility for the Town Meeting without cost b) Providing publicity or entertainment, or c) Contributing funds toward the cost of the Town Meeting</p>	<p>a) 33 Town Meetings out of 36 were given either food or rent-free facility (91%) b) 23 Town Meetings out of 36 (63%) were provided publicity of media coverage or entertainment by a group c) 11 Town Meetings out of 36 (30 %) were given funds to defray the cost. 100% of the Town Meetings had community support from at least two local businesses or organizations</p>
5. To bring recognized leaders into visible relationship with the community in order that citizens sense the authorization and concern of representatives	<p>a) Inviting government officials such as the mayor or city councilmen, to be introduced to the Town Meeting at the luncheon b) Requesting community service agencies to send representatives to participate in the meeting, or c) Arranging for a civic leader or other recognized personality to open the meeting or serve as MC at the closing celebration</p>	<p>a) 18 Town Meetings out of 36 (50 %) had a civic leader present b) 26 Town Meetings out of 36 (72 %) had social agencies represented c) 5 Town Meetings out of 36 (14 %) had a noted person present 29 Town Meetings out of 36 (80 %) had either a civic leader, a social agency representative, or a noted person present</p>

BACK-UP MATERIAL: Evaluation of Town Meeting '76 Pilot Project

Support given by various community organizations, businesses, and agencies

Community/City	food	fac	pub;	ent;	funds	Title	
1 Mission Dist./ San Francisco	X					Mexican restaurant and a bottling company	
	X					Presbyterian Church	
		X			X	Bayview Fed. Savings & Loan	
2. Center City/ San Jose		X				Olinder Recreation Bldg.	
			X			Local Newspaper	
3. Norte/ Sacramento	X					Post House Restaurant	
4. Capitol Hill/ Seattle		X				Elementary School	
	X					Individuals	
		X				Catholic Church	
			X			Local radio station	
5. Global City/ Los Angeles			X			Local newspapers	
	X					Donought shop	
	X					Community Care Dev. Serv.	
		X				Presbyterian Church	
				X		Community newspaper	
6. Capitol 5/ Phoenix	X					Farmer John's meat mkt.	
	X					St. Mary's Food Bank	
	X					St. Vincent Food Outlet	
					X	John R. Locke Foundation	
					X	Arizona National Bank	
		X				Coldfelt Community Center	
			X			Local Radio station	
			X			Local newspaper	
	7. North Rapid/ Rapid City	X					Local Grocery Store
			X				North Jr. High School
			X			Local radio Station	
			X			Local Newspaper	
					X	1st Nat'l Bk/Black Hills	
					X	Northwestern Engineering	
					X	United National Bank	
					X	Nat'l Bank of S. Dakota	
8. Crossroads/ Anchorage	X					Donut Tree	
	X					Pepsi-Cola Company	
	X					McDonald's Hamburgers	
	X					Cook Inlet Floral Assn.	
9. Northline/ Houston	X					Individuals	
		X				Hsng. Project Community Bl.	
10. El Barrio Al Este de Amarillo	X					GWES Food Market	
	X					Coca-Cola Company	
	X					Coors Brewery	
		X				Guadalupe School	
			X			Local newspaper	

Evaluation of Town Meeting '76 Pilot Project....page two

Community/City	Support given by various community organizations, businesses, and governmental agencies.					Title
	food	facil.	pub'l.	ent'm't	funds	
11. Central City/ Oklahoma City	X					Local Grocery Store
		X				Public School
				X		Mexican Mariachi Singer
					X	CONOCO
12. Buena Vista/ San Antonio	X					Individuals
		X				Model Cities Evaluation Ctr.
13. Uptown 5/ New Orleans	X					Local Grocery Stores
		X				Salvation Army Center
14. Eastlake/ Atlanta	X					Burger King, Inc.
	X					Colonial Baking Co.
	X					Krispy Fish & Chips
	X					Church's Chicken of Atlanta
		X				Public School
			X			Local Television Station
					X	Southern Bell Telephone Co.
15. Uptown/ Miami					X	Community Foundation, Inc.
		X				Public School
			X			Local Television Station
16. Oak Park/ Chicago					X	Community Action Board
		X				Local Church
17. Newhill/ Wichita				X		Folk singer
	X					Local Grocery store
		X				YWCA
18. Westport/ Kansas City			X			Local Newspaper
	X					Milgrams
		X				Jackson County Rec. Center
			X			Local Radio Station
19. Whittier/ Minneapolis			X			Newspaper
	X					Red Barn Hamburgers
	X					Donut shop
			X			Outdoor Advertising Co.
20. Murphy-Blair/ St. Louis			X			Local printer
	X					A & P Foods
	X					Krey Packing Co.
	X					National Co.
	X					Lombardo's Fruit Co.
	X					White Castle Hamburgers
					X	Spencer's Trucking Co.
					X	Neidergerke Trucking Co.
				X	Roman Catholic Church	
				X	Local Lutheran Church	

Evaluation of Town Meeting '76 Pilot Project....page three

Community/City	Support by various community organizations, businesses, and agencies.					TITLE
	FOOD	FACIL.	PUB°L.	ENT°M°T	FUNDS	
21. West Bluff/ Peoria	X					Dunkin° Donuts
			X			Local Television
			X			Handbills
22. East Towne/ Milwaukee	X					Local Grocery Stores
	X					Wholesale Produce mart
		X.				YWCA
			X			Local Radio
23. Mapleton-Fall Creek Indianapolis	X					7-11 Food Store
		X				Lincoln College
24. Walnut Hills/ Cincinnati					X	Bayview Savings and Loan
			X			Local television
25. Highland Park/ Detroit			X			Highland Parker newspaper
			X		X	Northland Inn
26. University Circle/ Cleveland		X				Local High School
					X	University Circle, Inc.
					X	Six Local merchants
27. Uptown/ Chicago	X					Local Meat Store
	X					Local Grocery Store
		X				Community Church
			X			Car with speaker Attached
28. Upper West/ New York	X					Coca Cola Co.
			X			Radio
			X			Television
			X		X	Newspaper
					X	Dwight & Church co.
29. Maplewood/ Rochester	X					Individuals
		X				Local Presbyterian Church
30. Liberty 5/ Pittsburg	X					Local Bakery
		X				Public library
			X			Printing Co.
31. Monument Ave/ Richmond						Public School
			X			Printing Co.
32. Upper Northeast/ Washington, D.C.	X					Religious organization
		X				Local church
33. South Baltimore/ Baltimore		X				Public high School
			X			Newspaper
34. Westwedge/ Philadelphia	X					Feed merchants
		X				Public School

Evaluation of Town Meeting '76 Pilot Project....page four

Community/City	Support by various community organizations, businesses, and agencies					
	food	facil.	publ.	entm't	funds	Title
35. Queen City/ Manchester		X				Public School
			X			Local Newspaper
36. East End 5/ Boston	X					Local Merchants
		X				Public School

BACK-UP MATERIAL: Evaluation of Town Meeting '76 Pilot Project

Community - City	PARTICIPATORY			REPLICABLE FORMAT			COMMUNITY IDENTITY		
	Concerns	Categories	Proposals	Ethnic Groups	Languages Used	Age Range	SYMBOL	ISSUES	STORY
1. San Francisco - Mission District	48	12	44	Chinese Latin Black White	Spanish English	16 - 70	X	X	X
2. San Jose - Center City	41	12	31	Latin White	English	Under 20 to over 60	X	X	X
3. Sacramento - Norte 5	44	12	59	Latin Black White	"	"		X	X
4. Seattle - Capitol Hill	60	12	60	Japanese White	"	30 - 60	X	X	X
5. Los Angeles - Global City	35	12	60	Black White	"	"	X	X	X
6. Capitol Five - Phoenix	48	12	60	Latin Black White	Spanish	16-68	X	X	X
7. North Rapid - Rapid City	50	4	20	American Indians White	English	25-73		X	X
8. Crossroads - Anchorage	63	4	20	Black White	"	20 - 60	X	X	X
9. Northline - Houston	43	12	58	Latins Black White	"	20 - 68	X	X	X
10. El Barrio Al Este De - Amarillo	33	11	12	Latin White	Spanish English	20 - 60	X	X	X
11. Central City - Oklahoma	52	12	15	Black White	English	under 20 - over 60	X	X	X
12. Buena Vista - San Antonio	58	12	20	Latin White	Spanish English	20-60		X	X
13. Uptown Five - New Orleans	46	11	60	Black Cajun White	English	Under 20 - Over 60		X	X
14. Eastlake - Atlanta	42	12	60	Black White	"	"	X	X	X
15. Uptown - Miami	48	12	60	Latin Black White	Spanish	"	X	X	X

BACK-UP MATERIAL: EVALUATION OF TOWN MEETING, 76 PILOT PROJECT

Community - City	Participatory			Replicable Format			Community Identity		
	Concerns	Categories	Proposals	Ethnic Groups	Language Used	Age Range	Symbol	Issues	Story
16. Oakpark - Chicago	41	12	60	Black White	English	20 - 60	X	X	X
17. Newhill - Wichita	36	11	45	"	"	16 - over 60	X	X	^
18. Westport - Kansas City	41	12	60	Black White	"	18 - 75	X	X	X
19. Whittier - Minneapolis	48	12	60	American Indian Black White	"	20 - 60		X	X
20. Murphy Blair - St. Louis	36	12	47	Black White	"	under 20 - over 60	X	X	^
21. West Bluff - Peoria	34	12	32	"	"	20 - 50	X	^	^ X
22. East Towne - Milwaukee	65	12	57	Black Latin White	"	"	X	X	X
23. Mapleton-Fall Creek Indianapolis	39	12	60	Black White	"	25 - 35	X	X	^
24. Walnut Hills - Cincinnati	36	12	50	"	"	20 - 70	X	X	X
25. Highland Park - Detroit	48	12	60	"	"	15 - 70	X	^	X
26. University Circle Cleveland	44	12	60	Black Italian White	"	25 - 75	X	X	X
27. Uptown - Chicago	32	8	20	Black Latin White	"	14 - 80	X	X	
28. Upper West Five - New York	46	12	60	Latin Black White	"	20 - 60	X	X	X
29. Maplewood - Rochester	43	12	55	White	"	16 - 60	X	X	X
30. Liberty 5 - Pittsburgh	48	12	60	Greeks Black White	"	18 - over 60	X	X	X
31. Monument Avenue - Richmond	40	12	15	White	"	16 - 85	X	X	X
32. Upper Northeast - Washington	33	12	55	Black White	"	20 - 60	X	X	X
33. South Baltimore - Baltimore	32	14	14	"	"	25 - 70	X	X	X

