

## **Roles of Community Members and Advocacy Positions**

At the upcoming meeting of the Planning Commission, the discussion will allow commissioners to consider each of the three scenarios through the eyes of a few types of community stakeholders/perspectives.

**Senior Citizens.** Senior citizens tend to focus on ensuring age-friendly/supportive infrastructure, including accessible healthcare, reliable public transportation, and safe walkable neighborhoods that support independent living. They will also advocate for affordable housing options, social networks for seniors, and policies that prioritize safety and community inclusiveness for older adults.

**Empty-Nesters.** Empty-nesters will advocate for housing options that support downsizing, as well as healthcare access and recreational opportunities for active lifestyles. They may also push for multi-generational living options, proximity to family-oriented services, and a sense of community engagement through volunteerism and local activities.

**Family-Forming Age.** Families in their formative years will advocate for family-friendly neighborhoods with access to good schools, childcare, and recreational spaces. Their priorities will include affordable housing, work-life balance through manageable commutes, and the development of a community that supports both career and family growth.

**Younger People Starting Households.** Younger people starting households, whether as renters or first-time homeowners, will emphasize the need for affordable housing and job opportunities, along with food, entertainment, and cultural amenities that support social networking. They will also advocate for modern infrastructure like coworking spaces, reliable public transportation, and digital connectivity that supports flexible work options.

**Small Business Owners.** Small business owners will tend to emphasize the importance of a vibrant local economy with policies that support retail opportunities, service sector growth, workforce development/availability and innovation. They will advocate for home-based opportunities, accessible commercial spaces, supportive infrastructure, and incentives for local entrepreneurship.

**Large Employers.** Large employers are likely to advocate for a stable and skilled workforce, highlighting the need for housing, transportation, and amenities that attract and retain employees. They will push for policies that encourage corporate growth, updated infrastructure, and a business-friendly environment that also considers quality of life in the community as a competitive advantage.

**Environmentalists.** Environmentalists will advocate for sustainability and the integration of green policies. They may support passive community access to protected areas, and will prioritize the protection of natural spaces, wildlife habitats, clean energy initiatives, climate change mitigation, and policies that promote a low-carbon footprint, clean air, and water quality.

**Community/Public Health Advocates.** Public health advocates promote physical and mental well-being through access to healthcare, green spaces, healthy food options, and the ability for people to incorporate physical activity into their daily routines. They prioritize environmental quality, wellness programs, and the social determinants of health, such as housing and access to resources for vulnerable populations.

**Municipal Staff and Officials.** Municipal staff and officials will balance the needs of the community with the financial realities and logistical constraints of city planning and implementation. They will advocate for sustainable growth, efficient infrastructure, and budget-friendly solutions that ensure long-term investments benefit all citizens, today and in the future, while preserving the character and functionality of the municipality.