



## Warren, Majority Whip City Council Leader, Human/Environment Gains Balance

*"We are in this together—our city—and only as one will we make it great for all of our neighbors, brothers, and sisters."*



Finding common ground with keeping the peace, its enforcement, and hand ups for all. (city district representative)

Image source: <https://phlcouncil.com/> (Mar 2021)

- ◆ **Main Motivator(s):** Progress; gain consensus among decision-makers to move actions forward. Particular drive to the advancement of male African American and Black citizens.
- ◆ **Career Goals:** Election to State Rep. for his city district, Congressman; positioned for membership in state legislative Black caucus and/or The Congressional Black Caucus.
- ◆ Generally Male; aged 40's to 50's and African American.
- ◆ **Work History/Highlights:** Unanimously appointed by committee peers as Majority Whip.
- ◆ Holds leading seats on committees critical to waste budgets, incl. Public Safety, Economic Development, and Parks & Recreation.
- ◆ Expert on community informed development with a track record of win-wins for business, job growth and environmental conservation, e.g. curbing shale industry environmental/water impacts with control measures, adding pocket green spaces, city owned bank financing for minority-owned businesses.
- ◆ Won protections for residents with criminal backgrounds/formerly incarcerated for fair employment transitions; ally esp. to African American men largely making up that population.
- ◆ **Key Beliefs:** Believes giving police force discretion to use fines instead of arrests in certain non-violent offenses can keep more people building in communities, out of prisons; has promoted and authored bills for increased witness protections that he feels strongly will promote courage in residents to come forward. Improvements for most at risk citizens improve life for all.
- ◆ **Communication Preferences:** Keep it clear and plain/direct. If his 85-year-old mother would not get the message, he won't approve it.
- ◆ **Where to Find Them:** Walking the streets with the Police Captain, Block Captains, and visiting halfway houses. Seldom in his office, his assistant tracks him to his favorite lunch trucks to get his signature. Lives in upscale African American neighborhood just inside city limits, and visits his mom in his old home in his district; weekends running the grill at cookouts in urban parks and well-known green spaces in his district.
- ◆ **Key Persuasive Message:** With funding, we can make the path to proper trash disposal easier to find and shorter for every city resident.

Personas developed for <https://dadedesign.com/invest-as-one> prototype for visual budget proposal in 2021. Informed by designer's own experience as a City of Philadelphia resident and supplemented by the research of council member biographies; image sources Kathryn Hurchla except where indicated otherwise.



## Dale, Construction Worker or Car Repair Shop Owner

*"I'm just trying to run a business in this city."*



◆ **Main Motivator(s):** Simple motives, keep costs low to turn a profit. Clean car and clear shop are signs of success. Stay out of trouble, which he's managed to do carefully all his life mainly spent in the city.

◆ **Career Goals:** Buy a garage space; his son or a neighborhood kid he's mentored to take on business.

◆ **Work History/Highlights:** Runs a tire or car shop which unloads large amounts of used tires after their usable lifespan is over, or part of a homegrown small construction business. Frequently dumps in largely vacant areas often under the darkness of night, directly on streets.

- ◆ Businesses he has been associated with are under-resourced and often unlicensed. Lacking designated workspace, repairs cars in empty streetscapes illegally, or stores building equipment in car or living areas of his home. Lacks proper legal commercial tire or building demolition waste removal methods or contracts, and the city does not accept tires and construction debris with streetside residential trash pickup.
- ◆ May have served in the military, leaving him with a tendency to avoid conflict or authority. Attended city public schools, maybe with a GED.
- ◆ **Key Beliefs/Priorities:** Family is everything, and he struggles to provide financially for himself and his children, dependent siblings, or grands.
- ◆ Spends his days doing as many flat fixes or quick jobs as he can, leaving little energy for other business operations; may hire someone else from the neighborhood to dispose of garbage to get that part of the work off of his hands.
- ◆ Extremely money-conscious; has heard tires are expensive to dispose of at city dumps because of environmental rules, but because he is not in the traditional information channels for city businesses, he lacks a clear understanding of waste options and real costs.
- ◆ **Communication Preferences:** Responds to respect, and feels most comfortable with people he knows and trusts, or who appear to be from his neighborhood or similar blue collar roots. Avoids official notices because he often cannot afford his taxes and license expenses. Wary of government and the police from growing up in the city witnessing his peers have run-ins with the law and nearly getting wrapped up himself.
- ◆ Needs to visit the library for computer access, uses a pre-paid track phone, and doesn't spend much time on the internet or social media.
- ◆ **Where to Find Him:** Tends to dump in abandoned industrial streets, showing awareness of the illegality and wrongful act; counter to apparent disregard for nearby homes and schools, he may avoid neighborhoods near his family, or stay close relying on neighbors not to report him. When not working, often drives his pickup truck or an older model vehicle for materials or pleasure. Fishes on the river to relax on weekends.

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