

10-29-14 ACCP Work Session: Personas

Schedule

1PM – 1:45PM	<p>Introductions and Overview</p> <ul style="list-style-type: none">• Quick overview of schedule and deliverables• Today's focus – Communicating and Engaging in the Plan• Personas – brief overview of each
1:45PM – 2:45PM	<p>Group Breakout 1: Persona Analysis</p> <ul style="list-style-type: none">• Review persona characteristics / consider sub-personas• What does a day in the life look like for this person?• What are their top values and goals?• What are the top three challenges this group faces on a daily basis?• What motivates this group to change: fun, convenience, cost, peer pressure, the environment?
2:45PM – 3PM	<p>Break</p>
3PM – 4:00PM	<p>Group Breakout 2: Review the three emissions sectors and add notes to the following categories</p> <ul style="list-style-type: none">• What actions is this persona taking now?• What actions could this persona do now that are available or feasible but aren't widely adopted?• What future actions fit this persona that could work if leveraged in the right way?• What are the barriers to take action?

Personas

1. College Students (UT, St. Edwards, ACC, Huston-Tillotson, Concordia, and others)
 - Live - apartment, share a rental house
 - Work - go to school by bus, drive short distances, bike/walk often
 - Free time - restaurants/bars, outdoor activities, attend festivals
2. Central city family / individuals – home owner
 - Live – smaller apartment, condo, or house, often with roommates, rent or own
 - Work – live closer to work, use car/bike share, use public transit and bike occasionally
 - Free time – weekend trips outside of the central city, attend festivals/events
3. Central city family / individuals – rental housing
 - Live – smaller apartment, or house, often with roommates
 - Work – live closer to work, may or may not own a car, use public transit
 - Free time – parks, family oriented, sports, shopping
4. Suburban families and individuals – home owners
 - Live – single family home
 - Work - longer car commute, children trips
 - Free time – bring the kids to play dates, sports; weekend trips outside of the city
5. Suburban families and individuals –rental housing
 - Live - apartment or rental house
 - Work – longer car commute, public transit usage a possibility, children trips
 - Free time- bring the kids to play dates, sports; weekend trips outside of the city
6. Retired individual or couple
 - Live - many moving to the central city, most are in single family neighborhoods, some are in retirement communities
 - Work – no regular employment, volunteers occasionally, fixed income
 - Free time – go to movies, malls, out to eat, visit with friends/family
7. Small business owner / local non-profit & faith based leader
 - Different variations – construction, food service, retail
 - Location - likely rents space, spread throughout the city
 - Employees – has 10-100 employees that live relatively close
 - Likely to service immediate community
8. Upper Manager at a Large Corporation
 - Location - owns the building, located outside of the central city
 - Employees – has 100+ employees that live all over the city, state, country

9. City Council / Government Management

- Locations - owns most of the buildings, mostly central city
- Activities – spending, zoning, resolution and ordinance approvals
- Employees – thousands, coming from all over the city and from neighboring counties

10. Tourist

- Flies into town for F1, SXSW, ACL Fest, or a conference
- Stays with a friend or stays downtown in a hotel
- Gets around town by....