



RUTGERS

Edward J. Bloustein School
of Planning and Public Policy

CHANGING THE NARRATIVE: SHIFTING THE LANDSCAPE OF LOCAL POLITICS & COMMUNITY IDEALS

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2020 Applied Field Experience

CONNECTING WITH COUNCILWOMAN EDINA BROWN

Focus Area: Old Bridge, New Jersey (3 ward)

Council Goals:

- Unify the Community
- Increase Community Revitalization & Development
- Improve Employment Access & Security
- Provide Intentional Support to Create and Improve Local Businesses
- Increase Access to & Remove Stigmas about Mental-Health

Professional Goals:

- Determine Electability for Higher Office

AFE RESPONSIBILITIES

- **Engaging Community**
 - Old Bridge Coalition for Equality
 - Old Bridge African American Civic Association
- **2021 Campaign Planning**
 - Research, Research, and More Research
 - Developing A Campaign Plan
 - Building The Platform

OLD BRIDGE COALITION FOR EQUALITY



COALITION For EQUALITY
and COUNCILWOMAN EDINA BROWN

Team up to clean up!

**COMMUNITY
CLEAN UP**

SEPTEMBER 19TH (RAIN DATE SEPT 20)
10AM-12PM
DUHERNAL WATER SYSTEM AKA
DUHERNAL LAKE
PARK NEAR 182 SUNSET AVE, OLD BRIDGE, NJ

OLD BRIDGE AFRICAN AMERICAN CIVIC ASSOCIATION

Mission:

- To create an environment that uplifts and supports the cultural needs of the African-American community
- To inspire and motivate everyone to discover and express their values, talents and strengths
- To develop and maintain a stable community; to ensure safety of the residents and visitors to this community against unjust or overwhelming interferences and disruptions to their lives
- To support economic vitality and quality education for young people in the community through our connections and collective resources
- To maintain continued health and wellness of the community.



OLD BRIDGE AFRICAN AMERICAN CIVIC
ASSOCIATION (OBAACA)

LET'S GET CONNECTED!

*Save the date for opportunities to connect with us in
September! Come engage with fellow members,
learn how to increase involvement in the OBAACA,
and more!*

VIRTUAL HAPPY HOUR
WEDS. SEPT. 9 | 6:30PM-7:30PM

"SOCIAL DISTANCING"
COMMUNITY WALK
SAT. SEPT. 19 | 2:00PM-4:00PM
THOMPSON PARK - MONROE

VIRTUAL HAPPY HOUR
THURS. SEPT. 24 | 7:00PM-8:00PM

Pre-registration is required for all events. We look forward to
connecting with you soon!

**EVALUATING A RACE FOR THE
NEW JERSEY LEGISLATIVE SENATE**

THE PROCESS

1. Why do you want to run for office?
2. Can we win? - Determining Electability & Developing a Campaign Plan
 - Campaign Message
 - Target Audience
 - Campaign Strategy
 - Situational Analysis
 - SWOT Analysis
 - CAT Analysis
 - Organizational Structure
3. Next Steps: To Run or Not to Run
 - Creating A Platform
 - Building the Party Line
 - Fundraising



Pictured: Councilwoman Edina Brown

LOOKING AHEAD

QUESTIONS?

THANK YOU!