Case study -- local issue advocacy

**Demographics**: White woman in her late 50s

**Background**: Carol has lived in Washington Heights, Manhattan for the last 20 years. She loves her neighborhood -- she enjoys the mom and pop owned businesses, walking around Riverside park with her dog, and the sounds of Spanish music that she can hear from the restaurant in the bottom of the building she lives in.

She has organized with OFA for the past five years, and was most recently involved in the fight to keep healthcare in 2017. Most of all, she enjoys working with fellows teams -- she loves training others how to organize, and is good at building morale with new groups. She was a teacher for many years and has a lot of connections in the education community. Recently, she has been wanting to devote more time to her local community in Washington Heights and work on a single issue.

**Local Issue:** As she surveys her local community of Washington Heights, she is most concerned with **gentrification**. She believes the displacement of longtime residents has vastly outpaced any efforts at maintaining or creating affordable housing in the city. And despite a democratic city government and high involvement in municipal politics in New York, policies that could potentially help poorer residents have been much slower to come and less robust than the influx of new private capital that devours neighborhoods and displaces residents.

Through the course of her research, and after joining several city council meetings, she has concluded that policy should stopped being outpaced by the economic growth in the area. She decided that her goal is to advocate for a mixed-income housing development in her neighborhood, and to turn a building that is not being used into that development. Her strategy is to build a relationship with the building owner, and connect with different groups that have worked on gentrification before. Her tactics include going to city council meetings, educating people in her community about the effects of gentrification, looking up housing policies in New York, and talking to her neighbors.

Carol is now wondering what she should do next.