

## PROGRAM IDEAS FOR THE ALLIANCE

~~Agenda Paper No. 3~~

January 27, 1967

The Urban Alliance should engage in a broad range of programs to gain public attention and support for the needs of urban areas. Many of these programs should be specially designed to establish a liaison with a specific group by stressing a community of interest with that group, thereby drawing it into the Alliance. These programs will be aimed as much at forming the Alliance as at furthering its objectives. For example:

- (1) A conference on mass transit might be a vehicle for developing ties with the steel industry, the space industry, the electronics industry, the railroads.
- (2) A broad-scale voter registration drive on a national urban scale to insure greater participation in the democratic process might be sponsored with civil rights groups, churches and labor unions.
- (3) A study group on the use of computers and systems analysis to modernize governmental operations might stimulate general support among the business community.
- (4) A joint project to develop new techniques of housing rehabilitation might be undertaken with the lumber industry.

Programs must also be developed which will define the long-range goals of the Urban Alliance and which will focus attention on urban needs.

- (1) A task force of Mayors could conduct on-site inspections of the efforts of various cities to deal with major problems. The inspection tour

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would bring national attention to the ability of cities to handle problems such as law enforcement and urban renewal.

- (2) The Urban Economic Council could bring an urban perspective to national economic policy considerations and could help project the needs of localities for financial assistance for service programs and physical development projects.
- (3) A movie or television program could be designed to emphasize the needs of cities as well as the ability of cities to deal with their problems if given adequate financial assistance. For example, a tour of a blighted area in city #1 might be followed by a view of an urban renewal project in a similar area in city #2; a description of large-scale unemployment in city #2 might then be followed by a tour of a manpower program in city #1.
- (4) Conferences might be organized for Mayors and deans of Schools of Public Administration to discuss the multiplicity of demands on an urban administrator.
- (5) A series of monographs might be produced on various problems with case histories of the different ways in which different cities have dealt with the problem.
- (6) Magazine articles should be stimulated on dramatic urban programs.