



Two way conversations bring structure to solving a neighborhood concern.

CHALLENGE: St. Luke's Medical Center, a large medical complex surrounded by a residential neighborhood, needed a new parking structure to accommodate increasing traffic. The project would be the latest in a series of improvements at the campus, creating fears that neighbors may be experiencing construction fatigue and thus oppose the new structure.

EXECUTION: The Lynne Broydrick Group went door to door throughout the neighborhood informing residents about the project. The canvassing uncovered an entirely different concern regarding parking. Residents were upset about the amount of St. Luke's employees parking on neighborhood streets.

RESULT: Working with the local alderman and police, St. Luke's increased parking enforcement on the neighborhood streets to address residents' concerns. Many neighbors subsequently attended public hearings about the parking structure to voice support for the project. "I have had the privilege to work with Lynne Broydrick and her team on several significant growth initiatives. When you anticipate community controversy and strong opposition to your organization's efforts, Lynne is someone you want on your team." Jeff Squire, Aurora Health Care