

Detroit Future City's vision for the future of Detroit in this video is described in a factually hopeful tone. The language used within the video provides the viewer with not only hope for a better future for the residents of Detroit but a path to get there as well. Starting the video by mentioning the economic downturn and disinvestment in the city that led to over half of its residents vacating the city but quickly contrasting this sentiment by highlighting the rich culture and history of the people still living in Detroit set the community-centric tone for the rest of the video. The two speakers then went on to talk specifically about DFC's strategic framework. Here, the visuals helped convey the message. Representations overlay many of the photos or videos of Detroit showing the statistics being mentioned or putting their strategies into a comprehensive graphic. While the speakers consistently brought their descriptions of DFC's plans back to the values of community, inclusivity, and equity, photos and videos of Detroiters alike were being shown as the ones in the dirt and getting their hands dirty for the sake of implementing DFC's vision and a better future for themselves.

The themes of inclusivity, equity, and sustainability are being utilized throughout the DFC video to portray the values of the movement. The main goals of DFC as described in the video are to advocate for Detroit's large population of low-income renters and to serve as a champion of Detroit's green infrastructure future. It is shown that these goals cannot be met and sustained without the help and input of the community to assure that what's best as shown by the data that DFC generates is also what's best for the residents of Detroit. The theme of inclusivity, as well as community, is shown through the start of the video that focuses on the history and spirit of Detroiters being the motivation behind the desire to revitalize the city. Whenever talk of changing Detroit's landscape is mentioned through the work of DFC's think tank, policy advocacy, or innovation engine is mentioned, so is the principle of the inclusion of the

community. This community engagement is seen from the photos and videos shown, residents of Detroit are those who are putting on the gloves and rebuilding their community. The theme of equity is also utilized. With the hope of spurring economic development, assuring that all those in the community will benefit and that the businesses being supported are locally owned is also repeatedly mentioned, reaffirming DFC's focus on the community of Detroit. Last, the focus on sustainability was mentioned in the video numerous times. This focus on sustainable infrastructure, agriculture, and green space is important to ensure that the new Detroit will not only benefit the environment in the future but also last for future generations.