

Virginia Chapter Annual Conference

Responding to Critics &
Advocating for Planning



July 21, 2011

www.planning.org/policy

HEARD ON THE HILL



American Planning Association

Making Great Communities Happen

Combating Critics

New Advocates

New Tools

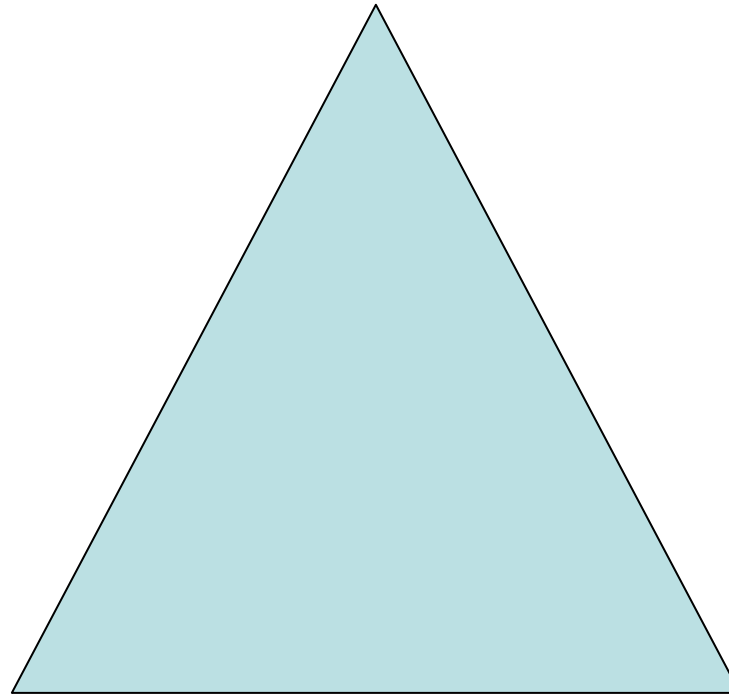
New Tactics

New Economic Context

Old Arguments

Effective Messaging

Target
Audiences



Message

Messenger

Key Strategy: Have a Plan

Analyze the Situation

ID Allies, Opponents, Influentials

Define Your Terms ... First

'Reframe' Planning in Economic Terms

Craft Conscious & Consistent
Messaging

Conduct Aggressive Outreach

Have a Game Plan for the Opposition

Good Campaign Plans are Smart:

Specific

Measurable

Achievable

Realistic

Time Bound

If it isn't written down, it doesn't exist.

Key Strategy: Cultivate Allies & Messengers

Internal Advocates

Outside Allies

Proactive Media Outreach

Social Media Outreach

Key Messengers

Key Strategy: **Inoculate Elected Officials**

Meet Early & Often

Keep Them Prepared

Understand the Political Context

Avoid Excessive Jargon & Technical
Detail

Cultivate Influentials

'Push Back' as Necessary

Key Strategy: **Prepare for Rapid Response**

ID Arguments and Prep Responses

Monitor Opponents

Mobilize Supporters

Get in Front of Opponents' Claims

Correct the Record

Key Strategy: More is More

Preparation

Participation

Partners

Politics

Key Strategy: **Be Prepared**

Know your Message

Define the Debate

Identify the Benefits

Watch the Opposition

Prep your Champs

Have Responses Ready

Key Strategy: Eliminate Jargon

Focus on Outcomes

Identify Local Values and Connect
to Planning

Specify the Benefits

Tell a Story

Crafting Messages ...

Specific, Concise, Positive

Focus on Values & Outcomes

Write it Down

Test it Out

Spread it to Allies

Use it Early and Often

Stick to it

Building Blocks of a Communications Plan

1. Analysis

Stakeholder
Analysis

Opposition
Research

Context
Summary

Issue
Review

Building Blocks of a Communications Plan

2. Messages

Develop
Benefit-
Driven
Responses

ID Core
Messages

ID & Arm
Messengers

ID Delivery
Vehicles &
Timelines

Building Blocks of a Communications Plan

3. Implementation

Outreach

Monitoring

Feedback &
Adjustment

Intel

Using Reputation Management

Familiarity – Favorability Linkage

Risk Management & Building
Resiliency

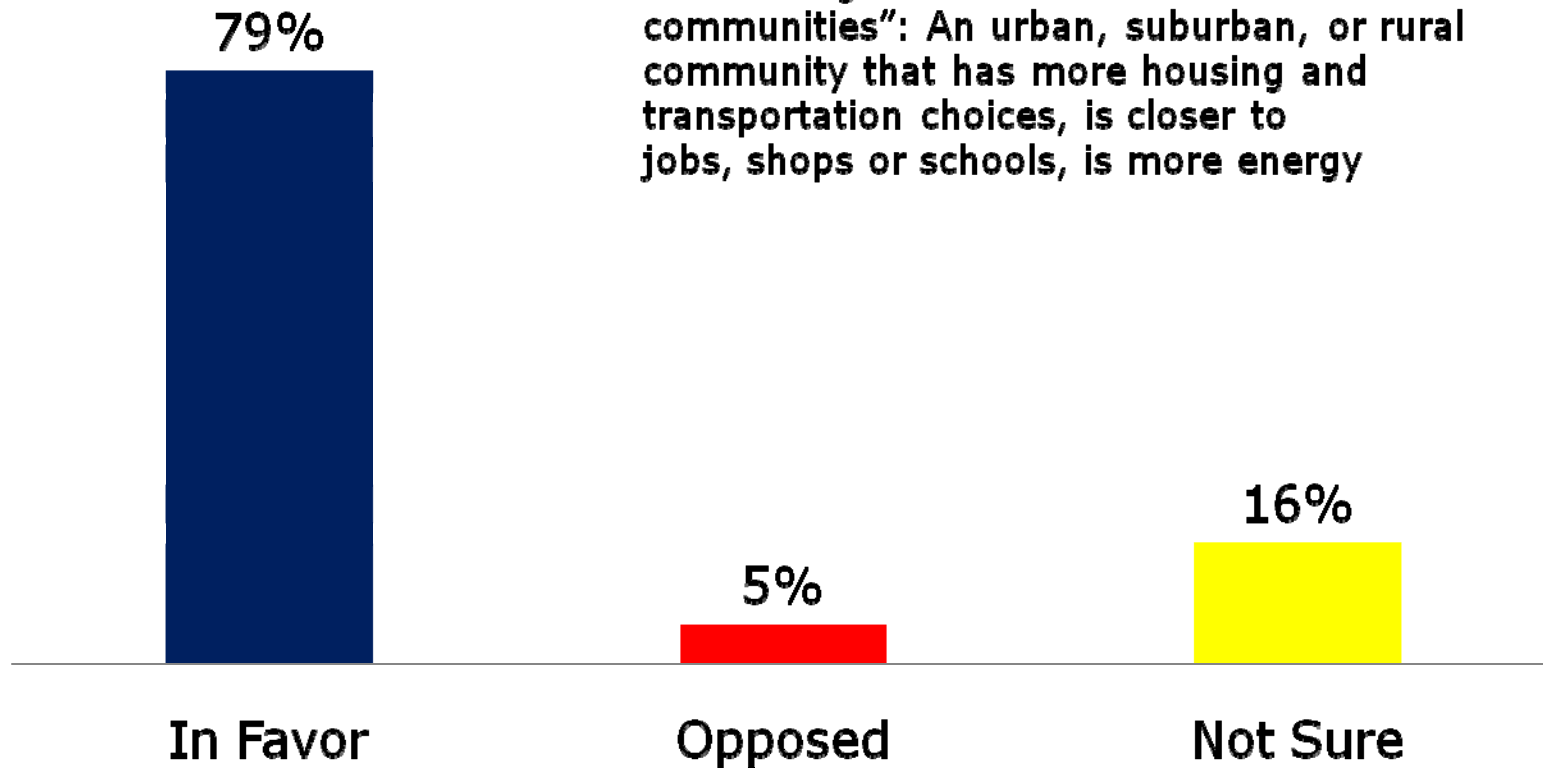
New Technologies

Messenger Matters

National Support for Sustainable Communities

■ In Favor ■ Opposed ■ Not Sure

Definition given for "sustainable communities": An urban, suburban, or rural community that has more housing and transportation choices, is closer to jobs, shops or schools, is more energy



% Agree National Level	% Agree Southern Region	% Agree Republicans	
84%	83%	77%	Our country is too dependent on oil.
82%	79%	77%	Most Americans spend more than 50% of their household expenses on housing and transportation costs. That is too much.
82%	84%	84%	Rebuilding our economy and creating new jobs is the most important issue of our generation.
75%	77%	67%	Infrastructure spending on roads, trains, and buses create jobs and help the economy get stronger.
66%	67%	52%	We need to rethink the way we develop housing and transportation in this region. The way we have been doing it isn't working for most people.
58%	62%	44%	I believe that economic growth and environmental quality are interconnected goals.
58%	54%	46%	Housing and transportation make up 35% of the US economic base. We can't fix our economy unless we fix our housing and transportation problems first.

From the Ford Foundation Poll ...

- ✓ ALWAYS define sustainable communities.
- ✓ Never use the terms *smart growth*, *livable* or *sustainable* without a clear definition of the benefits.
- ✓ Frame Sustainable Communities in economic and job creation terms. This will vastly increase their relevance over the next decade.

Do not frame sustainable communities solely in environmental terms and never use climate change the primary frame.

Climate change is a significant outcome of sustainable communities strategy but not the best communication vehicle.

Do not over emphasize the role of the federal government. Talk about the private sector role and “jumpstarting” private investment or job creation.

Government officials should not be the sole messengers and instead should be focusing on teaming with private sector players who can credibly carry an economic and job creation framing.

Our tone needs to be positive, collaborative and goal oriented.

Combating the Critics Campaign

Special Webinar featuring Robin Rather

Track of Sessions at Policy Conference

Updated and Expanded Resources

State training, strategy development,
and technical assistance

Raising our own voice

Federal Appropriations Campaign

Serious Funding Threats

Federal Outreach Helps Local
Challenges Too

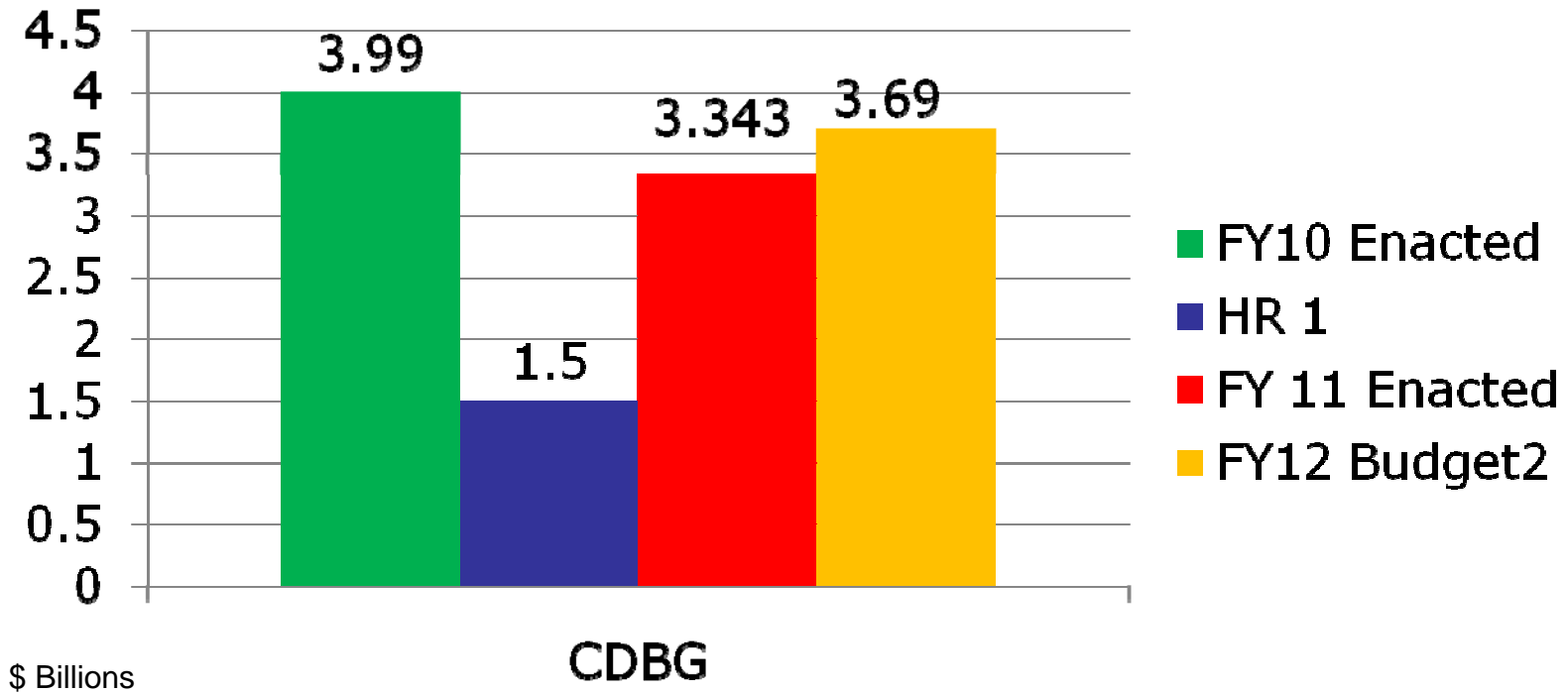
What to Do?

Outreach to Localize Benefits

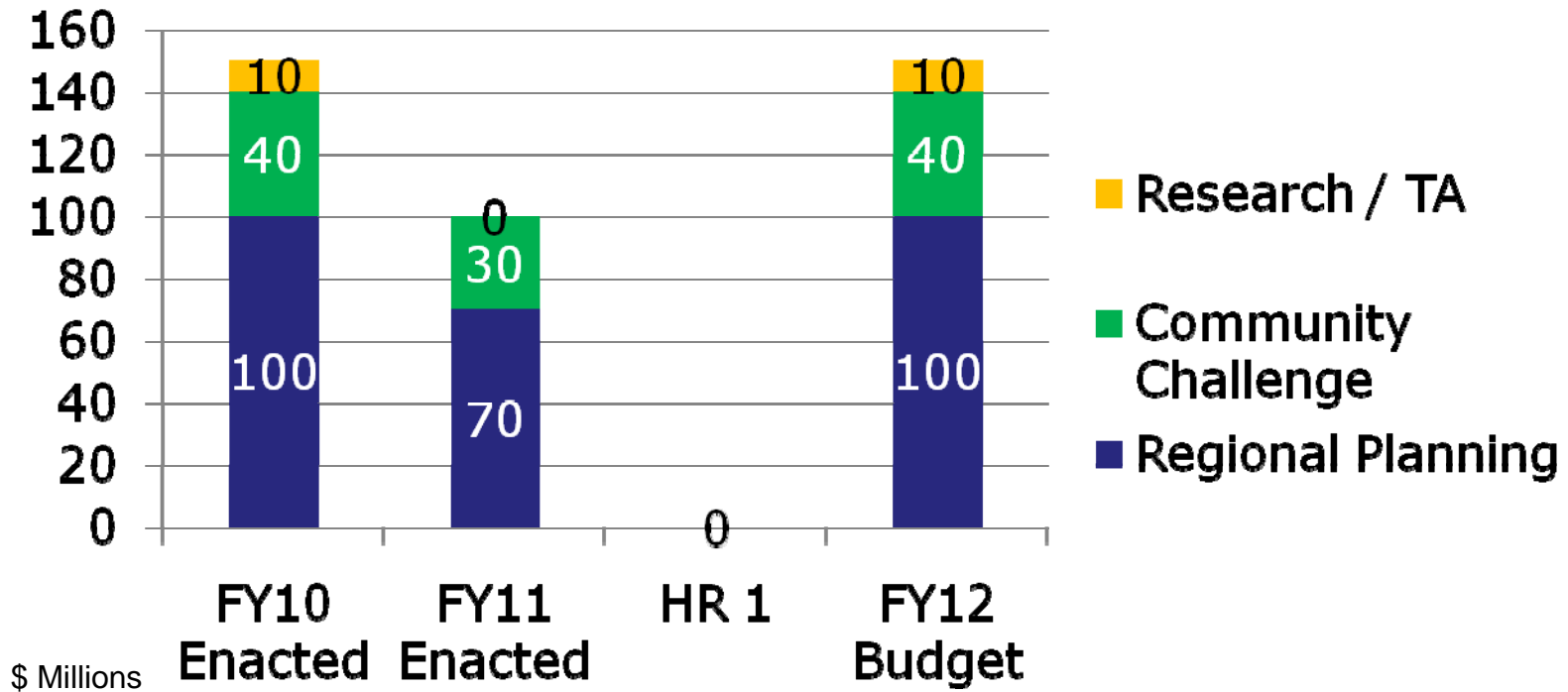
Consider Site Visits, In-district
Meetings

Planners Day on Capitol Hill

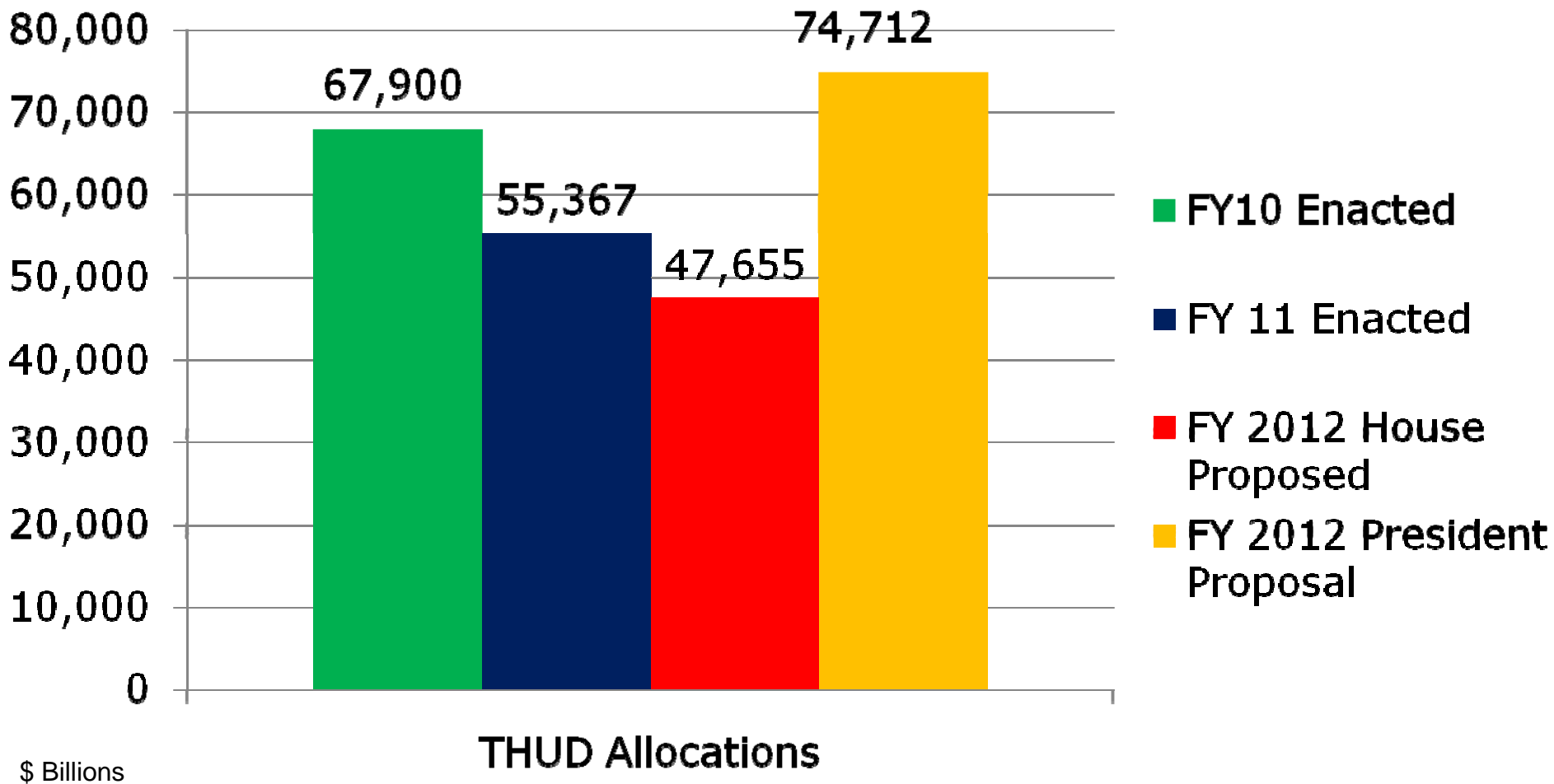
HUD: Community Development Block Grants



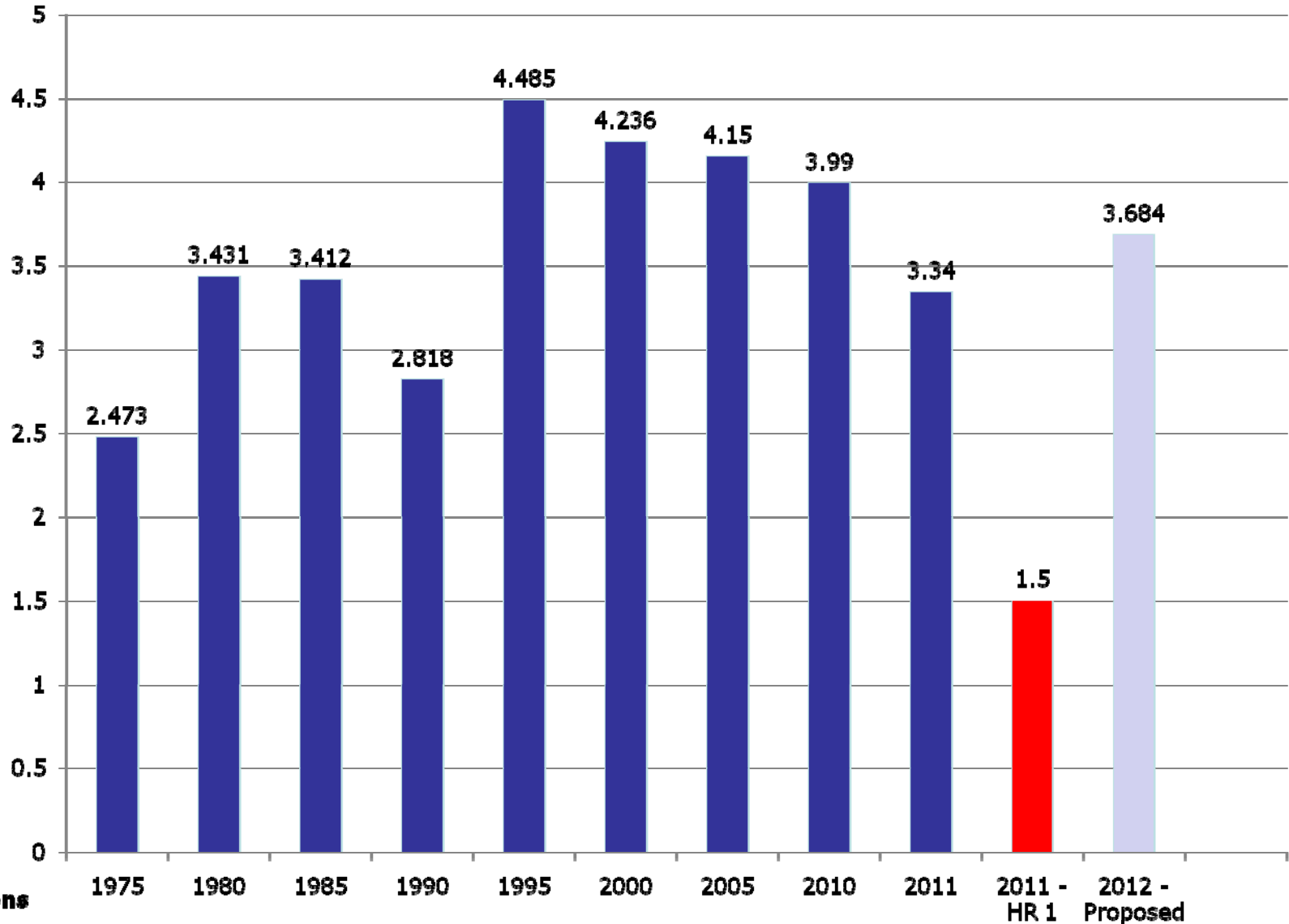
HUD: Partnership for Sustainable Communities



House THUD 302(b) Allocations



CDBG Funding



\$ In Billions



SAVE THE DATE

**2011 Federal Policy &
Program Briefing**
September 18 – 19, 2011

**Planners' Day on
Capitol Hill**
September 20, 2011

Questions – Comments - Discussion

For more information ...

Jason Jordan

American Planning Association

jjordan@planning.org

www.planning.org/policy