

Greenville Sustainability Planning Workshop

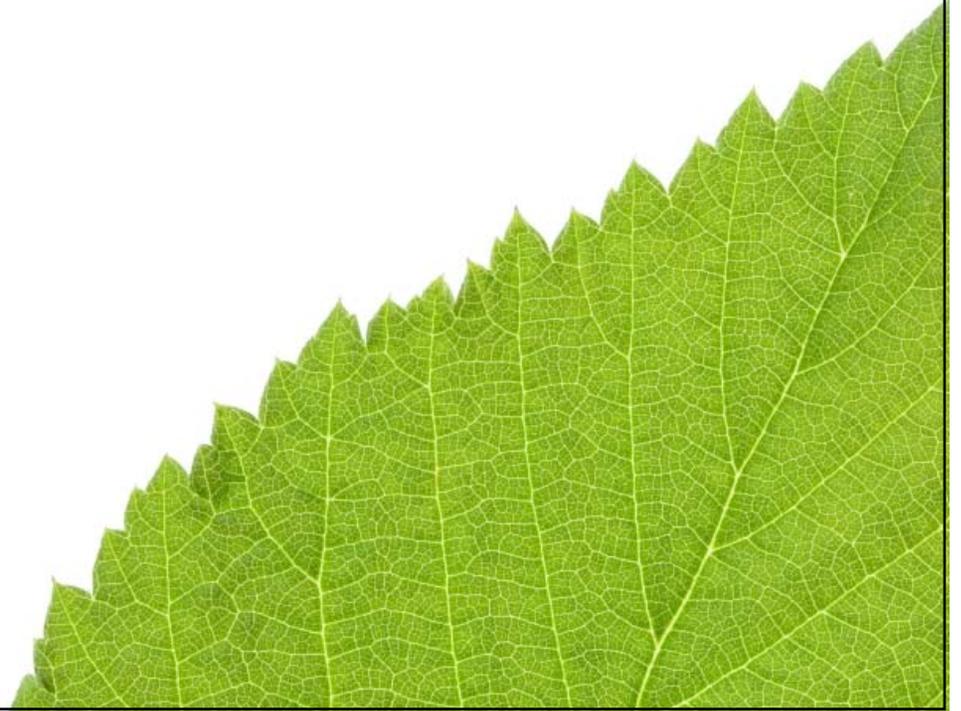
*Civic Engagement Strategies for Individual and
Community Action*

*Adi Liberman & Associates
www.libermanassociates.com*

New Partners for Smart Growth
February 2010

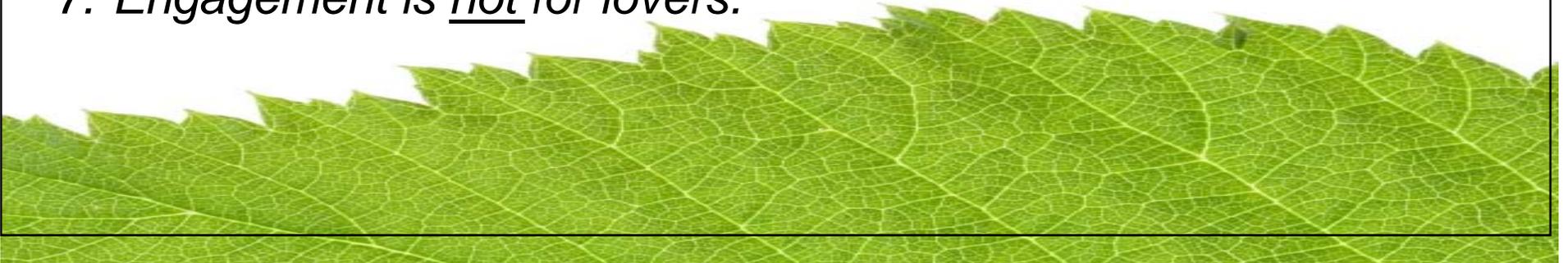
What the Public Really Thinks about Smart Growth

- Sounds great
- This would be fantastic in (pick a town nearby).
- What! You mean in our community?



Key Components of Successful Engagement

1. *Nature abhors a vacuum – so do Communities*
2. *The Fat-Lady Sings Rule*
3. *Communication devices have both transmitters and receivers for a reason*
4. *Be the Window, not the Door*
5. *Think like cable – a channel for everyone!*
6. *It's a long journey – be sure to identify the rest stops.*
7. *Engagement is not for lovers.*



Thank You

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Questions?

Adi Liberman
Adi@libermanassociates.com
Phone: 213.896.8936

