

Facing the Critics: Tools and Trainings to Successfully Counter Smart Growth Opponents

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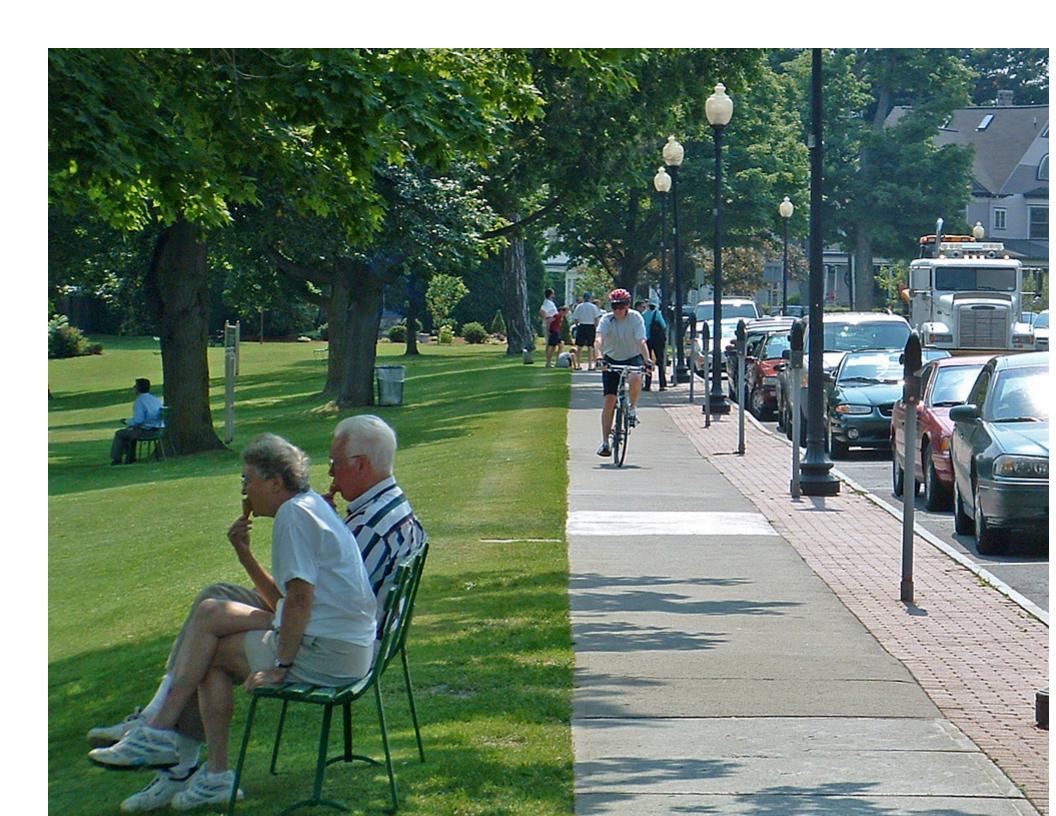
Positive Messages that Connect

- Tell the Story the Heart of a Community
- Use Tested Language to Reach Your Target Audience

Focus people on the economy – make the case

Tell the story of what makes a place great





Testing Language

Smart growth means building urban, suburban and rural communities with housing and transportation choices near jobs, shops and schools.

These strategies support thriving local economies and protect the environment.

National Priorities for our Elected Officials

High Priorities (60%+)

•	Jobs	82%
•	The economy	85%
•	Health care costs	70%
•	Federal deficit	68%
•	Cost of living	61%
•	Taxes	63%
•	Education	63%

Q: Now we would like to ask you some questions about the issues our nation is facing today. How much of a priority do you think each of the following issues should be to our elected officials?

Americans want the government to "stop spending money it doesn't have" and "use the money it has more effectively."

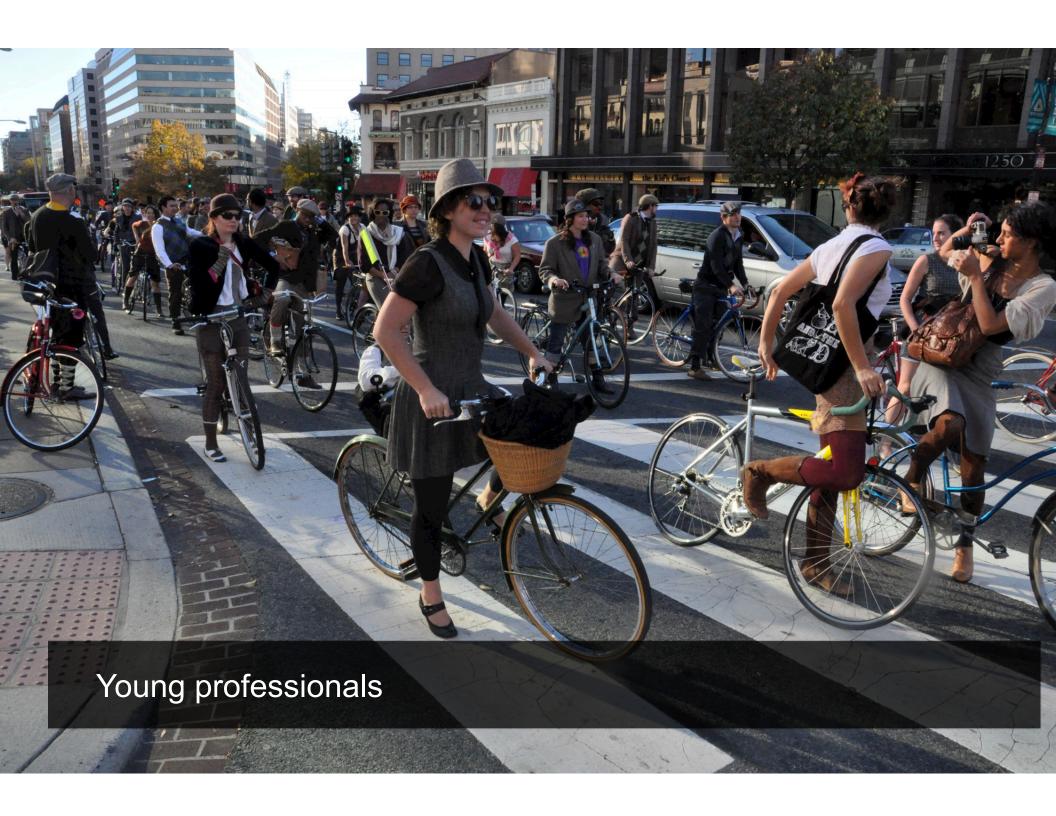
Most Americans spend more than 50% of their household expenses on housing and transportation costs. That is too much.

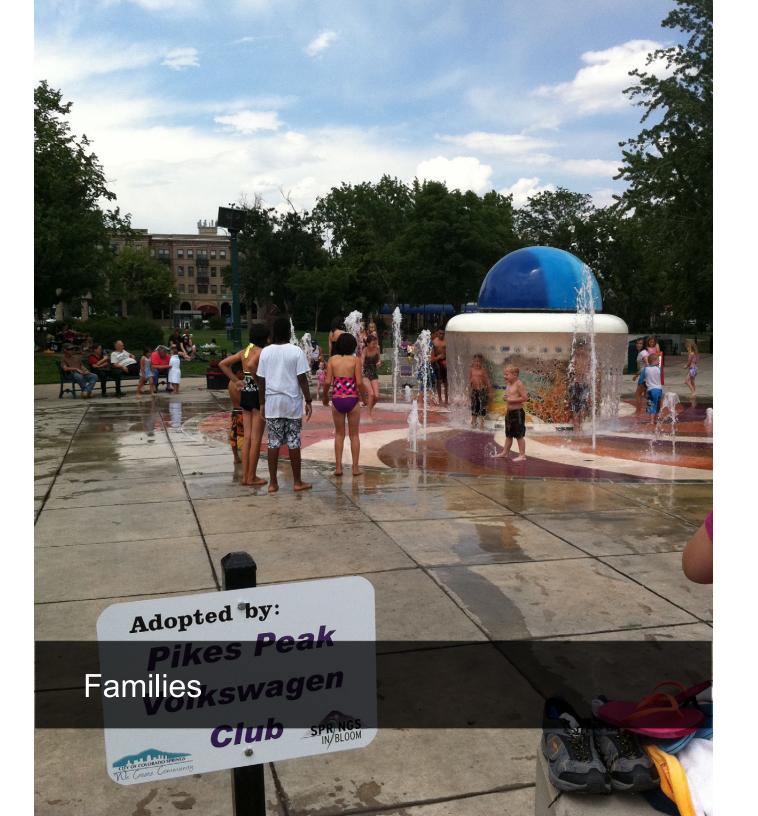
Rebuilding our economy and creating new jobs is the most important issue of our generation.

Making great places is key to turning around our **economy**

Smart growth places are in high demand

People and businesses are moving there





THE WALL STREET JOURNAL.

Suburban Office Markets Trail Downtown Rivals

By A.D. PRUITT



Mack-Cali Realty Corp., one of New Jersey's largest commercial landlords, for example, saw its occupancy fall to 89.1% at the end of 2010 from 90.1% a year ear

THE OKLAHOMAN

July 17, 2011

Office market thriving in downtown Oklahoma City, observers say

Detroit Free Press

Blue Cross has moved 3,000 workers to downtown Detroit offices

Jul 14, 2011 I Comments Recommend 1



Zappos CEO envisions a new community downtown

Thursday, March 17, 2011



Smart growth strategies cost government less



In Suburb

\$125,000

At the Edge

\$140,000

Per Acre Cost of Roads and Water Lines

Sacramento, CA







Analysis of multiple planning scenarios in Sacramento revealed that compact development would save the city **\$7.5 billion** in infrastructure costs, 23% of what it currently spends.

Smart growth strategies bring in more money

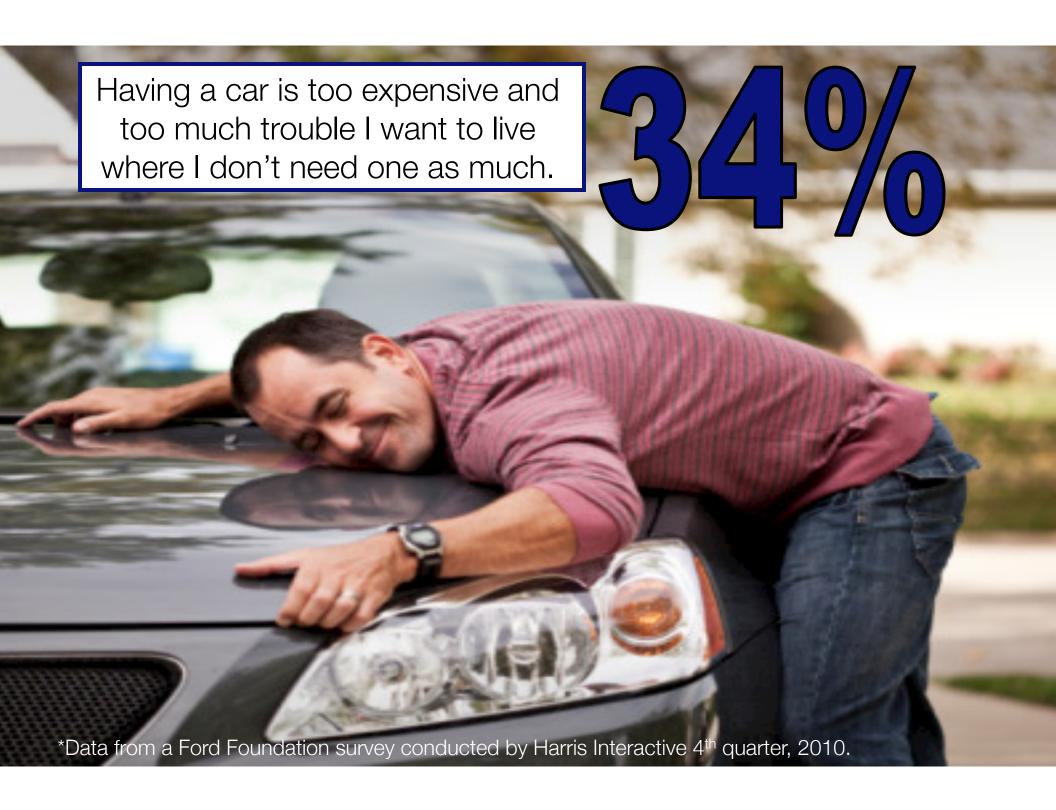




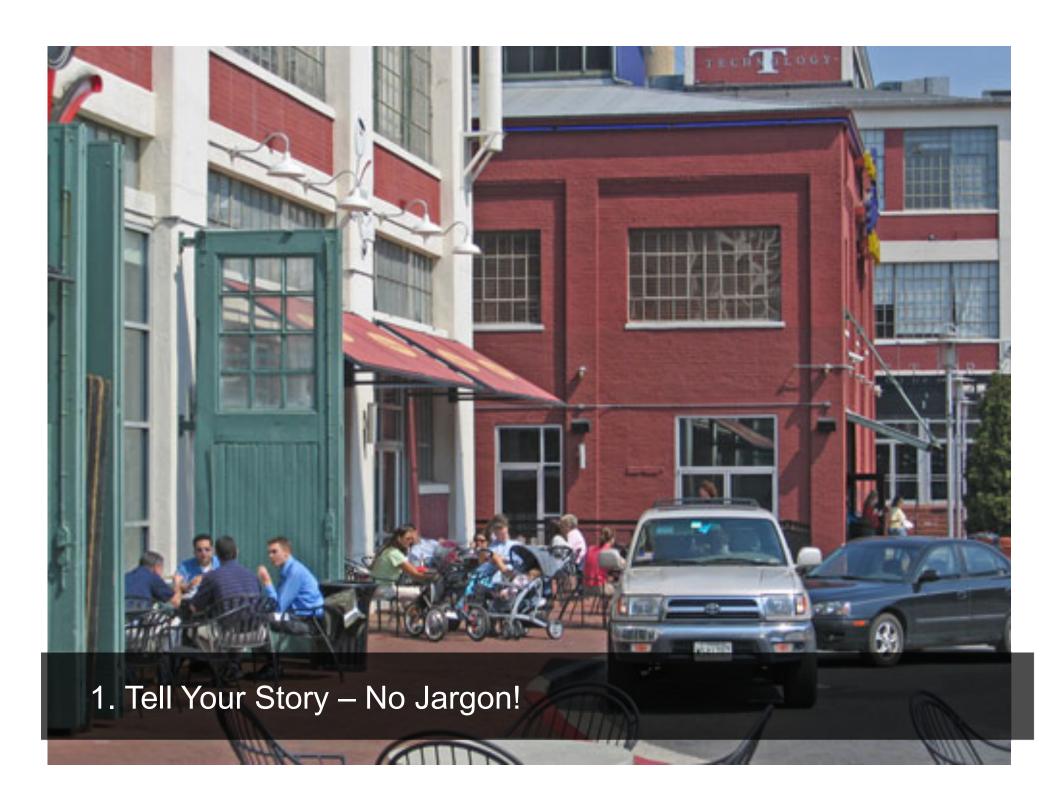
Reality Check





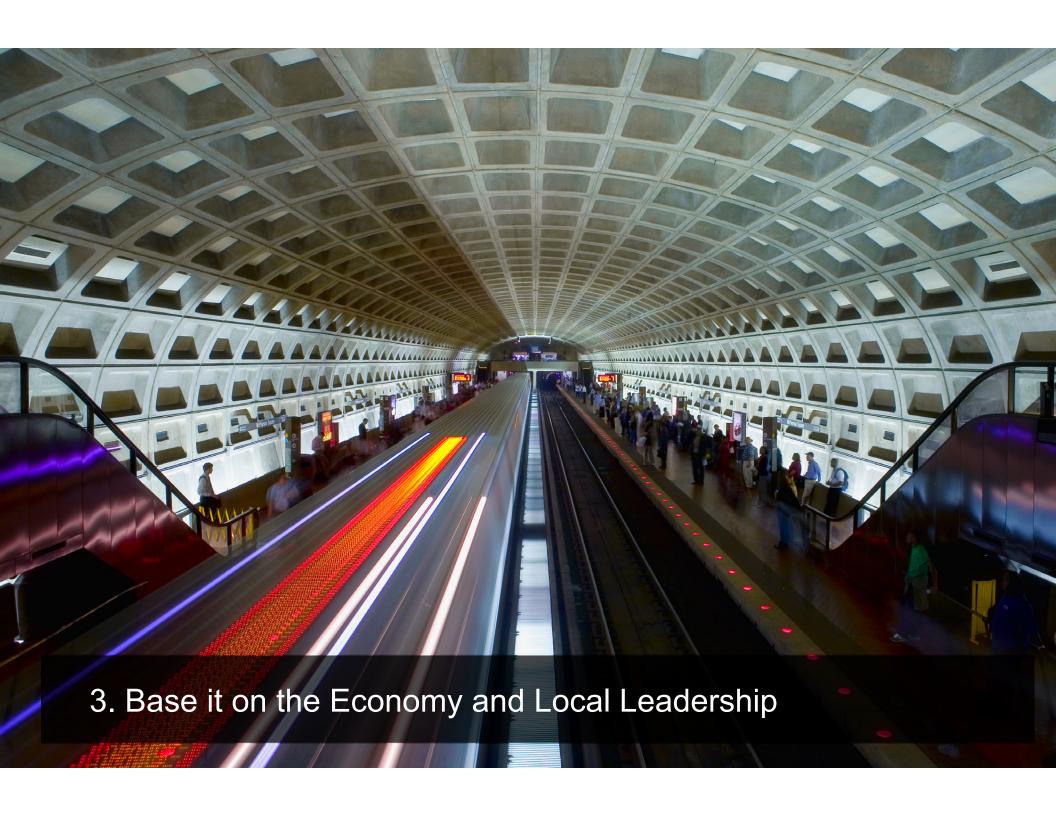


We can do better





2. Define Your Terms





Smart Growth America is the only national organization dedicated to researching, advocating for and leading coalitions to bring smart growth practices to more communities nationwide.

www.smartgrowthamerica.org

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