Facing the Critics

Tools and Trainings to Successfully Counter Smart Growth Opponents
So *this* is Smart Growth.
Really?!
Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody
-- Jane Jacobs

Behind all the current buzz about collaboration is a discipline. And with all due respect to the ancient arts of governing and diplomacy, the more recent art of collaboration does represent something new -- maybe Copernican. If it contained a silicon chip, we’d all be excited.
-- John Gardner
Goals of this Session

- The Smart Growth Message
- Techniques
- Cases
- Best Practices
Introductions

• Ilana Preuss, Vice President & Chief of Staff, Smart Growth America

• Jeremy Madsen, Executive Director, Greenbelt Alliance

• Odin Zackman, Founder, Dig In, Facilitation and Conflict Resolution

• Joel Mills, Director, Center for Communities By Design, American Institute of Architects

• Taryn Sabia, President, Urban Charrette; Associate, Atelier Architecture, Inc.

• Jane LaFleur, Executive Director, Friends of Midcoast Maine
Positive Messages
Jeremy Madsen
Executive Director,
Greenbelt Alliance
Taryn Sabia,
President, Urban Charrette;
Associate, Atelier Architecture, Inc
URBANISM: DEMONSTRATION PROJECTS

EXPERIENCE THE DISCUSSION

1 block, 350 plants, 1 new bus stop, 600 yards of tape, 6 trees, 50 flowers, 27 volunteers, 8 hours, & thousands of partakers

COMPLETE STREETS DEMO:
(temporary) RE-DESIGN OF A CITY BLOCK IN DOWNTOWN TAMPA
REAMPING THE CONVERSATION
SOCIAL SETTINGS TO SOCIAL MEDIA

EXPERIENCE THE DISCUSSION

OPEN MIC:
COMMUNITY CONVERSATIONS

THE REAMP
DEALING WITH DEFEAT
GETTING “THEM” INVESTED, AGAIN

MAP IT TAMPA
Odin Zackman,
Founder, Dig In,
Facilitation and Conflict Resolution
Conflict (and your role in) Resolution
The Roots of Conflict

• Conflict is about interests and issues, but often becomes about individuals
• Conflict is usually challenging because of our reaction to it
• Conflict is exacerbated not by what we say or do, but by what we DON’T say or do
Resolving Conflict Creatively

• Understand your reactions to conflict and conflict resolution style
• Be prepared with tools for a range of conflicts, and know how to apply them in different situations
• Get coaching and learn from others

*A mess is just a pile of opportunities in drag.*
—Paul Hawken
Joel Mills,
Director, Center for Communities
By Design, American Institute of Architects
Low Trust Communities **Require** More Intensive Engagement

AIA Communities by Design

ENVISION. CREATE. SUSTAIN.
Controversial Issues Require a Range of Techniques

Designer Democracy: There are over 5 dozen tools
Customize to fit local context and needs
Ilana Preuss,
Vice President & Chief of Staff,
Smart Growth America
There are three kinds of people when it comes to sustainable communities:

• The friendly people who agree with you and want to work with you
• The undecideds who can be and need to be persuaded
• The hardcore opponents who will never agree with you and are trying to derail you
Messaging Vulnerabilities

- Indications of a predetermined outcome or preference
- Outsiders/federal government
Positive Messaging: the talking points YOU WANT to deliver

Property Rights

• “When you make decisions that increase congestion, raise my taxes, and increase the school load, then **you impact my property rights**.”

• “We have always been a land of **rights AND responsibilities**.”
Jane LaFleur,
Executive Director,
Friends of Midcoast Maine
Regional Smart Growth Initiatives
It’s about democracy...
The community is the “expert”...
Build Consensus
Find the language that resonates
Use unlikely venues
Identify and cultivate allies and unlikely allies

“People caring loudly at me”
Leslie Knope,
Parks and Recreation

"Commuters give the city its tidal restlessness; natives give it solidity and continuity; but the settlers give it passion." EB White
What are the tools to build consensus and cultivate unlikely allies?
Break Out Groups

Questions:

1. What tool/practice will you take home and use?

2. What gaps still remain in the toolbox?

Report Out