

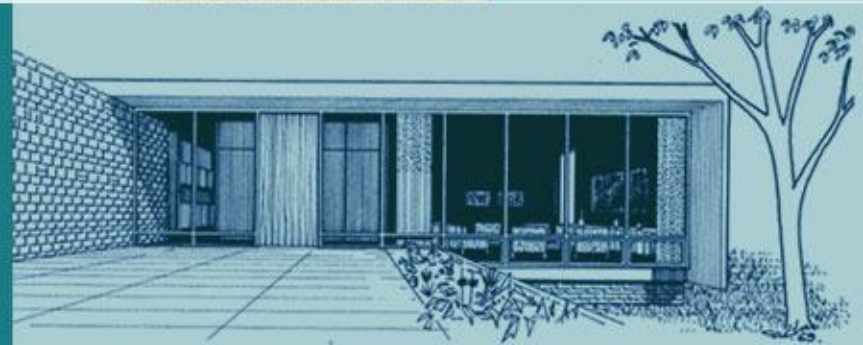
Talking About Growth & Development

Shared Aspirations
Shared Benefits



ACTIONMEDIA

NH Regional Planning
February 2012





COMMUNITY DEVELOPMENT



COMMUNITY DEVELOPMENT



COMMUNITY DEVELOPMENT

???

- Walkable
- Livable
- Density
- Equity
- Mixed use
- Sustainable





1. Facts are meaningless.
2. All meaning comes from story.
3. Facts are essential to illustrate the story.

Sprawl



“Referred to in pejorative terms as urban sprawl, suburbanization has been blamed for a number of negative impacts.



Proposals to alter land-use laws in response to the perceived crisis are likely to have serious, negative side effects, such as reducing the rate of home ownership and increasing burdens on the young, middle-class families.



Suburbanites cherish the very lifestyle that the opponents of suburbanization abhor.”

Regional Government

The “smart growth” movement has met considerable opposition from the public. Few Americans are willing to give up their automobiles, single-family homes, and large backyards.

The (MPO’s) original purpose was to apply for and distribute federal funds, not dictate to local governments. But they now provide a convenient framework for establishing the regional authorities that smart growth proponents want.




Agenda 21




"Compact development aka smart growth, aka New Urbanism, aka Traditional Neighborhood Design, aka Transit Oriented Development, aka Livable Communities, aka Sustainable Development ... are all names meaning the same thing: they are anti-suburban, high-density dwelling design concepts that ...will make single family home ownership for our posterity unattainable."




Opposition Frame



Values – individual liberty,
consumer choice, property
ownership



Context – Regulation of land &
business



Issue – The (government) and the
planners, social engineers and
policy wonks want to dictate how
you live, how business operates.



This
Is
Smart
Growth

SMART GROWTH
NETWORK

A graphic element consisting of a grid of colored squares (red, grey, yellow, teal) with the words 'This', 'Is', 'Smart', and 'Growth' arranged in a staggered pattern. Below the grid is the Smart Growth Network logo, which includes a stylized city skyline icon and the text 'SMART GROWTH NETWORK'.

What Is Smart Growth?

Health, schools, taxes, traffic, the environment, economic growth, fairness, opportunity—many of the things we care about—are all affected by development decisions. From the length of our daily commute to the price of a new home to the safety of our neighborhoods—what, where, and how we build have major impacts on our personal lives, our communities, and our nation.

Click to add Title

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- A Better Future** for Everyone



How citizens think about it:

"You talk about what it is you want to have built in your community and how you want to have it built, so that it's friendly towards the community. You take a look at each area and what needs to happen.

Tell us how you are going to solve the problems that are already there. The developer comes in understanding that he's got to come in and solve rather than add to the problem."

---Gulfport MS focus group respondent



What Voters Want

- Look At The Big Picture
- Get All The Options On the Table
- Benefit the Community as a Whole
- Be Fair
- Engage the community and listen to the people who will be affected (democracy)



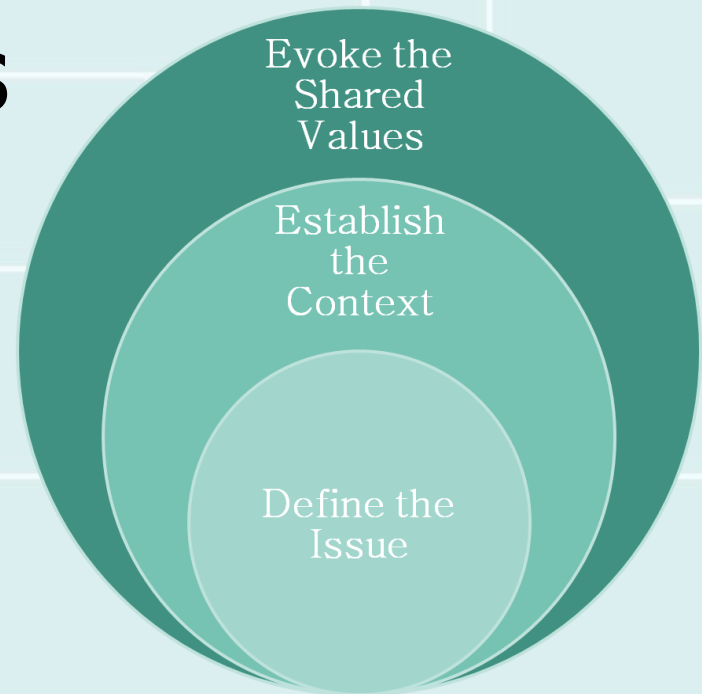
Values

For the process of making public decisions about land use and development:

Democracy

Shared Benefits

Fairness



Values

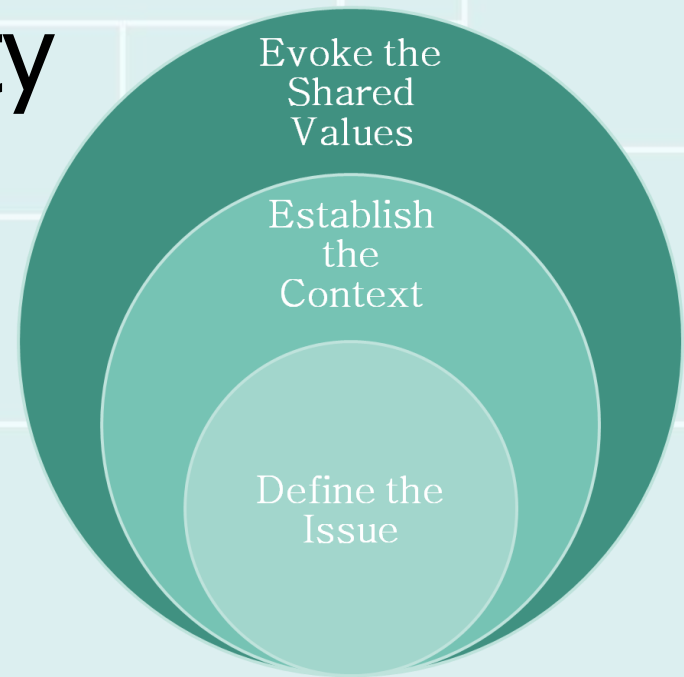
For specific projects and developments:

Choice & Convenience

Security & Safety

Conservation

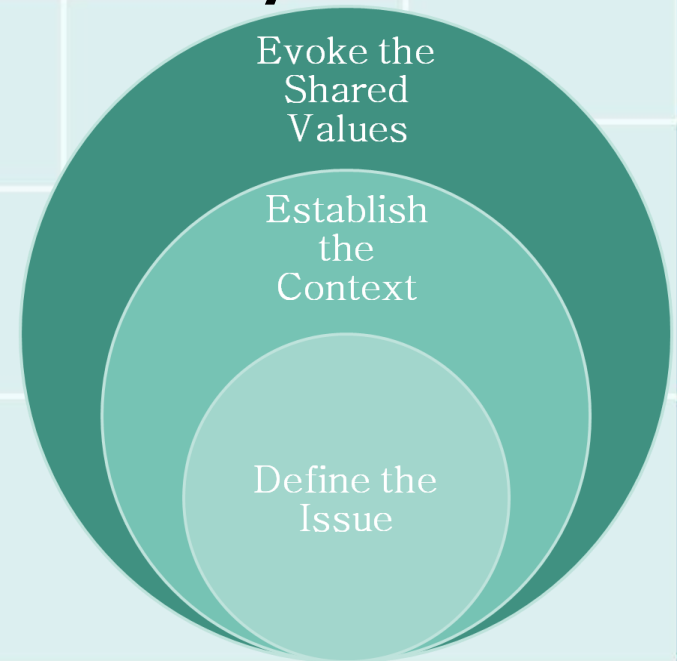
Community



Context

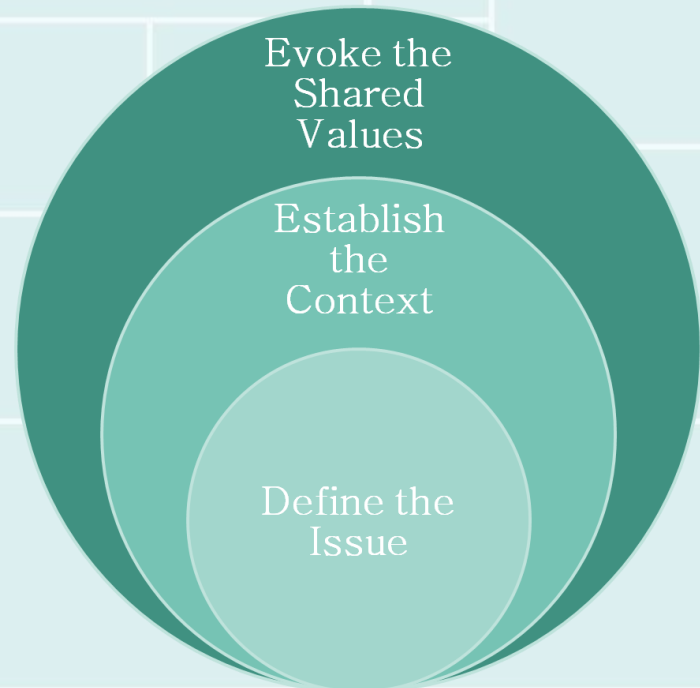


Local Progress Improving our Community



Issue

What, where and how
to build next

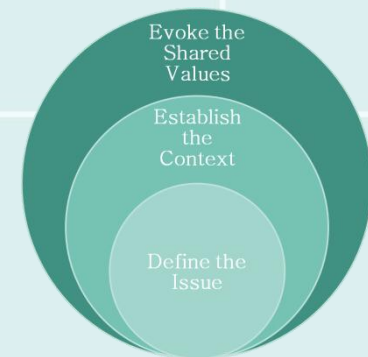


Advocacy Frame

Values: Democracy, Fairness, Choice, Conservation, Security, Pride

Context for values: Local progress, improving our community

The Issue: What, where and how should we build next?



Foundation & Structure



Story & Values



MOMENTS OF TIMELESS PLEASURE™

BETTER CHOCOLATE. BETTER BROWNIES.

We use only the very best ingredients to create pure brownie perfection. Indulge in this ultra rich, moist and chewy brownie, and experience moments of timeless pleasure with Ghirardelli®.

You Will Need:



1/4 Cup Water



1/3 Cup Vegetable Oil



1 Egg

325°F



1 Preheat oven to 325°F. Prepare baking pan by lightly greasing or spraying with non-stick cooking spray.



2 Place water, oil and egg in medium bowl and stir until fully mixed. Add brownie mix and chocolate syrup (enclosed); stir until well blended. Spread in prepared pan.



3 Bake as directed below. Cool completely in pan before cutting. Makes 16, 2-inch brownies.

Pan Size:	8" x 8" (Metal)	8" x 8" (Glass)	9" x 9" (Metal)
Bake Time:	40-45 minutes	45-50 minutes	40-45 minutes

- Do not overbake. Fresh-baked brownies appear underbaked but cool to doneness.
- For thicker brownies, make batter using 2 tablespoons water, 1/3 cup vegetable oil and 2 eggs. Bake as directed.
- HIGH ALTITUDE: Add 1/3 cup all-purpose flour and an additional 2 tablespoons water.

Chocolate Strawberry Ice Cream Trifle

- 1 box Ghirardelli Chocolate Supreme Brownie Mix (1 pouch mix and 1 pouch chocolate syrup)
- 1 egg
- 1-2 cups sliced strawberries
- 1 quart strawberry ice cream



Example: A Clear Message



Now
More Rich
and Chewy



GHIRARDELLI

CHOCOLATE

Triple Chocolate

Semi-Sweet • Milk • Bittersweet
BROWNIE MIX

MAKES 6 BATCHES



SERVING SUGGESTION • ENLARGED TO SHOW TEXTURE • ADD OIL & EGG

NET WT 7 LB 8 OZ (3.4 kg)



CAUTION

**THIS SIGN HAS
SHARP EDGES**

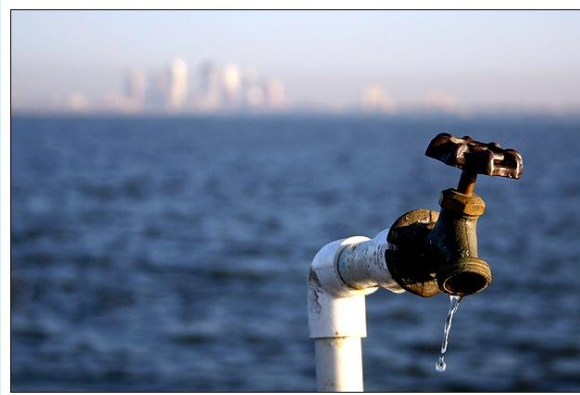
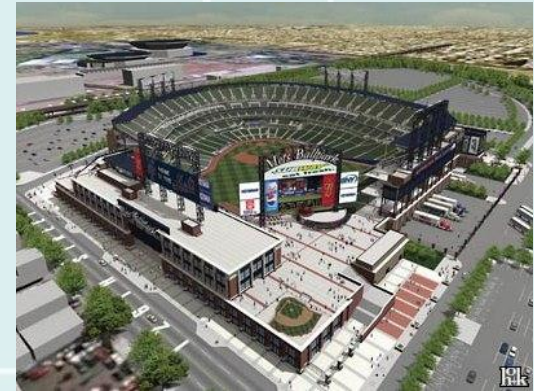
DO NOT TOUCH THE EDGES OF THIS SIGN



ALSO, THE BRIDGE IS OUT AHEAD



Shared Resources






Shared Benefits



Public return on public investment



Shared use of shared resources



Shared Aspirations –
Opportunity for ourselves
and our families

What's the brownie?



“Results for the People of New Hampshire”

- Reduced social and economic disparities for low-income and communities of color within the region.
- Shared elements in regional transportation, housing, water, and air quality plans that are tied to local comprehensive land use.
- Alignment of federal planning and investment resources that mirror local and regional strategies.
- Increased participation and decision-making in developing and implementing a long-range vision for the region by populations traditionally marginalized in public planning processes.



“Results for the People of New Hampshire”

- Decreased per capital vehicle miles traveled (VMT) and transportation-related emissions for the region.
- Decreased overall combined housing and transportation costs per household.
- Increased proportion of low and very low-income households within a 30-minute transit commute of major employment centers in urban, suburban and rural settings.
- Increased proportion of affordable housing units located close to walking trails, parks green space, and vital amenities such as hospitals and schools.



"Results for the People of New Hampshire"

- Increased share of residential and commercial construction on underutilized infill development sites that encourage revitalization while minimizing displacement of disadvantaged populations.
- Increased proportion of homes and rental units affordable to a full range of household incomes close to high-quality transit service in urban areas or within traditional town centers in rural areas.
- Improved health outcomes that result from creating safer, more walkable neighborhoods
- Increased number of communities prepared for flooding and other climate change related impacts.
- Increased investments in water infrastructure for drinking water, wastewater and stormwater systems.





What's the brownie?



Keep what we value



**Increase prosperity and
economic opportunity**



Build for the future



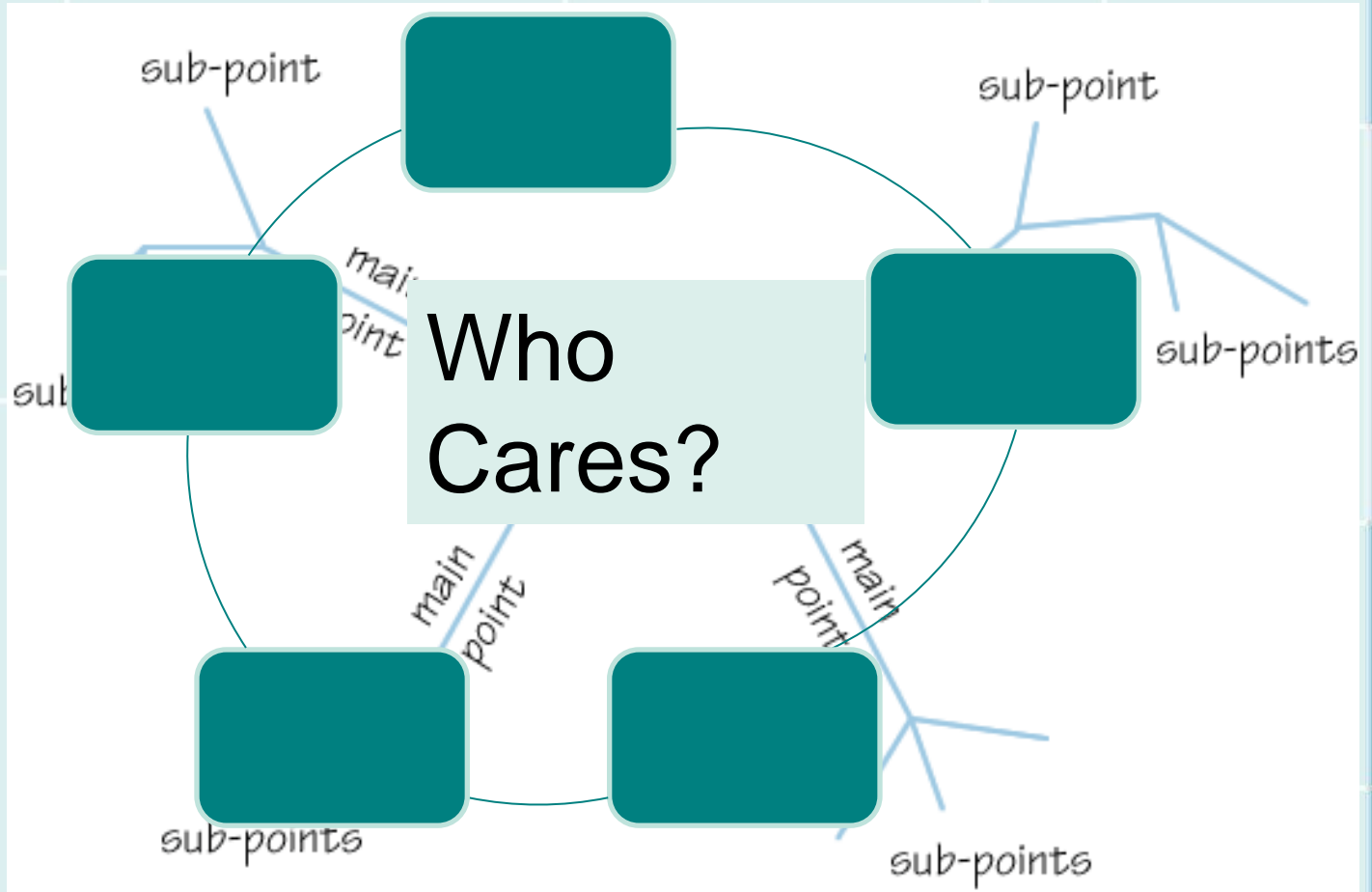
EQUITY

"We all do better when we all do better"

THE WELLSTONE



Mind Mapping



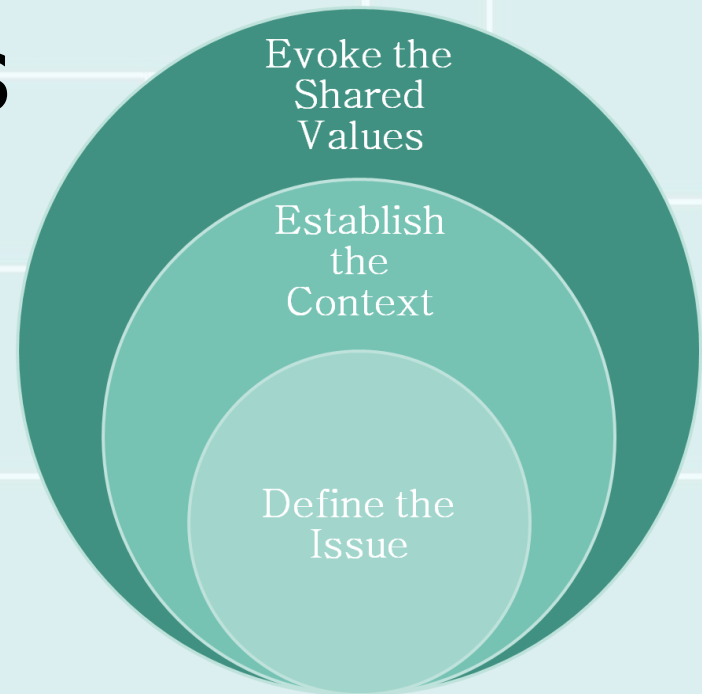
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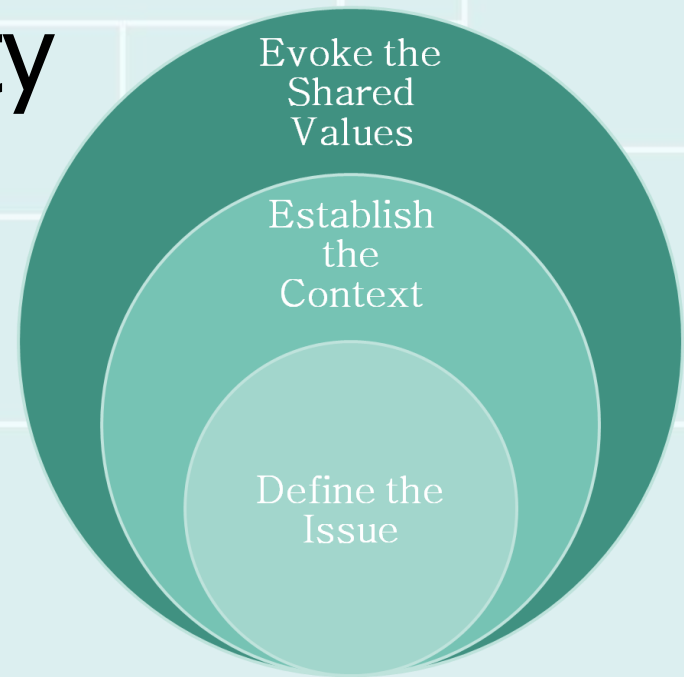
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Security & Safety

Conservation

Community



Core Benefits?

Keep what we value
Increase prosperity / economic opportunity
Build for the future



Strategic Messages

- What do we want to have happen?
 - Who can make that happen?
 - What story do they need to hear?
 - Who should they hear it from?
 - How can we deliver the message?

