Facing the Critics

Tools and Trainings to Successfully Counter Smart Growth Opponents

So _this_ is Smart Growth.
Really?!

New Democratic Vernacular

1960s

> 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

1990s

Goals of this Session

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

AIA Communities by Design
ENVISION. CREATE. SUSTAIN.

Smart Growth America
Making Neighborhoods Great Together

DIG IN

FRIENDS OF MIDCOAST MAINE

GREENBELT ALLIANCE
Open Spaces & Vibrant Places

the URBAN CHARRETTE

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;
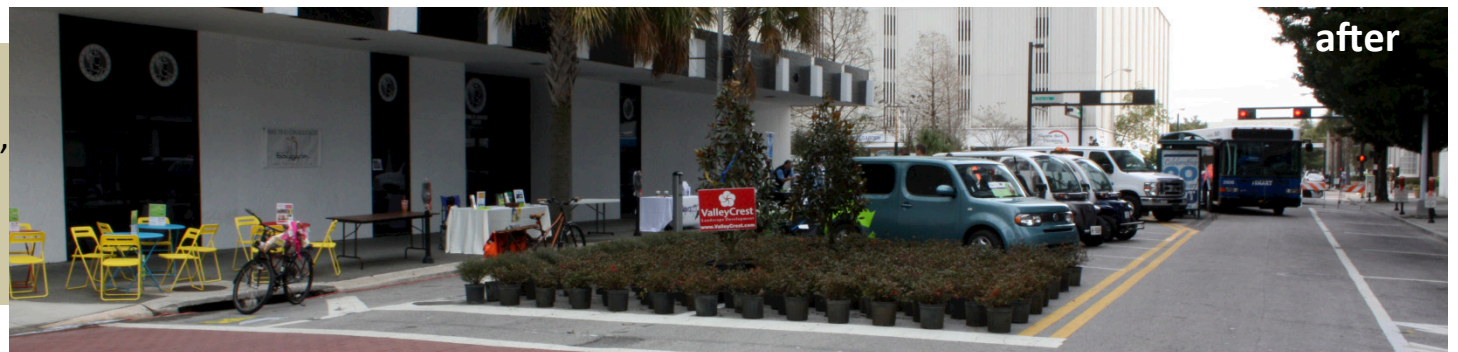Associate, Atelier Architecture, Inc

TACTICAL URBANISM: DEMONSTRATION PROJECTS

EXPERIENCE THE DISCUSSION

MOBILITY MARKET

FEBRUARY 19TH

before

after

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

an open and candid discussion on the upcoming referendum
Thursday 29 July 2010
6.00 - 8.00pm
Tampa Museum of Art
TRANSIT **TALK**

the Urban Charrette presents
Open Mic Night
@ B a m b o o l z e   C a f e
7:00 pm • September 30, 2009
516 N. Tampa St., Downtown Tampa, FL

Greenways + Greenspace

THE **REAMP**

DEALING WITH DEFEAT
GETTING "THEM" INVESTED, **AGAIN**

OpenStreetMap

The Free Wiki World Map

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

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

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Messaging Vulnerabilities

- Indications of a predetermined outcome or preference

- Outsiders/federal government

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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**."

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Jane LaFleur,
Executive Director,
Friends of Midcoast Maine
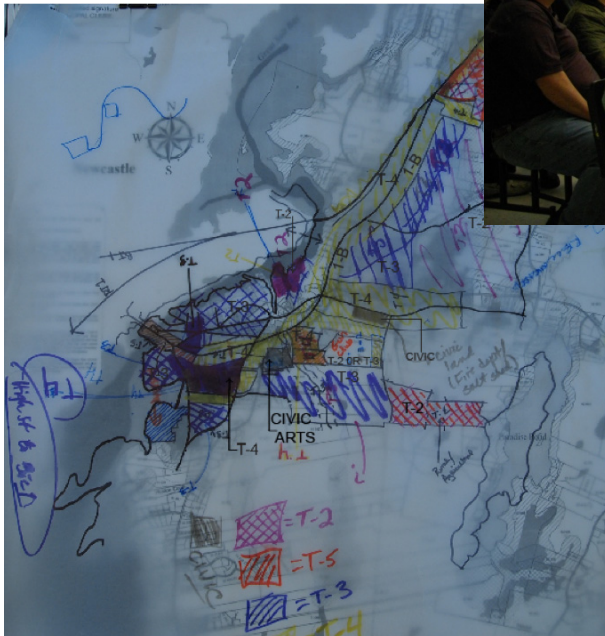
Regional Smart Growth Initiatives

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