



Smart Growth America

Making Neighborhoods Great Together

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



Young professionals



Adopted by:
**Pikes Peak
Families
Volkswagen
Club**



THE WALL STREET JOURNAL.

COMMERCIAL REAL ESTATE | FEBRUARY 23, 2011

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 earlier.

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 | Comments

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LAS VEGAS SUN

Zappos CEO envisions a new community downtown

Thursday, March 17, 2011



Smart growth strategies cost
government less

In Town
\$45,000

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



Arlington, Virginia





El Dorado, Arkansas

Reality Check

SATISFACTION GUARANTEED

YOUR
SOLUTION
IS GUARANTEED

11000
SOUTH STREET
MONTICELLO, VA





Having a car is too expensive and too much trouble I want to live where I don't need one as much.

34%

*Data from a Ford Foundation survey conducted by Harris Interactive 4th quarter, 2010.

We can do better



1. Tell Your Story – No Jargon!



2. Define Your Terms



3. Base it on the Economy and Local Leadership



Smart Growth America

Making Neighborhoods Great Together

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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