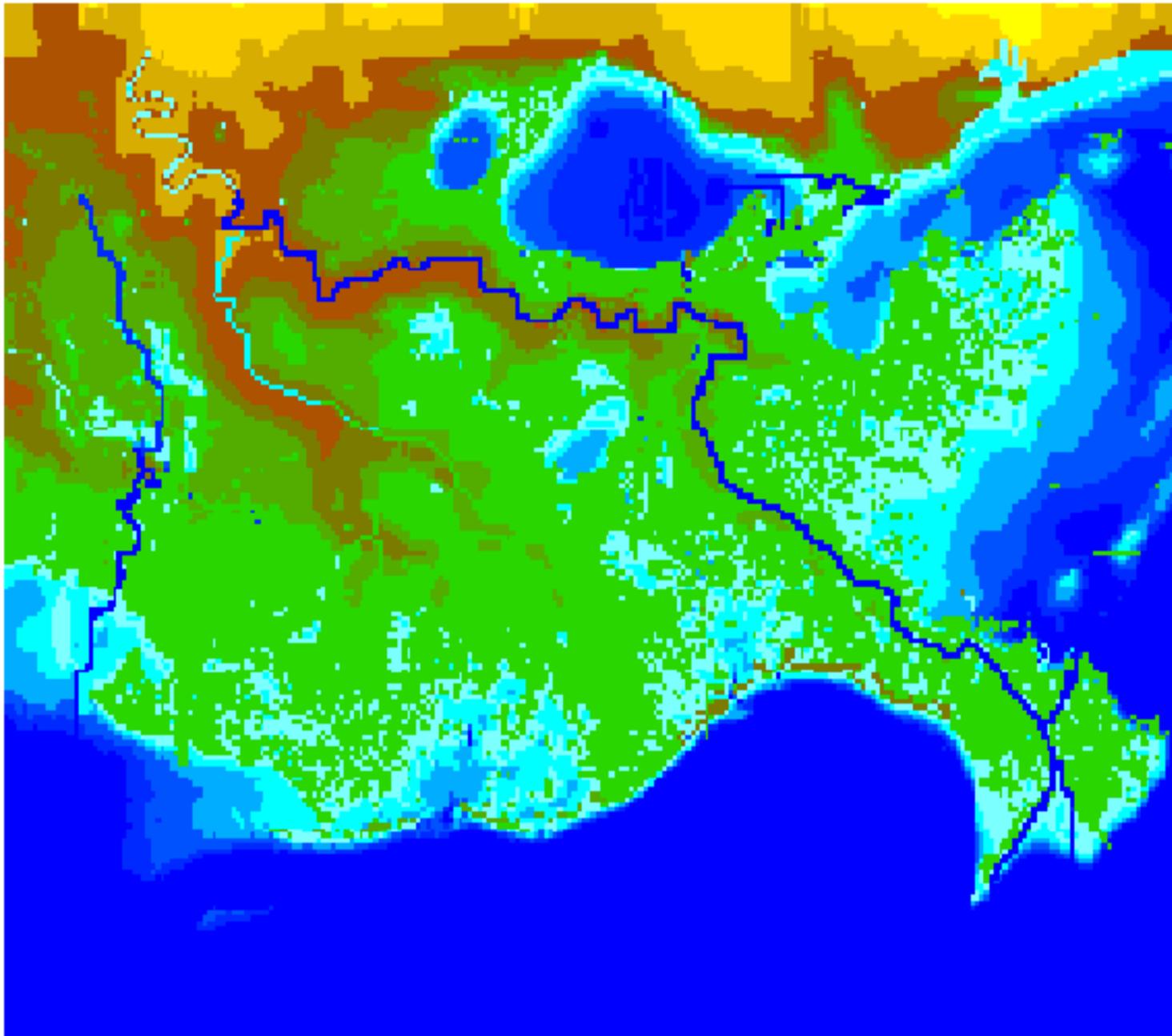


1930

Topography (1930)



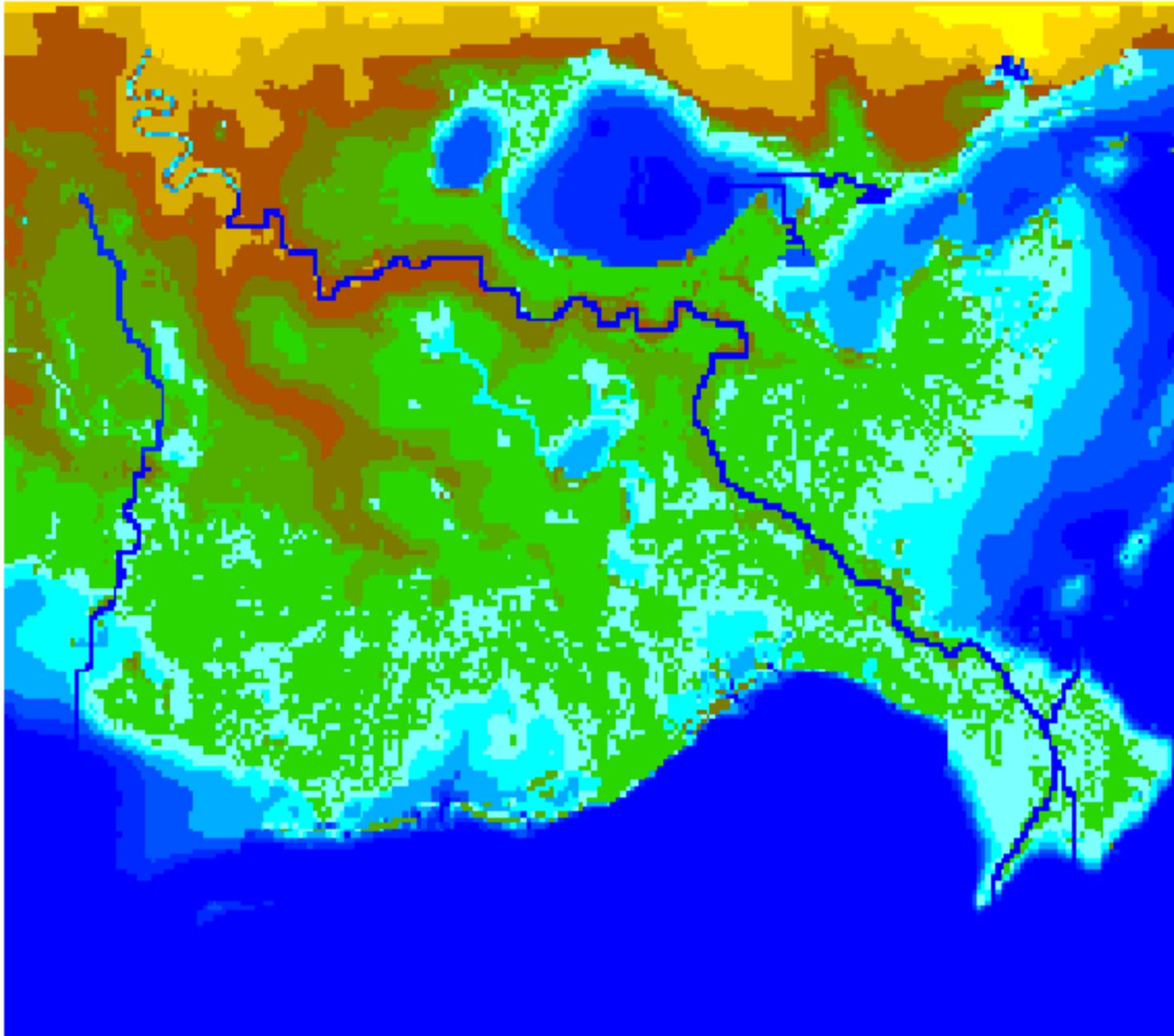
Legend

- > -8 ft Water
- > -5 ft Water
- > -2 ft Water
- > 0 ft Water
- > 5 ft Water
- > 10 ft Water
- > 15 ft Water
- > 20 ft Land
- > 25 ft Land
- > 30 ft Land
- > 35 ft Land
- > 40 ft Land
- > 45 ft Land
- > 50 ft Land
- > 55 ft Land
- > 60 ft Land

0 10 20
Kilometers

1993

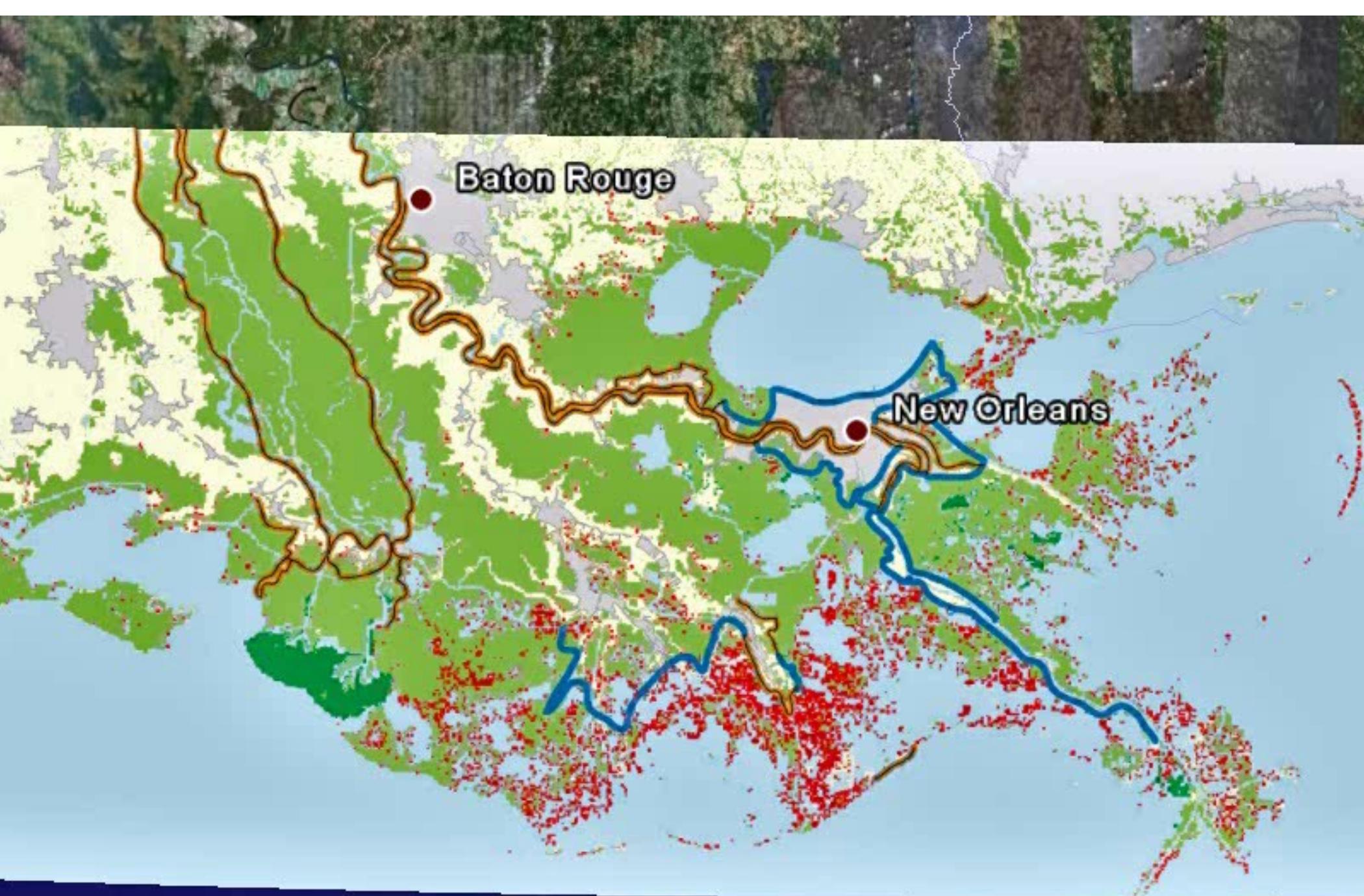
Topography (1993 - Base)



Legend

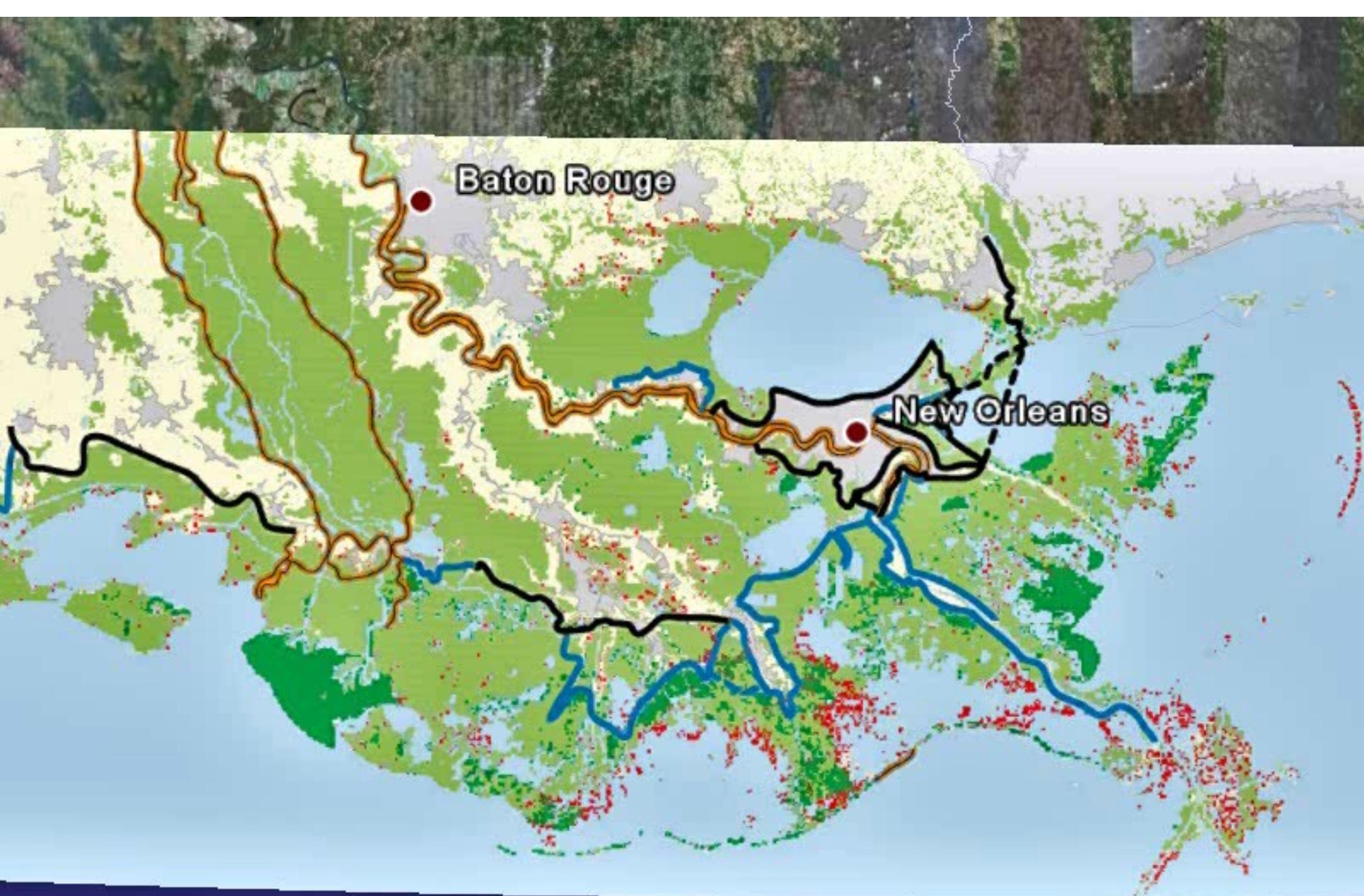
- > -8 ft Water
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- > 55 ft Land
- > 60 ft Land





Baton Rouge

New Orleans



Baton Rouge

New Orleans

Framing the Issues with Scenarios

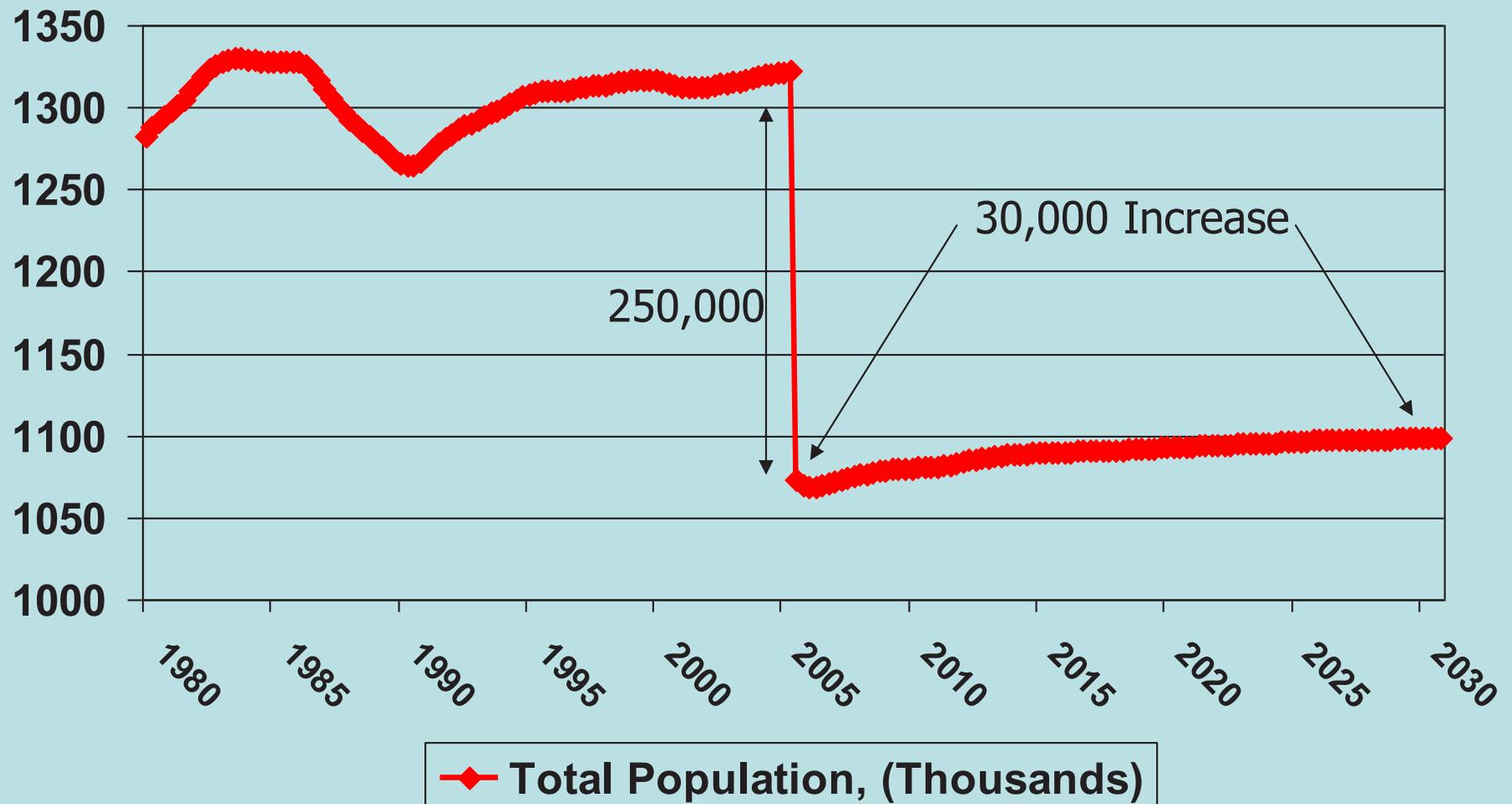


If Southern Louisiana does not deal with its erosion and wetland loss issues, **then** the next hurricane will cause ...

If Southern Louisiana does deal with its erosion and wetland loss issues, **then** the next hurricane will not cause ...

Population Growth: New Orleans Regional Planning Commission MSA

Source: Brookings Institute, Economy.com



Framing the Issues with Scenarios

A decorative graphic consisting of a thick horizontal orange bar across the middle of the slide. On the left and right ends of this bar, there are clusters of smaller orange squares of varying sizes, some overlapping the bar and others floating nearby.

If people do not return and we continue to lose population in Southern Louisiana, **then** our businesses will fail, we will lose jobs, and our children will leave...

If people return and we can create new jobs, **then** our economy will strengthen and our children will stay...

Why Use Scenarios



- *Respects everyone's ideas*
- *Compares future states*
- *Multiple choice (freedom to choose)*
- *Shows value of acting now; creates crisis by telling the frog his fate*
- *Frames the issues that matter to the public*
- *Scenario planning is a tool, not an end in itself*

Exercise 3



Frame your region's key issues as scenarios

To be implementable,
a vision must satisfy
the values, hopes, and
dreams of present
and future residents.

Visioning Starts with Values



- Values are stable and enduring; life's "tides" as opposed to the "waves."
- Values are widely shared and create consensus among diverse groups.
- Satisfying ones' values is the foundation of personal decision making.



Using Values to Communicate about your Process

Traditional Planning Approach



- **Decide** – through analysis and research
- **Educate** – the public about the solution
- **Announce** – the plan
- **Defend** – the plan and yourself

Traditional Planning Approach



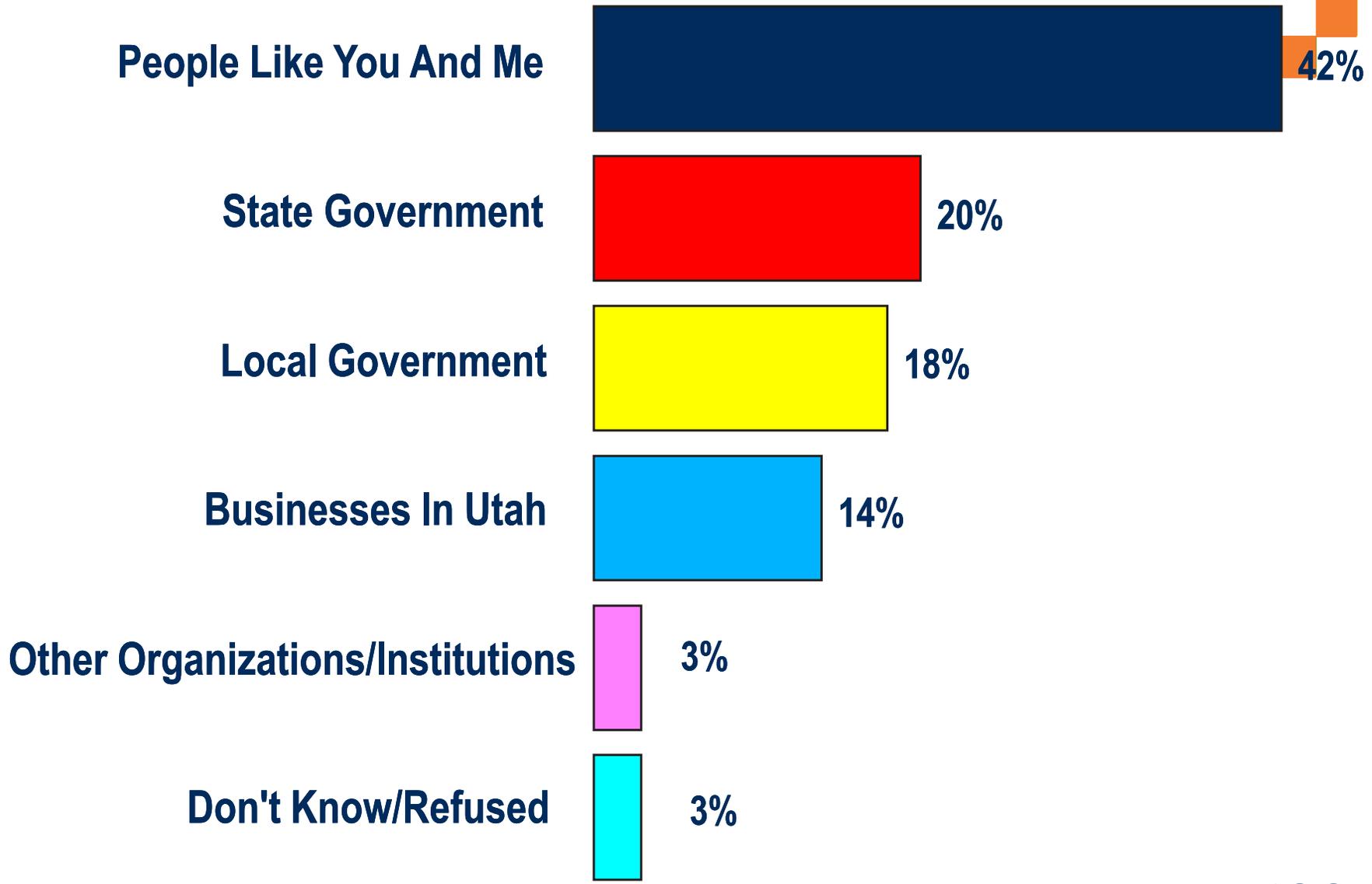
D

E

A

D

Who Can Best Deal With Growth Issues?



n=400

The Premise of Envision Utah



- The “public” has the right to choose its future—public officials should serve that vision
- The “public” will make good choices if presented with real options

Visioning Precedes Traditional Planning



VALUES (*What do Utahns want?*)

VISION (*How will our region provide it?*)

STRATEGY (*How do we implement?*)

PLAN

FUND

BUILD

Voluntary
Collaborative
Transparent
Inclusionary
Market-focused

Use Your Community's History and Traditions



**Have One Foot in
“MEMORY”
and
the Other Foot in
“PROPHECY”**



History of Planning in Utah

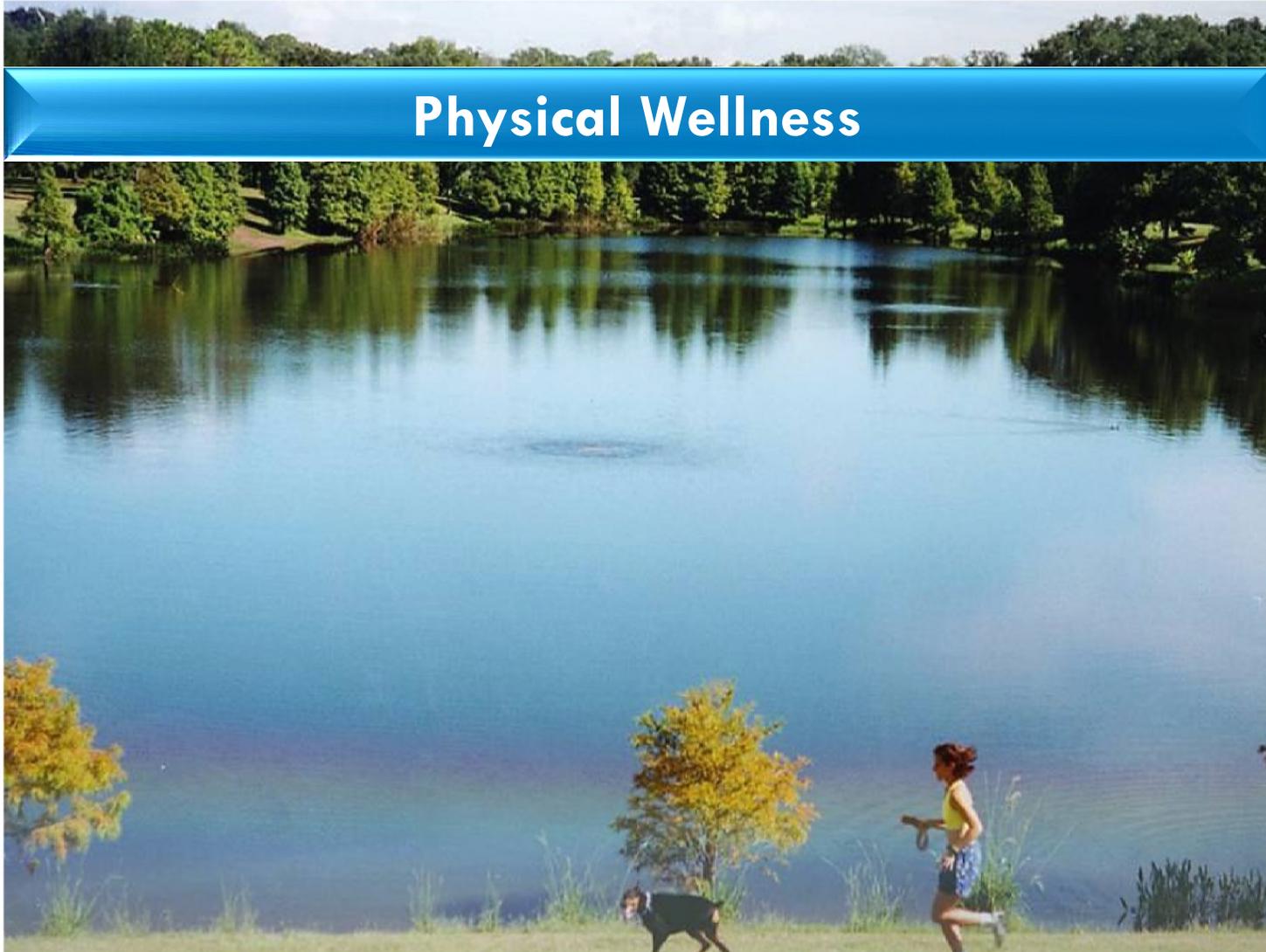




The attributes of our communities directly
impact our personal values and are
inextricably connected to how we feel.

Personal Growth and Well-being

Physical Wellness



Personal Growth and Well-being

Service Opportunities



Personal Growth and Well-being

Access to Nature



Personal Growth and Well-being

Spirituality



Personal Growth and Well-being

Introspection & Pondering



Education



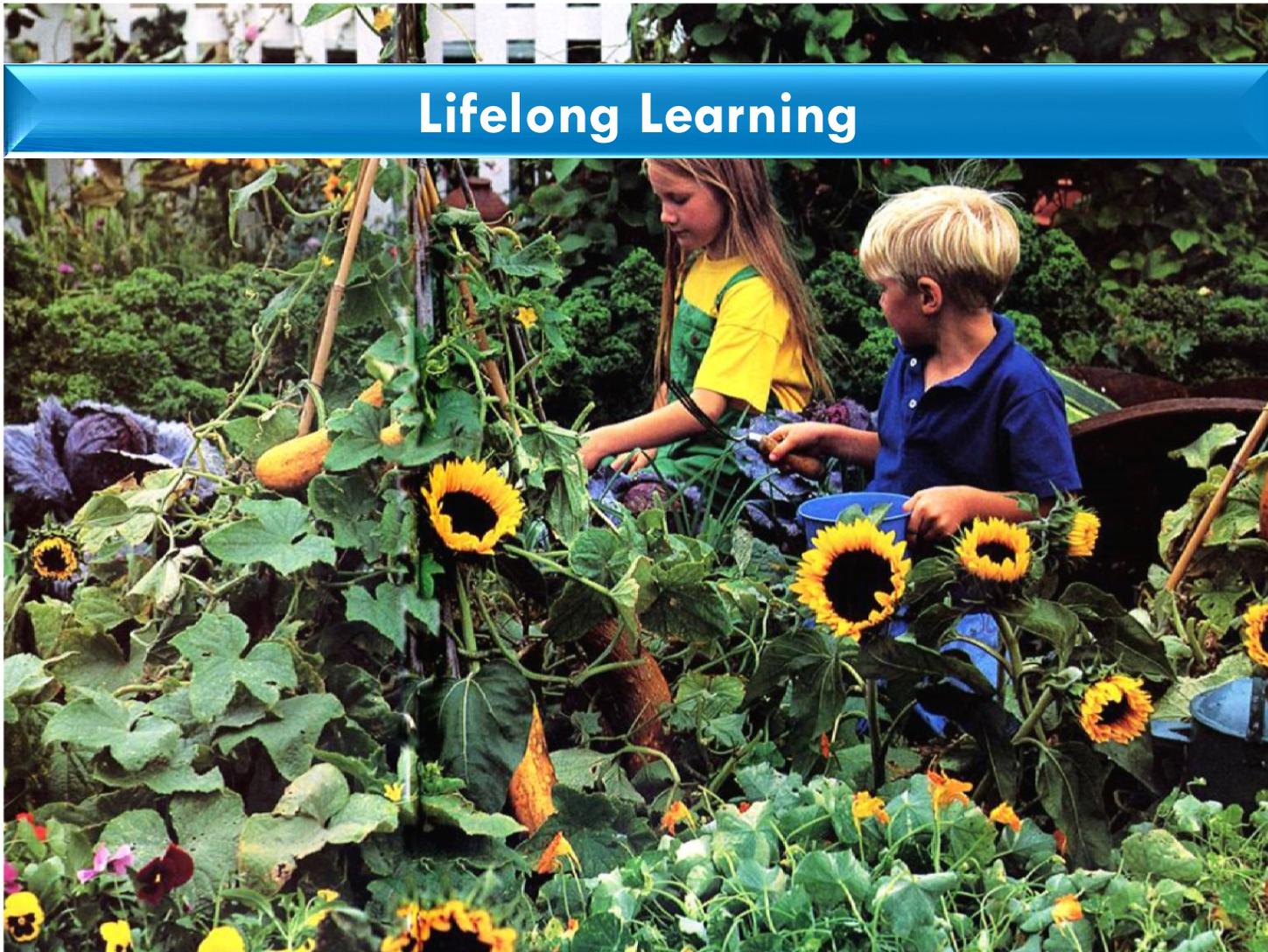
Neighborhood Schools

Education



Education

Lifelong Learning



Community

Community Identity & Activities



Community



Neighborliness

Community



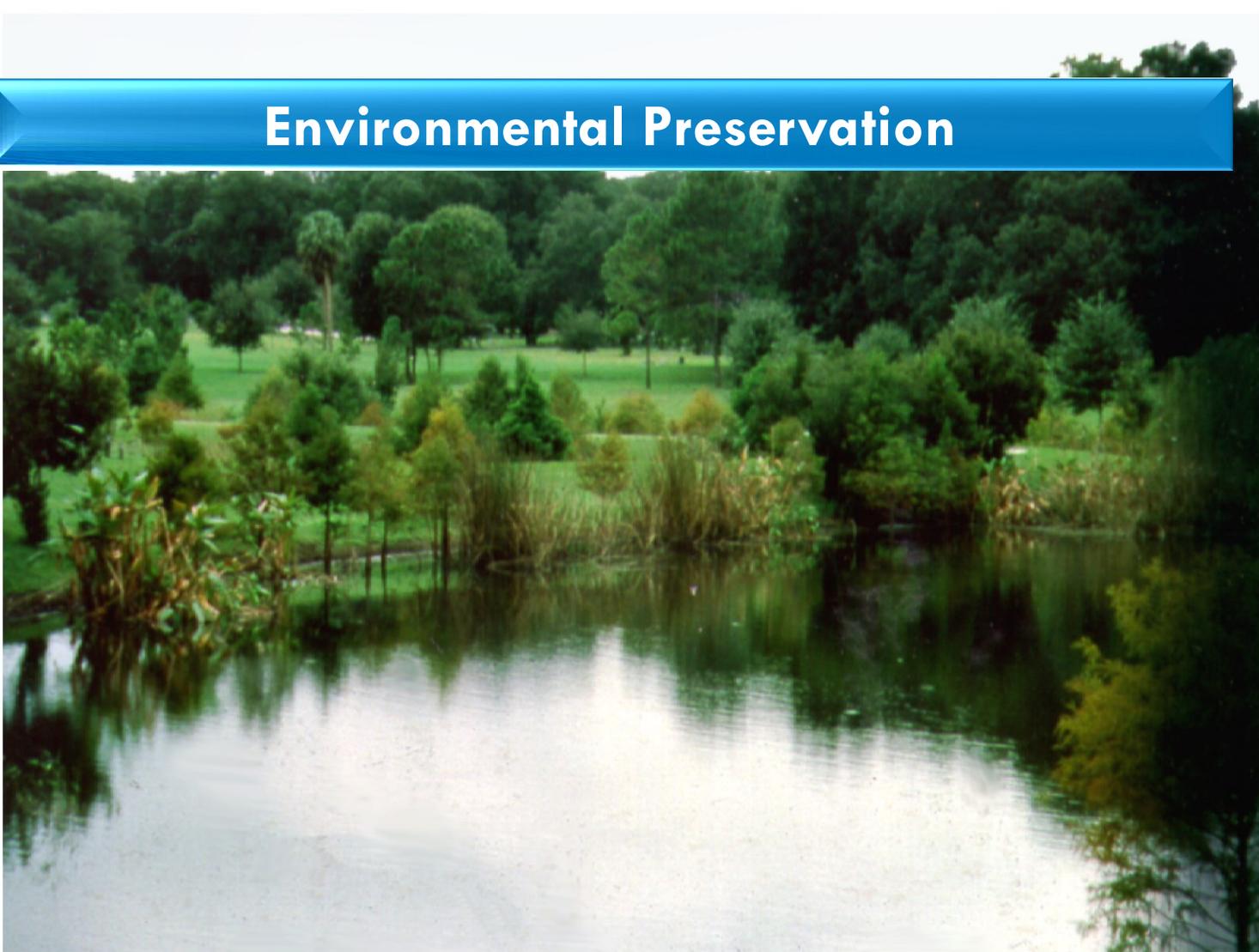
Nature

Contemplative Settings



Nature

Environmental Preservation

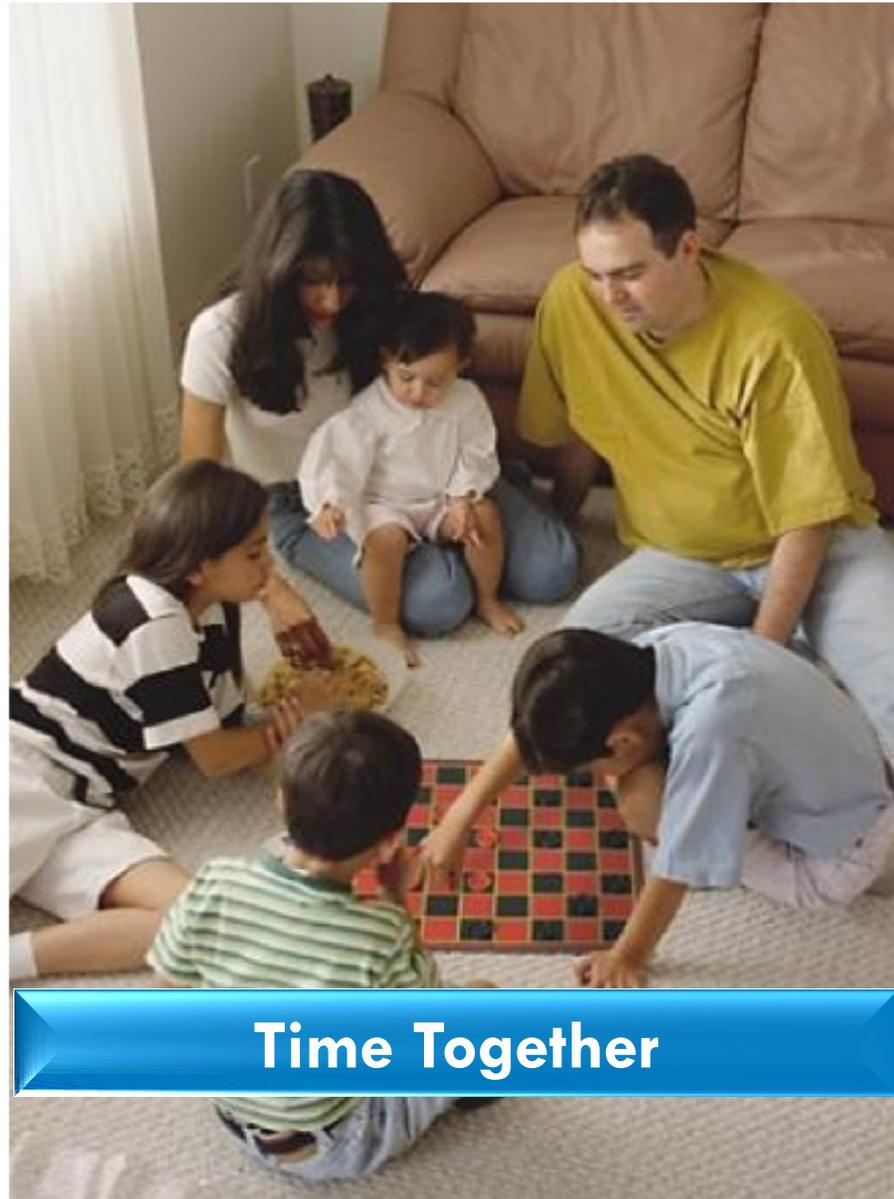


Nature

Access to Nature



Family



Time Together

Family

Family Interaction



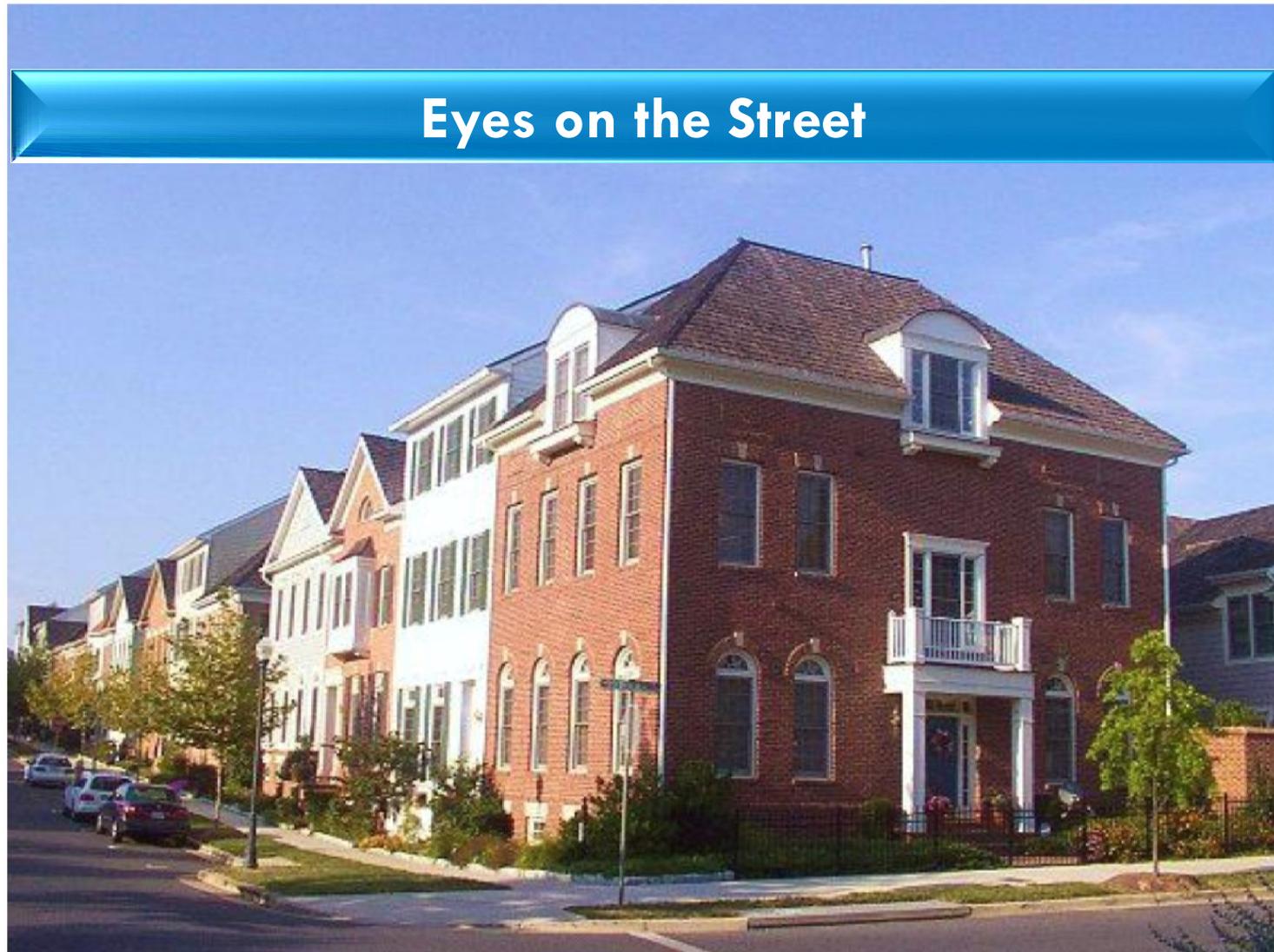
Family



**Quality Recreational
Activities**

Security

Eyes on the Street



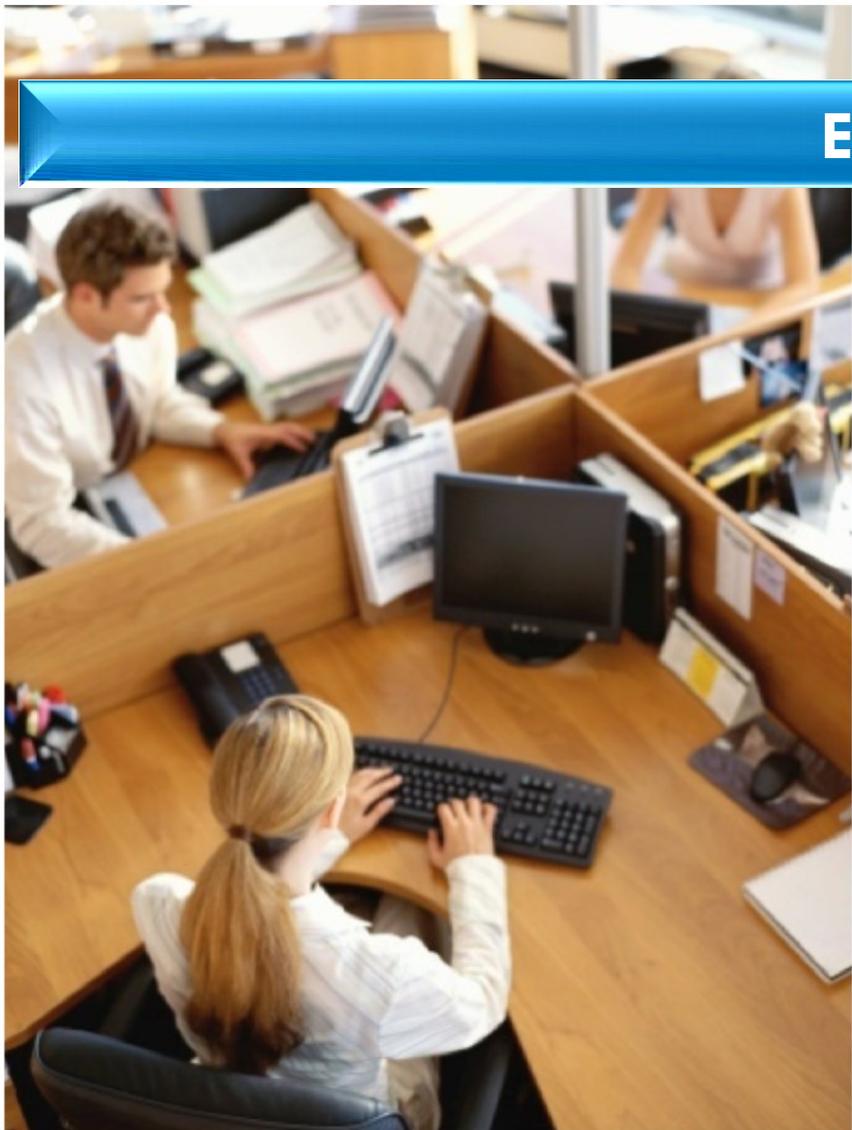
Security

Fewer Accidents



Security

Employment



Security

Peace of Mind



Values Research vs. Surveys



- Surveys tell you what people care about or want in their lives.
- Values Research not only tells you what people want but also why people care about or want it, and the words they use to describe why.
- Without the why, you can't make your message personally relevant and emotionally impactful.

Communicate with Values



Persuade with Reason

Motivate with Emotion

**You must know the “why” to make
your message personally relevant**

Decline in Housing Affordability

(Utah: 1990-2000)

