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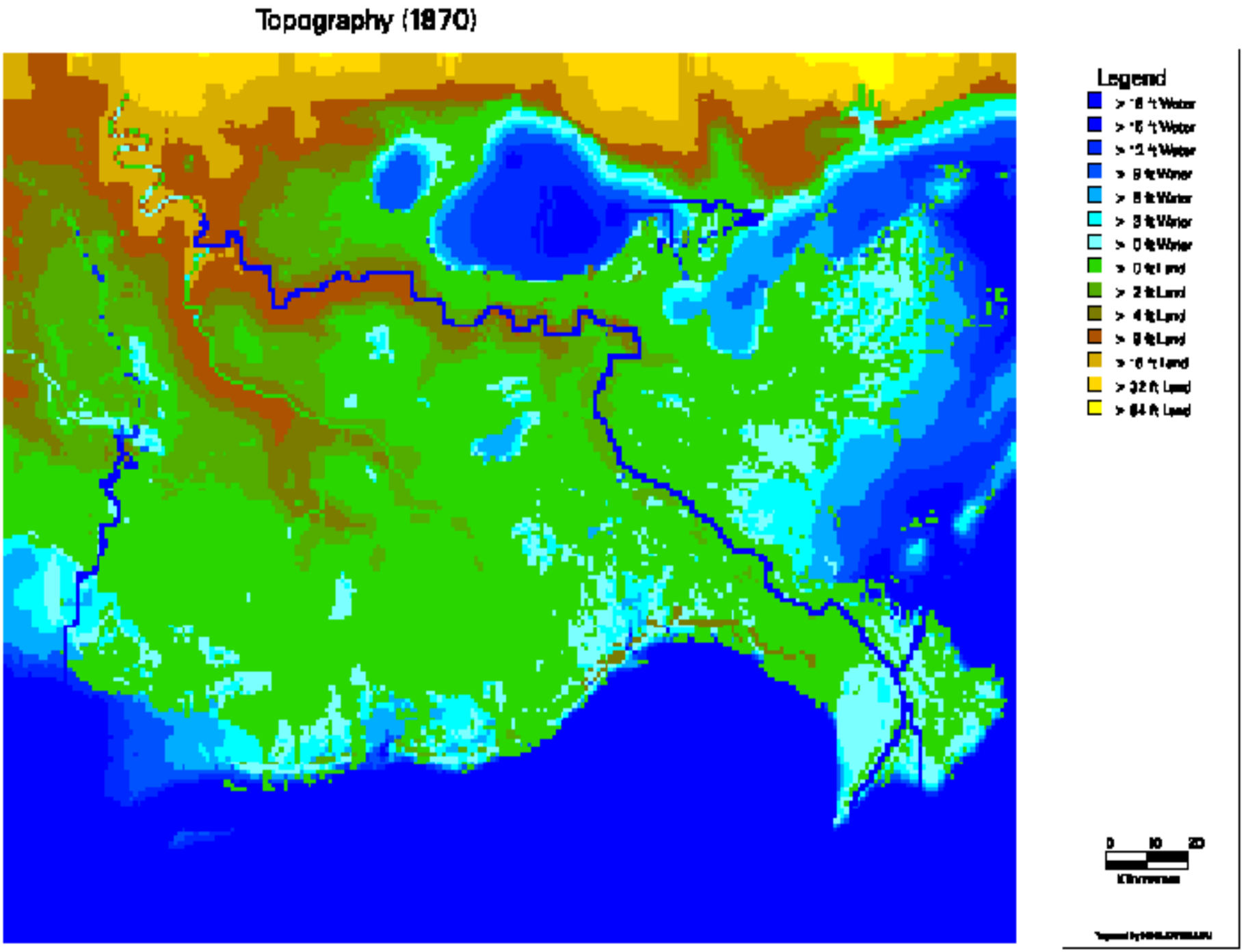

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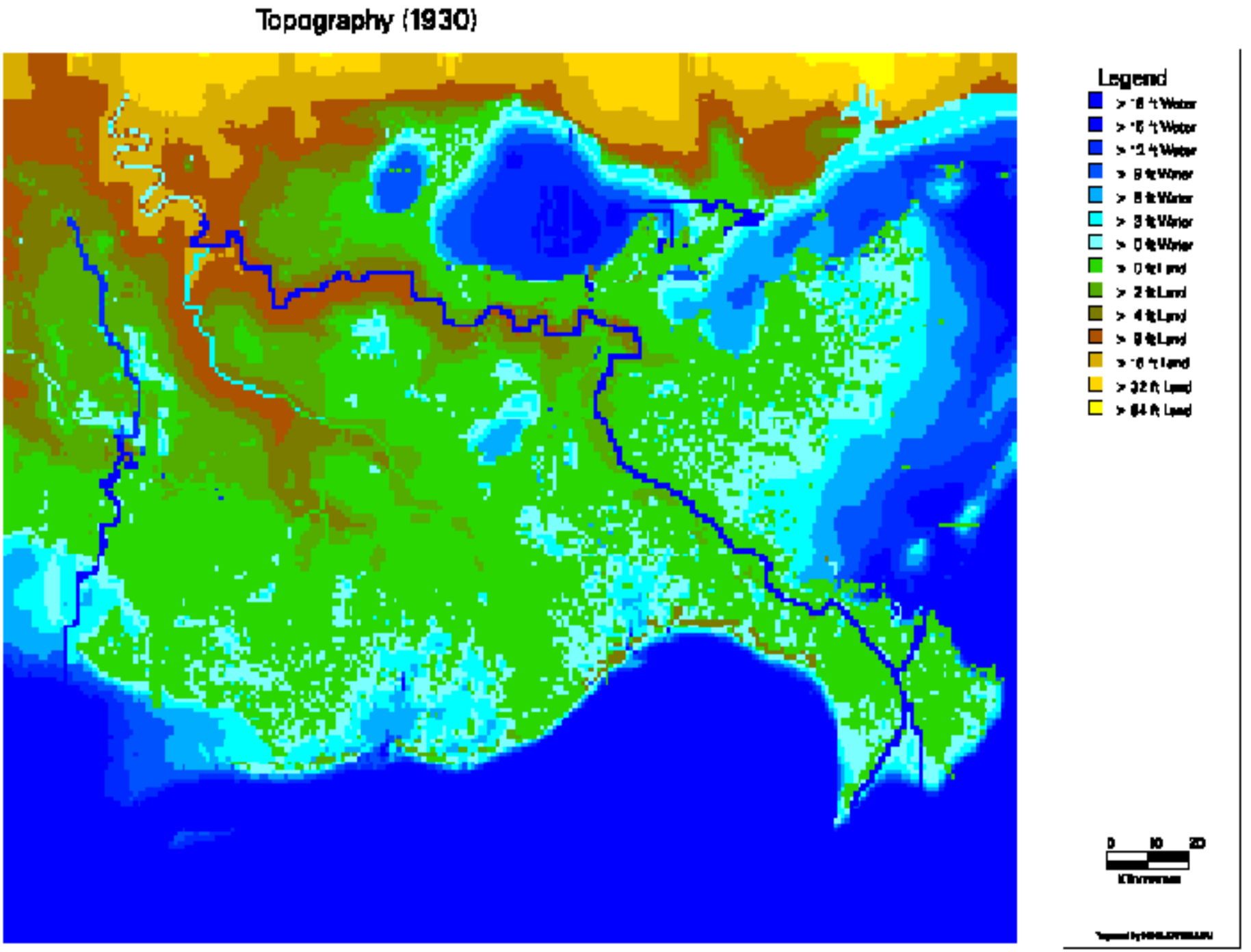

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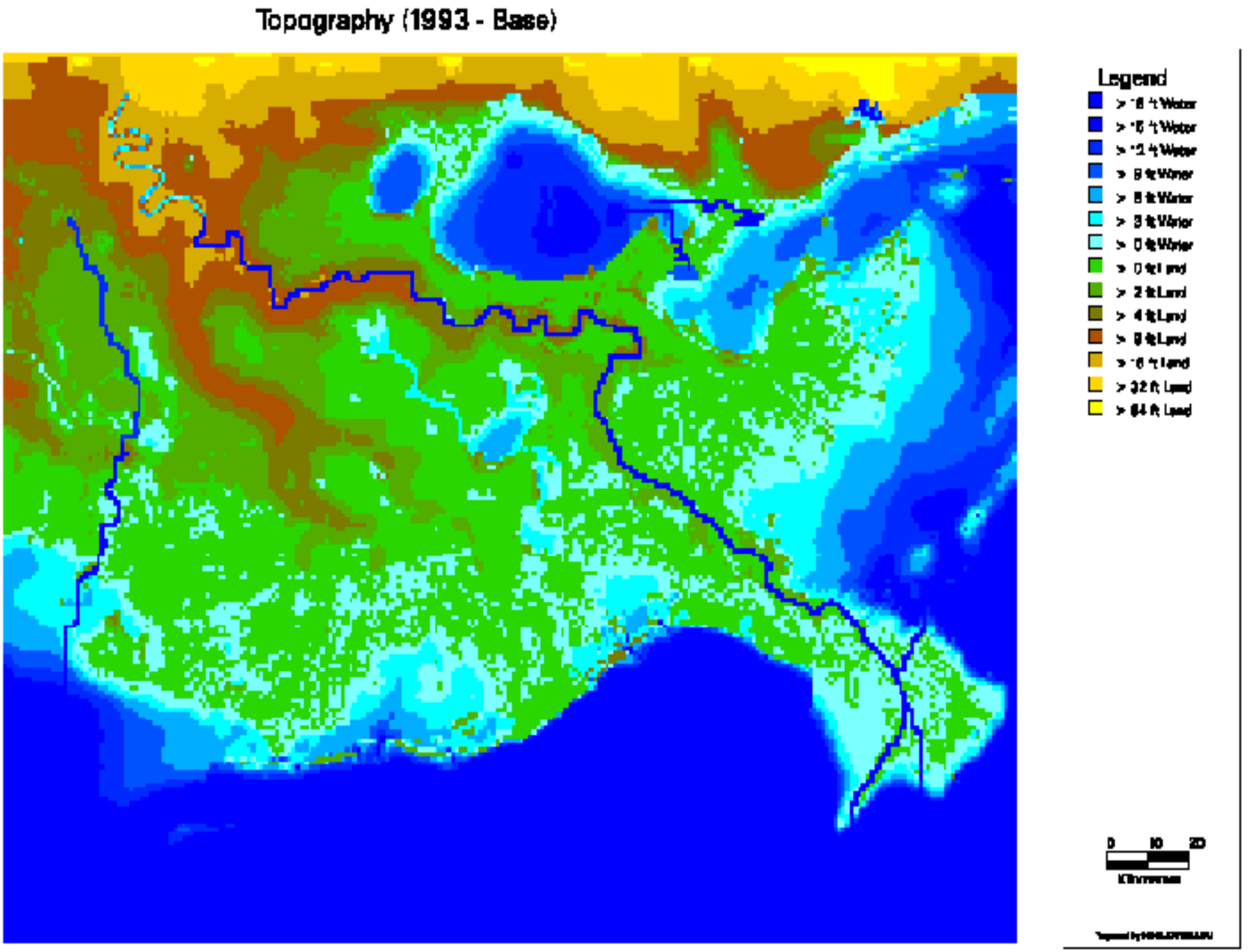

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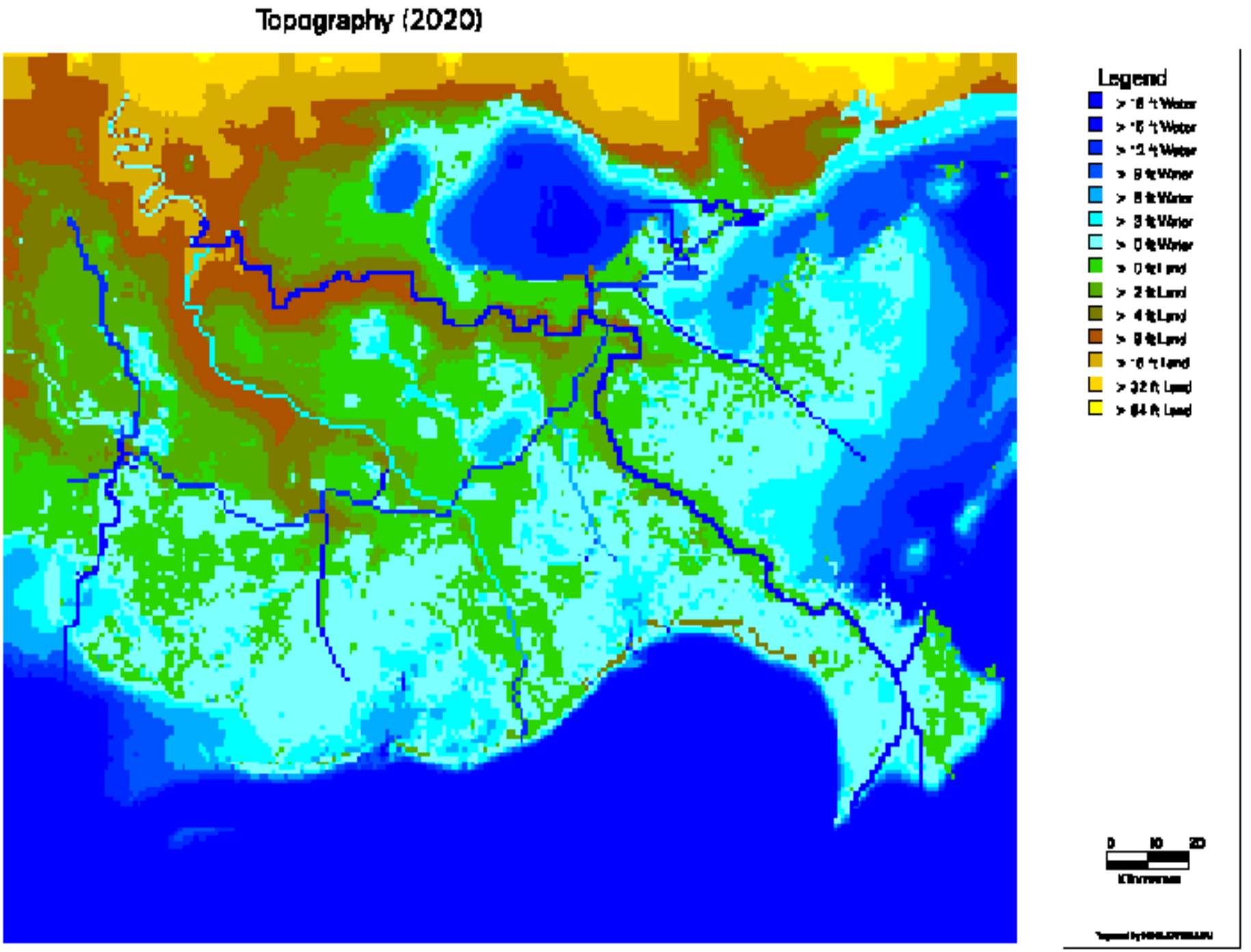

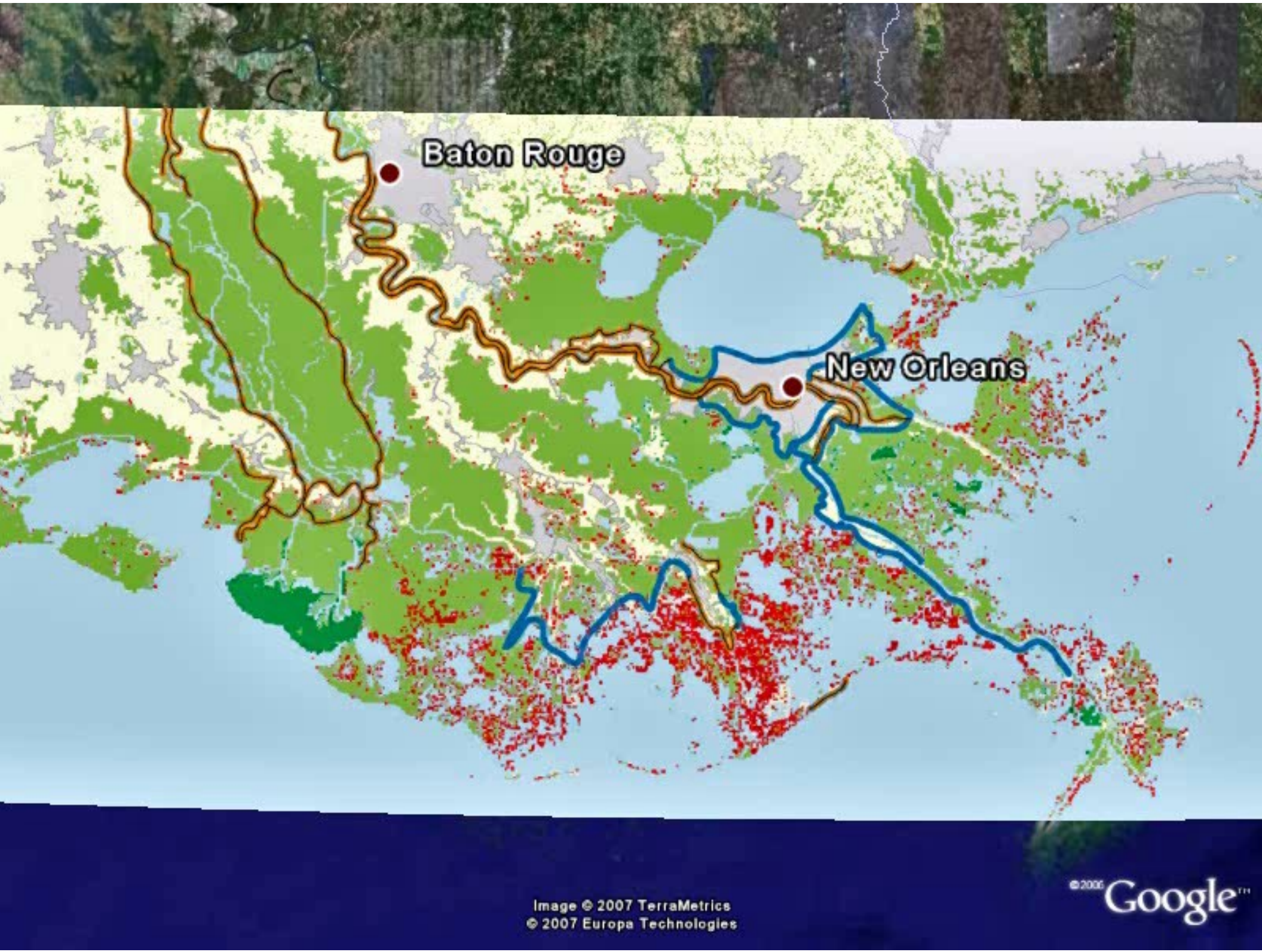
Baton Rouge
New Orleans
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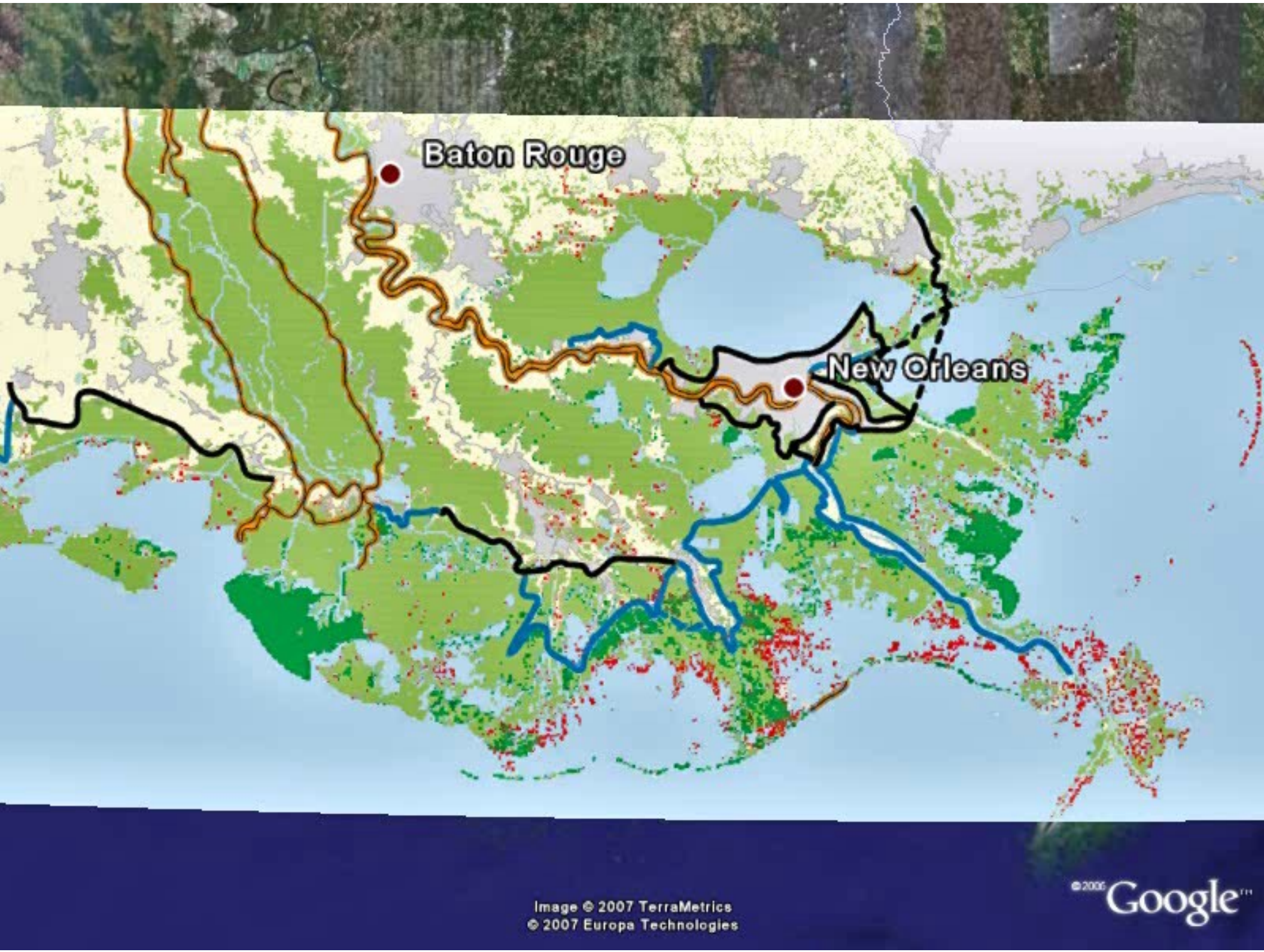
Baton Rouge
New Orleans
Image © 2007 TerraMetrics
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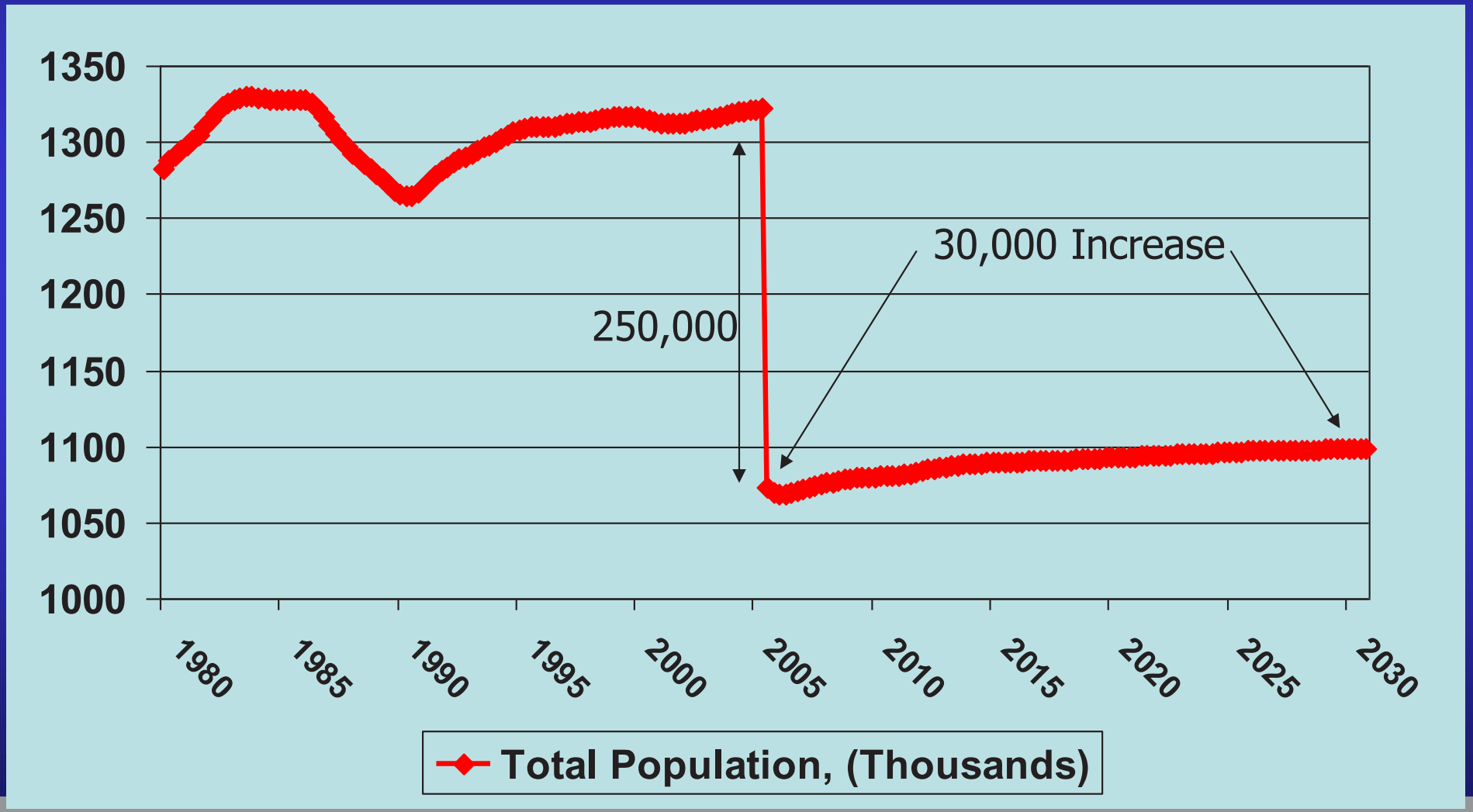
Framing the Issues with Scenarios

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

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

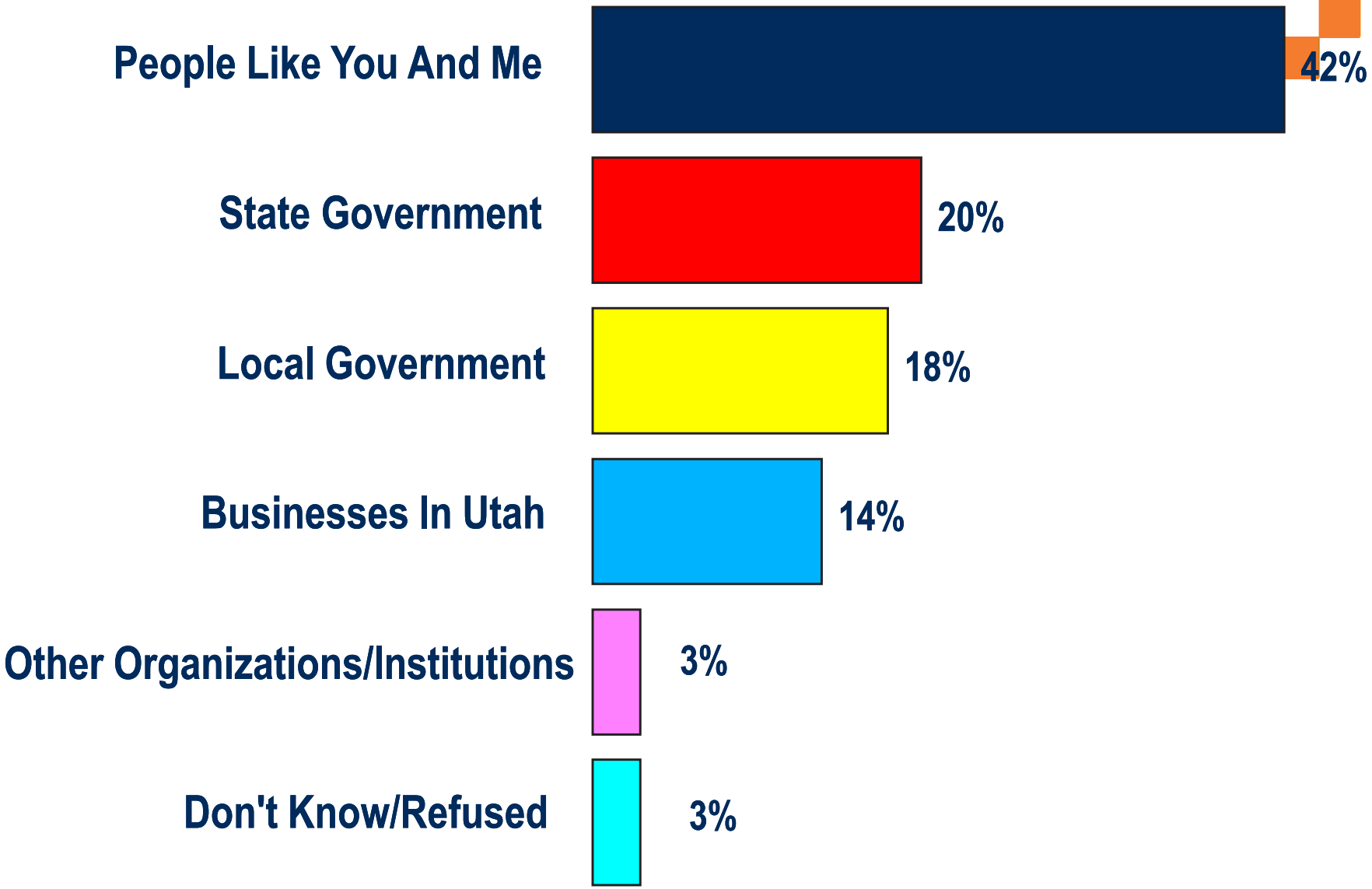
Traditional Planning Approach

- **D**ecide – through analysis and research
- **E**ducate – the public about the solution
- **A**nnounce – the plan
- **D**efend – the plan and yourself

Traditional Planning Approach

- **D**
- **E**
- **A**
- **D**

Who Can Best Deal With Growth Issues?



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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"

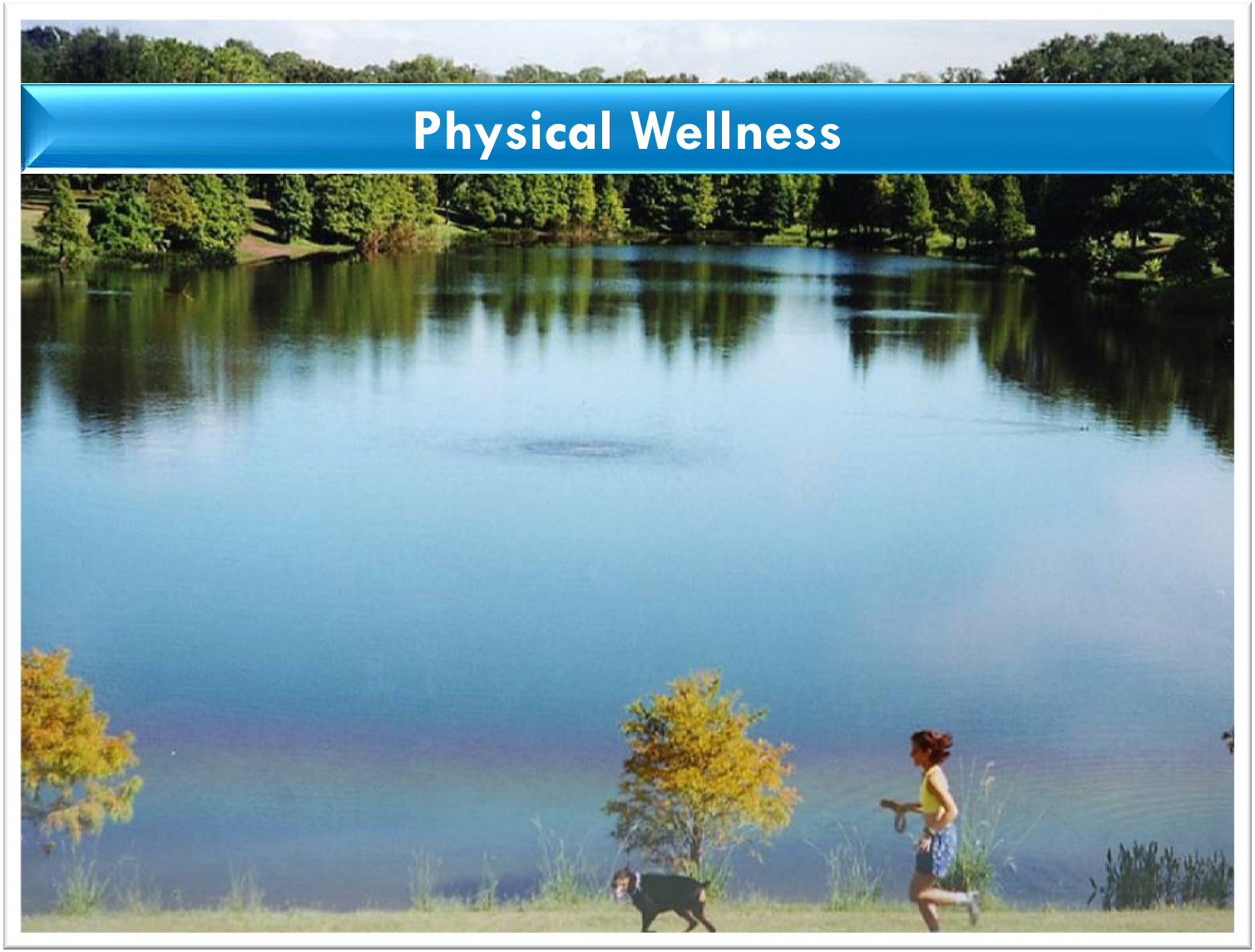
and

the Other Foot in "PROPHECY"

History of Planning in Utah

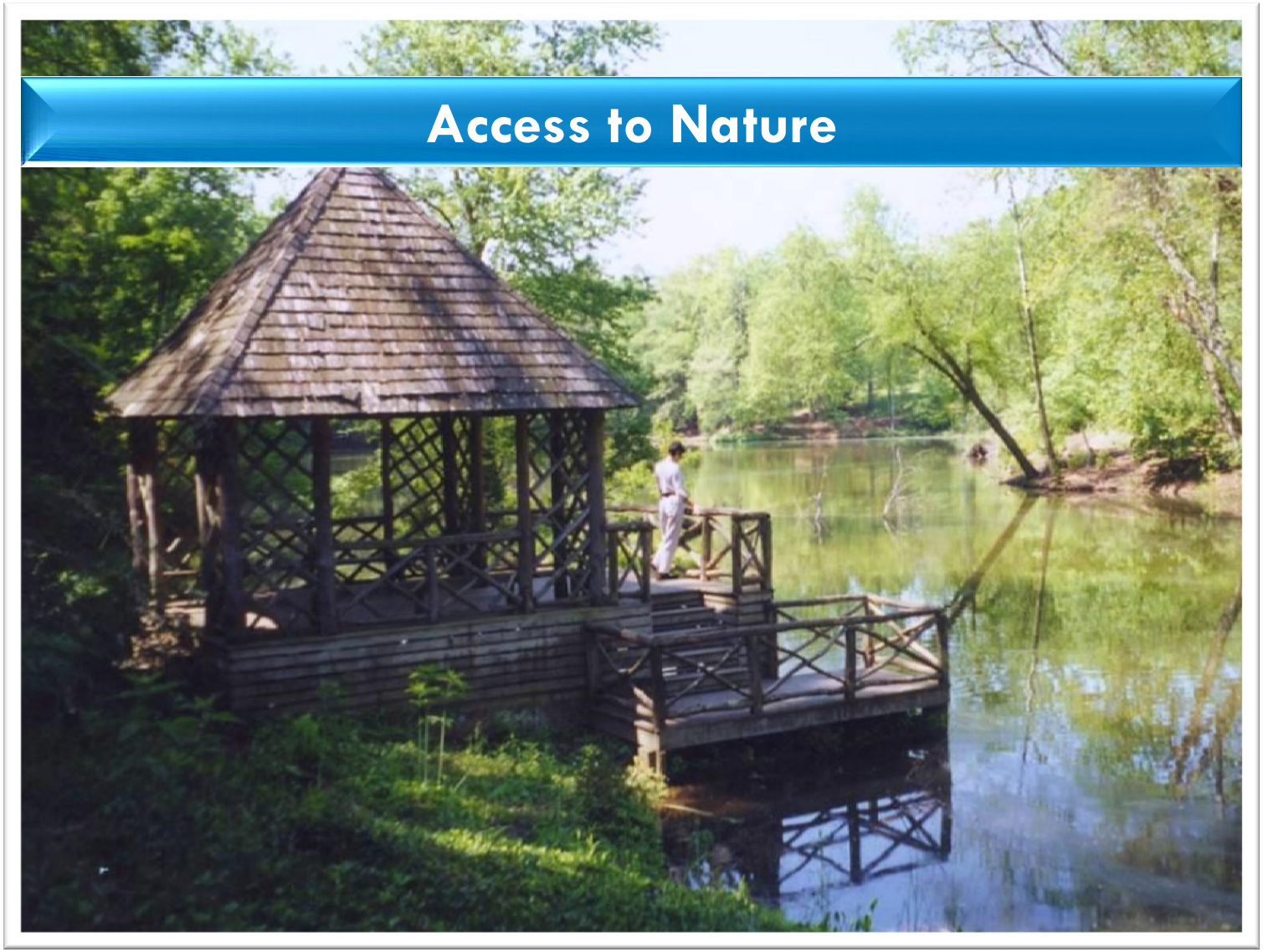
The attributes of our communities directly impact our personal values and are inextricably connected to how we feel.

Personal Growth and Well-being

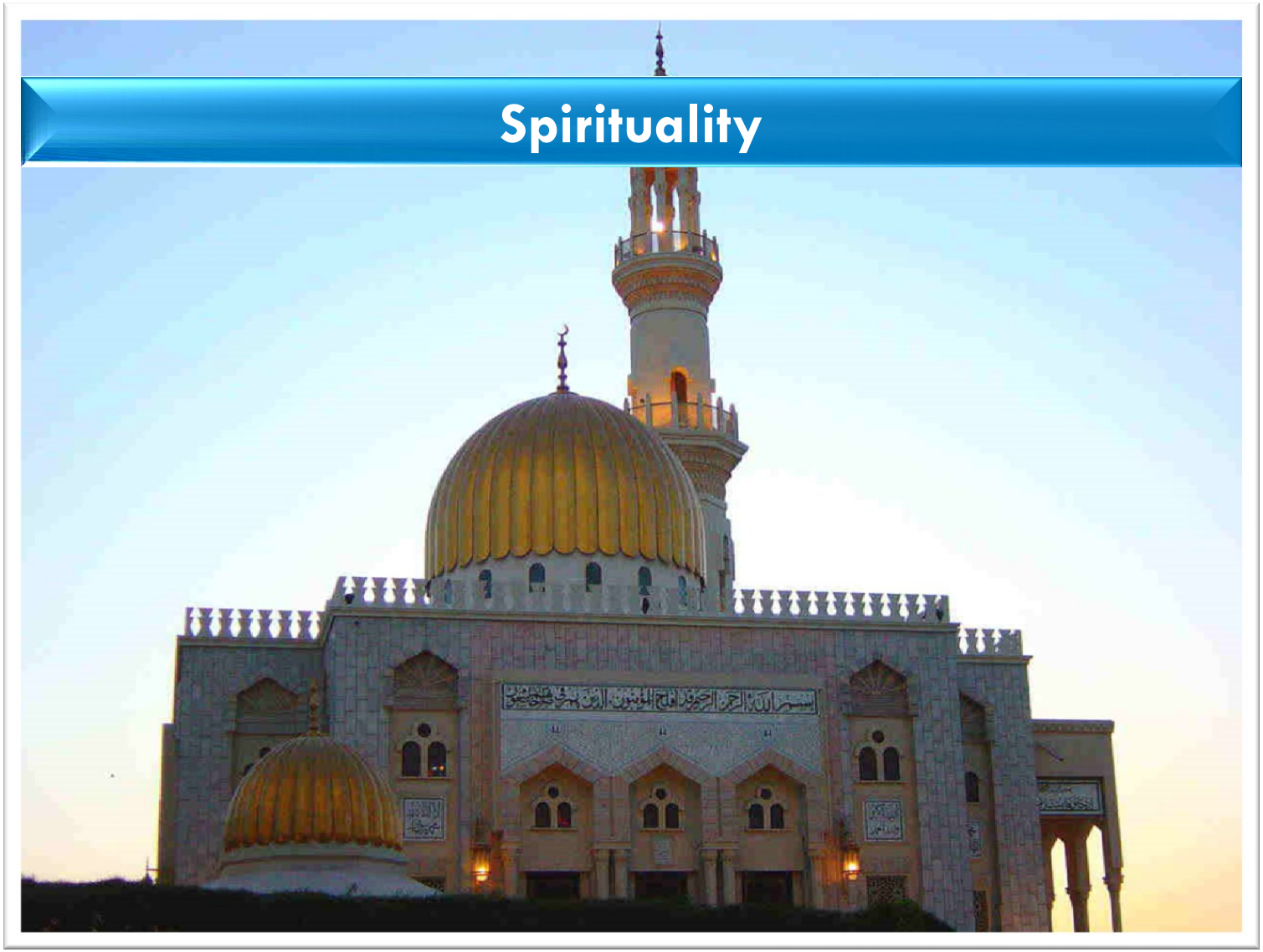


Personal Growth and Well-being

Personal Growth and Well-being



Personal Growth and Well-being



Personal Growth and Well-being

Education

Education

Education

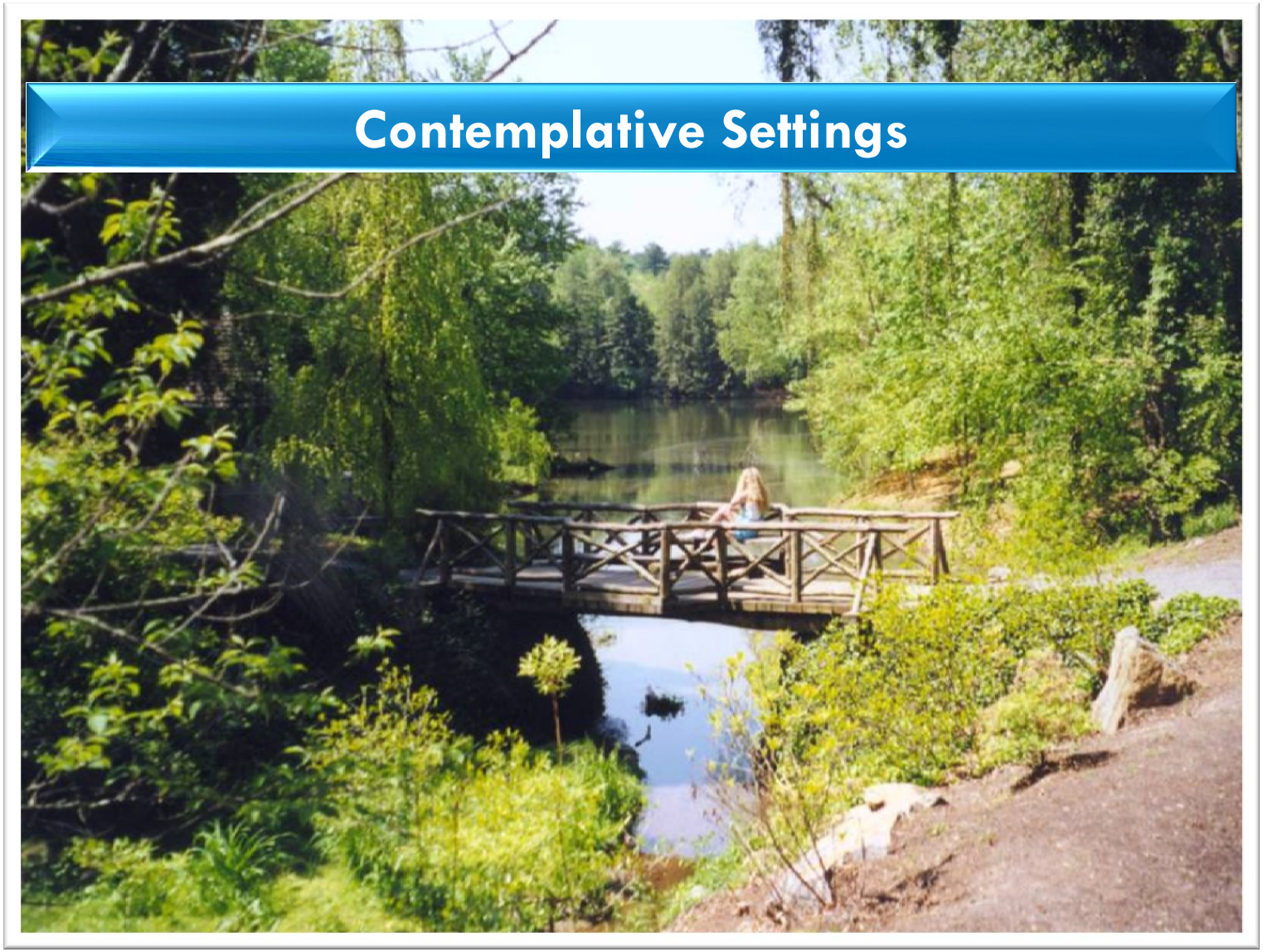
Community

Community Identity & Activities
Parrot Heads of
Central Florida
407-672-6725 • www.phct.com

Community

Community

Nature



Nature

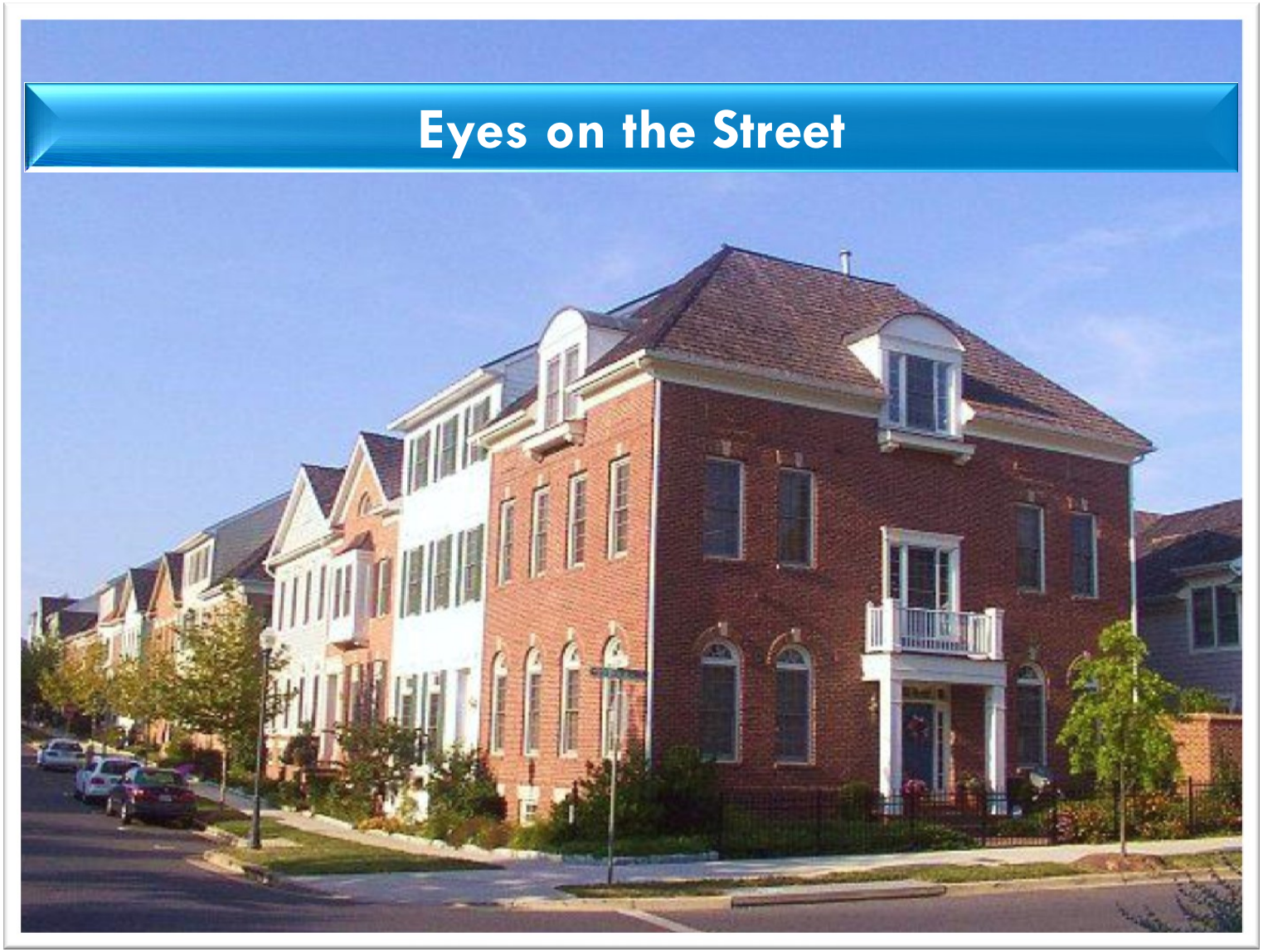
Nature

Family

Family

Family

Security



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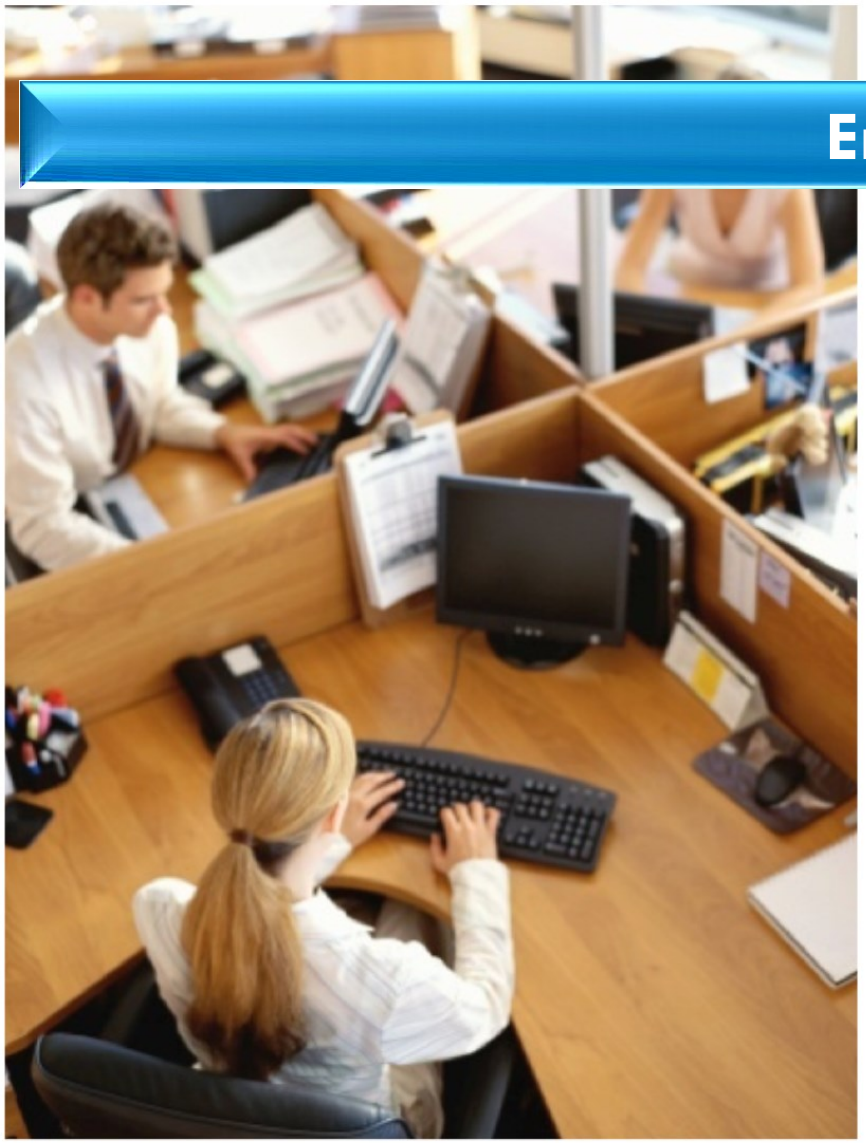


Employment

Security

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

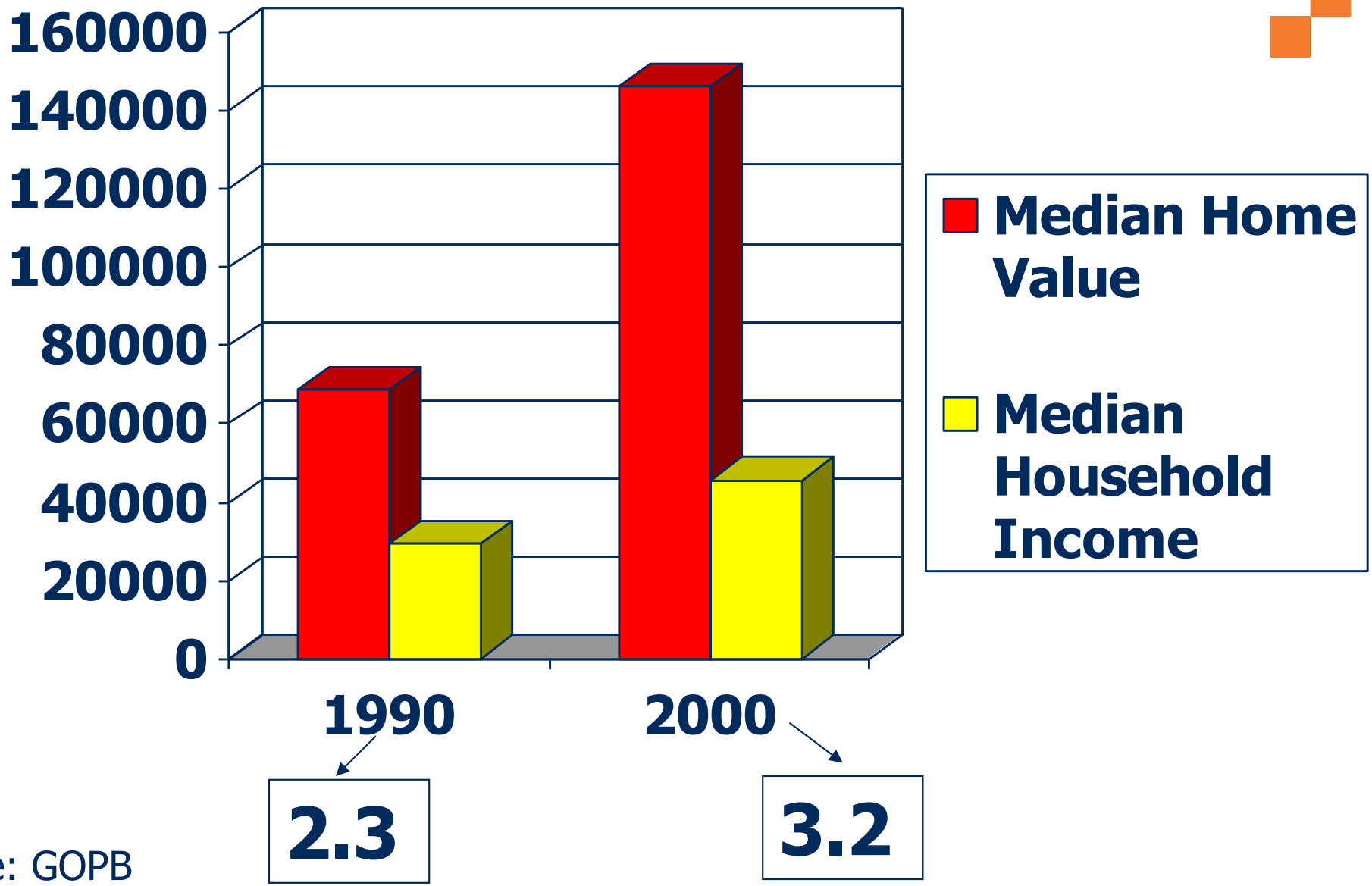
Persuade with Reason

Motivate with Emotion

You must know the "why" to make your message personally relevant

Decline in Housing Affordability

(Utah: 1990-2000)



Source: GOPB