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 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?

- People Like You And Me: 42%
- State Government: 20%
- Local Government: 18%
- Businesses In Utah: 14%
- Other Organizations/Institutions: 3%
- Don't Know/Refused: 3%

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

Voluntary
Collaborative
Transparent
Inclusionary
Market-focused

FUND

BUILD
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
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

Lifelong Learning
Community

Neighborliness
Community

Community Interactions
Nature

Contemplative Settings
Nature

Environmental Preservation
Nature

Access to Nature
Family

Time Together
Family

Family Interaction
Family

Quality Recreational Activities
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)

Source: GOPB