

# Aligning Vision, Values And Choices For Sustainable Communities

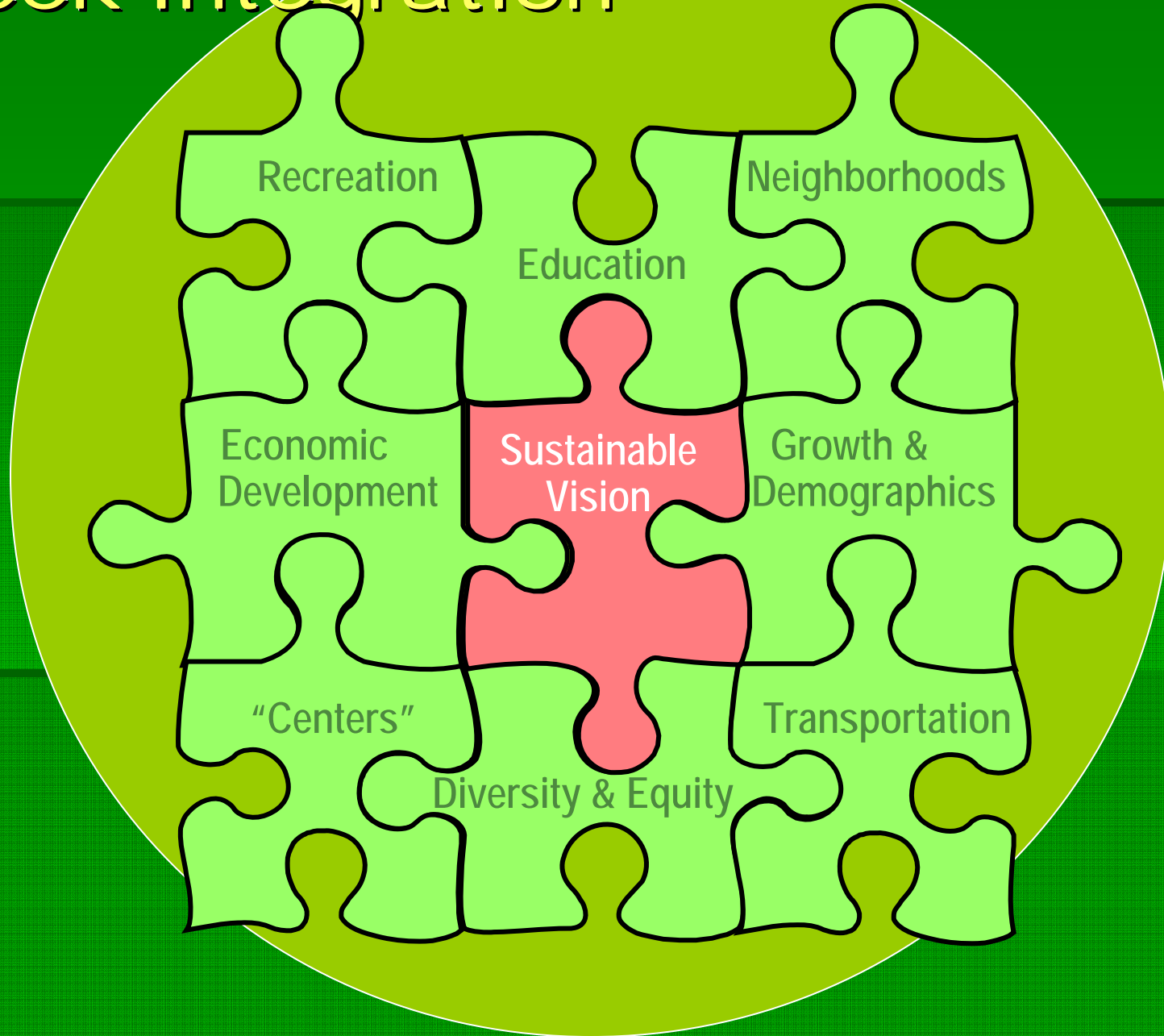
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# Creating The Community Dialogue For Sustainable Transportation

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- Engage the community and policy bodies around a common agenda.
- Broaden the context for choice – scenario planning, visioning.
- Seek integration of disparate needs—how can sustainable transportation create breakthroughs for your vision?

# Seek Integration



# Transportation Is Not Independent Of Community Vision

- Our current political process does not lend itself to “political will.”
- Communities and civil society can articulate a vision and hold it over time.
- To achieve this you must include a hearty cross-section of the community demographic.
- Capturing the compelling language and elements of the vision keeps it alive.

# Words Matter – Find New Frames

- People pay little attention to facts. In spite of the strong belief to the contrary, people do not always act in their own interest.
- People make choices that align with their identity.
- Focus on finding and refining frames that put the values people want in their lives into the vision for the future.
- This takes patience!!

# Facts Versus Frames

- Auto accidents account for ~43,000 deaths every year
  - 117 deaths every day
  - 5 deaths every hour
  - a death every 12 minutes!
- If this number of our citizens were dying of West Nile, or terrorist attacks or nearly any other cause, it would be considered a TRAGEDY in this country.
- Why is it not?

# Reshaping The Language Of Transportation

- Reframe the conversation
  - Transportation choices are not just about transportation
    - Personal Health
    - Community Vitality
    - Societal Vitality
    - Fairness
- People are out of touch with the effect of individual choices – our language can bring it back.



# Bring The Future To Us: Scenario Planning

- There are very good tools to help communities work together to understand the future consequences of today's choices.
  - Robust and shared data bases and GIS
  - Metro Quest -- tools that allow scenario capturing
- Tools must not draw conclusions, but the “game” should show how choices confirm or challenge community values.



# Expand Beyond The Typical Players

- Create expansiveness and balance by adding youth and seniors.
- Create exploratory partnerships to “test” scenarios
  - Science and Industry Museums
  - IMAX theaters
  - Magnet learning schools
- Share your learning aggressively back with the community
  - Web sites
  - Theatre ads
  - The future belongs to everyone

# Be Honest About The Role Of Policy And Politicians

- Vested Interests, past investment and a marketing machine work against change.
- Resist change – even when it is good for you.
- Paralysis in the face of complexity.
- The “reframe” of political will and the role of policy makers (now and into the future).

# Develop A “Within And Beyond” Governing Council

- Within the context of existing decision-bodies.
- Focused on deliberating and evolving the tough questions.
- Balance participation and appointment process.
- Bind governance to the Vision and make this group responsible to the Vision.

# Design Is The First Signal Of Human Intention

- **These things (sprawl, blight, pollution) happen to us because we have no other plan.**
- **Design community and regional quality, gain commitment and you will get a quality community.**