

## Building from Values

ActionMedia

Jan. 28, 2006

Denver, CO

### **Sprawl is the problem Smart Growth is the solution**

Sprawl is overwhelming our communities.

Low density development is having dire consequences: dwindling water supplies, urban disinvestment, loss of open space and biodiversity, lack of housing choice and affordability, hours wasted in traffic, loss of economic competitiveness with declining quality of life.

Smart Growth will create stronger neighborhoods, reduce pollution and congestion, and improve community health.

### **The Opposition?**

# The Smart Growth Crowd

Referred to in pejorative terms as sprawl, suburbanization has been blamed for a number of negative impacts.

Proposals to alter land-use laws in response to the perceived crisis are likely to have serious, negative side effects, such as reducing the rate of home ownership and increasing burdens on the young, middle-class families.

Suburbanites cherish the very lifestyle that that the opponents of suburbanization abhor.

-Commonwealth Foundation

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# Facts are meaningless

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# Meaning is in the story

Facts are important

The story gives meaning to the facts

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## Frame

Structural foundation for  
communications

The basic story from which  
all other stories are derived

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## Why Framing

People hear a message in terms  
of what they already know and  
believe.

A frame directs a listener's  
thinking...

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## Frames and leadership

- Provides language that resonates  
with constituents
- Rooted in assumptions opponents  
won't publicly refute

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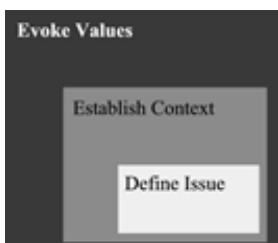
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## Building a Frame



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## Values

Big Picture  
All The Options  
Benefit to Community  
Fairness  
Public Participation

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## Values that come into play in specific development proposals

Choice  
Convenience  
Security & Safety  
Conservation  
Community

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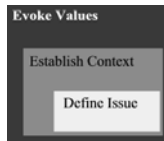
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## Context

Local progress, growth & development



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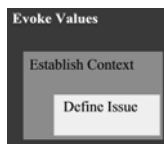
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## Issue

What, where and how to build next



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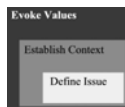
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## Growth & Development Frame



- I. **Values:** Fairness, big picture, community benefits, and democracy.  
*Also* choice, security, convenience, conservation, and community.
- II. **Context** for values: Local progress, growth and development
- III. **The Issue:** What, where and how should we build next?

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- Words evoke a frame
- Evoking a frame reinforces the frame
- Negating a frame evokes the frame

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## What is Smart Growth?



**Smart Growth is not about no growth.**

Smart growth or sustainable development is about growing where it makes the most sense....

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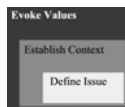
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