PUBLIC PERCEPTION, PRIORITIES AND PLANNING IN THE POST-BAILOUT ERA

APA Briefing October 4, 2012

CONFIDENTIAL REMARKS.

CONTAINS DATA FROM APA PLANNING IN AMERICA 2012 Survey.

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Seismic Shifts Since 9-11 (partial listing.)

- Terrorism
- Attitudes towards Oil and Energy completely changed
- •Systemic Economic Failure US and Worldwide
- Housing Collapse
- "Banksters" / Bitterness towards Wall Street
- •Weather-related Catastrophes and Climate Change debate
- Political Stalemate After Sky-high Expectations
- Constitutional Protections Rolled Back
- Divisive Attacks on Immigrants,
- •Citizens United, Corporate "Personhood" and the Rise of "Super PACs"
- "Rich Elites vs. the 99%"

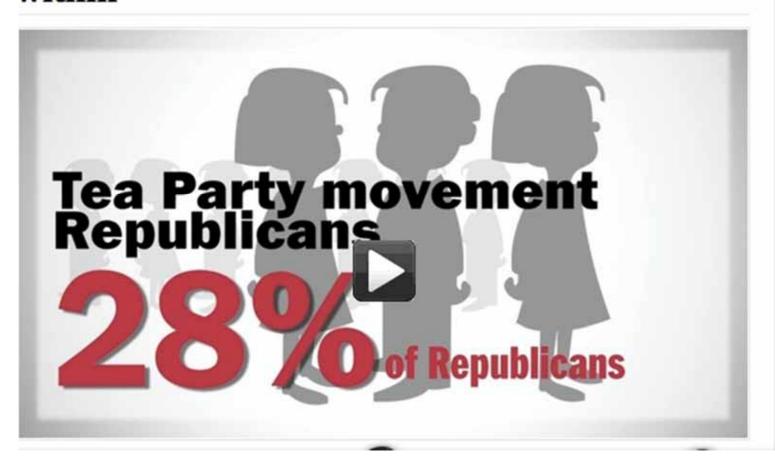
American Psyche is Different and the Emotional Context has Drastically Changed

- Anger
- New Insecurity
- New Frugality
- •Craving positive change and stability but not getting direction from (any) leaders
- •Willing to do what ever it takes to make it better
- "Rebuilding the economy and creating new jobs is the biggest issue of our generation." 82% of US general public agrees.
- Most connected generation (s) ever: texting,
 Facebook, Google, Linkedin, Twitter, YouTube, etc.

What is New?

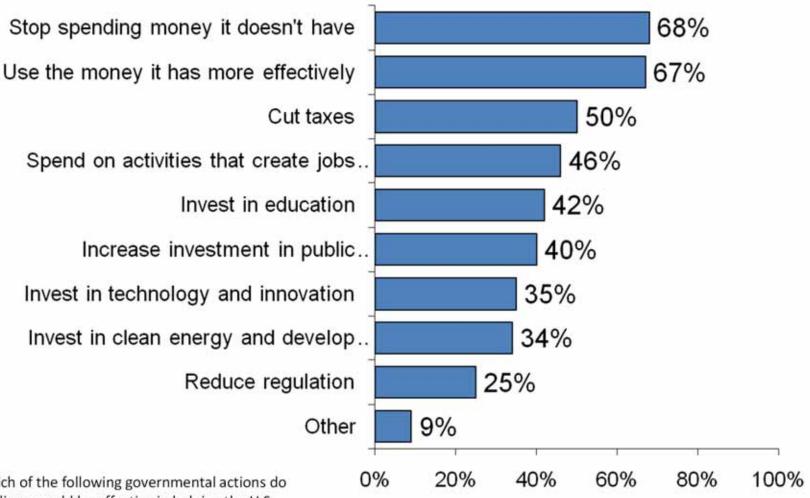
- •Emotional intensity fear about jobs/the economy, anger at bank bailout/Wall Street, frustration w/ Obama, extreme insecurity.
- •Pervasive sense that both national parties have sold out and role of corporate money is out of control.
- •Rise of the "Tea Party" including the independent, grassroots and "astro-turf."
- •Level of direct "disruptive confrontation" of public officials and public meetings is now "normal."

Big gulf between political parties, divisions within



http://www.washingtonpost.com/politics/big-gulf-between-parties-divisions-within/2012/08/18/f5ee15d4-e31a-11e1-ae7f-d2a13e249eb2_story.html

The US Should...



Q: Which of the following governmental actions do you believe would be effective in helping the U.S. economy? Please select all that apply. Source: 2010 Sustainable Community in Economic Recovery Poll.

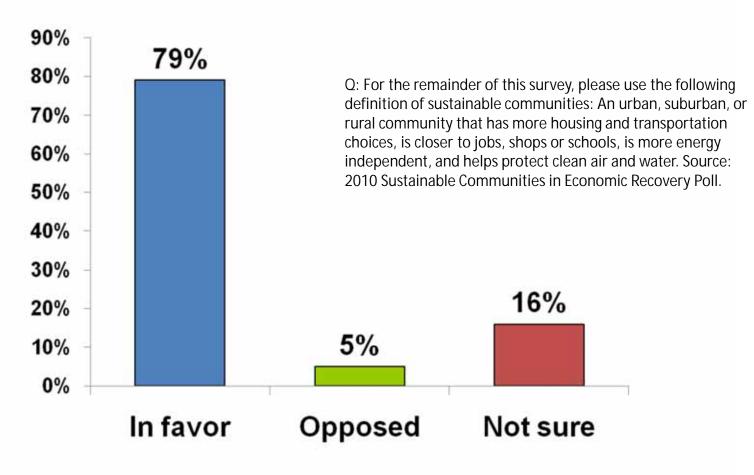
A Sustainable Community is.....



An urban, suburban or rural community that has more housing and transportation choices, is closer to jobs, shops or schools, is more energy independent and helps protect clean air and water.



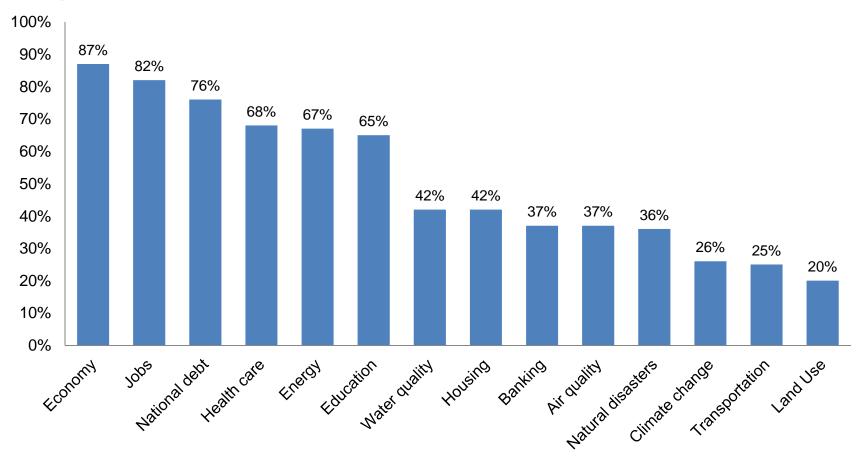
Support for Sustainable Communities (with Definition)



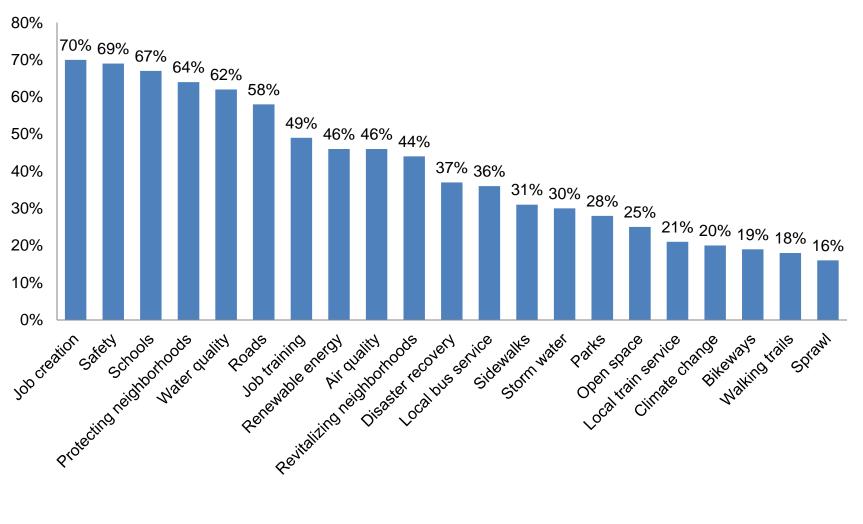
Support for Livability Principles

Livability Principle	Agree
Enhance economic competitiveness	88%
Value communities and neighborhoods	87%
Provide more transportation choices	83%
Promote equitable, affordable housing	83%
Support existing communities	80%
Coordinate policies and leverage investment	80%

High Priority National Issues



High Priority for Planners



Priorities Given Shrinking Local Resources

High Priorities (more than 60%)

 Education, Job Creation, Clean Water, Safety, Economic Development, Health

Medium Priorities (45% to 59%)

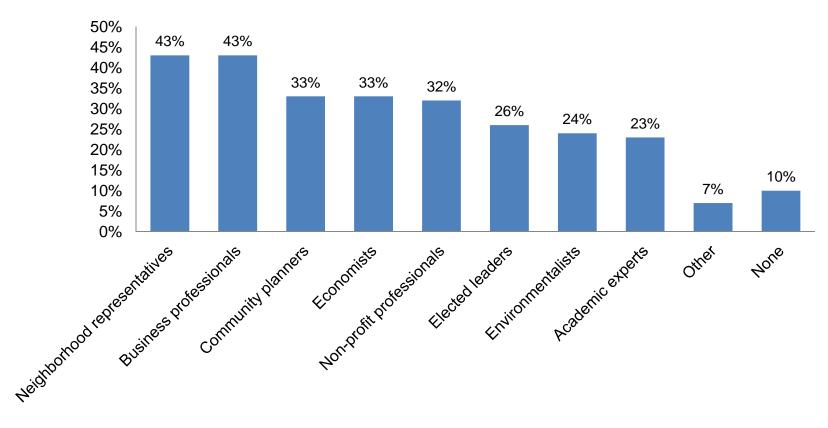
Energy Utilities, Water Utilities, Sewage, Clean Air,

Low Priorities (less than 45%)

 Housing (41%), Disaster Preparedness, Transportation (39%), Parks, Trails

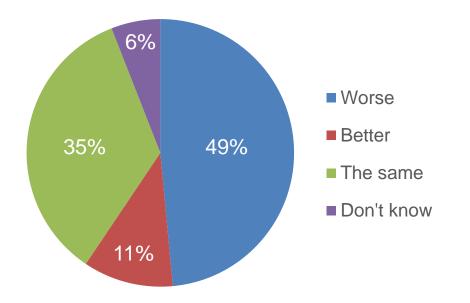
Planners Are Viewed As Key Leaders For Next Five Years

Which of the following types of leaders do you think are best able to understand and implement changes that will make the next five years better than the last five in your community? Please select all that apply



Half of Communities Worse Off Now

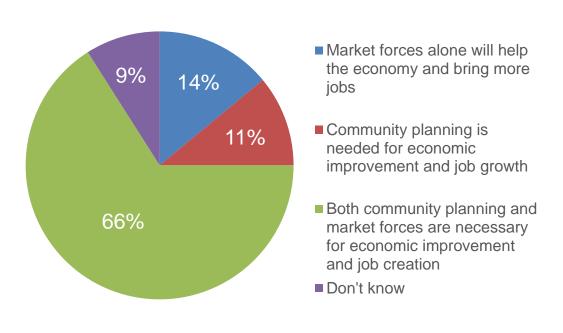
Compared to five years ago, is living in your community generally better for most people, worse for most people or about the same?



Segment	Sub-Segment	% Worse
Political Affiliation	Democrat	34%
	Republican	61%
	Independent	45%
Race/Ethnicity	White	54%
	African American	32%
	Hispanic	39%
Type of Community	Urban	40%
	Suburban	45%
	Rural	58%
	Small Town	68%

Market Forces Alone Are Not Enough

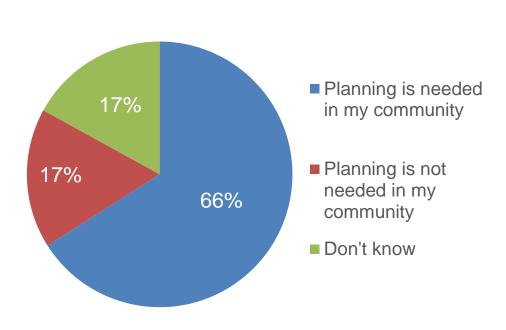
Some people believe that community planning is a necessary part of improving the US economy and encouraging job growth, while others believe that "market forces" alone will help the economy and bring more jobs. Which of the following statements comes closest to your belief?



Segment	Sub-Segment	% Market Forces Alone Enough
Political Affiliation	Democrat	6%
	Republican	22%
	Independent	14%
Race/Ethnicity	White	15%
	African American	8%
	Hispanic	15%
Type of Community	Urban	13%
	Suburban	14%
	Rural	23%
	Small Town	9%

Two-thirds Believe Their Community Needs Planning

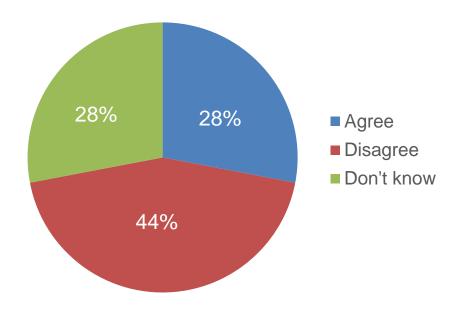
Some people believe their community needs planning, while others believe it should be left alone. Which of the following statements comes closest to your belief?



Segment	Sub-Segment	% Planning is Needed
Political Affiliation	Democrat	75%
	Republican	65%
	Independent	67%
Race/Ethnicity	White	66%
	African American	69%
	Hispanic	67%
Type of Community	Urban	73%
	Suburban	65%
	Rural	59%
	Small Town	67%

Not Enough Economic Planning

Do you agree or disagree with the following statement? "My community is doing enough to address the economic situation."



What Makes An "Ideal" Community?

Statement	% High Priority
Locally owned businesses nearby	55%
Being able to stay in the same neighborhood as you get older	54%
Availability of sidewalks	53%
Energy efficient homes	52%
Availability of transit	50%
Neighborhood parks	49%
Mix of housing price ranges	43%
A place that attracts young professionals to live	42%
A place with lots of things for kids to do	41%
Mix of housing choices	41%
Schools within walking distance	37%
Unique character and/or culture	33%
Restaurants within walking distance	32%
Availability of bike lanes	25%
A place with lots of young children	17%
Houses being generally the same size	6%

New Transportation Projects Not Widely Supported

Statement	% High Priority
Maintenance for existing roads and bridges	74%
Options that require less driving	51%
Maintenance for existing sidewalks	45%
New roads and bridges	39%
New bus routes and systems	38%
Maintenance for existing bus systems	37%
New rail systems between major cities	33%
New sidewalks	30%
Maintenance for existing train systems	24%
New rail services within my city	21%
New streetcar or trolley systems	12%
Maintenance for existing streetcar or trolley systems	10%
Other	2%
None of these	5%

Summary: What do Real People Actually Want?

- Visible, local economic planning
- Next generation of economic development: local, independent small business and "homegrown" entrepreneurs
- Do more with what we we've got and don't spend money we don't have
- Fix basic services first, before you get fancy

New Considerations?

- Don't over emphasize big-ticket projects low cost/highly innovative projects are sexy
- •Focus on K-12: human capital, not necessarily budget
- •Seriously optimize existing bus systems before even discussing billion-dollar investments
- •Leverage existing local small businesses and opportunities for young, diverse entrepreneurs

CONCLUSIONS AND QUESTIONS

If you know the right thing, DO THE RIGHT THING.

- •Planners are competing for shrinking fiscal budgets.
- •Communication is the make or break skill for planners game is ours to fumble.
 - Frame and Pivot
 - Be More Proactive about Relationship Cultivation. Key audiences include business groups, neighborhood leaders, seniors (especially women) and the younger generation.
- •Issue alignment must be resolved.

If you know the right thing, DO THE RIGHT THING (p.2)

Economic messaging and related proof points are "king."

- -Keep jobs and Create jobs
- -Create more opportunities for local entrepreneurs
- -Catalyst for private investment
- -Be more competitive with other communities
- -Keep or attract young professionals
- -Meet demand from Gen Y/Millennials (80 Million in the US)

If you know the right thing, DO THE RIGHT THING (p.3)

Only AFTER the economic framing is nailed, then message/ provide proof points about:

- Quality of Life/ Live/Work/Play
- Livability/Walkability
- Sustainability
- Lasting value