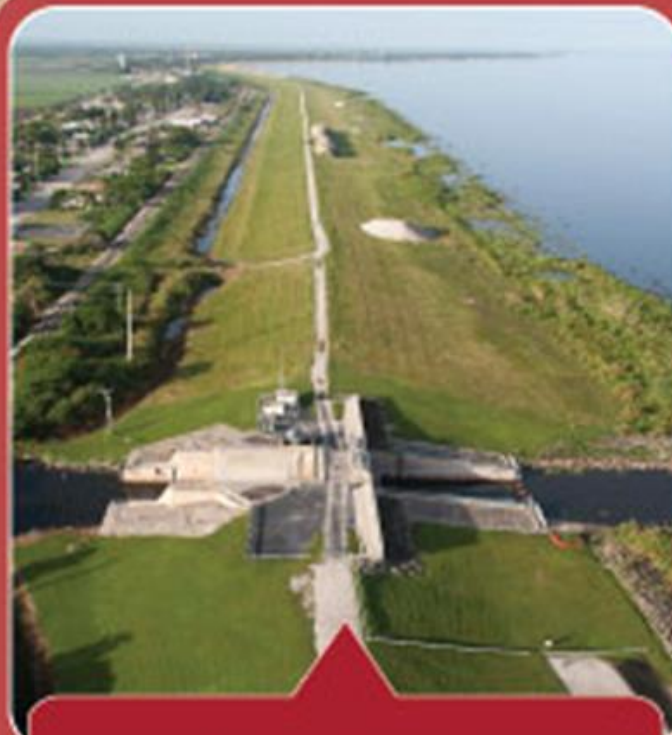




Zoning Reform



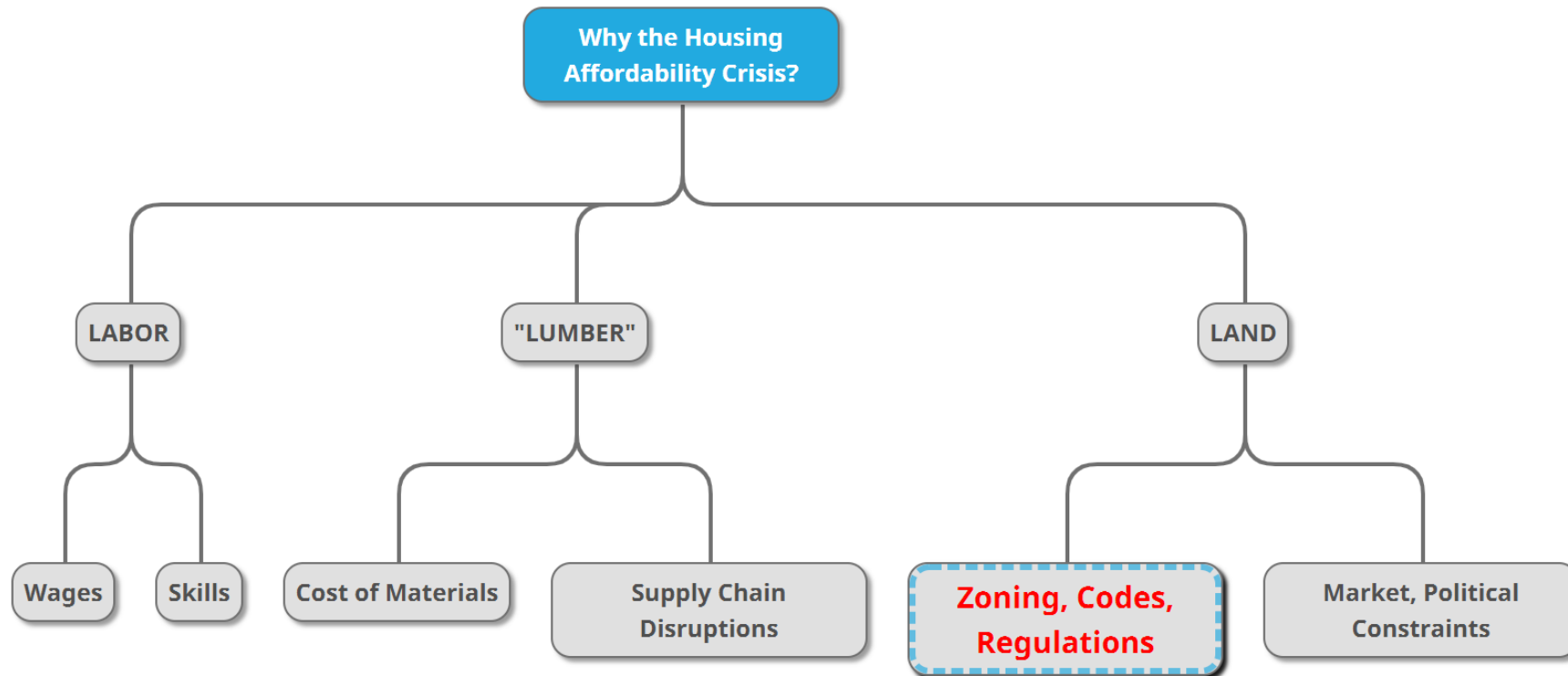
Climate Change



Infrastructure and  
Recovery Implementation

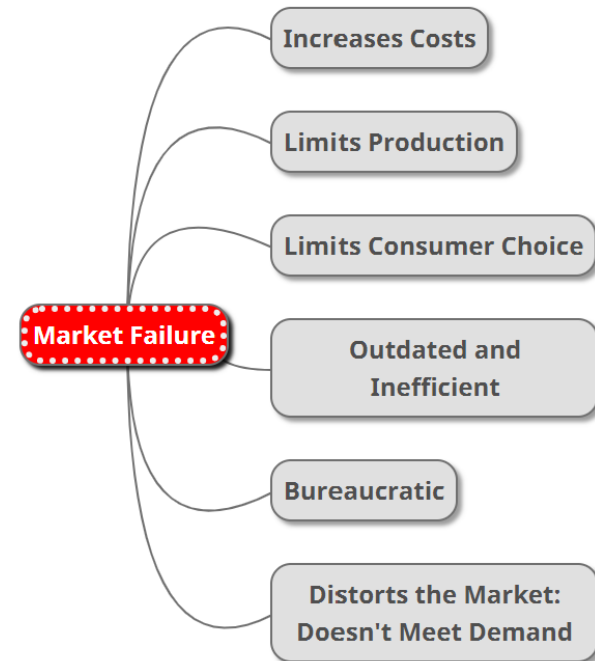
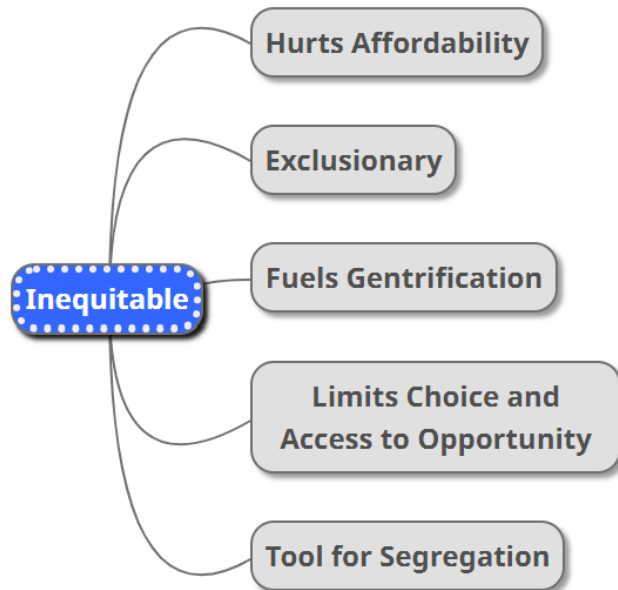
# 2022 FEDERAL POLICY PRIORITIES

# Planning in the Spotlight ... Or Bull's Eye



# Key Criticisms of Zoning as Part of the Housing Crisis

- **PROBLEM:**
- **Left-Right Convergence of Criticisms –**
- **No Natural Base of Support and**
- **Planning equated with Zoning.**



# A National View

## States Move on Zoning Reform

Enabling Reform

Targeted Pre-emptions

Planning Assistance

ADUs

By-Right Zones

The Michigan Model

A Federal Role





# A National View

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Permitting and Streamlining

Handling Housing

Resilience

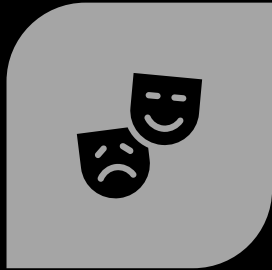
Leveraging ARPA & Infrastructure

State – Local Coordination on BIL

Posturing, Polarization, Pre-Emption & ... Pragmatism?



FRAME



NARRATIVE



MESSAGE



STORY

Partisan  
Frames

&

Thinking of  
Elephants

Right / Republican

HOUSING & ZONING

Regulatory Barriers

Market-Driven

**Growth**

CLIMATE

Resilience

Hazard

**Protection**

Left / Democratic

HOUSING & ZONING

Equity

Affordability

**Opportunity**

CLIMATE

Sustainability

Crisis

**Transformation**

# Empower local housing solutions with bipartisan federal action



The national housing crisis and its impacts are being felt coast-to-coast – and everywhere in between.

**Co-sponsor these pro-zoning reform ideas** to encourage locally driven change that removes regulatory barriers to affordability, economic growth, and development.

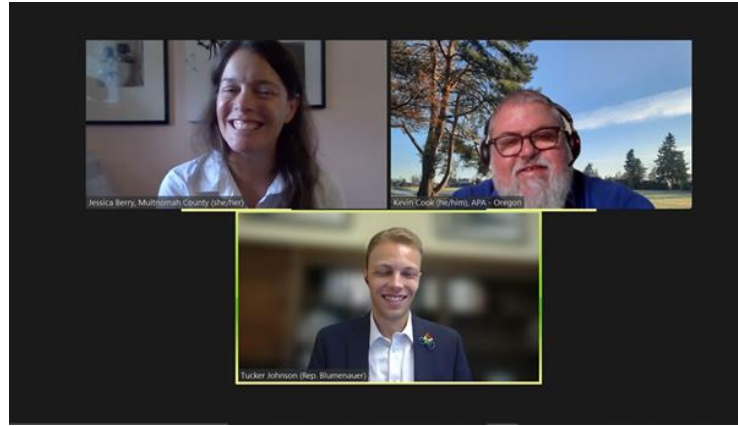
**Housing Supply and Affordability Act (S.902 and H.R. 2126)** The new incentives, focus, and support for planning and implementation in this bill would enable community planners to overhaul zoning rules and codes that artificially constrain their community's housing supply, drive-up housing costs, and delay job creating development.

## A Federal Program Unlike Any Other

"Planners agree that the time for zoning reform is now. The tools provided in the Housing Supply and Affordability Act would ensure that planners and the communities we support have the right mix of federal resources to **create more housing in the right places** and improve safety."

## Communities Need Help Getting to Yes on Zoning Reform

"State College has seen a loss of young families through the past several decades. **We are embarking on a new approach to recruit families**, but housing inventory and attainability continues to be a critical challenge. Resources to build capacity to link housing development with recruitment is a missing gap in our efforts. **HSAA would bridge that gap** and give us the help we need to change our direction."



# APA's Planners' Day on Capitol Hill Approach



# State Advocacy in Action

“if I had heard from just  
one constituent ...”



Grassroots Advocacy ... What is it?

Constituent  
Based.

Direct  
Advocacy.

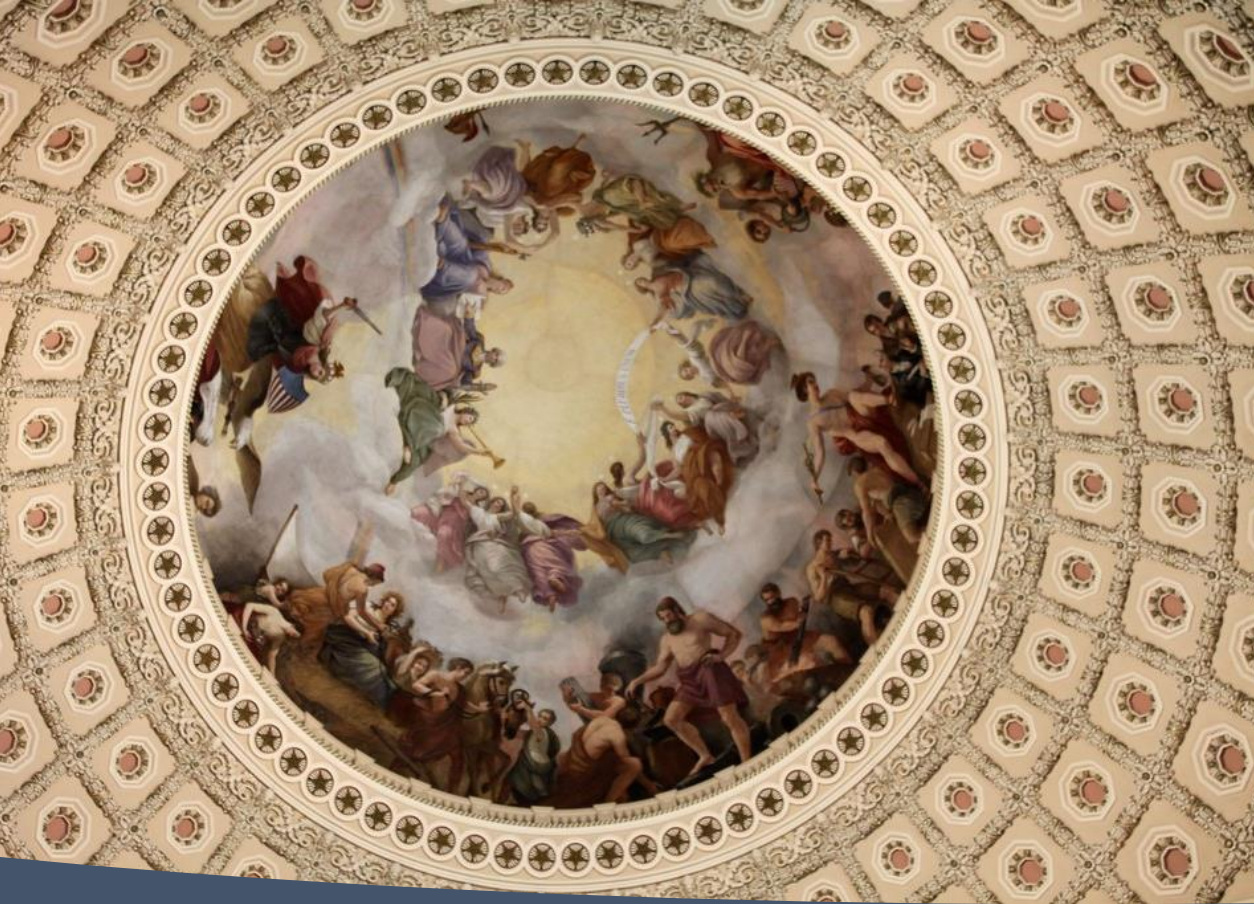
Your district connection –

LIVE  
WORK  
SERVE



The Goal:  
A Relationship





## Advocacy 360 & 365

- Regular, Consistent (but not crazy) Contact
- Asks
- Multiple Points of Engagement
- What Influences the Influential?



# Moving Opponents.

Soft "Asks"

Local Context

Story and Connection

# Building Champions.

Early Engagement

Issue Expertise

Opportunity



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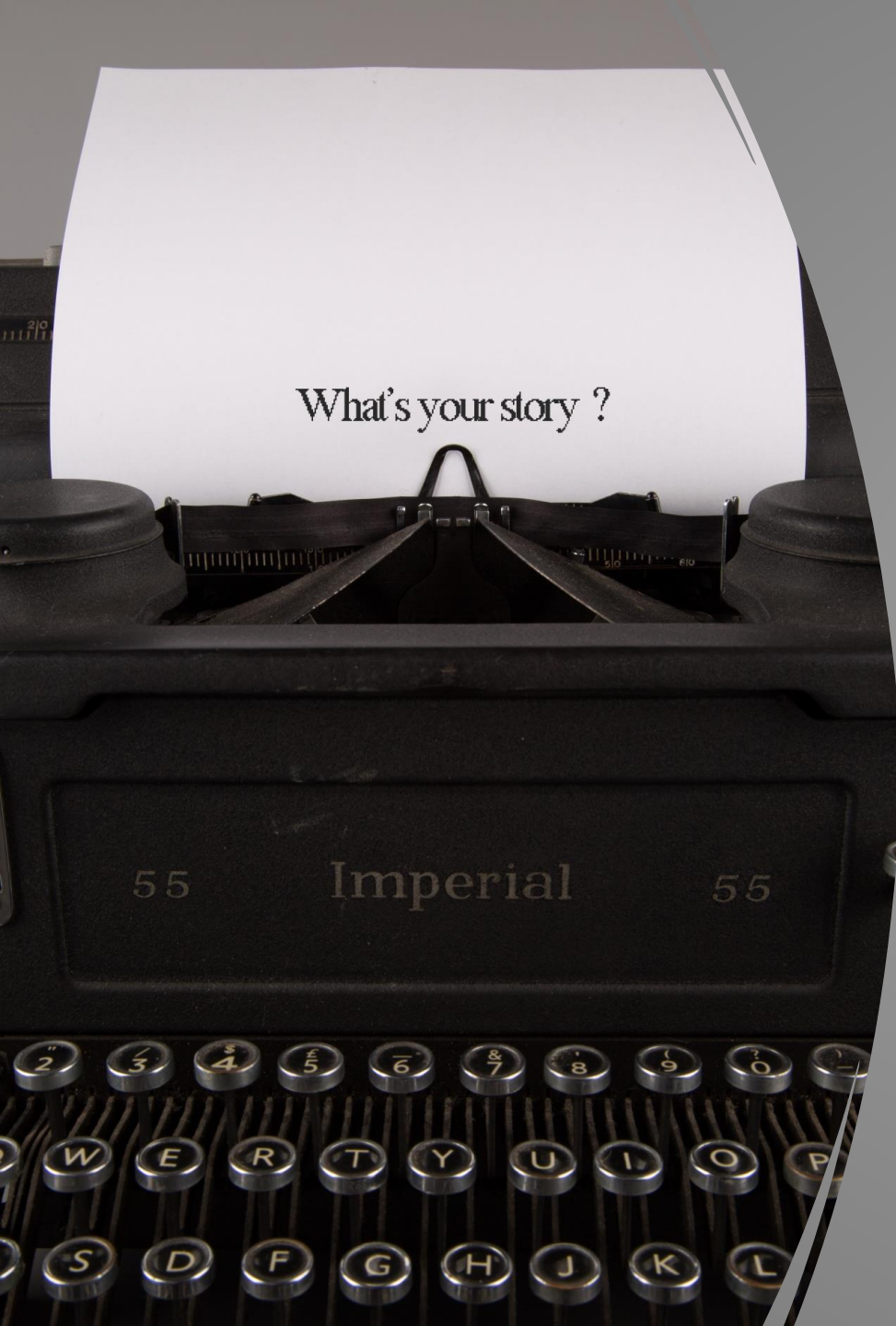
What they want.  
What they don't.

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- **Timely, Actionable Ask**
  - **Local, Issue Insights**
  - **Personal Perspective**
  - **Useful Intel**
- 
- **Politics**
  - **“Education”**
  - **500 Pg Reports**

# Paths to Influence ... Value & Values





What's your story ?

# The Power of Story

---

Data alone doesn't move us.

Stories motivate and change behavior.

Sharing information is not the same as crafting a narrative.

Outcomes over process.



# Science and Storytelling

Stories are  
**22x**  
more  
memorable  
than data\*

## HOW STORYTELLING AFFECTS THE BRAIN

### NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experience thanks to a process called neural coupling.

### MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



### DOPAMINE

The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

### CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.

A Childhood Memory ...

# Starting Your Story Campaign

What's Your Ask / Happy Ending?

What Narrative Are You Trying to Change?

What's Your Narrative?

*Now, Build Stories That Lead Your Audience*





**“What was that bill number again?”**





# Building Your Message

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- Specific
- Personal
- Informative
- Timely and Trustworthy

*Questions are powerful*

# What if ... A Guide to Constructing Relatable Stories that Inspire and Motivate Toward Action

- **The hero.**  
Name. Role. Job title. Family or history. Her values and motivations.
- **Relatable goals.**  
Her professional or personal goals as they relate to the idea you are pitching, and what success will mean for her, her family, her community.
- **The problem.**  
What is standing in her way? The obstacle. What is stopping her from achieving her goals? Be prepared to dig in and describe what she is facing.
- **A proposed solution.**  
Share your proposal as the right solution and explain how it will solve your hero's problems.
- **A better future... Happily Ever After.**  
Construct a glimpse of your hero's happily ever after. With this solution, what obstacles will she overcome? Describe the new future where she achieves her important goals. Staying in her community. Aging in place. Increasing capacity. Creating a livable community...





## Story Stages ...

## The Pixar Spine

1. Exposition
2. Context
3. Inciting Incident
4. Progressive Complication
5. Crisis
6. Climax
7. Resolution



1. Once upon a time
2. And every day
3. Until one day
4. And because of that
5. And because of that
6. Until finally
7. And since that day



# Everyone has a story

## The power of narrative

Linking evidence & narrative.

Sense making.

Decision making.

Influence.

Belief.

Choice.



# Finding Stories

Listen

Look

Ask

Collect

Create a Platform

# Message & the Moment

## Messengers

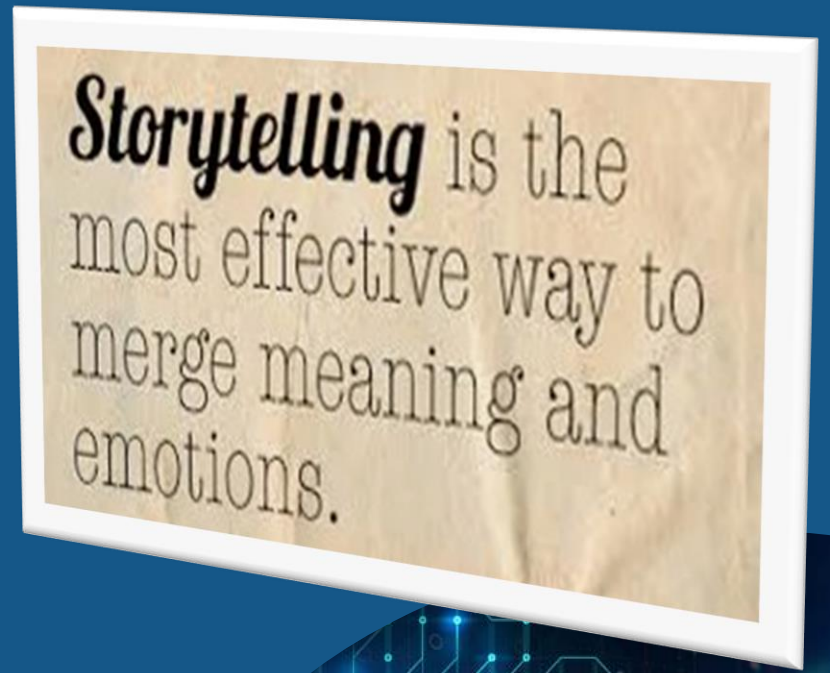
- Expert
- Witness
- Affected
- Guide
- Converted
- Vanguard
- Friend

## Audiences

- Unaware
- Stagnant
- Passive Skeptic
- Active Skeptic

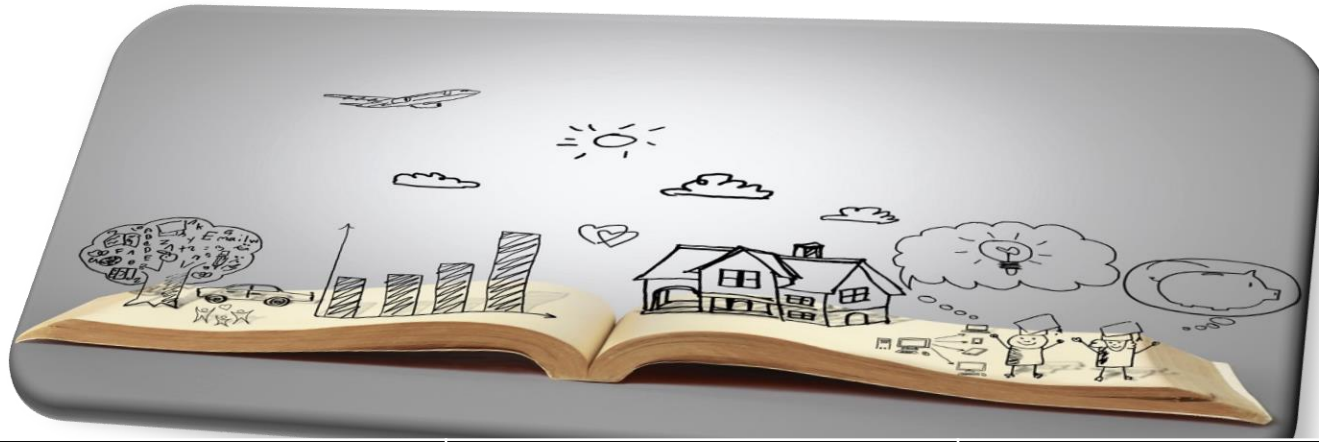
# Keys to Crafting Stories for Influence

- Determine the **ending, first**
- Get to **know your audience** – what matters to them
- Overcome the barrier – use shared values/goals to **establish common ground**
- **Humanize your pitch**
- Maintain **Focus**
- **Ask.** Be specific and attainable – position it to address your *and* their goals
- **Avoid jargon**
- Echo the value and **demonstrate vision for a better future**

A framed quote on a piece of paper, tilted slightly to the right. The text is written in a typewriter-style font. The background of the paper is a light, textured brown. The frame is white with a thin black border.

*Storytelling* is the most effective way to merge meaning and emotions.





# Building Your Story

<b>Hero</b>	<b>Context</b>	<b>Obstacle</b>	<b>Proposed Solution</b>	<b>Envisioned Future</b>
<b>Who is your hero? Get detailed ...</b>	<b>Paint the picture. Where?</b>	<b>What's standing in the way ...</b>	<b>Overcoming the obstacle. The idea. The ask. The proposal.</b>	<b>A glimpse into your hero's happily ever after.</b>

# Campaign Plan Reflection Questions

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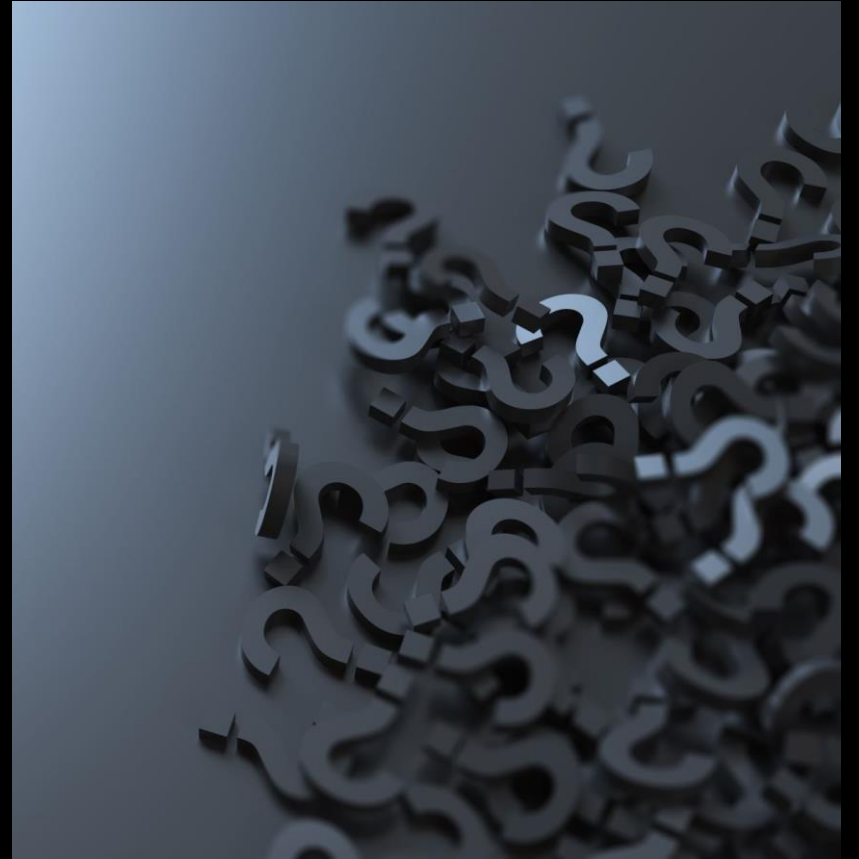
**Who** do you need to influence?

What is **your ask**?

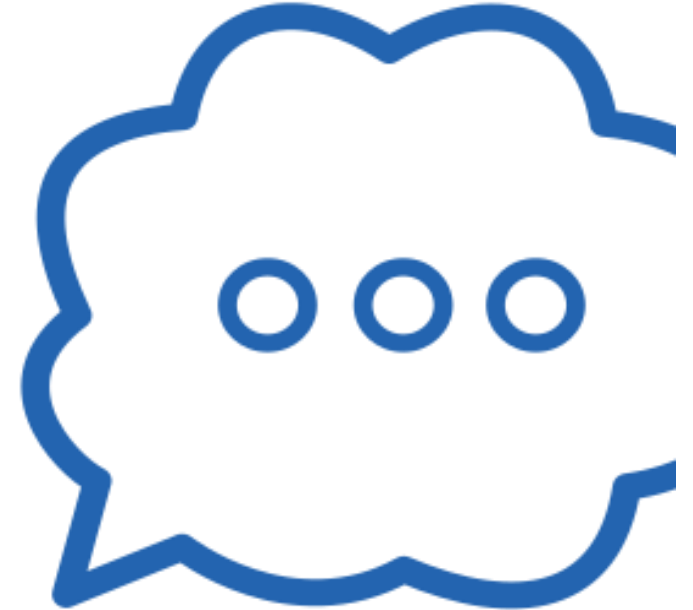
- What is **your why**? (Outcomes)
- What is **their why**? (What is your audience's reality when it comes to Zoning Reform?)

What kind of story would **connect their why to the outcomes**? (Zoning Reform)

What's your story/How can you listen for and find a story?



“that’s what you spent.  
What did you build? ...”



Conversations  
they want to have

**How do programs or policies work in practice?**

**What is the situation or impact in the district?**

**How does the issue affect you (or a person you know)?**

**What do you want (your ask)?**

# APA Advocacy Tools



## GUIDE TO PLANNERS' DAY AT THE STATE CAPITOL

### Guide to Planners' Day at the State Capitol

What is one of the best ways to influence legislators and their staff? Pay them a visit! Studies show that in-person calls are the most effective way to share your message. Make sure you have a seat at the table when legislators are considering bills that impact planning in your state. This guide will show you how. We'll cover "how to":

- Set the Stage
- Match-Make
- Initiate Meeting Requests and Schedule Meetings
- Manage Logistics
- Prepare the Advocate

#### KNOW BEFORE YOU GO

Planning a day at the state capitol is exciting and there are some things to keep in mind when determining if this is the right next step for your chapter. Here are some questions to consider before delving into the details:

- What are our legislative priorities?
- Based on our priorities, what is going to be our "ask" of the elected officials?
- Who are the leading advocates in the chapter?
- How engaged is the legislative committee?

- Legislators expect advocates to schedule a specific meeting time through their office
- The legislature sets aside a specified date and time every week for advocates to visit
- Advocates can feel free to stop by at any time

The first approach is the most common, but it is essential you understand how it works before diving in. The best way to do so is to check out your state legislature's website. You will usually find a link related to meeting with legislators or visiting the capitol.

## Support Transportation in Ohio

Dear Planners,

A bill is moving through the Ohio legislature to fund transportation. It is currently about to be heard by the committee, and we urge you to reach out to your Representative, asking for their support. It's imperative this bill gets passed, if not, state funding for transportation is at risk and could drastically be slashed.

More about the bill: A substitute version of HB 74, recently introduced in the Senate Transportation Committee, as reported by Gongwer, would increase General Revenue Funds for public transit by \$13.85 million each year from \$23.15 million allocated in the House version of the bill to \$37 million. When combined with \$33 million in federal funds to be "flexed" to

#### Compose Your Message

- State Senator
- State Representative

#### Subject

Please Support HB 74, Invest in Transit

#### Message Body

I am reaching out as a member of the Ohio Chapter of the American Planning Association (APA Ohio) urging you to support HB 74 and fully fund transit in Ohio. Ohio has the 14th largest ridership on public

#### Review Your Profile

[Not Emily?](#)

#### Your Information

Ms.  Emily  Pasi