



THE MISSION GROUP



When the Public *Doesn't* Participate

*Using Time-Frame Analysis
for Broader Public Input and Coalition Building
for Transit-Supportive Urban Development*

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Why Do Regional Visioning?

Getting and focusing the attention of:

The Public



Stakeholders



Government





Why Don't More Participate?

Visioning
Burnout

Not Enough
Time or Money



Honey,
What's for
Dinner?

"Somebody
Else's
Problem"

"What's
the Use?"



Stuck in
Traffic

Just because people may not participate in your *process* does not mean that they don't want to have a say in your *product*.

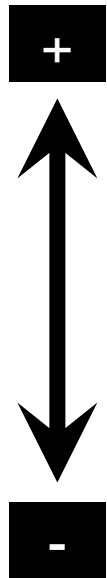
Using Market Research

**Focus
Groups**

**Ethnographic
Tools**

“Market Research” (or Ethnography, if you prefer) is about learning the preferences, values, and perceptions of people.

The Two Key Dimensions



Attitudes
toward
Public
Investment

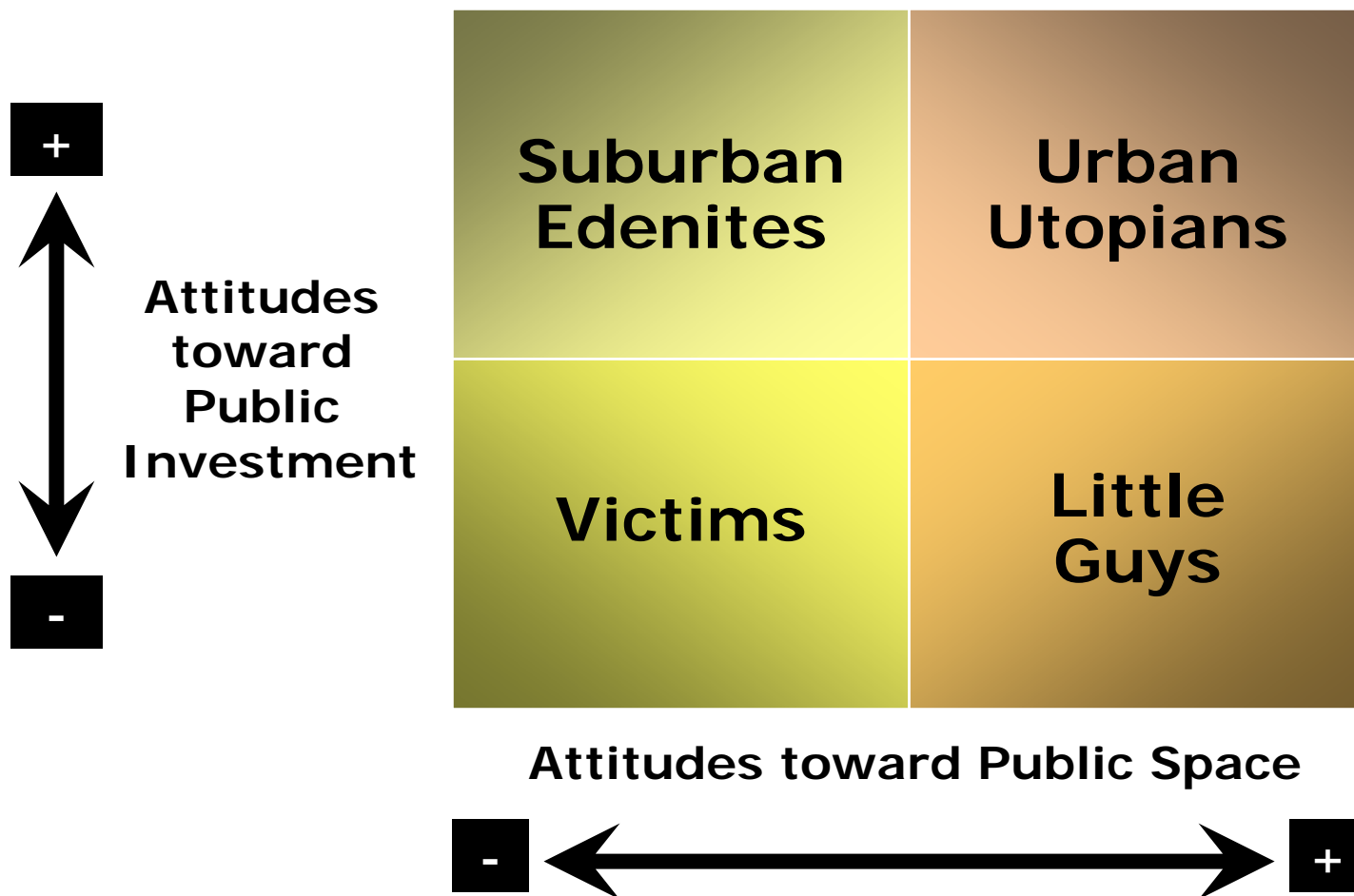


Attitudes toward Public Space



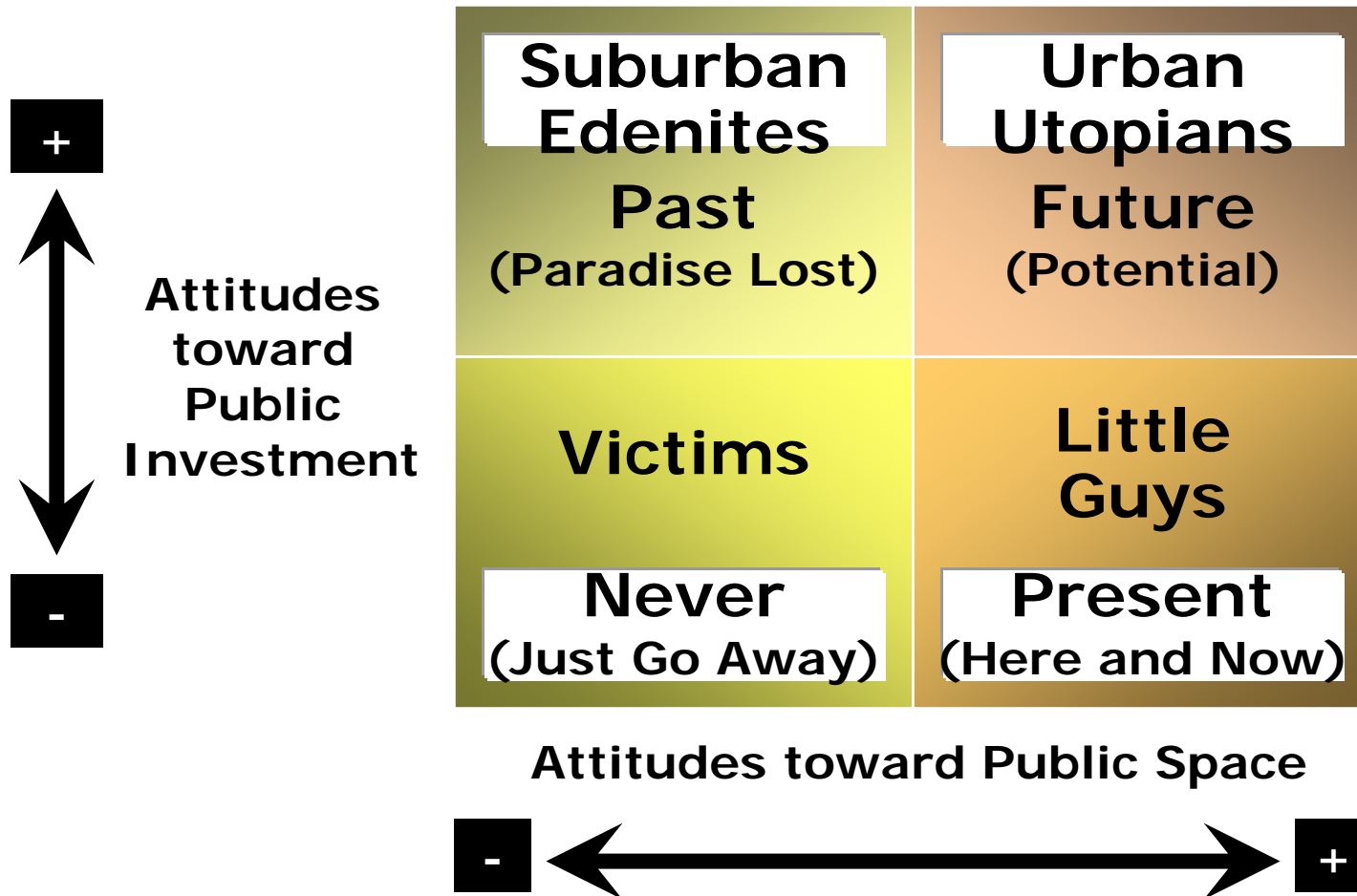
San Diegans vary along two key dimensions when considering issues of regional growth and development.

The Four San Diegos



San Diegans tend to cluster into four groups based on their attitudes toward public space and public investment.

Time-Frames



**What does the
world look like
through the prism
of each time-frame?**

Basic Orientation

Future

"We have to make things *better*"

Urban Utopians

Past

"We have to keep things from getting *worse*"

Suburban Edenites

Present

"We have to *maintain* what we have"

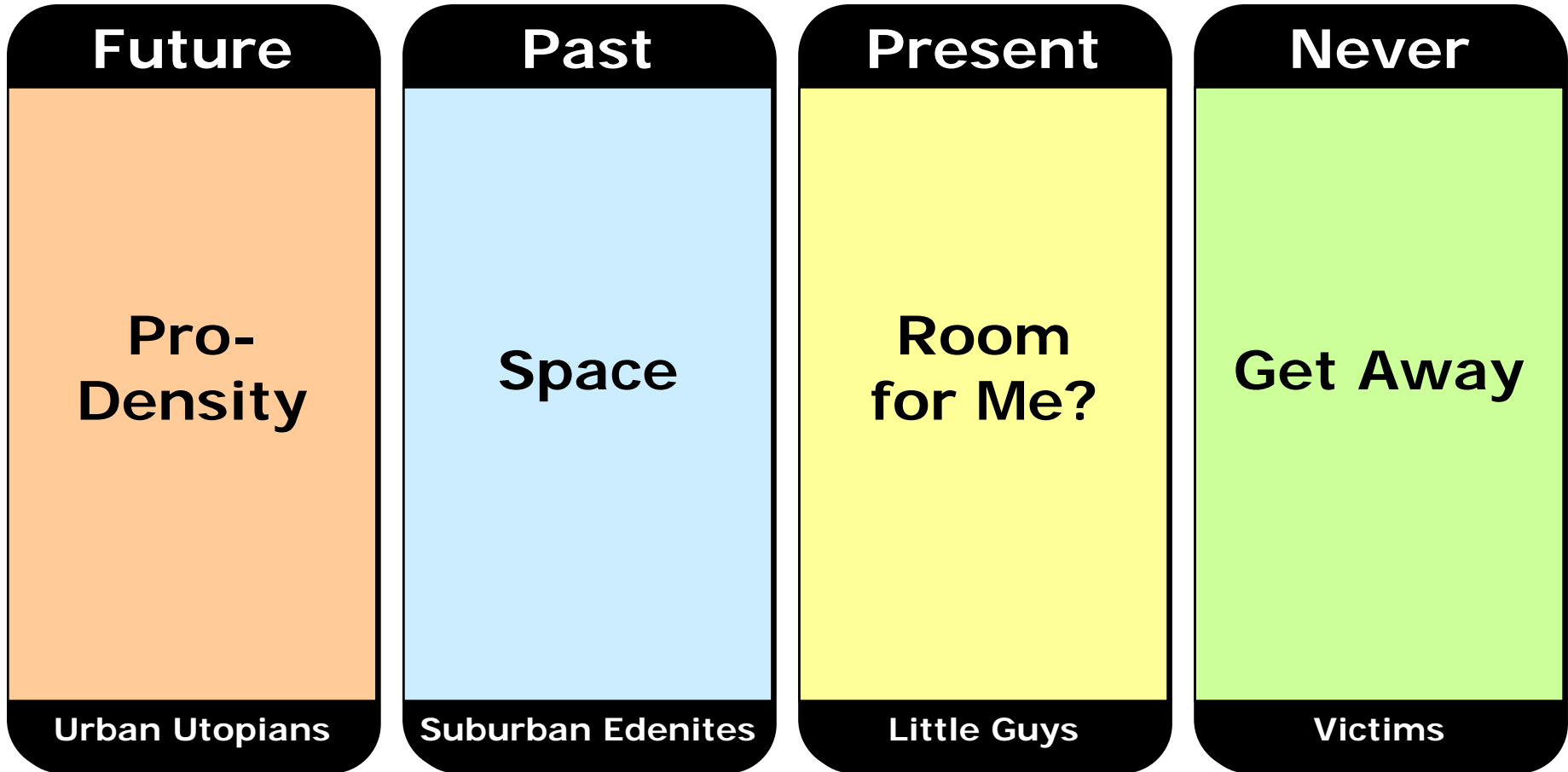
Little Guys

Never

"Let people sort it out themselves without interference"

Victims

Environment



Language

Future

Cafes
Plazas
"Sustainable"

Urban Utopians

Past

"Over-Built"
Congested
Crowded

Suburban Edenites

Present

Potholes
School
Roofs

Little Guys

Never

Scams
Suits

Victims

Key Issue

Future

Creating a
"real" city
Preparing
for the
"Drought
Years"

Urban Utopians

Past

Auto
Access
Parking

Suburban Edenites

Present

Spending
Priorities
Jobs

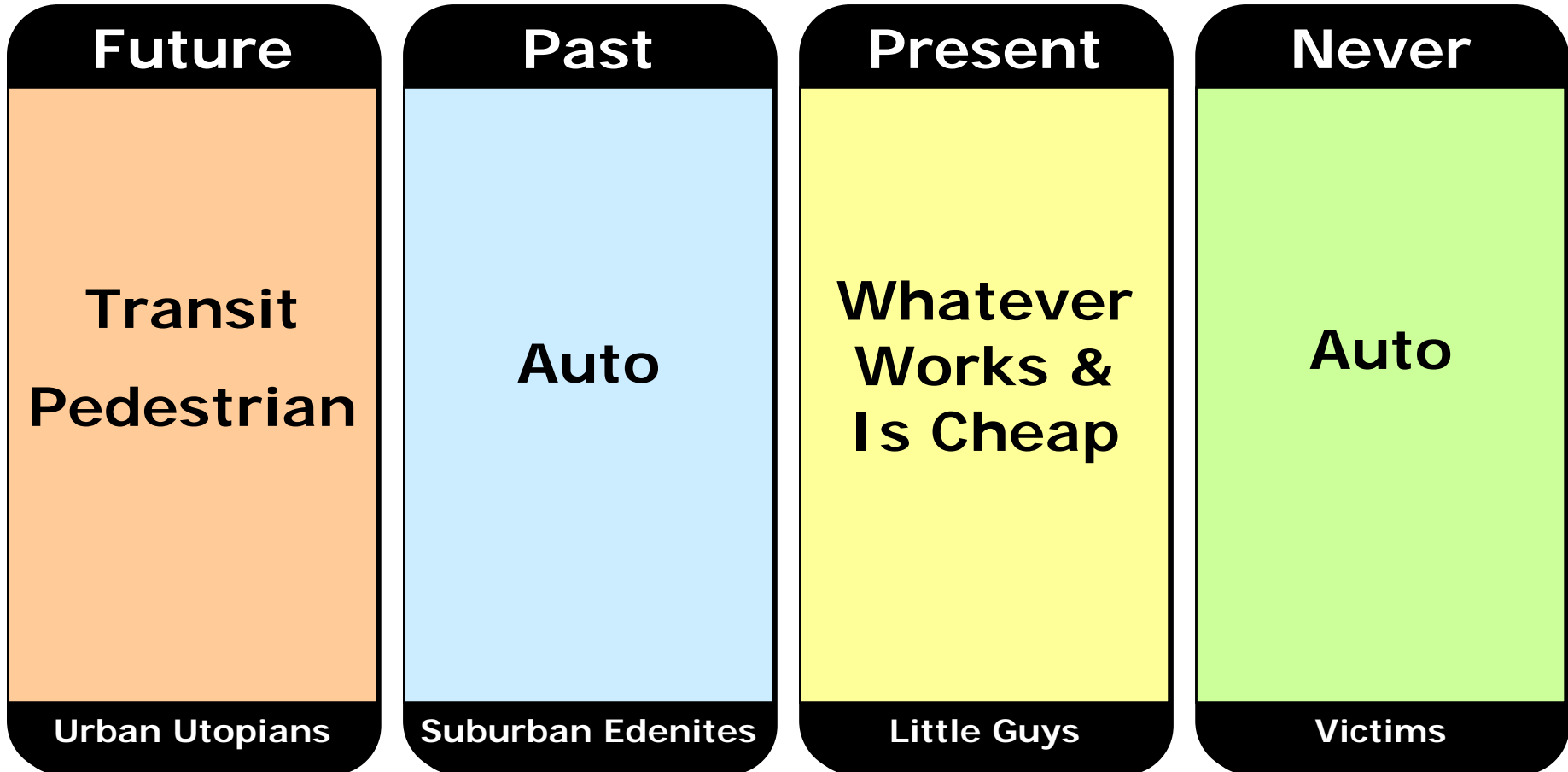
Little Guys

Never

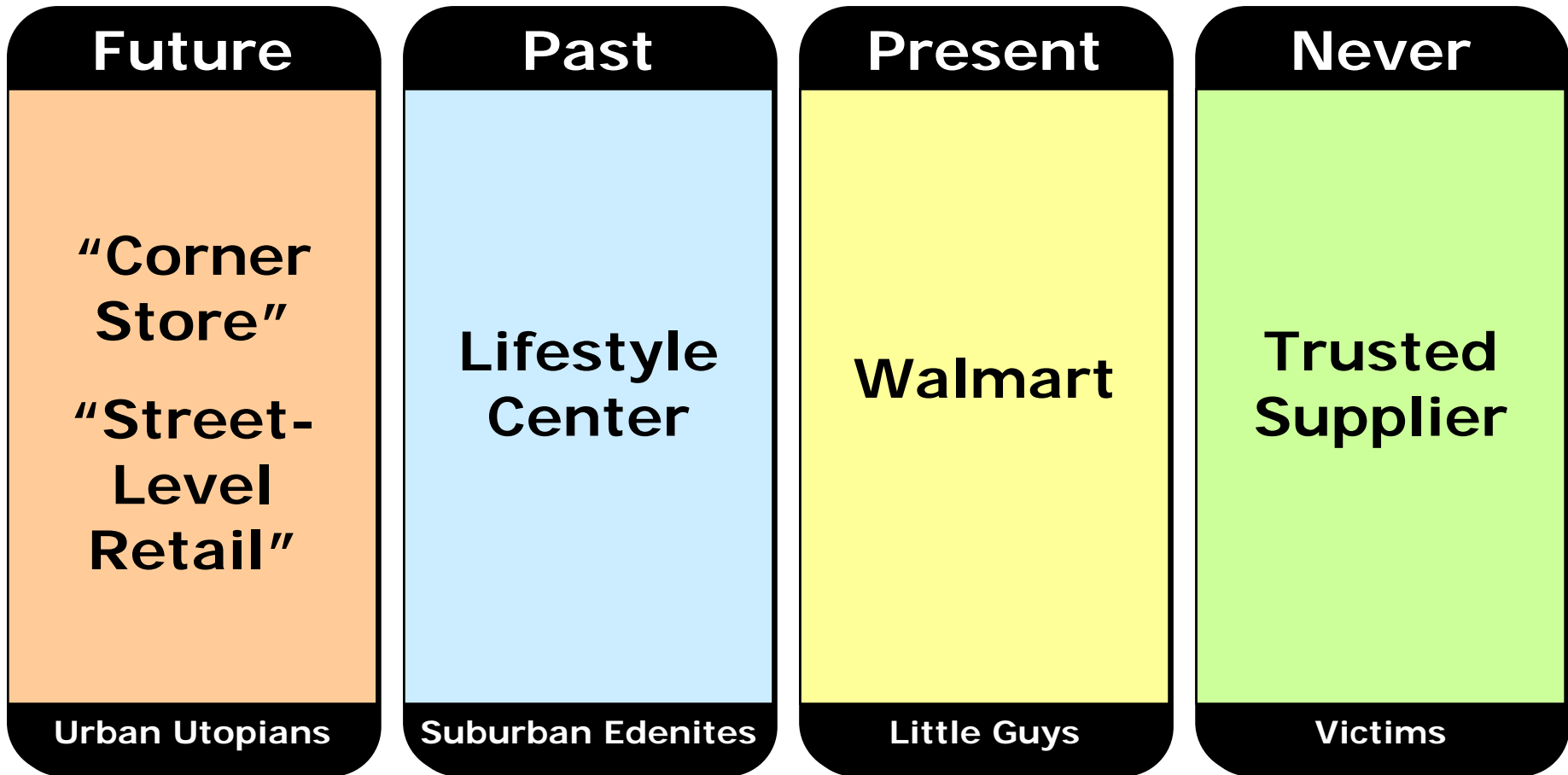
Political
Corruption
Individual
"Rights"

Victims

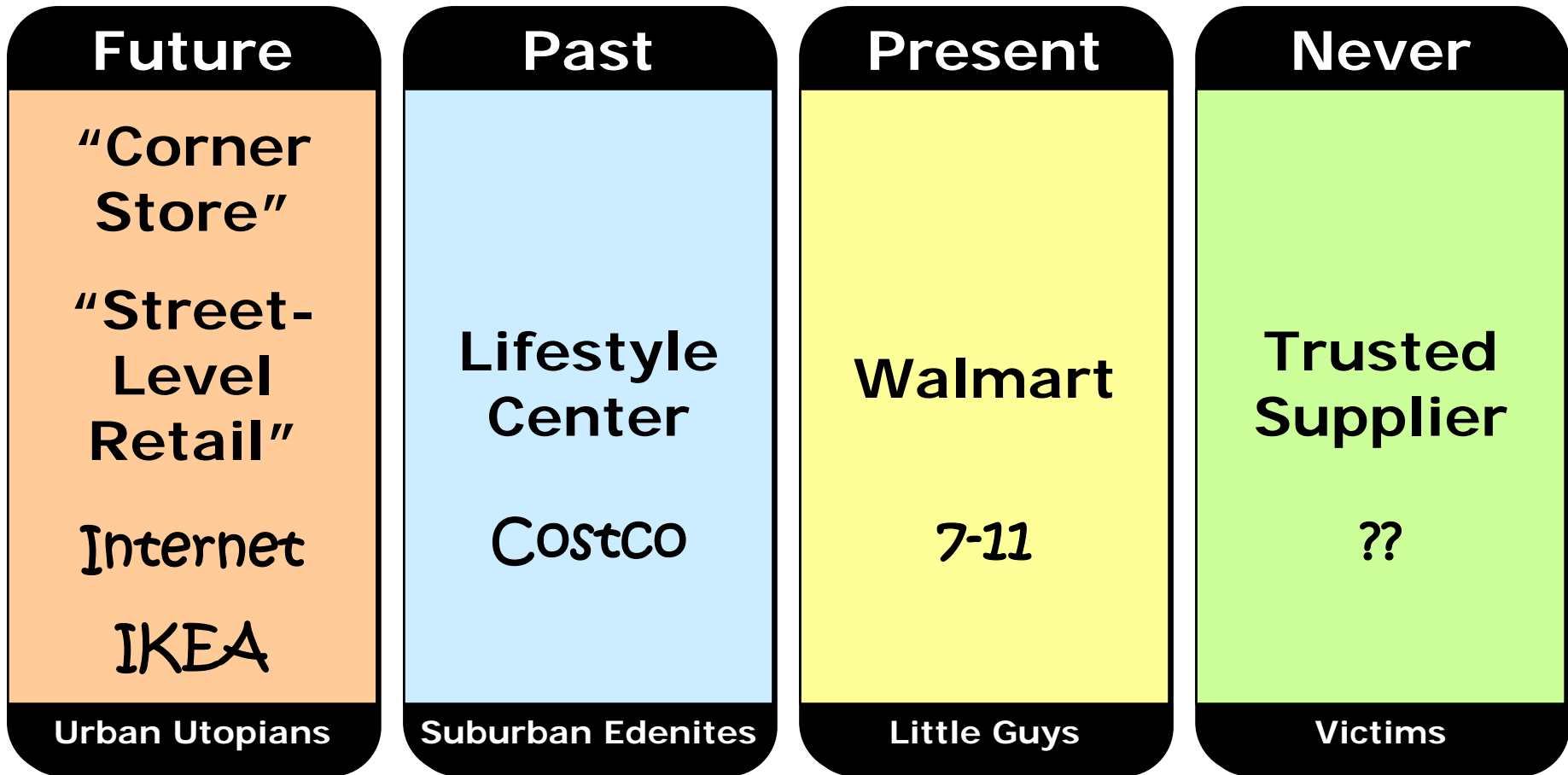
Movement



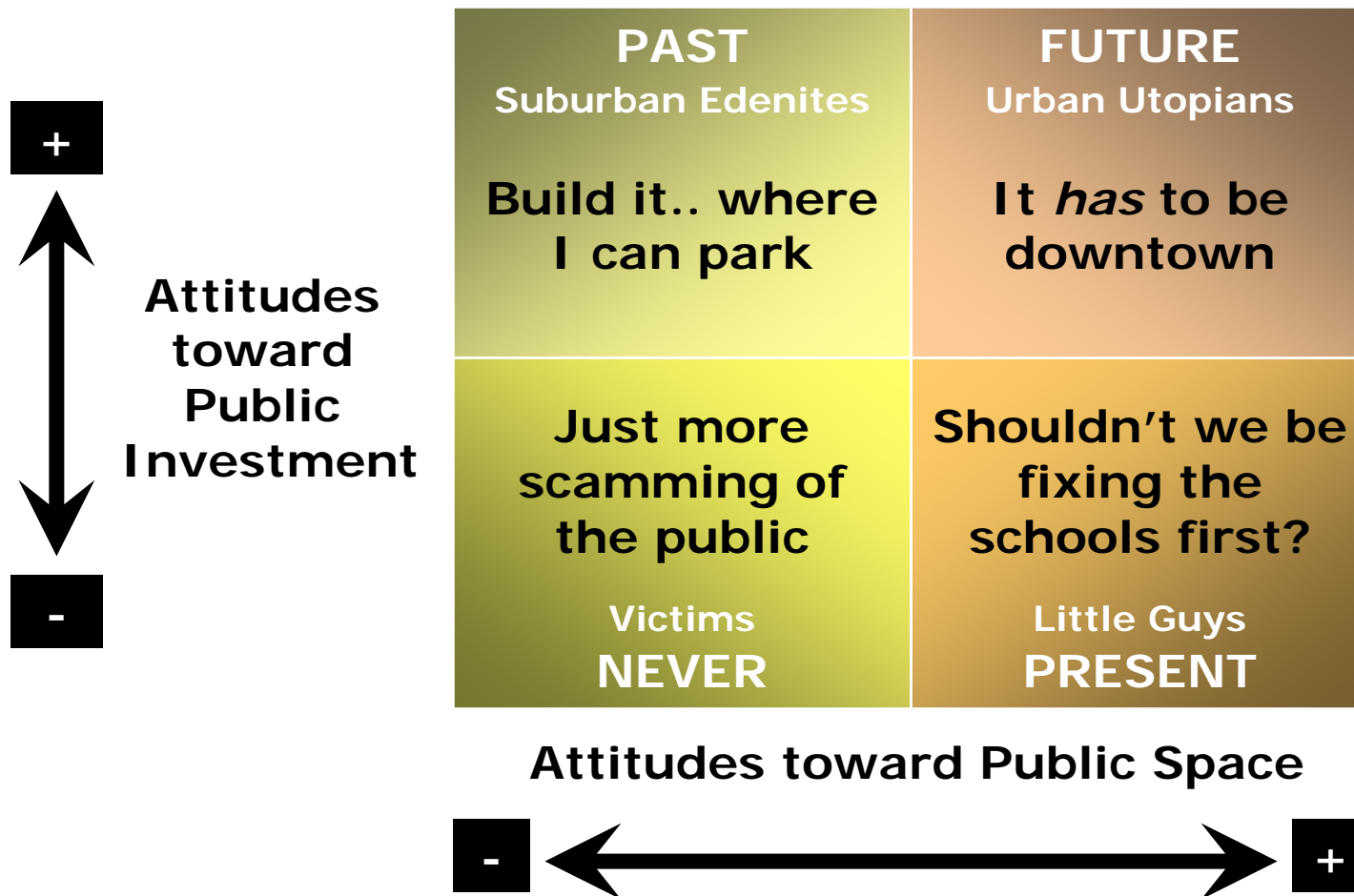
"Image" of Shopping



Reality of Shopping?

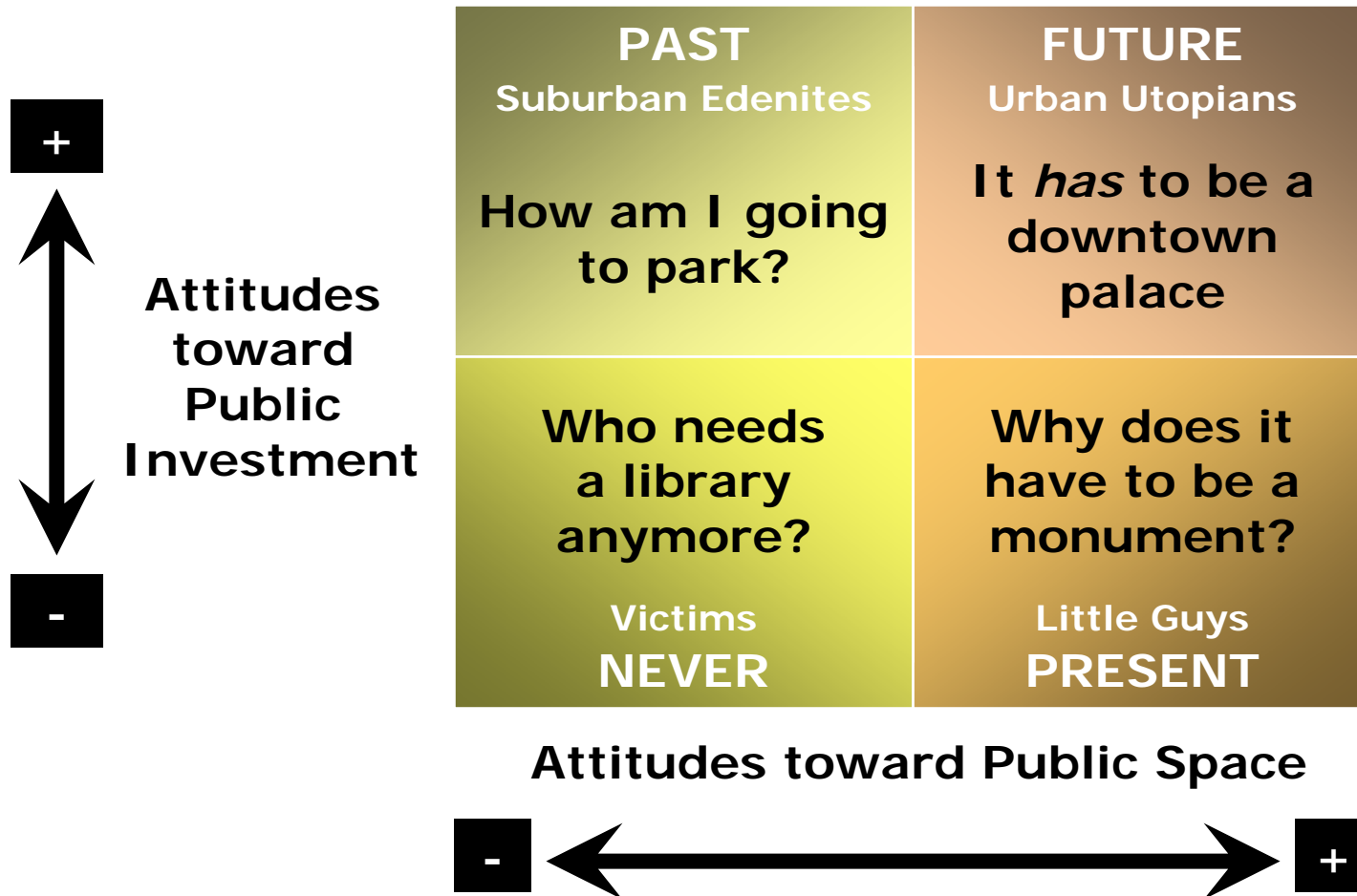


Coalition Built: New Ballpark



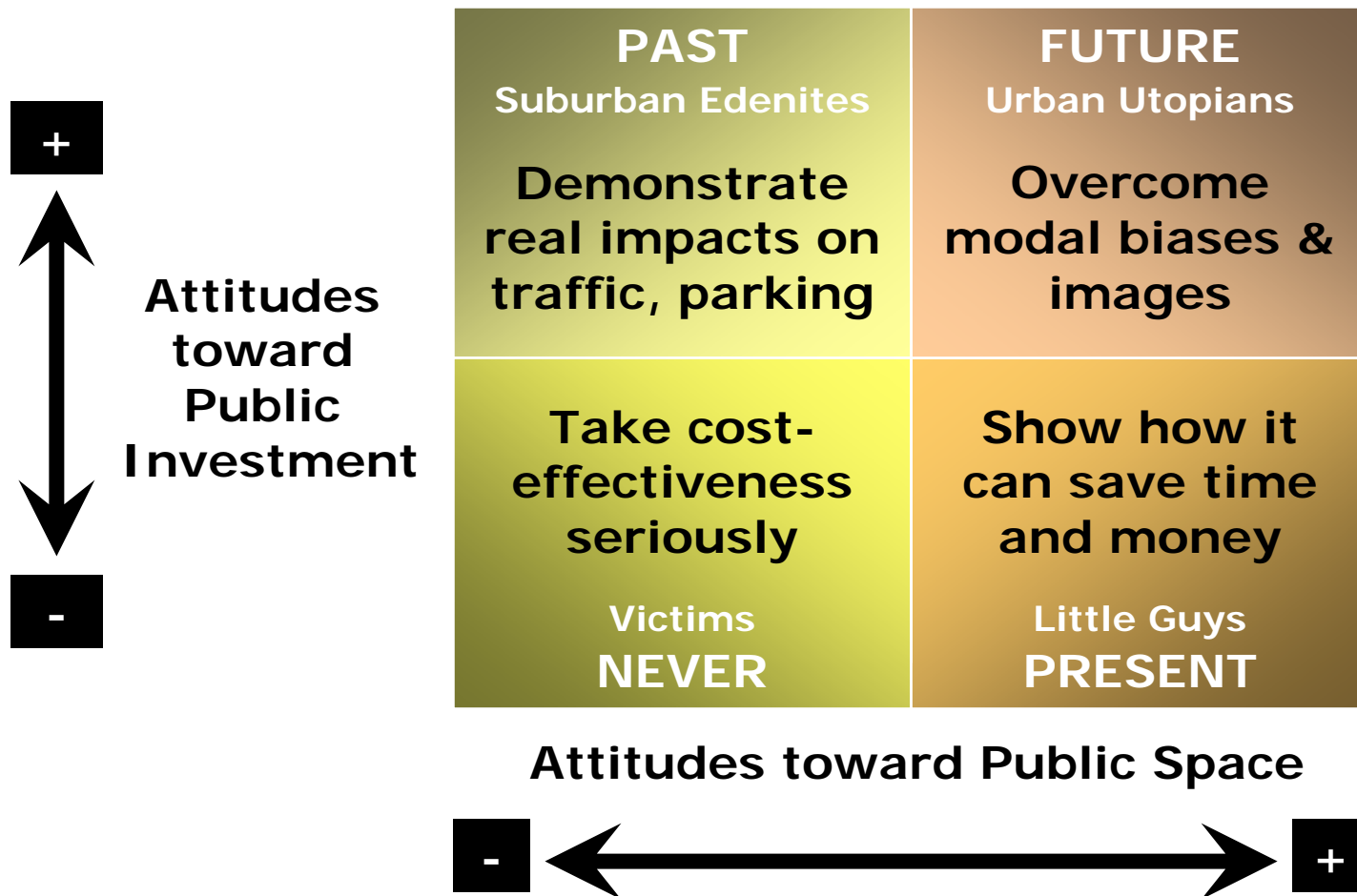
The ballpark vote passed due to a relatively successful coalition of Urban Utopians and Suburban Edenites.

Coalition Not Built: Main Library



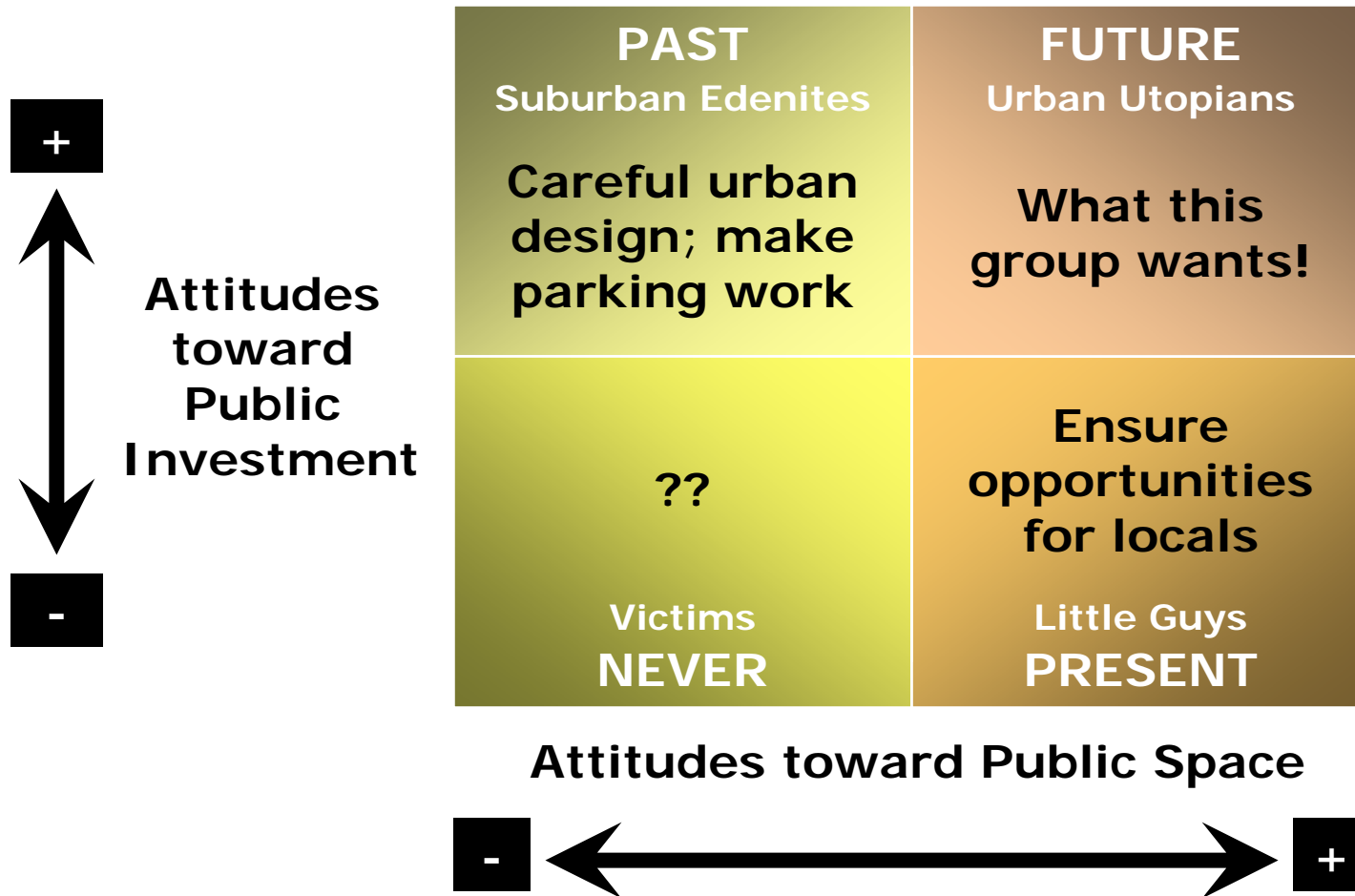
The main library has fallen by the wayside (again) due to the failure of Urban Utopians to build a successful coalition.

The Challenge for Transit



To sell large-scale transit programs, you must understand the needs of each group.

The Challenge for TOD





The Challenge for Visioning

Tell everyone's story.

Conclusions

**Locate
your
time
frames**

**Build
coali-
tions**

**Under-
stand
Utopian
limits**

**Take
con-
cerns
seri-
ously**

**Tell the
stories**

Conclusions

- **Successful efforts in San Diego usually involve a coalition between neighboring groups.**
- **Coalitions can be built horizontally (e.g., all those in favor of public investment) or vertically (e.g., all those against public space).**
- **San Diego is not a European city, nor do sufficient numbers of San Diegans want to see it become one.**
- **At least until a truly viable alternative exists, you have to take parking and freeway access seriously in this town.**

Few San Diegans are truly experienced urban dwellers. Urban Utopians need to be *smarter* when it comes to selling urbanity.