

# Strategic Hinge

Harris Interactive believes there is a “strategic hinge” which exists, linking the attributes and benefits to the target audience

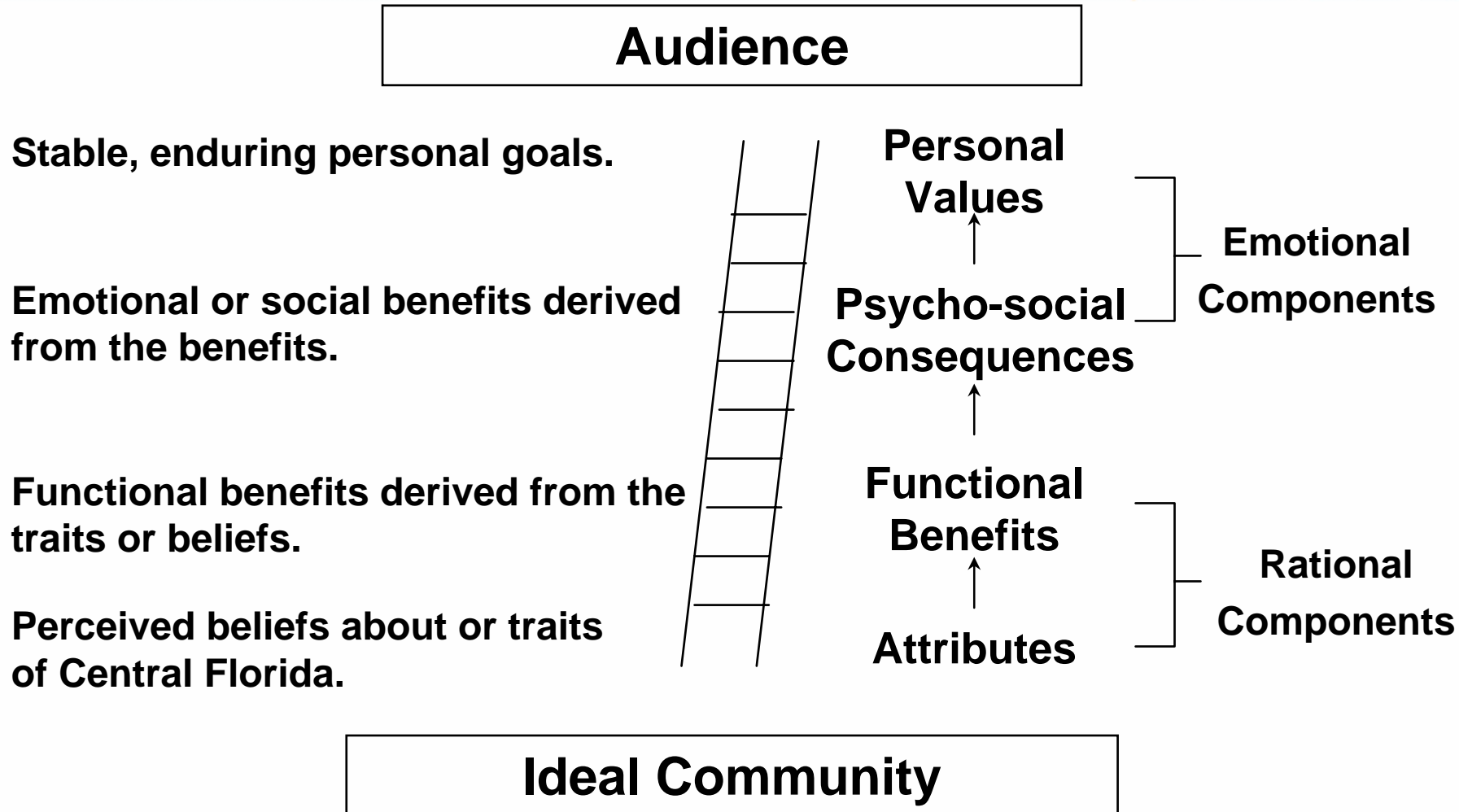


*Reason*  
*Emotion*

Identifying the rational and emotional drivers of this hinge is the purpose of “values” research.



# Values-Based Model of Human Decision Making



# Example of the values process

LOGIC	QUESTIONS	ANSWERS
VALUE ↑	Why is it important for you to be more at ease?	“Security and love as a parent” (Family Love)
PERSONAL CONSEQUENCE ↑	What is the benefit to you when you can raise your son in a safe environment?	“Less worry - more at ease” (Less Worry)
FUNCTIONAL CONSEQUENCE ↑	Why is that important to you?	“Raise son in a safe environment” (Feel Safe)
ATTRIBUTE ↑	Why are the “friendlier people” important to you?	“Better place to raise family” (Good place for family children)
	Why did you rate the quality of life in Florida so high?	“People here just seem to be friendlier” (The People)



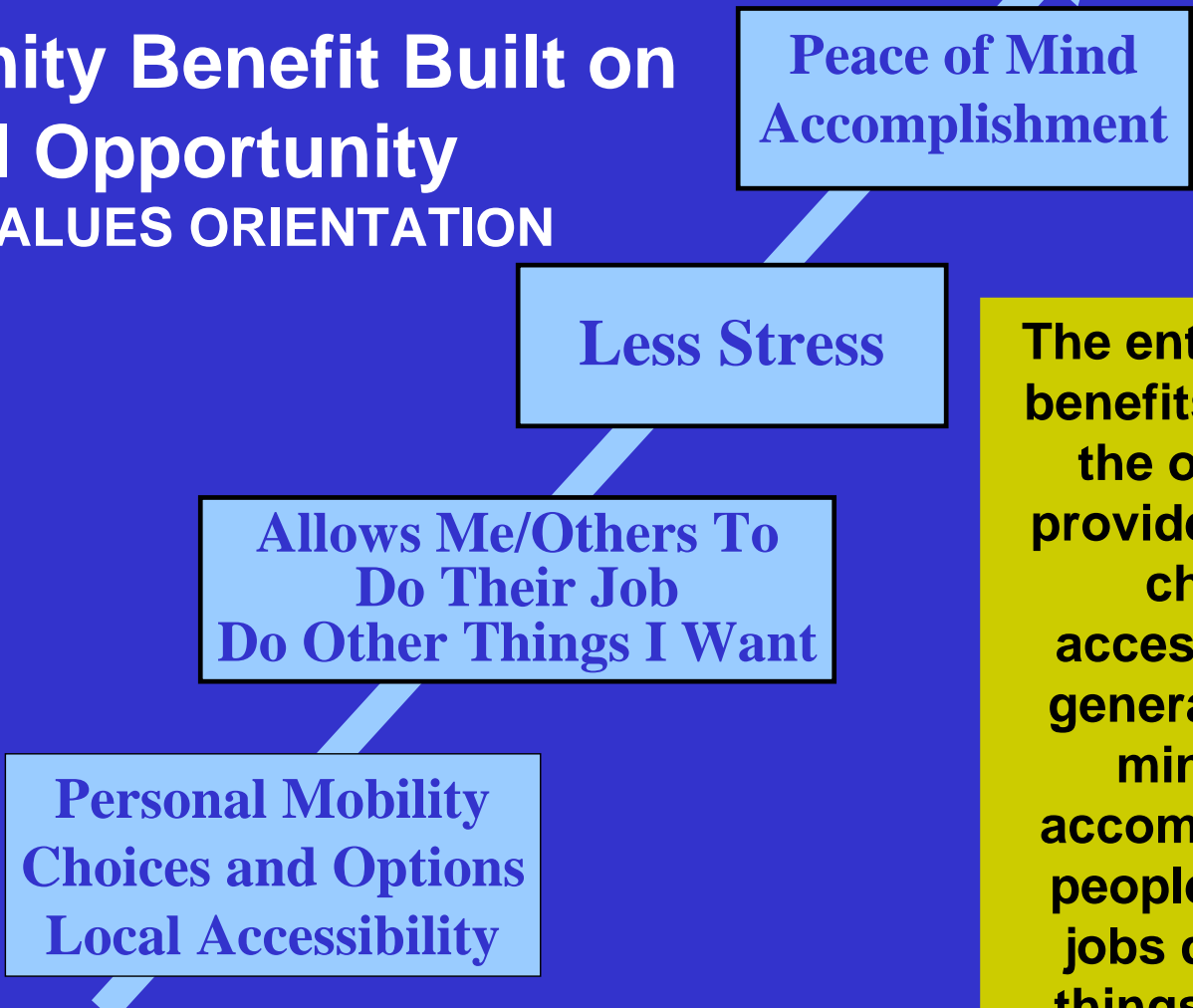
## Campaign Example

# National Turnaround in Public Transportation

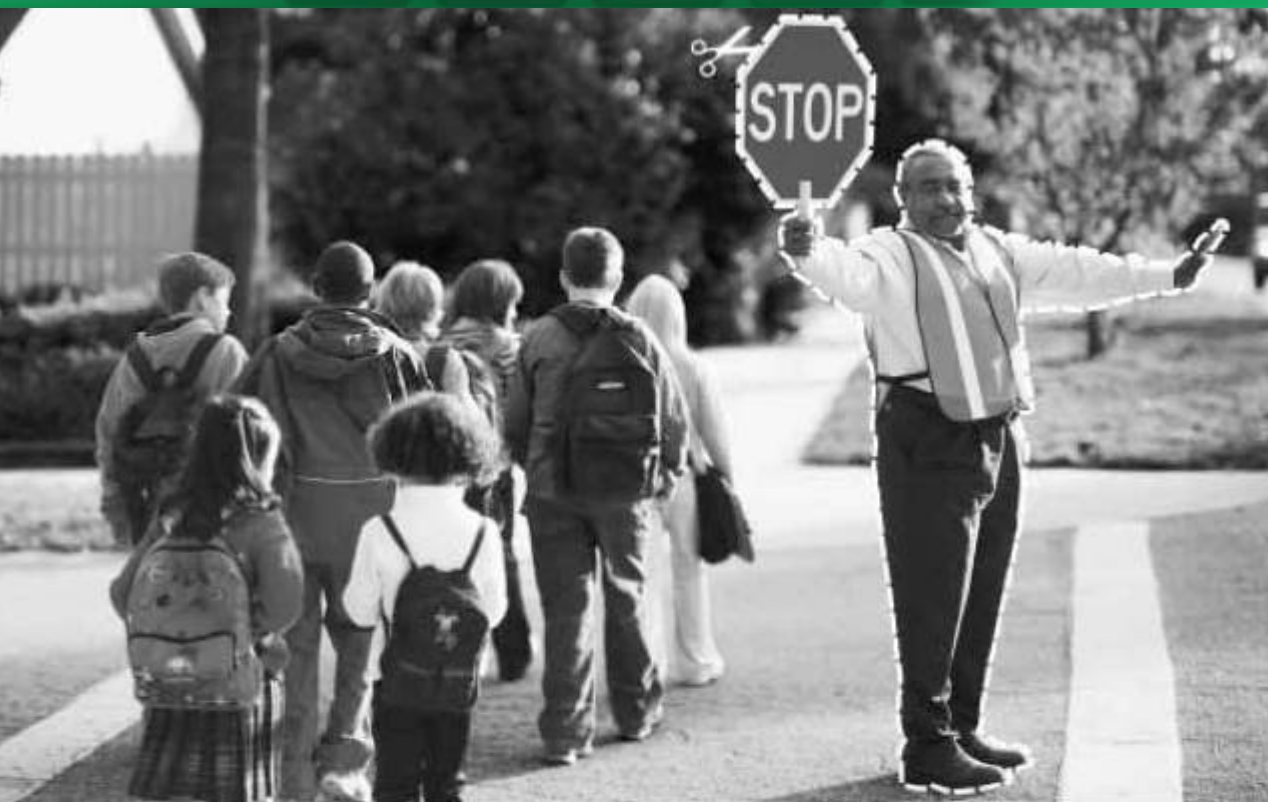


# Community Benefit Built on Personal Opportunity

PRIMARY VALUES ORIENTATION



The entire community benefits as a result of the opportunities provided by mobility, choice, and accessibility which generate a peace of mind from the accomplishments of people getting their jobs done or other things important to them.



**WITHOUT PUBLIC TRANSPORTATION, EVERY DAY MILLIONS OF PEOPLE  
COULDN'T GET WHERE THEY NEED TO GO.**

**HOW WOULD THAT AFFECT YOU?**

People from all walks of life rely on public transportation every day because their communities rely on them. Whether it means volunteering, going to work, going to class or visiting family and friends. And when people thrive, communities thrive. Find out why public transportation helps us all. Visit [www.publictransportation.org](http://www.publictransportation.org).

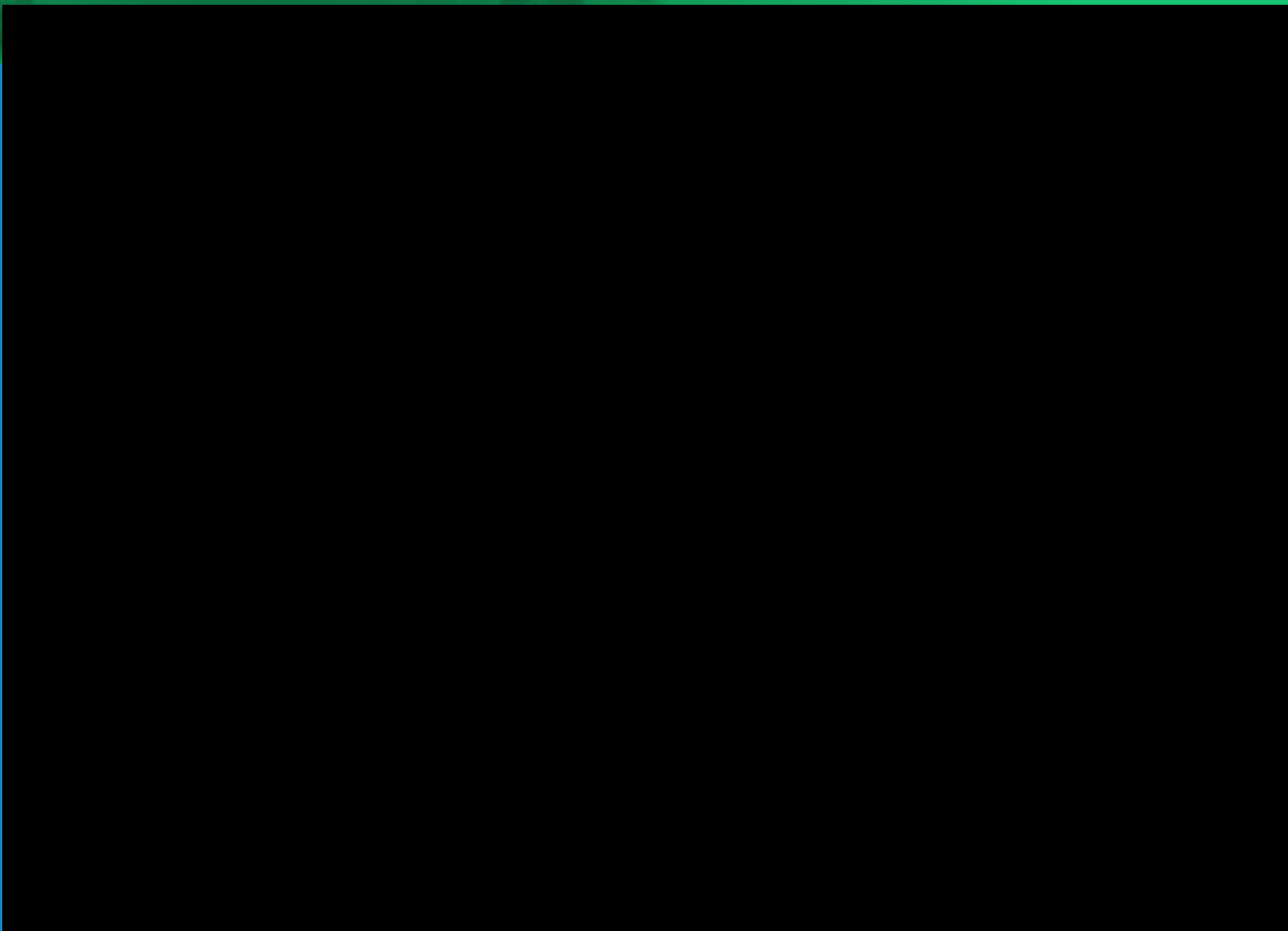
**PUBLIC TRANSPORTATION**  
*Wherever life takes you*



**WITHOUT PUBLIC TRANSPORTATION, EVERY DAY MILLIONS OF PEOPLE  
COULDN'T GET WHERE THEY NEED TO GO.**

**HOW WOULD THAT AFFECT YOU?**

Every day, public transportation enables people from all walks of life to get to work, to get to class, to volunteer at the local community center, or just go where they want to go. And when people thrive, communities thrive. Find out why public transportation helps us all. Visit [www.publictransportation.org](http://www.publictransportation.org).

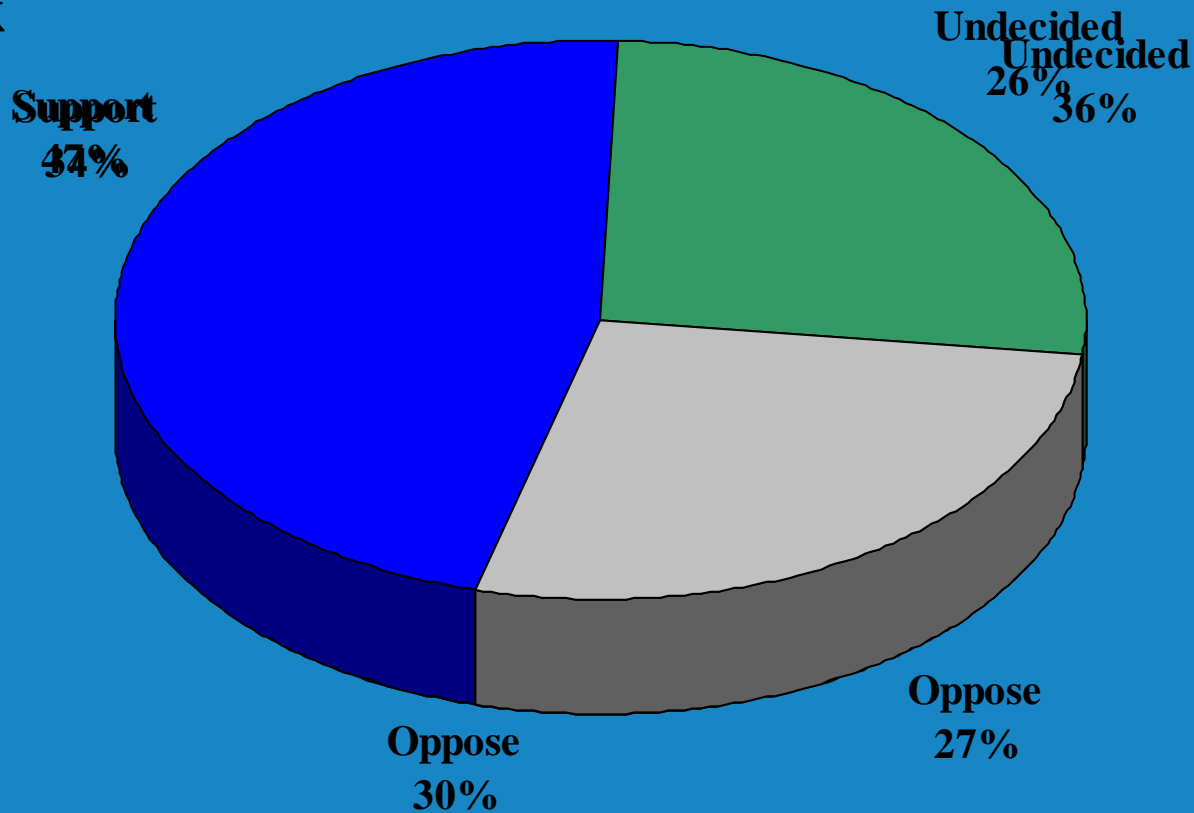






# Support for Public Transportation - 2005

## Initial Benchmark

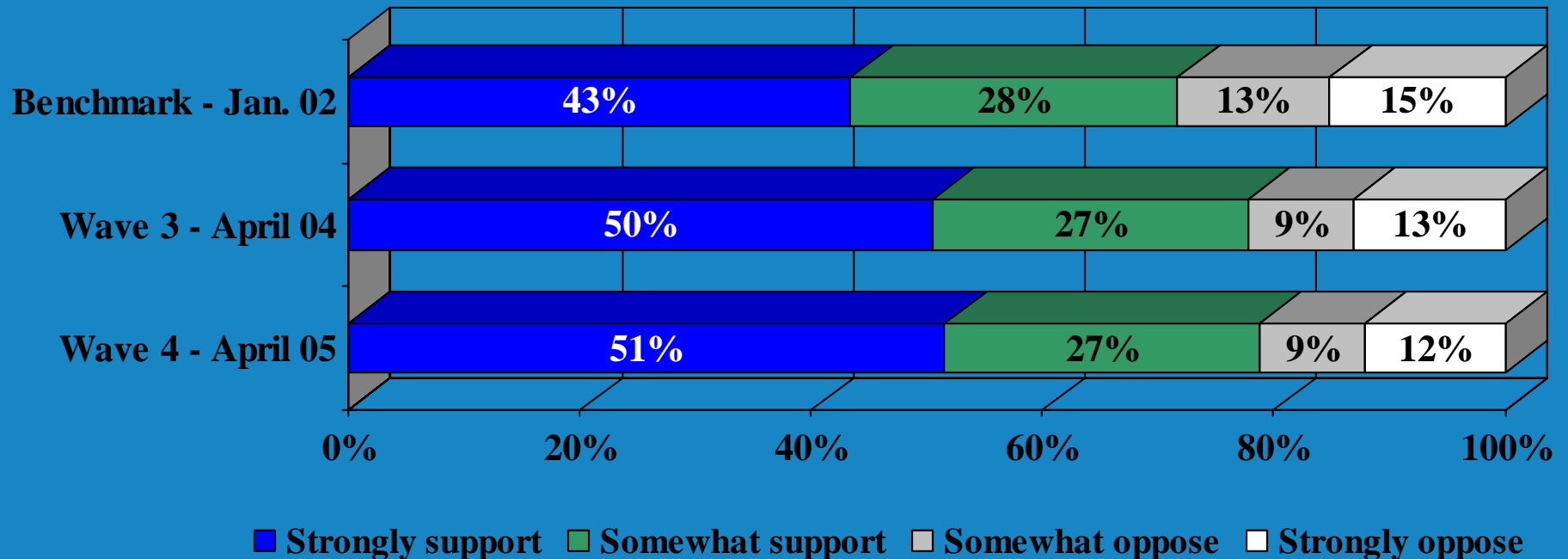


Source: Wittlin Worldwide Poll, Wave 1, April 2005



(PT)<sup>2</sup> is Working

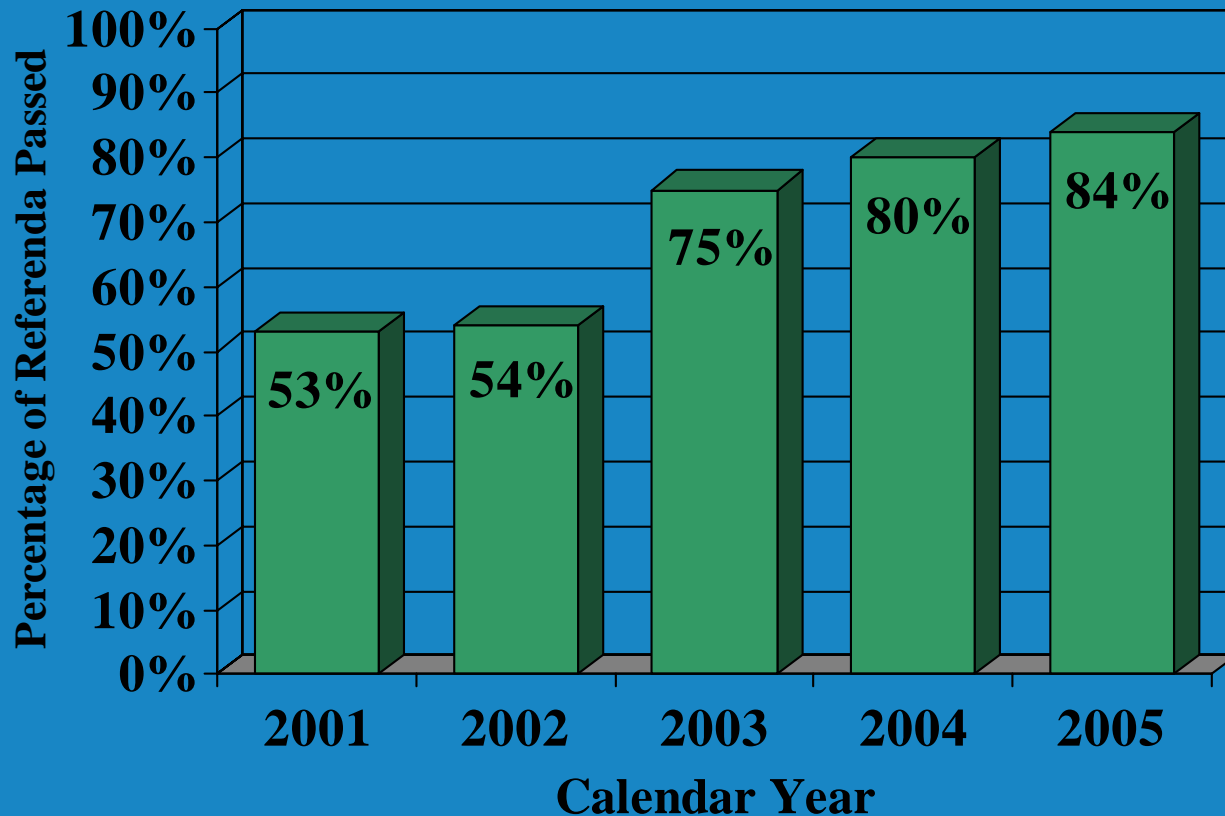
## INCREASED SUPPORT BY OPINION LEADERS FOR ALLOCATION OF TAX DOLLARS TO PUBLIC TRANSPORTATION SINCE (PT)<sup>2</sup> PROGRAM BEGAN





(PT)<sup>2</sup> is Working

## INCREASE IN PERCENTAGE OF LOCAL TRANSIT FUNDING REFERENDA PASSED ANNUALLY SINCE THE BEGINNING OF (PT)<sup>2</sup>



# Lessons from Alice

*How shall we grow?*

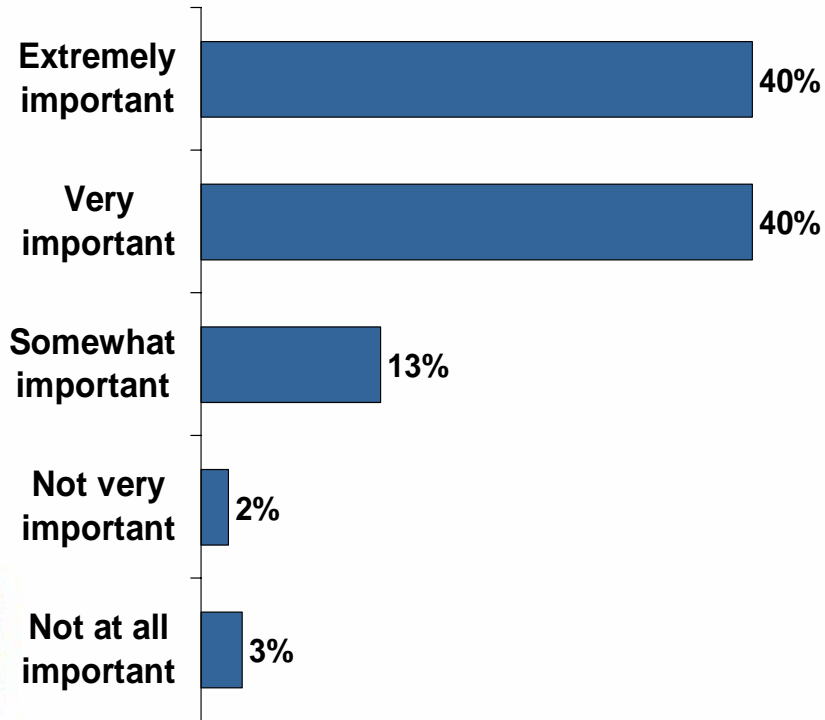
“Which way ought I to go from here?”

# Regional Visioning That Works

1. Is guided by a large, trusted, and diverse group of regional **stakeholders**
2. Relies on community **values** to find common ground, create scenarios, communicate choices, and build consensus.
3. Uses regional **scenarios** to provide the public with clear choices about the future

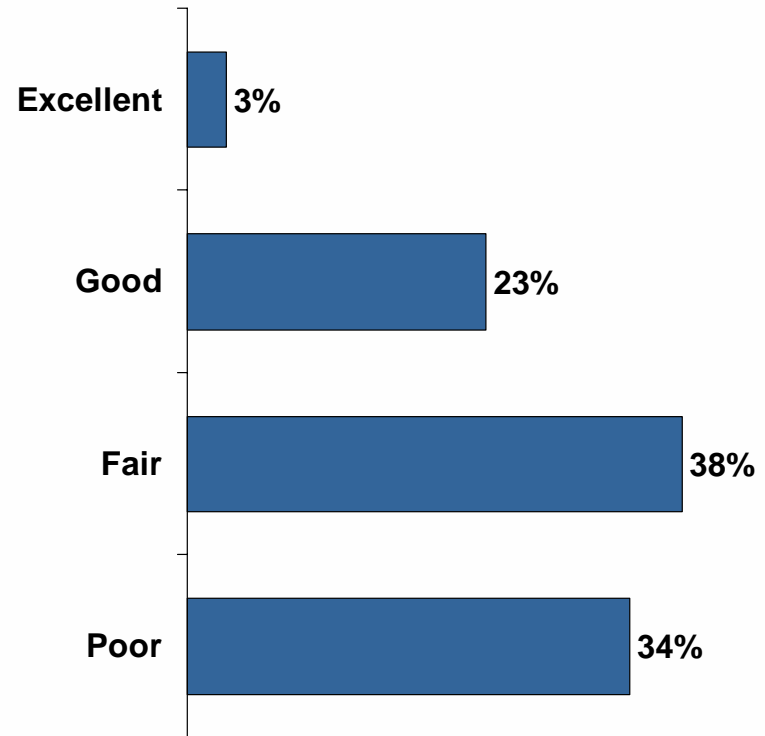
# Central Floridians place high importance on laying out a vision for “which way to go” and rate existing efforts as Fair to Poor

## Importance of a vision or long range plan for growth



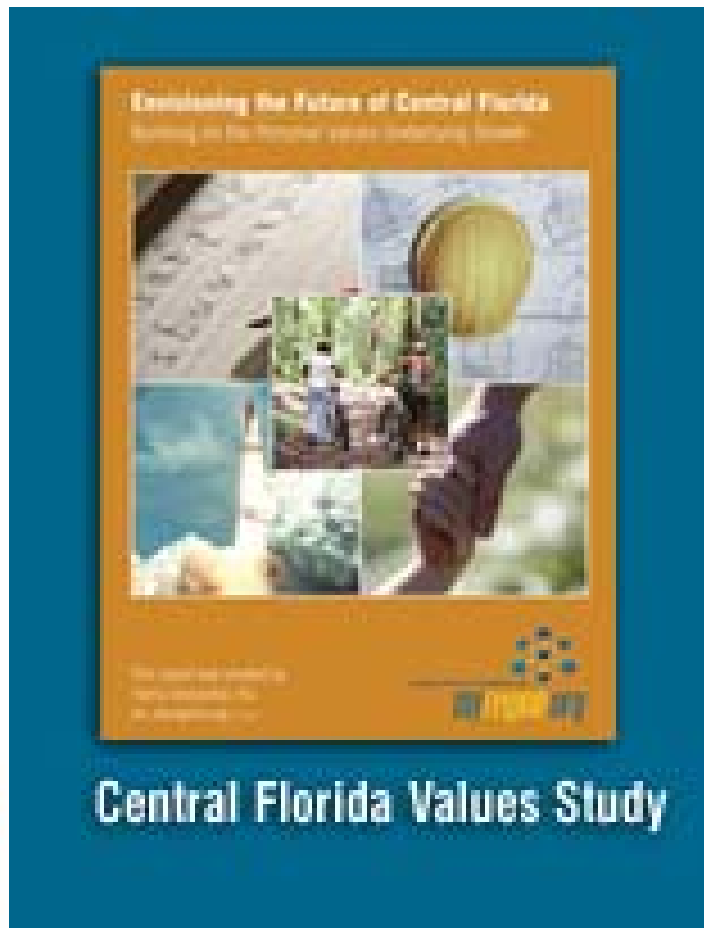
GP n=287

## Performance of the region in planning and preparing for growth



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# Values of Central Floridians: What Floridians Care About and Agree On

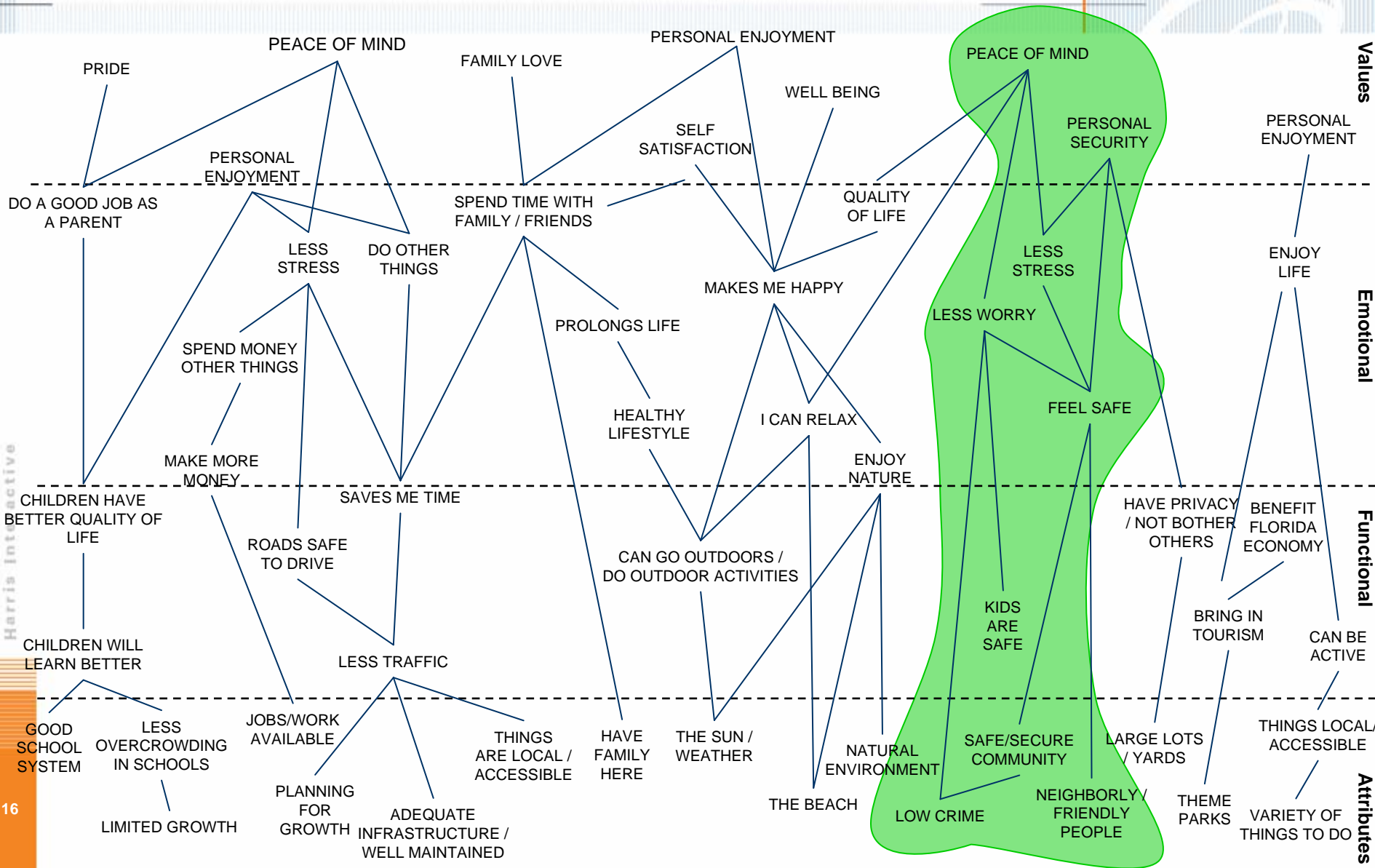


- Identify the shared, core values that Floridians associate with quality of life, growth, and development of their ideal community(ies) in the region.
- **Use the values to assist the public, community leaders, and policy makers in making better informed and coordinated decisions, to**

**protect, promote, and  
preserve the overall  
public good**

# Peace of Mind and Security from Living in Safe and Secure Communities

37%-42%





# High Quality of Life from Enjoyment in Family Friendly Activity Nature Allows

We envision a future and a place where nature is preserved so that families and individuals are able to experience the best of the amazing outdoors that surround us to better the quality of our lives and increase the joy we get out of life

Weather,  
Environment,  
Natural Beauty  
Recreation

Enjoy Outdoors &  
Nature  
Live Healthy

Live Better Enjoying  
& Relaxing w/ Family  
and Friends

Personal & Family  
Enjoyment, and  
Development

Key Stakeholder

Central Florida