

WINNING COMMUNITY SUPPORT FOR YOUR PROJECT

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Tip #1

ENGAGE IN *TWO* OUTREACH CAMPAIGNS

***TWO* OUTREACH CAMPAIGNS**

- **Different audiences**
- **Different messages**
- **Different motivations**
- **Different outcomes**

Tip #2

ENGAGE IN TARGETED PUBLIC INFORMATION

TYPES OF MISPERCEPTIONS

- **About the project**
- **About the impacts**
- **About public opinion**

DEALING WITH MISPERCEPTIONS

- **Unilateral materials**
- **Bilateral outreach**
- **Community meetings**

COMMUNITY MEETINGS

- Too many issues to discuss
- Emphasis on opinions, not information or problem-solving
- Introduce potential opponents
- Alternatives: open houses, serial meetings, invitational events

SCOPE OF PUBLIC INFO

- Not cure-all for all NIMBY problems
- Too much info can backfire
- Public information inherently condescending

Tip #3

ENGAGE IN *THREE* TYPES OF PERSUASION

RATIONAL PERSUASION

- Methodical evaluation of facts and arguments
- Number of arguments
- Requires time, interest and intellectual ability

EMOTIONAL PERSUASION

- Popular appeals
- Appeals to pity
- General emotional stimulation

PERIPHERAL PERSUASION

- Source characteristics
- Channel characteristics
- Message characteristics
- Audience characteristics

PERSUASION: SUMMARY

- Need the facts on your side.
- Need to appeal to emotions.
- Need to win on peripheral factors.

Tip #4

**DON'T MAKE
UNNECESSARY
CONCESSIONS**

NO WASTED CONCESSIONS

- 3 reasons to make concessions
- Concessions not NIMBY cure-all
- Popular vs. persuasive concessions

Tip #5

**MOBILIZE SUPPORTERS
EARLY**

IDENTIFY SUPPORTERS

- Direct beneficiaries
- Indirect beneficiaries
- Special interest groups
- Prior commitment
- Relational supporters
- Compare: proximate neighbors

DEVELOP PRO-PROJECT ATTITUDES

- Emphasize pro-Project messages
- Rebut important anti-Project messages
- Focus on persuasive messages

GET INITIAL COMMITMENT

- Foot-in-the-Door approach
- Types of initial commitments
- Get it in writing

GETTING A PROMISE TO ACT

- Need personal recruitment
- Door-in-the-Face approach

TURN PROMISES TO ACTION

- Inaction caused by lack of planning.
- Process visualization.

Tip #6

MANAGE HOSTILE AUDIENCES

AVOID NEGATIVE EMOTIONS

- Anger is secondary emotion
- Avoid triggering negative emotions that give rise to anger
- Loss of face
- Frustration

AVOID AGGRESSIVE BEHAVIOR

- Reduce anonymity
- Compel interaction
- Compliment cooperation

WHEN THINGS GO BAD

- Ignore the attack
- Enforce the rules
- Allow venting
- Express concern re impact on audience

HOSTILE QUESTIONS

- Look away from speaker
- Restate the question
- Maintain eye contact with audience

IN CONCLUSION ...

OUTREACH TIPS

1. Two outreach campaigns.
2. Focused public information.
3. Three types of persuasion
4. No unnecessary concessions
5. Build support early
6. Manage hostile audiences

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