

## Political Support and NIMBY

|                                       | STRATEGY   |
|---------------------------------------|--|
| <b>Local Government Participation</b> | <ol style="list-style-type: none"> <li>1. How will you respond to requirements or conditions of the local government?</li> <li>2. How will you respond if those requirements are excessive or inappropriate?</li> </ol>  |
| <b>Political Situation</b>            | <ol style="list-style-type: none"> <li>1. List three people, including contact information, who could help analyze the political situation.</li> <li>2. If necessary or suggested, how will you coordinate your project with other community needs and priorities? <ul style="list-style-type: none"> <li>•The economy and economic development</li> <li>•Community infrastructure</li> <li>•Public services and facilities</li> </ul> </li> <li>3. How will you educate each of the following? <ul style="list-style-type: none"> <li>•elected officials</li> <li>•appointed officials</li> <li>•local staff</li> </ul> </li> <li>4. Who will develop and deliver the education?</li> <li>5. When will they do it?</li> </ol> |
| <b>Supporters</b>                     | <ol style="list-style-type: none"> <li>1. List five individuals or organizations that will support the project and what specifically you want each of them to do? (i.e. help with education, advocate)</li> <li>2. When and how will you educate your supporters them about the project? Briefing packet, tours, etc.</li> <li>3. How and when will you support your supporters?</li> </ol>  |
| <b>The Media</b>                      | <ol style="list-style-type: none"> <li>1. How do you want the media to describe the proposed project?</li> <li>2. How do you want the media to describe your organization?</li> <li>3. How do you want the media to describe the supporters?</li> <li>4. Who is the assigned media spokesperson?</li> <li>5. What tools will the spokesperson have readily available to assist them with media inquiries?</li> <li>6. How will they respond to inaccurate, biased or negative reporting?</li> </ol>  |

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| <b>Project Impacts</b> | <ol style="list-style-type: none"> <li>1. How have you addressed impacts in your proposal?</li> <li>2. How else might you address these impacts in your proposal?</li> <li>3. How might you mitigate project impacts considering?               <ul style="list-style-type: none"> <li>•economy and economic development</li> <li>•community infrastructure</li> <li>•public services and facilities</li> </ul> </li> </ol> |
| <b>Opponents</b>       | <ol style="list-style-type: none"> <li>1. List those who can help you identify the opposition. (Consider local staff, other developers, other individuals and organizations).</li> <li>2. Brainstorm the opposition's arguments about the project, about your organization, and about affordable housing in general.</li> </ol>   |
| <b>Public Hearings</b> | <ol style="list-style-type: none"> <li>1. How will you respond to opposition at public hearings?           <ul style="list-style-type: none"> <li>•On legitimate planning issues?</li> <li>•Based on discrimination? Fear? Bootstrap mentality?</li> <li>•Based on other identified opposition?</li> </ul> </li> </ol>  |

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| <b>Community Education</b> | <ol style="list-style-type: none"><li>1. What is your primary approach to the community?</li><li>2. What is the key message about the project? About the organization?</li><li>3. Will you develop an information packet? What will you put in it?</li><li>4. How is the similar to or different from what you will provide to the media?</li><li>5. Should you organize community meetings?<ul style="list-style-type: none"><li>•How many?</li><li>•What format?</li><li>•How large?</li><li>•Will you use a facilitator?</li><li>•Is there a supporter that could host the meeting(s)?</li></ul></li></ol> |