



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?"



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

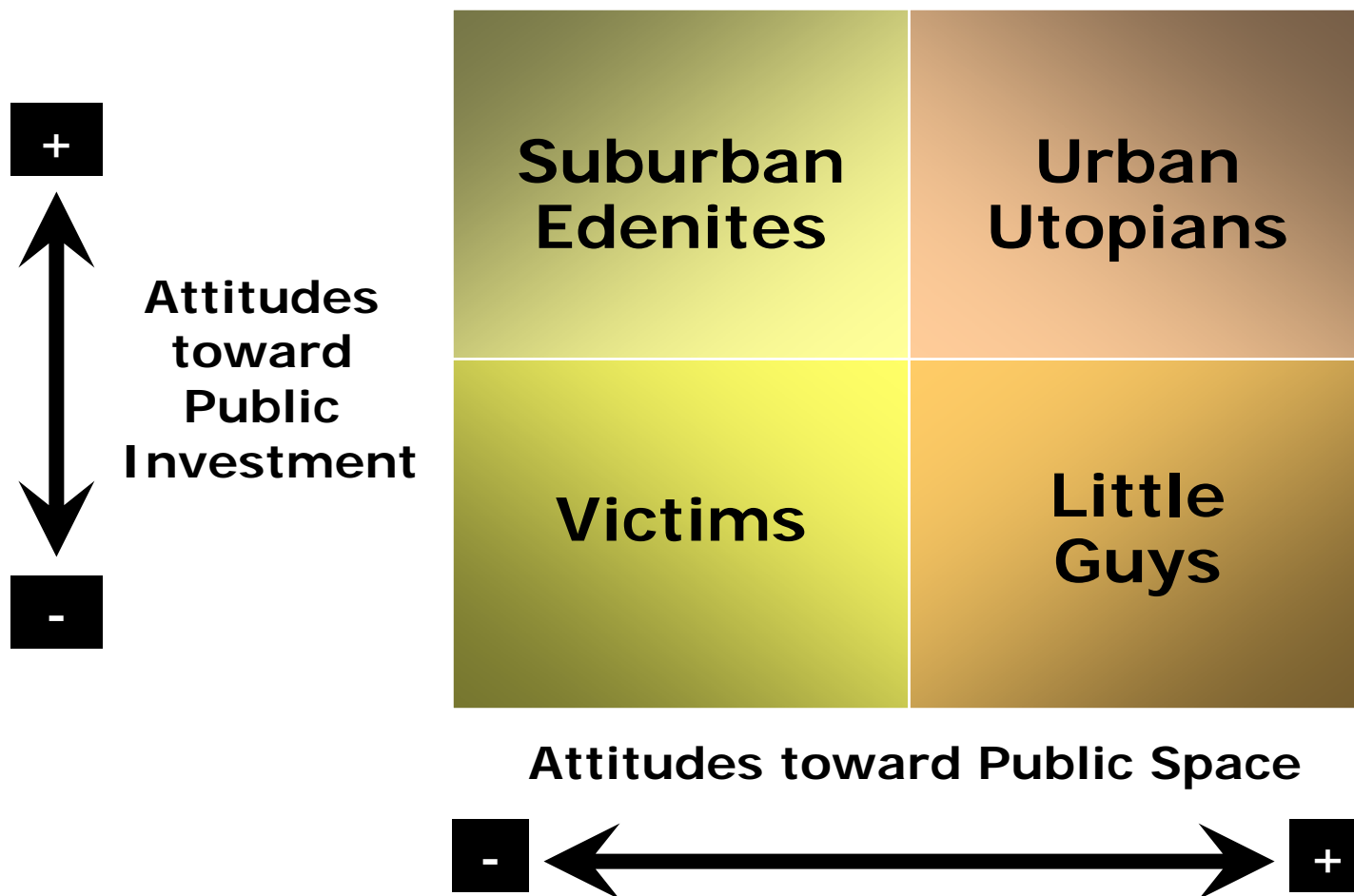


Attitudes toward Public Space



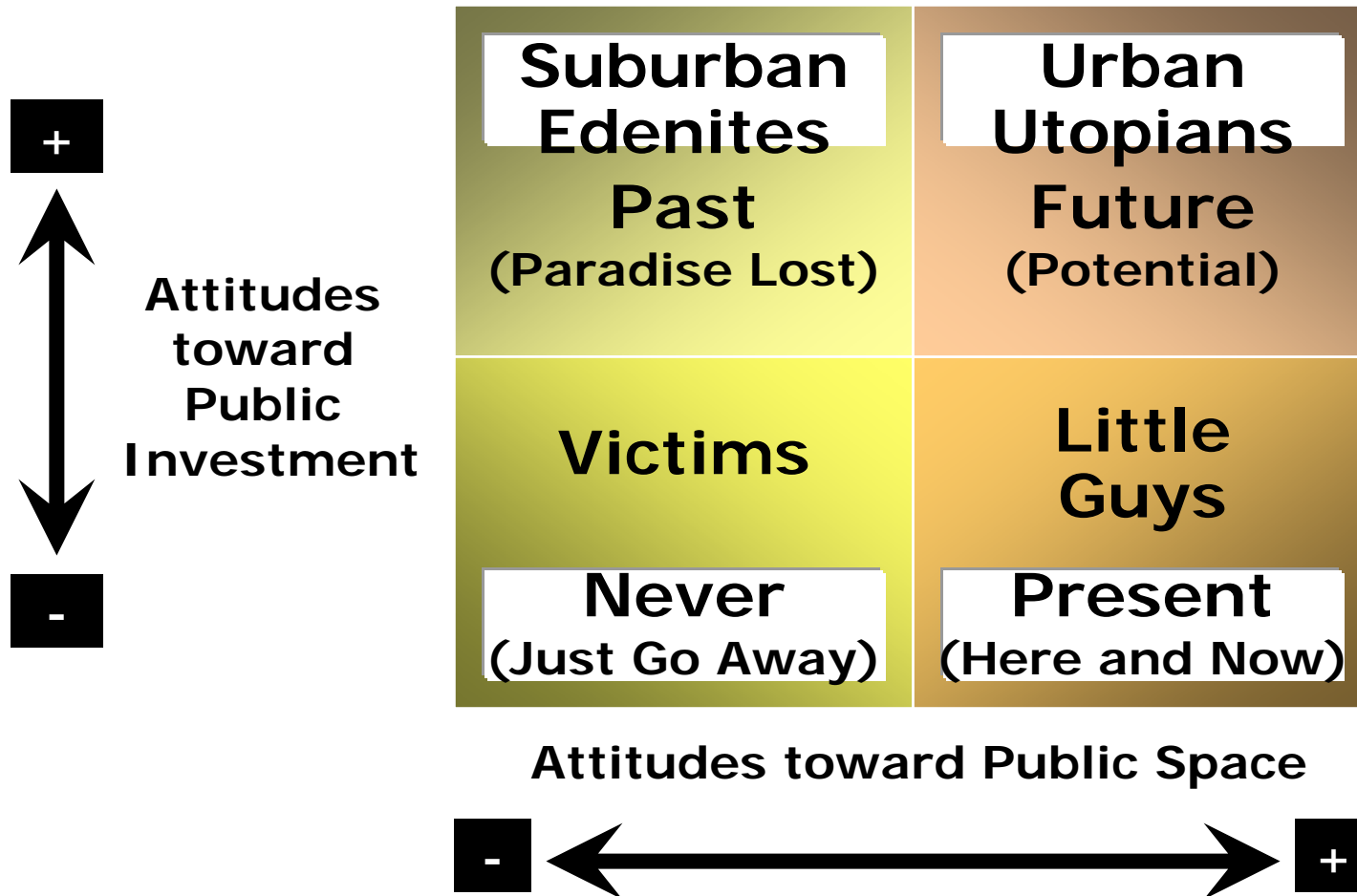
San Diegans vary along two key dimensions when considering issues of regional growth and development.

# 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"

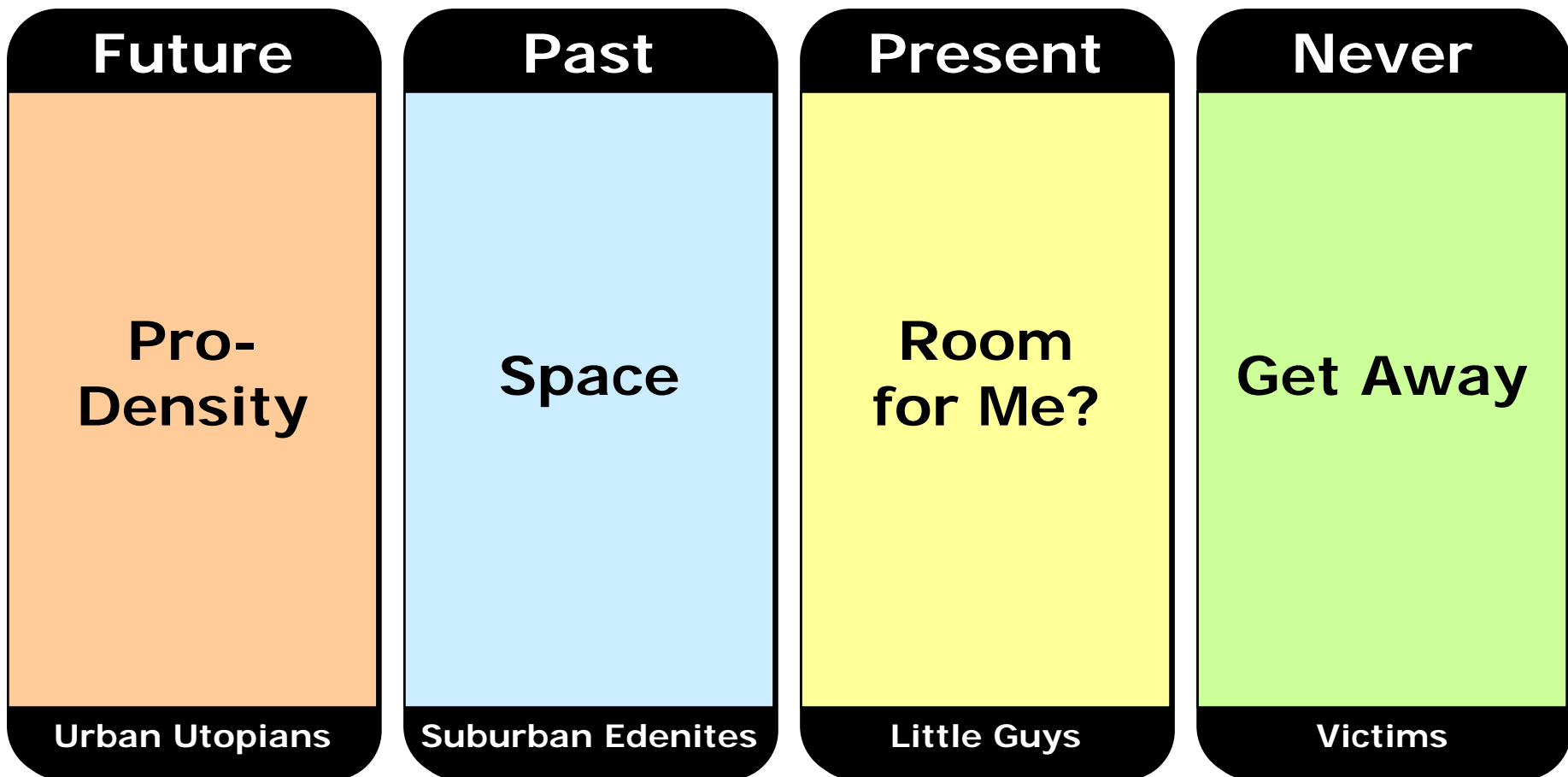
Little Guys

## Never

"Let people sort it out themselves without interference"

Victims

# Environment



# Language

## Future

Cafes  
Plazas  
"Sustain-  
able"

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

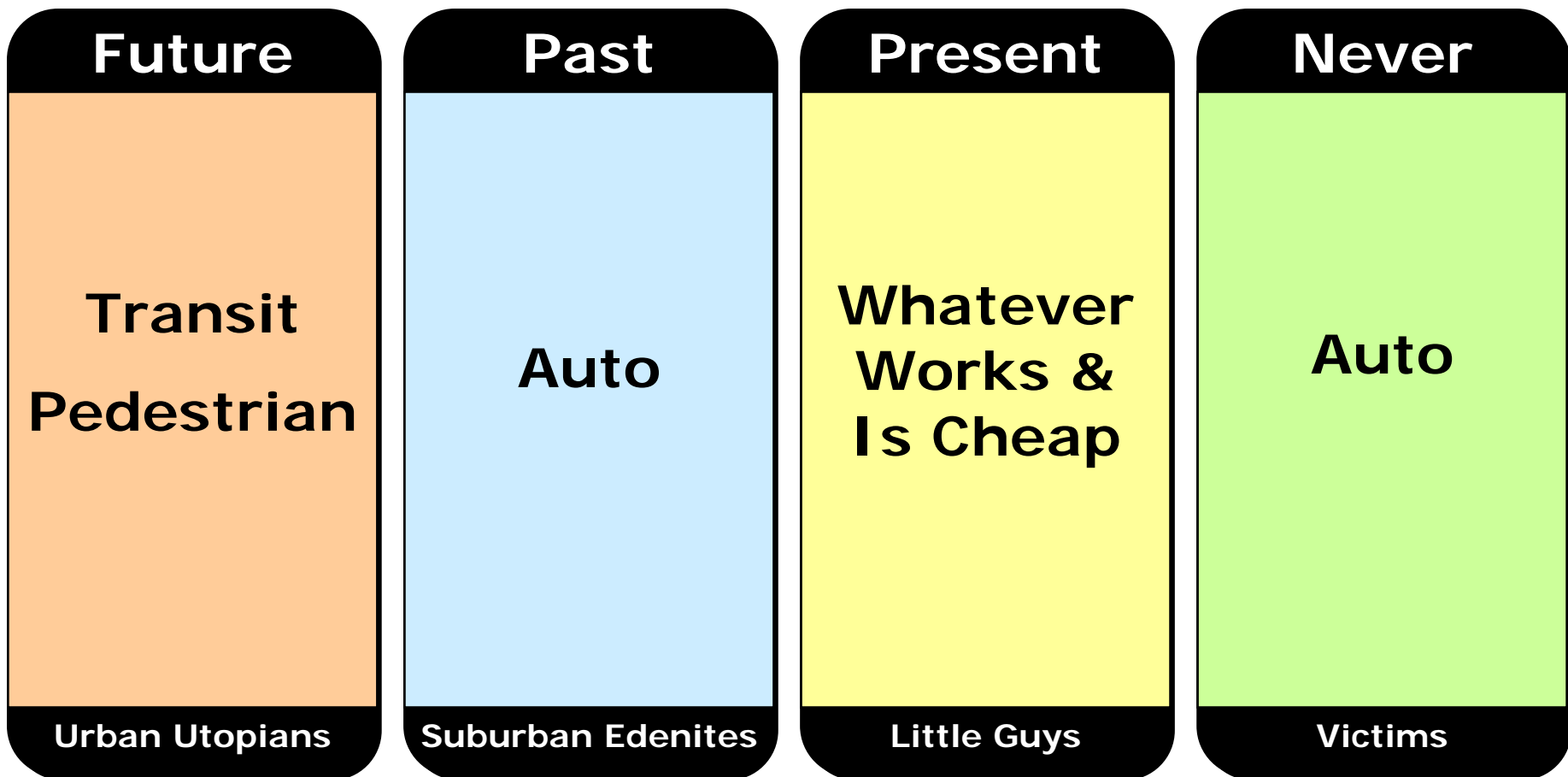
Little Guys

## Never

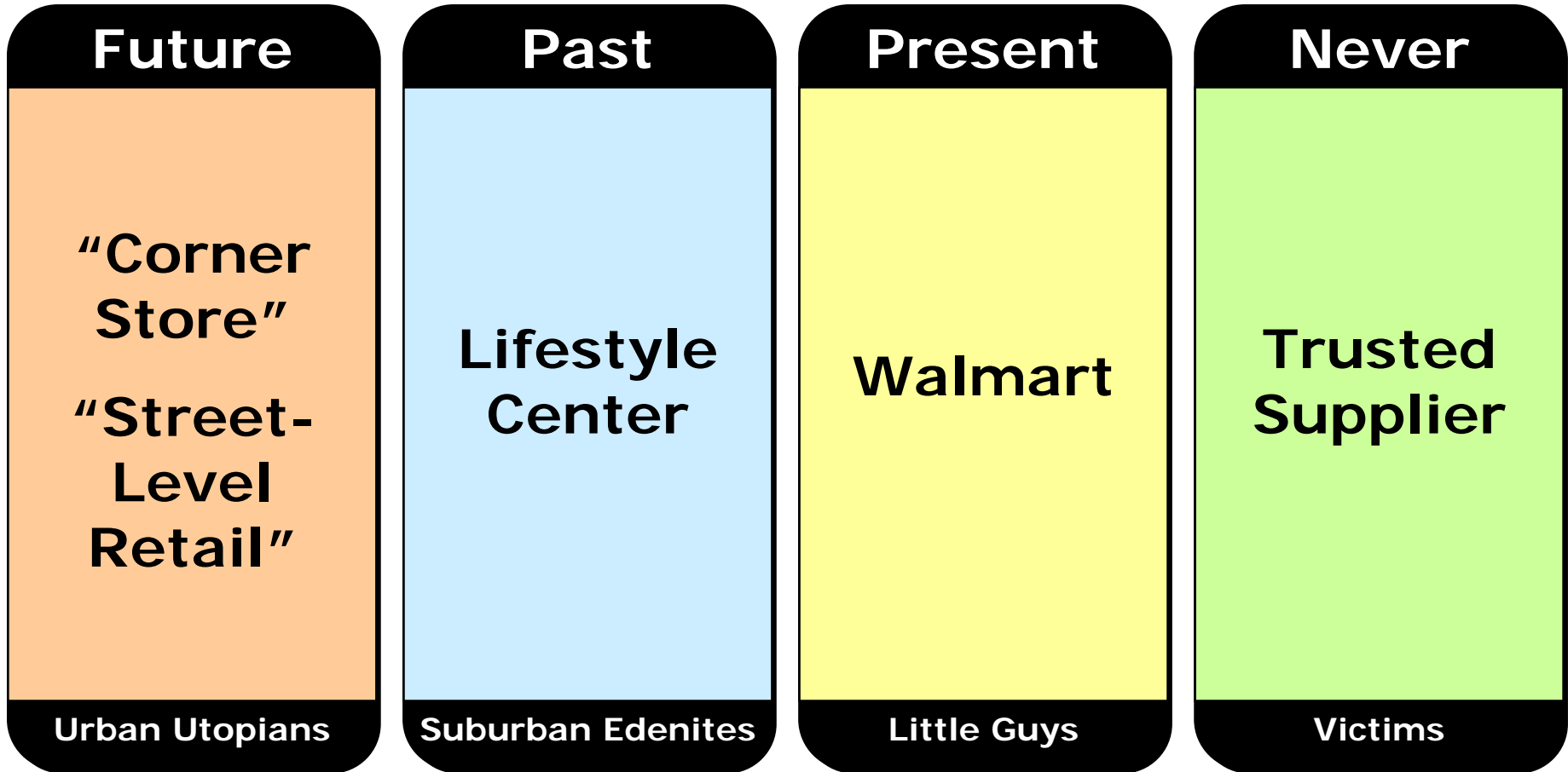
Political  
Corruption  
Individual  
"Rights"

Victims

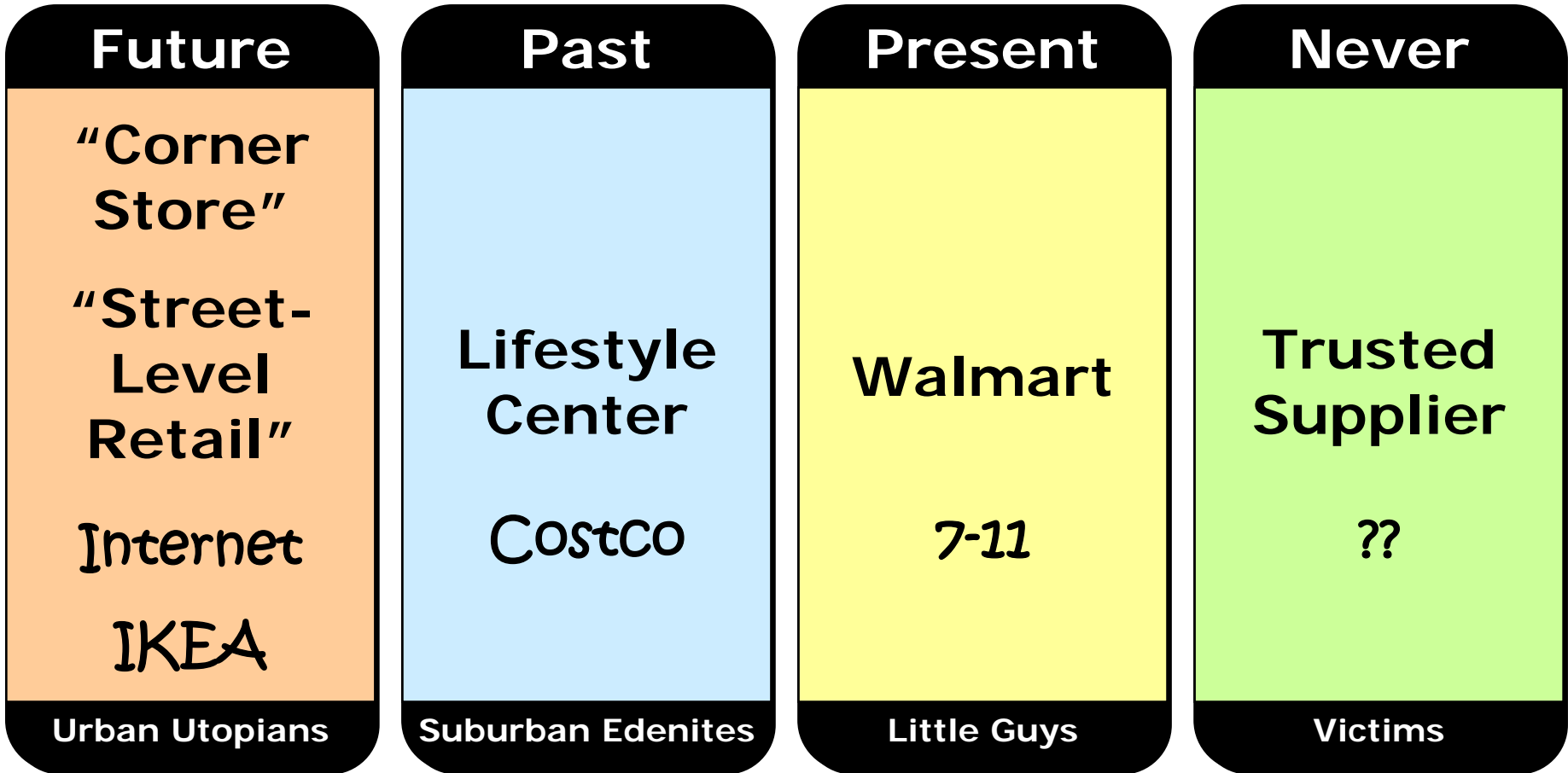
# Movement



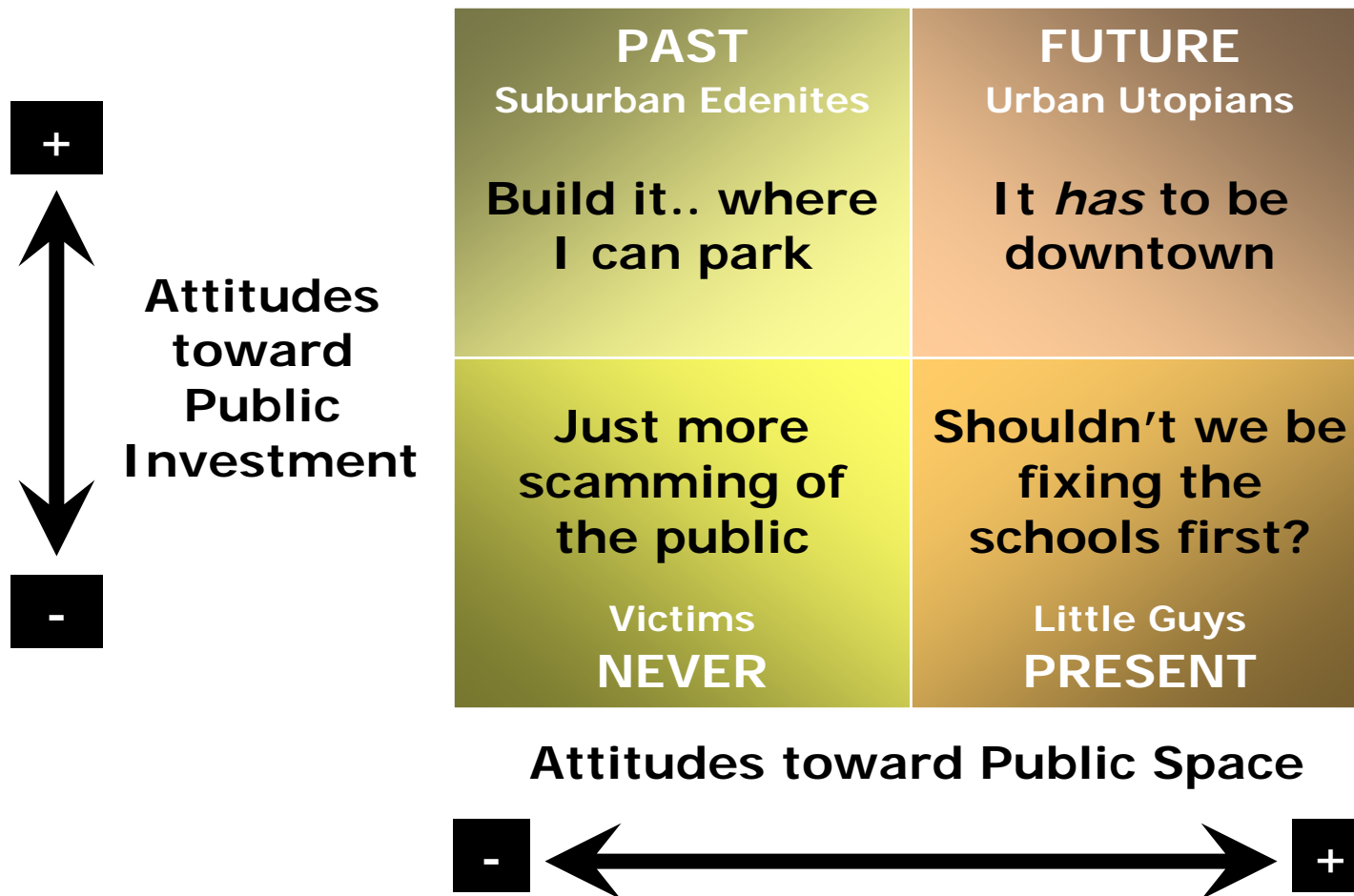
# "Image" of Shopping



# Reality of Shopping?

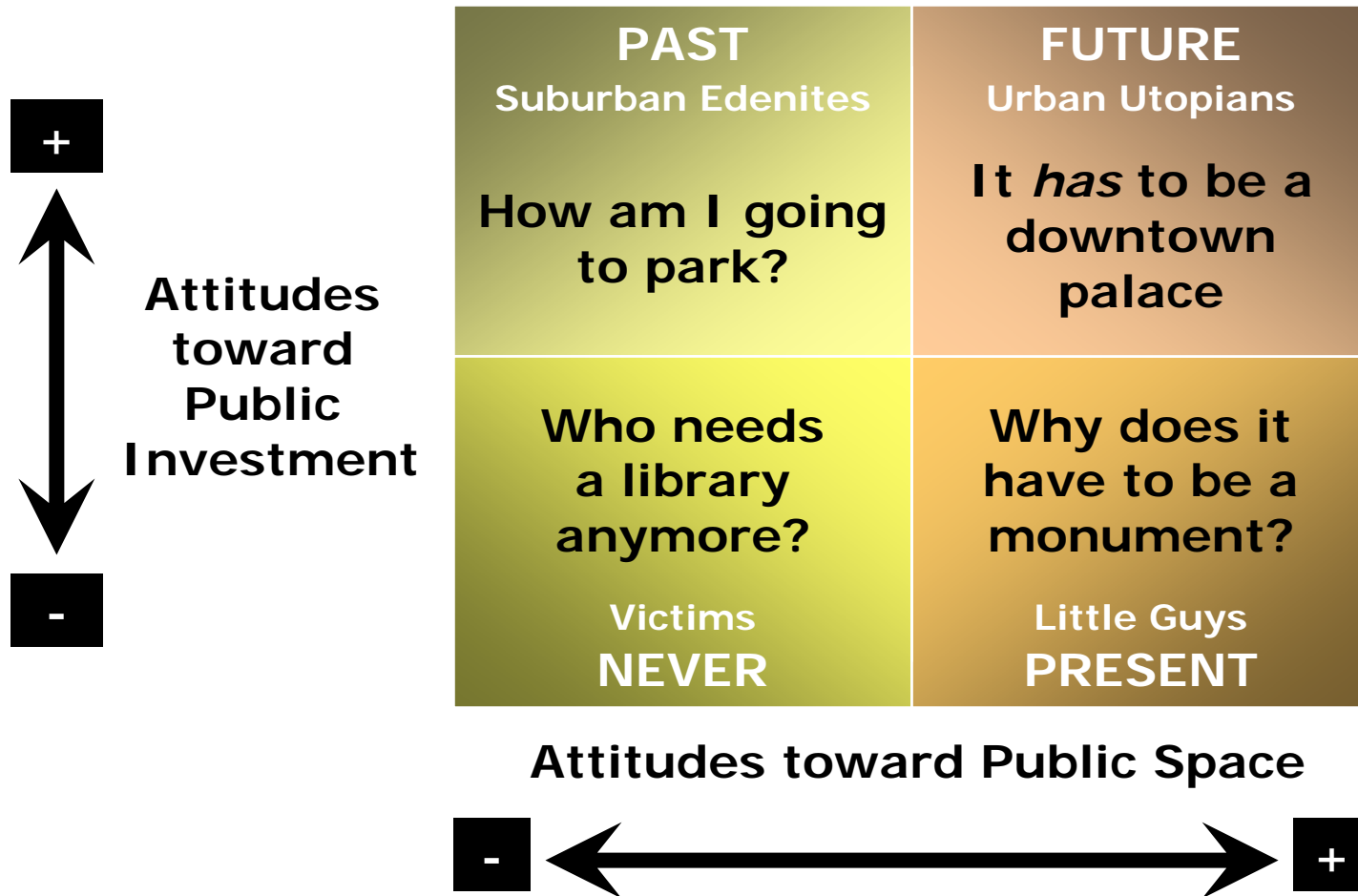


# Coalition Built: New Ballpark



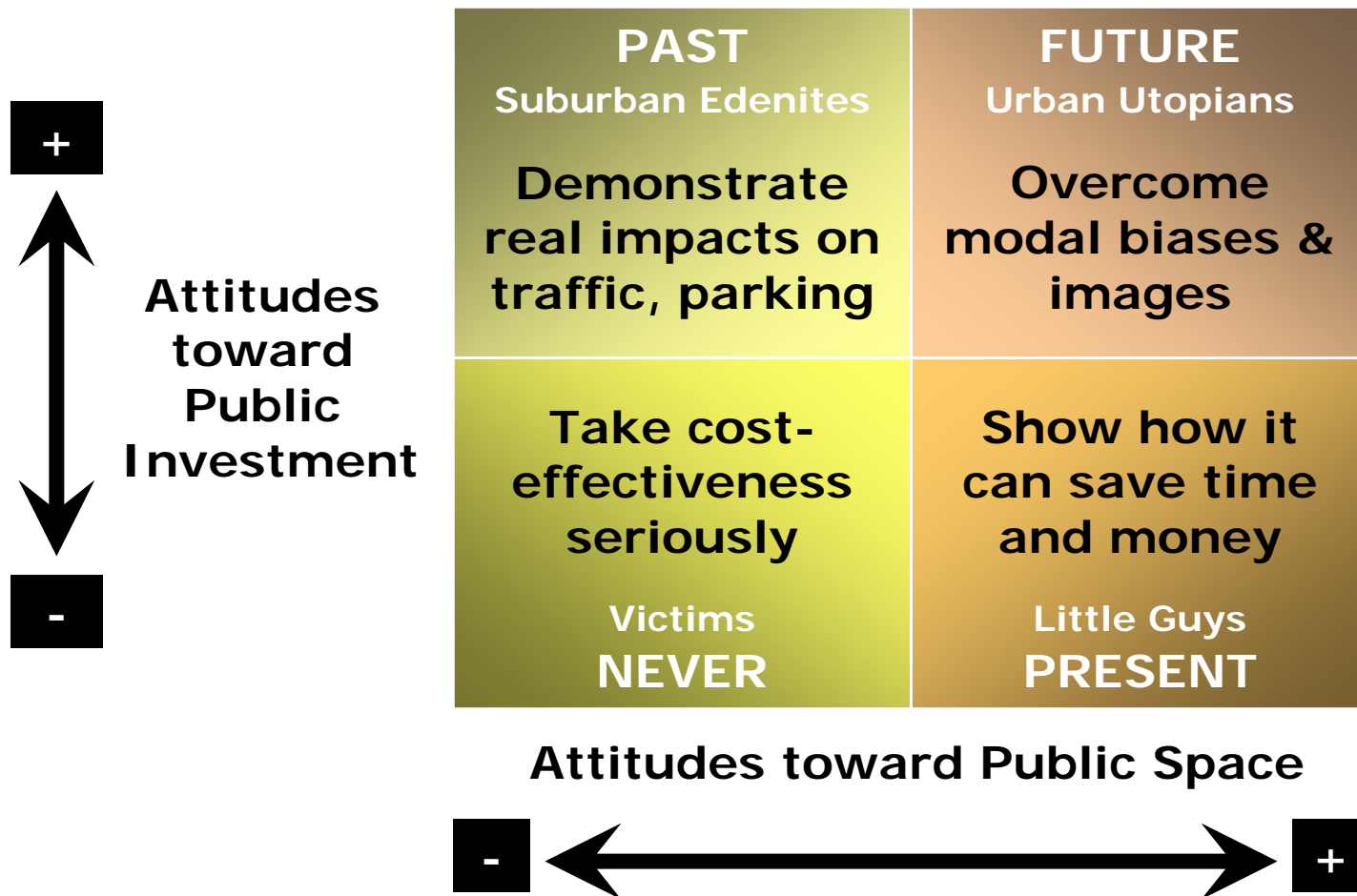
The ballpark vote passed due to a relatively successful coalition of Urban Utopians and Suburban Edenites.

# Coalition Not Built: Main Library



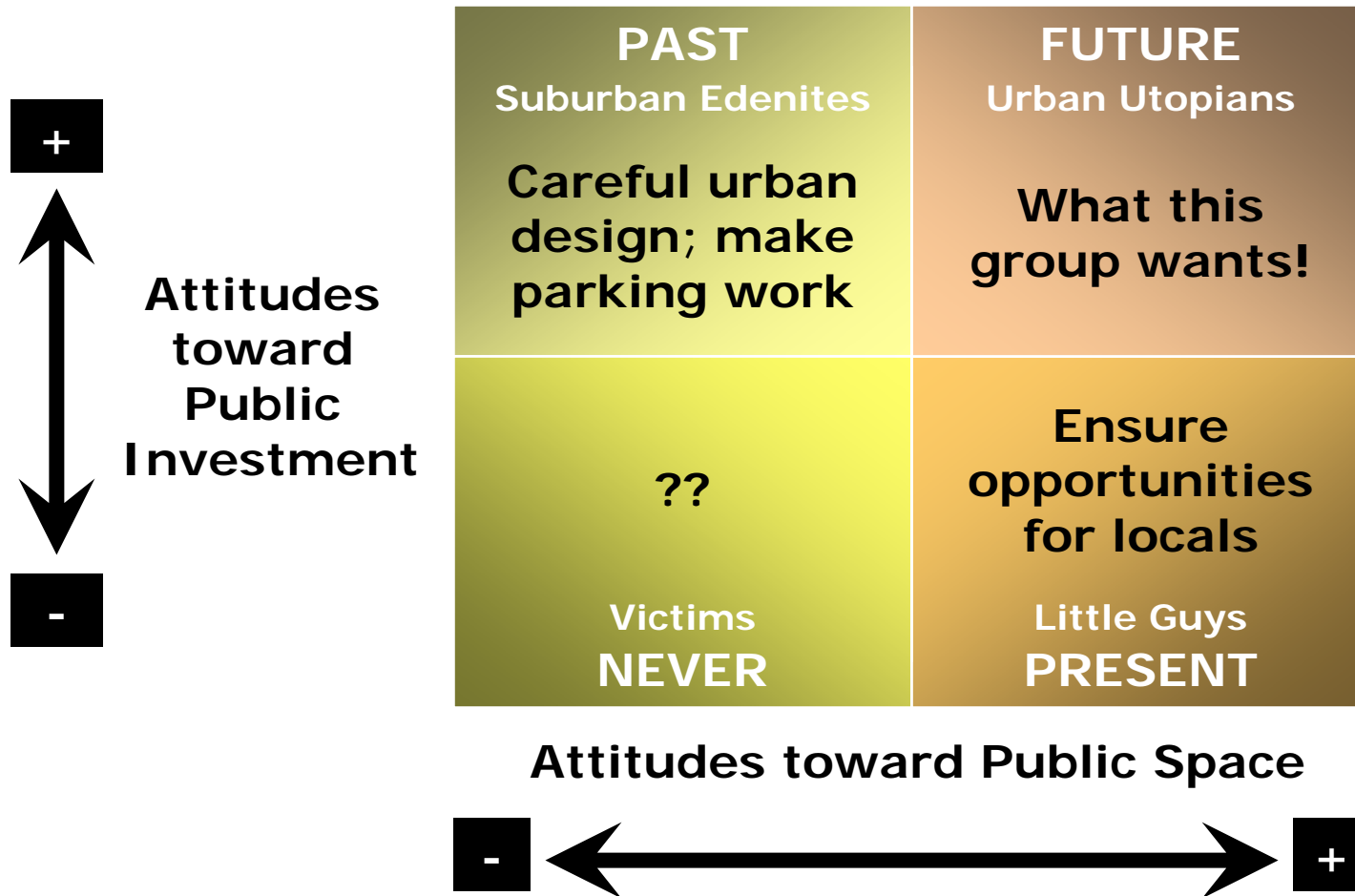
The main library has fallen by the wayside (again) due to the failure of Urban Utopians to build a successful coalition.

# 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.**