

Framing New Jersey's Housing Market & Policies

HCDNNJ
May 1, 2012



It's Not What You Say

**It's What
They Hear**

QUALITY OF LIFE



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QUALITY OF LIFE

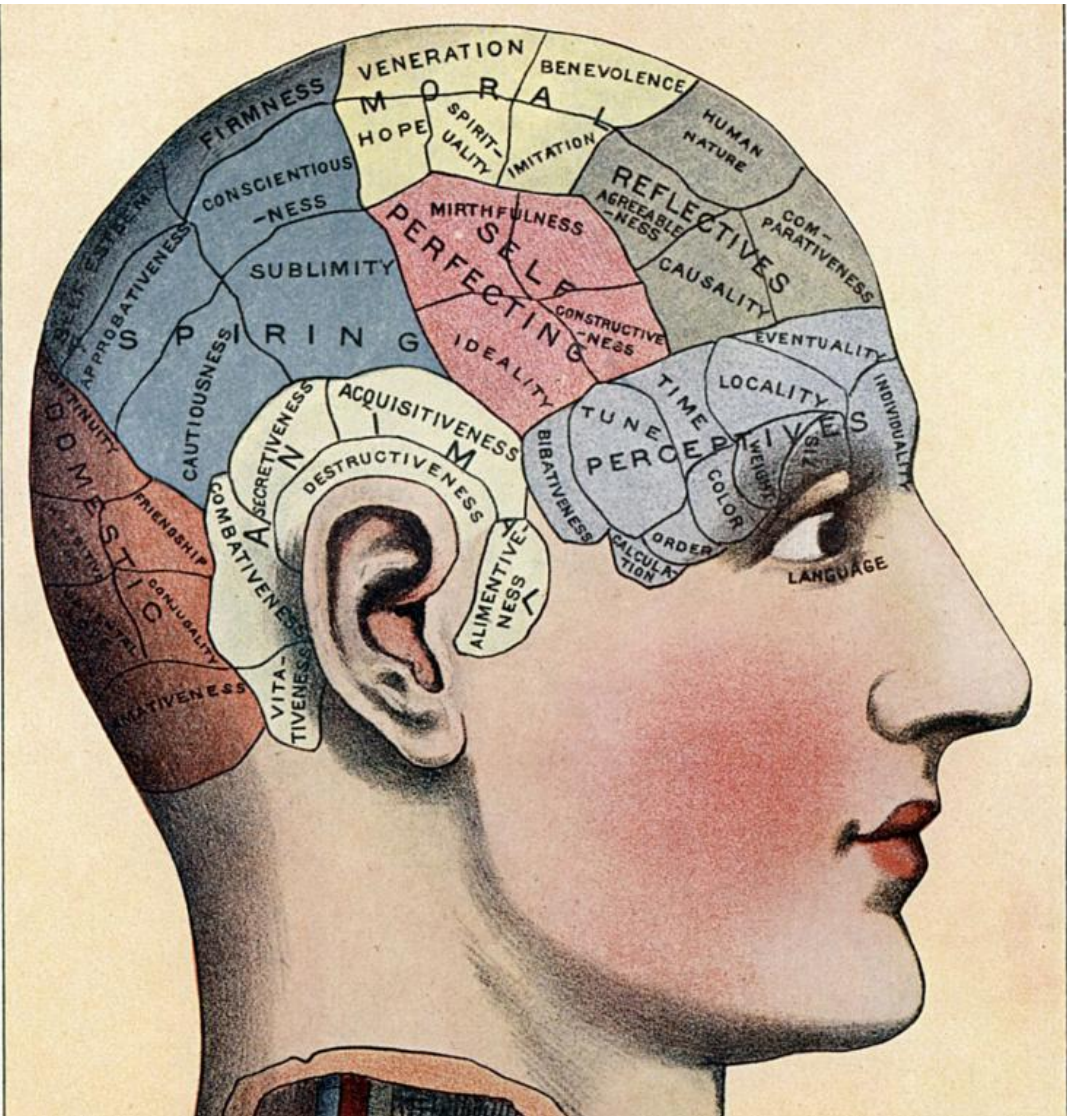


**Facts
Are
Meaningless**

Facts are meaningless.

**All meaning comes
from Story.**

**Facts illustrate
the stories we tell.**



Values

**What people
already know
and believe**

AFFORDABLE HOUSING

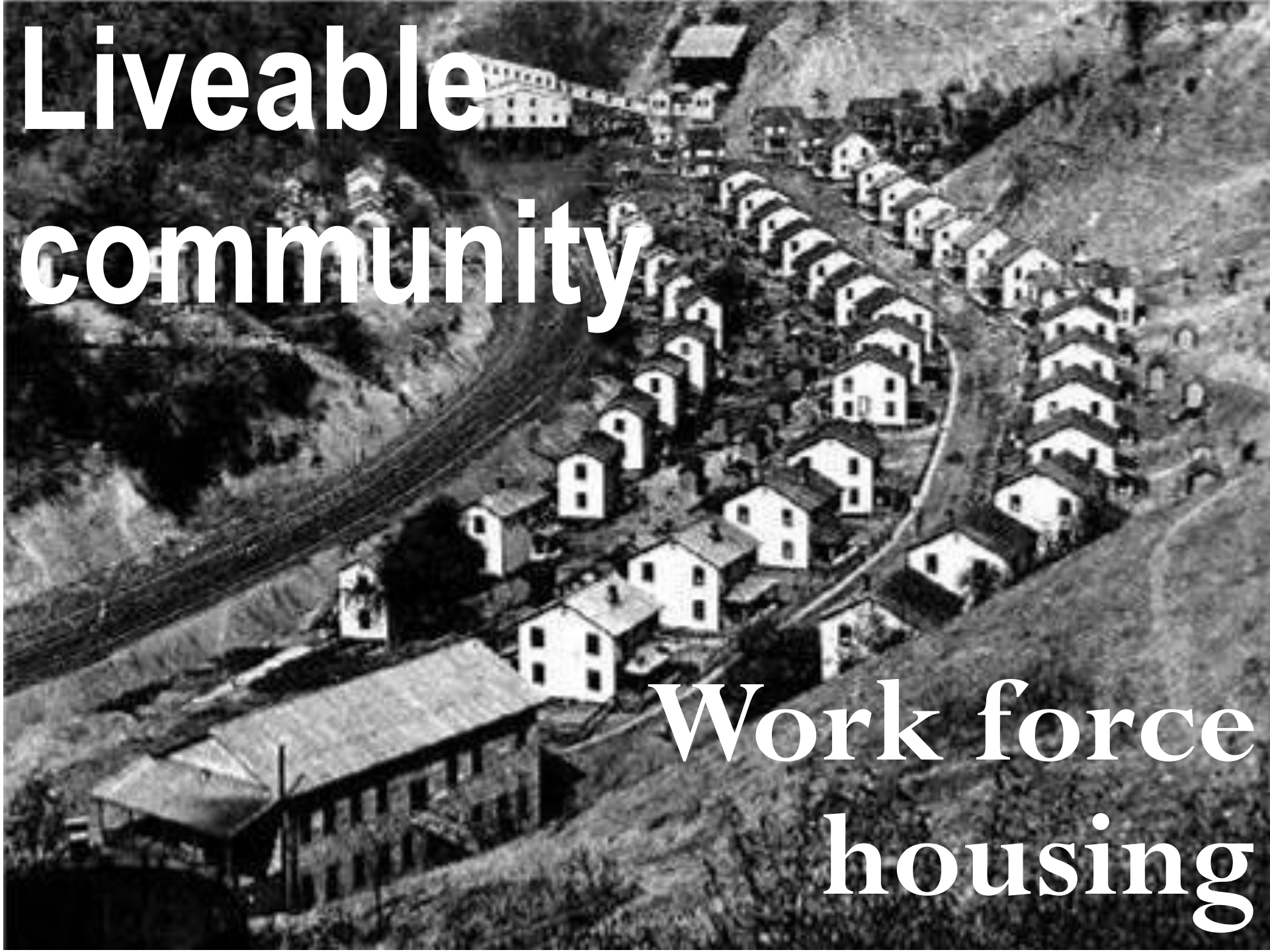
A solid orange horizontal bar is positioned below the text "AFFORDABLE HOUSING". It spans most of the width of the slide.

Cabrini-Green



Say What You Mean

jargon



**Liveable
community**

**Work force
housing**

% of Poverty line

Equity

Walkable

Density

Sustainable



MOMENTS OF TIMELESS PLEASURE™

BETTER CHOCOLATE. BETTER BROWNIES.

We use only the very best ingredients to create pure brownie perfection. Indulge in this ultra rich, moist and chewy brownie, and experience moments of timeless pleasure with Ghirardelli®.

You Will Need:



1/4 Cup Water



1/3 Cup Vegetable Oil



1 Egg

325°F



1 Preheat oven to 325°F. Prepare baking pan by lightly greasing or spraying with non-stick cooking spray.



2 Place water, oil and egg in medium bowl and stir until fully mixed. Add brownie mix and chocolate syrup (enclosed); stir until well blended. Spread in prepared pan.



3 Bake as directed below. Cool completely in pan before cutting. Makes 16, 2-inch brownies.

| | | | |
|-------------------|-----------------|-----------------|-----------------|
| Pan Size: | 8" x 8" (Metal) | 8" x 8" (Glass) | 9" x 9" (Metal) |
| Bake Time: | 40-45 minutes | 45-50 minutes | 40-45 minutes |

- Do not overbake. Fresh-baked brownies appear underbaked but cool to doneness.
- For thicker brownies, make batter using 2 tablespoons water, 1/3 cup vegetable oil and 2 eggs. Bake as directed.
- HIGH ALTITUDE: Add 1/3 cup all-purpose flour and an additional 2 tablespoons water.

Chocolate Strawberry Ice Cream Trifle

- 1 box Ghirardelli Chocolate Supreme Brownie Mix (1 pouch mix and 1 pouch chocolate syrup)
- 1 egg
- 1-2 cups sliced strawberries
- 1 quart strawberry ice cream



Talk about RESULTS



VALUES

Opportunity

Prosperity

Security

Connection

Participation

Fairness

Prosperity & Opportunity

- New Jersey's economy is fragile.
- This is a critical time for careful decisions that will support our economic recovery and position New Jersey for increased opportunity.

Connection & Participation

- There's huge market opportunity for places to live near transit stops and major employment areas. People save on transportation expenses, and want to live in vibrant, thriving neighborhoods.

Security

- Every foreclosed home represents a problem to remaining residents.
- Vacant properties diminish property values and community prosperity

Safety & Security

- Vacant properties create a drain on municipal budgets, often they become subject to crime, dumping, fires and other dangerous or unwanted activities.

Fairness

- Who is included? Who is left out?
- Who benefits? Who pays?
- The people affected are being left out of the decision: they must be heard.

Set the Terms of Debate

This is a long term effort.

Use every effort to move closer to the goal.

Win or lose any fight, be in better strategic position next time by setting the terms.

The terms of debate:

opportunity

connection

security

fairness

participation

prosperity

Dealing with extremists

- "move in drug addicts, ex-cons, sex offenders, and homeless people."
- "another bail out for the banks"

Don't rise to the bait --

Set the terms of debate

Opposition Frame

Values – individual liberty, consumer choice, property ownership

Context – Regulation of land & business

Issue – The (government) and the planners, social engineers and policy wonks want to dictate how you live, how business operates.

Advocacy Frame

Values – security, prosperity,
opportunity, fairness

Context – Improving our communities

Issue – Foreclosed and abandoned
properties can be returned to
productive value.

Land Banking Bill







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