

## YIMBY Playbook

### Density / Intensity -

- “We don’t like density”, “My property values will go down”, “We don’t want those people”, “It is going to bring crime”, “It’s too crowded”
- Tools
  - Explain what is actually on the table with votes or decisions
  - Recruit Strategic NIMBYs (Preplanned or On the Spot)
  - Prior to meetings get on the same page with staff/commission/council
    - Have a joining planning commission/city council meeting
  - Be prepared with and know current and future trends (Ex. home prices, % affordable, mix of single family vs. multifamily, demographics, etc.)  
Factual Foundation Based Data Sheet (Logic and Emotion)
  - Looming State Requirements and Sanctions
  - Best practices and make them defensible
    - Give specific examples of where this issue actually happened nearby
  - Remove by-right items from planning commission and city council meetings/votes
  - Provide Project Context (Visuals)

### Change adverse -

- “It will block my views”, “It doesn’t fit in the character of our neighborhood”, “I was told that nothing was ever going to be built”
- Tools
  - Provide Project Context (Visuals/Site Visit)
    - Or similar projects nearby
  - Be proactive in identifying main NIMBYs and their exact concerns
  - Have a fact sheet for staff/council/commissions to respond to key issues
    - Parables Ex. To keep your house the same you have to keep putting money into it like paint, fix the deck, etc.
  - Throw curveballs on hot button issues / change conversation (focus on the positive)
  - Put the hot button items on special sessions
  - Correct misconceptions / be honest / kindly blunt response
  - Explain what a city can and can’t do

### Opposing Desires -

- “I want a Costco...but I don’t want density”, “Why can’t it be a park?”, “We want it to be walkable”, “I want open space”
- Tools
  - Explain what the public tools are for recourse
  - Explain best practices working with cities/developers

- Look for joint solutions
- Involve outside experts
- Explain basic costs/economics, facts, and outcomes of their desire
- Have pre- and post- meetings with stakeholder groups
- Use media and messaging to guide perception (Good Propaganda)
- Address the concept of time (things age, growing pains, preferences change)

### **Safety / Infrastructure / Environmental -**

- “You are going to kill my kids”, “Crime. Density = crime and criminals.”, “The traffic is already bad”, “It’s going to impact the schools”, “We don’t have enough water”, “It is going to be too loud”, “Cars = pollution and fumes”
- Tools
  - FIX / FOLLOW THE PROCESS / CODES
  - Education on facts of what actually happens by certain design practices
  - Data on actual results (Ex. Accident/death data in the community, Speed bump vs bulb outs, etc)
  - Explain on actual codes in place to safeguard against issues (ASHTO, International Building Code, FED, State, City, SWIPP, etc)
  - Empathy and explain/examples of how the design addresses their concerns
  - Clarity on exact details of safety concern (provide potential changes that could help. Ex where exactly on the map)
  - Don’t be afraid to postpone the decision or meeting to get a better outcome
  - Don’t be afraid to come back to the question/issue (That day or another day)

### **Closing Remarks:**

1. You are never going to make everyone happy
2. Be prepared with data
3. Seek collaboration (Win/Win)
4. Have a list of plan concessions in advance
5. GOOD GRAPHICS GO A LONG WAY (Realistic style specific graphics)
6. Get ahead of objections and lead with the objectives
7. Get on the same page the with city/developer
8. Know your NIMBY
9. Consider the other sides’ view and goals and ask questions
  - (Speak / message to their needs/goals)
10. Manage expectations and FOCUS ON THE POSITIVE