



# TRANSPLEX 2007 Conference

## Planning in the Real World: *Translating plans into action*

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## Sell Truth & Offer Hope!

*Many years ago, it was decided in Europe to build a rail line from Vienna, Austria to Venice, Italy across the mountainous Alps. This rail line was successfully built ... even before a train actually existed that was capable of making the trip! This is hope.*

Floridians are a hopeful people, and we must speak to them in a language of hope. We should tell them the truth about today's transportation challenges – really “sell” them the truth – and then offer Floridians hope through the plans we create to meet these challenges.

### **-Seven Simple Suggestions-**

- 1.) **Time is a precious commodity** – What do people really want? More free time! More Floridians would rather get a free day off than a free day's pay. Some politicians are good at counting dollars and cents ... now it's time to start counting minutes as well. ***Talk about how your plan will save PEOPLE time!***
- 2.) **Solutions are what Floridians demand** – When developing plans, emphasize solutions. ***Every time you talk about challenges, follow with solutions that will make a difference in Floridians day-to-day lives.***
- 3.) **Common Sense is what Floridians think is so lacking in government** – Rather than bleeding heart liberals, raging moderates, or compassionate conservatives ... what people really want from their government is “common sense.” ***All of your solutions should be framed using a “common sense approach.”***

*\*\* To gain a bit more understanding regarding the lack of common sense and undue delay in accomplishing transportation improvements today, check out the following recent articles:*

- ***This was really a no brainer*** - <http://www.sun-sentinel.com/business/columnists/sfl-kqcol13jun13,0,6002082.column>
- ***Slow Going*** - <http://www.governing.com/articles/6trans.htm>

4.) **Don't talk about process** – Nothing turns off the public faster than talking about a government process. As long as the process is fair, ethical and legal, then Floridians don't really care about the process ... they care about the outcome. Talk about the purpose of your plan ... and don't use acronyms. ***Tell Floridians what you've done and what you are trying to do ... without getting mired in all the technical, bureaucratic ways of government.***

5.) **Talk about consumers** – From cell phone service, to satellite TV providers, to the variety of shopping and restaurant choices available today... the public is more consumer-oriented than ever before. ***Floridians want more choices, more options, and more flexibility in transportation. Give it to them.***

6.) **Floridians are looking for balanced approach to virtually everything** – The public wants their government's plans to strike a balance between competing interests. ***Make your plans transparently balanced.***

7.) **Floridians want sincerity and simplicity** – The public is not in the mood to trust any plan, proposal, or policy that seems too complicated. They are against complexity not because they don't think life is complex. They know its complex. The public just recoils reflexively from complexity because they think that politicians hide behind complexity. *(Pay no attention to the man behind the curtain...)* ***Be sincere in the development of your plans ... and simple in their presentation. "Translate" to effectively communicate.***

All you really need to know about government and bureaucracy:

- Pythagorean Theorem: 24 words
- Lord's Prayer: 66 words
- Archimedes' Principle: 67 words
- 10 Commandments: 179 words
- Gettysburg Address: 286 words
- Declaration of Independence: 1300 words
- US Government regulations on the sale of cabbage: 26,911 words

**Always be sincere, whether you mean it or not. –Reuben Askew**

**FBT – Florida's "Voice" for Transportation!**

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*Floridians for Better Transportation (FBT) is a statewide business and transportation association dedicated to making transportation safer and more efficient in Florida. Created in 1988 by the Florida Chamber of Commerce and the Florida Council of 100, FBT has a growing and diverse membership of businesses, organizations, and individuals, including the Florida Chamber of Commerce, the Florida Transportation Builders Association, Publix Super Markets, SunTrust Bank, the Florida Institute of Consulting Engineers, the Florida Public Transportation Association, the Florida Ports Council, the Florida MPO Advisory Council, the Florida Airports Council, and numerous local businesses, Chambers of Commerce, MPOs, and transit providers all across the Sunshine State.*