

Tell me a Story...

Effective Storytelling in Transportation Planning

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2023 San Joaquin Valley Policy Conference

BETTER TOGETHER

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What is Storytelling?



WHO ARE WE?

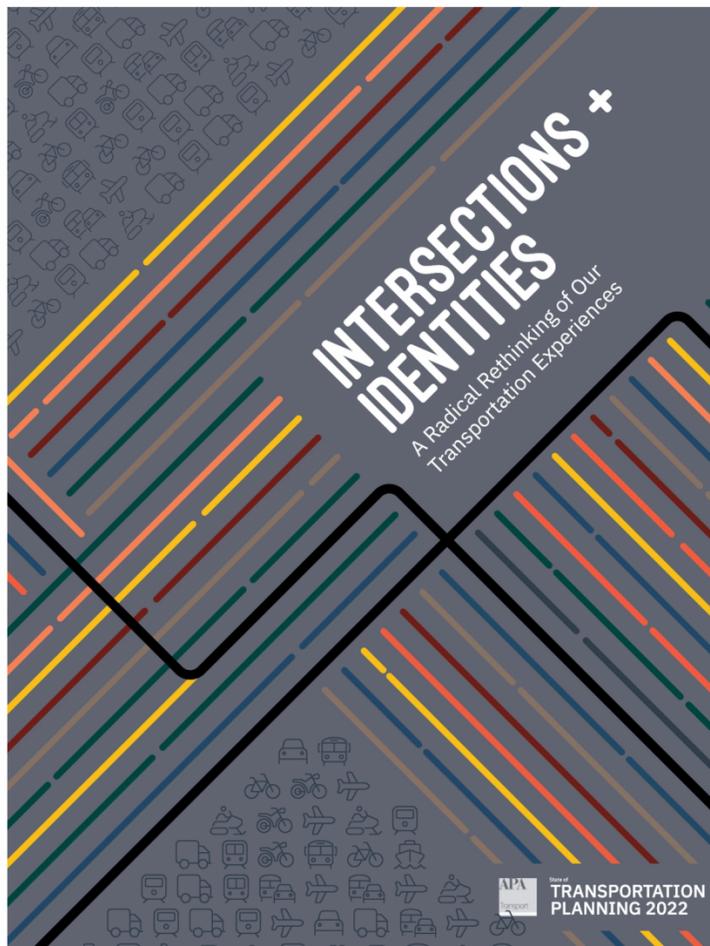


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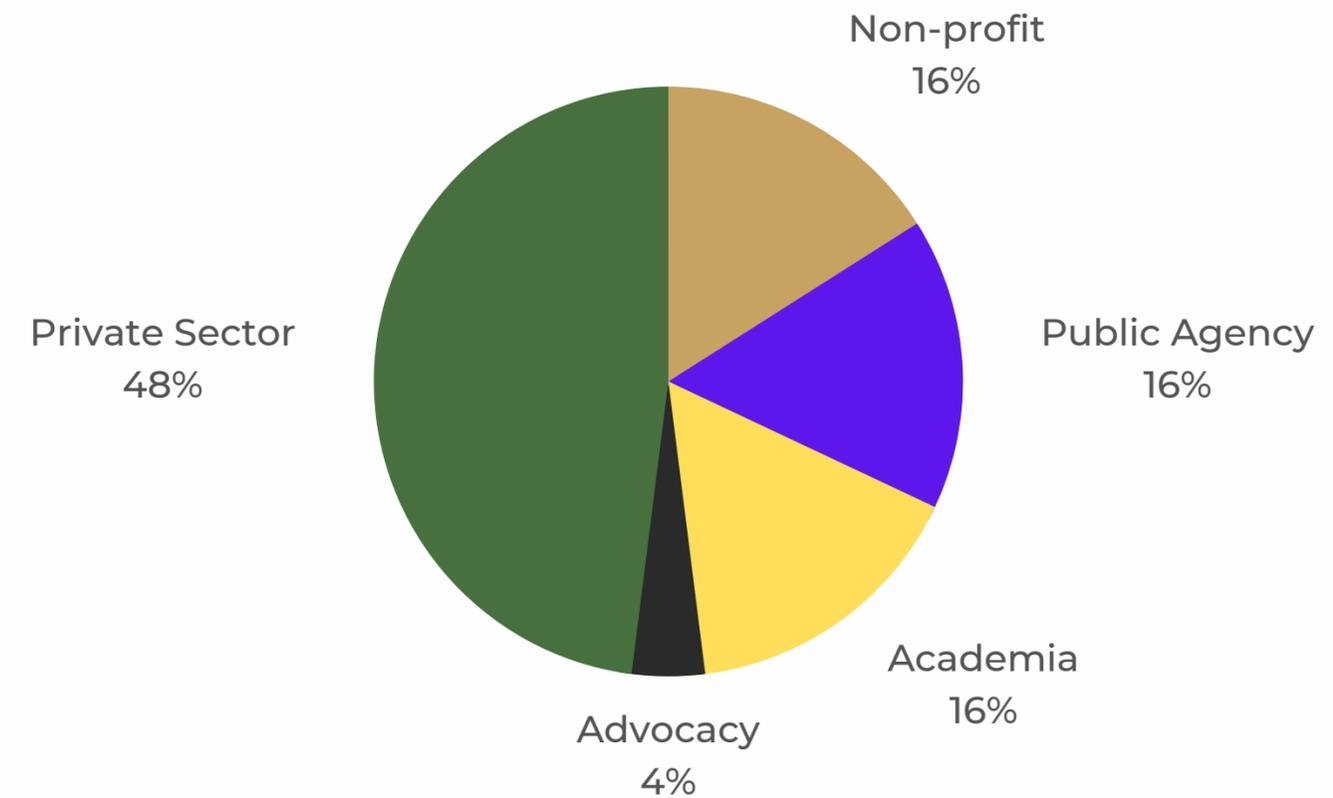
Intersections + Identities: A Radical Rethinking of our Transportation Experiences



20
Editors and
Designers

54
Contributors

4
Themes



Agenda



- 1 Icebreaker
- 2 Why Storytelling?
- 3 Storytelling Frameworks
- 4 Exercise
- 5 Reflections



ICEBREAKER

- Pair up with someone you don't know.
- Introduce yourself in a minute (Tip: Make sure you tell them an interesting story/fun fact about yourself.)
- Tell us about the person you just met!

Why is Storytelling important?

- Tell compelling stories to your client, stakeholders, and communities.
- You have to care about the story you are telling to make other people care about it.
- Grab their attention and earn their support.
- We tell more stories than we realize.
- Sticks to us when other methods don't.

CHOOSE YOUR WORDS PLAINLY



It is vital that we use plain English to reach the broadest audience possible.

- Audience is First Consideration
- Adjust Vocabulary
- Family, Friends and Neighbors
- Public Documents

For Reference: The Plain Writing Act of 2010 requires federal agencies to write “clear government communication that the public can understand and use.” [plainlanguage.gov](https://www.plainlanguage.gov)

STORYTELLING FRAMEWORKS

Shifting our mindsets from
“Here is the information I
have to convey” to “How can
I deliver a compelling story
that will resonate with and
persuade key audiences?”





AUDIENCE FIRST APPROACH

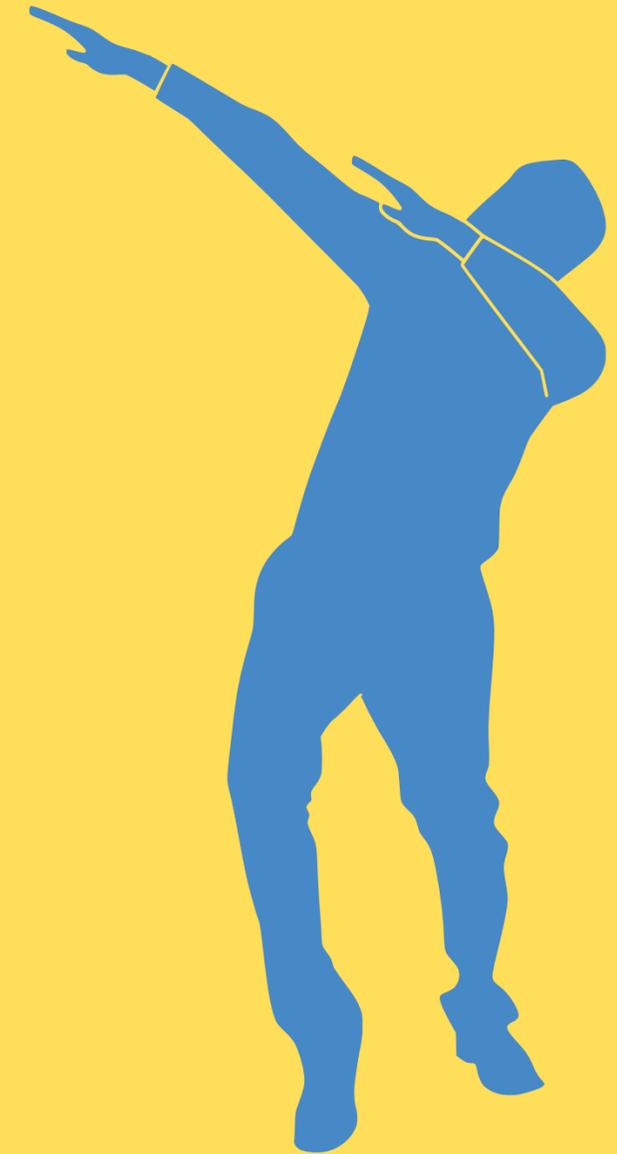
- Who are your key audiences?
- What is their level of knowledge?
- What are some potential points of resistance or hesitation?
- How can you make this story as accessible as possible?
- How can you use this story to find common ground?



KNOW



FEEL



DO

What? So What? Now What?



PIXAR Storytelling Framework



1. Once upon a time _____
2. Every day _____
3. One day _____
4. Because of that _____
5. Because of that _____
6. Until finally _____



HERE'S THE EXAMPLE FROM FINDING NEMO:

1. **Once upon a time**, there was a widowed fish named Marlin who was extremely protective of his only son, Nemo.
2. **Every day** Marlin warned Nemo of the ocean's dangers and implored him not to swim far away.
3. **One day** in an act of defiance, Nemo ignores his father's warnings and swims into the open water.
4. **Because of that** he is captured by a diver and ends up in the fish tank of a dentist in Sydney.
5. **Because of that** Marlin sets off on a journey to recover Nemo, enlisting the help of other sea creatures along the way.
6. **Until finally** Marlin and Nemo find each other, reunite and learn that love depends on trust.

Videos as a Medium of Storytelling



Exercise

Using the frameworks, how would you critique the storytelling in this video?

Tell your neighbor!

Prompts:

How did this example exhibit the framework?

How did this example not exhibit the framework?

Does the example introduce a new framework or perspective you would like to use in the future?

Was it effective, compelling storytelling?



Videos as a medium of Storytelling



Exercise

Using the frameworks, how would you critique the storytelling in this video?

Tell your neighbor!

Prompts:

How did this example exhibit the framework?

How did this example not exhibit the framework?

Does the example introduce a new framework or perspective you would like to use in the future?

Was this effective, compelling storytelling?



An aerial, top-down view of a multi-lane highway. The road is divided into several lanes with white lane markings and arrows. Several cars are visible on the road, moving in different directions. On the right side of the highway, there is a parking lot with many cars parked. The surrounding area is filled with trees, some of which have autumn-colored foliage. The overall scene is captured from a high angle, providing a clear view of the road's layout and the surrounding environment.

Reflections

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