

# Tips for Developers: Managing the Entitlement Process

**Developers first ask two fundamental questions:**

- Will it Pencil?
- Can it be approved?

**Focus should be on two audiences:**

- Government
- Community

**Zoning Approval comes more easily if time is taken to work at the grass roots.**

Invest time in gaining community support through attending public hearings.

- Listen to concerns and address them.
- Education on public benefits

However, in today's political climate, the entitlement process can be derailed by a small group or individual with a narrow agenda.

Communicating with the public is important to recognize and address the different motivations and concerns. Open and respectful dialogue, preferably in small groups, can help mitigate opposition and build support for the project.

It is helpful when you involve the neighborhood groups in the project design process. This approach fosters a sense of ownership and creates a more positive and collaborative entitlement process.

**Frequently, going slow gets things done faster.**

The entitlement process is not for the passive personalities, but communicators are effective. Optimism and openness work better than a lack of transparency.

*Below are some tips to follow:*

- Be optimistic.
- Listen Carefully
- Make No Assumptions
- Expect Problems
- Expect the unanticipated
- Never underestimate the psychology of the situation
  - Be Generous
  - Be Humble

**“Be Quick but don't rush.”**