

# How to Present Effective Land Use Testimony

## Presentation Outline for CPO Training

### Introduction

- All testimony is not created equal
- Content and presentation can make all the difference

### Approval Criteria are Your Friends

- Know the approval criteria
- Address testimony to the criteria
- Identify the specific criteria to which your testimony relates
- Don't be afraid to advance your interpretation of the criteria

### Preparation is King

- Familiarize yourself with the staff report
- See "Know the approval criteria" above
- Evidence, evidence, evidence
- Use experts when available
- Use your knowledge of similar applications considered by the Hearings Officer

### More is Not Necessarily Better

- Get to the point
- Written testimony submitted to the record does not need to be read aloud during a hearing
- Limit repetitive testimony by assigning different topics to each like-minded individual planning to testify

### When are the "Quality of Life" and "Neighborhood Character" Arguments Relevant?

- Varies depending on the type of application
- Cite specific, measurable impacts
- Avoid "Chicken Little" statements where no evidence supports your position
- Effects on property values are irrelevant

### Using What You've Learned

- Share your knowledge with others
- Act as a testimony coordinator
- Be the spokesperson
- Keep a log of Hearings Officer decisions organized by type