

Framing

Don't think of an elephant! Go ahead, try it.

Frame from your values, experience, and evidence, such as:

- The problem is too much water withdrawal
- The biggest withdrawer is the City of Jacksonville
 - Water bottlers use 1 mgd. JEA says JAX uses 120 mgd
- South Florida does desalination, why not JAX?
- How did such a big project happen without public input?
- How can it proceed without much more information?