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Building Capacity to Engage Your Constituents
June 19, 2019 1:00 – 2:15 PM
Wendy Lowe & Ken Jaray

Agenda
1:00 - 1:05 Introduction
1:05 - 1:20 Principles of Public Participation (Wendy)
1:20 – 1:40 Small Groups Discussions
1:40 – 1:55 Reflections on the Discussions
1:55 – 2:10 Real World Testimonial (Ken)
2:10 – 2:15 Wrap up

Part One: Principles of Public Participation
What, Why and How to Involve Others in Your Decisions

What is Public Participation?
IAP2 defines public participation as any process that solicits input from the public for the explicit purpose of using that input to help make decisions.

Public participation does NOT mean giving away control or authority. It DOES mean being transparent and honest as well as considering what input might help you make decisions – well before you have to make the decision or even begin to ask for input.

When to Involve the Public?
1. It’s required by law
2. You anticipate controversy
3. You believe input would improve the decision
4. You believe engagement could result in buy-in and even support

When Not to Involve the Public
When you won’t or can’t consider their input
1. Because there are so many constraints on the decision that you really have no choice in the matter
2. The decision has already been made
Essential Considerations

- What is the decision?
- Who is responsible for making the decision?
- How will the decision be made?
- Who should be invited to participate?
- What level of engagement makes the most sense?

What decision is being made?

- How to legalize 1080
- How to kill coyotes
- How to save the lambs
- How to support the agricultural economy so people can continue to live in ranching areas without harming the environment

Who has the decision authority?

- Who will invite public input?
- Who will receive public input?
- Who will consider public input?
- Who will decide how public input will be used?

How will the decision be made?

- Define Decision
- Gather Information
- Establish Criteria
- Develop Alternatives
- Evaluate Alternatives
- Make Decision

What level of engagement makes the most sense?

Consider:
- Level of controversy
- Level of trust/distrust
- Perceived impact of the decision
- Perceived complexity and difficulty of the issues
- Could stakeholders help make the decision?
IAP2's Spectrum of Public Participation

INFORM  
To create the public for decision making
To enable the public to learn about the issues

CONSULT  
To ensure the public is involved
To access the public’s knowledge

INVOLVE  
To ensure the public is engaged
To create a partnership

COLLABORATE  
To ensure the public is included
To make decisions with the public

EMPOWER  
To ensure the public is supported
To ensure the public’s role is defined

FRIENDLY TO THE PUBLIC  
We will keep you informed.
We will listen to you.
We will keep you involved.
We will learn from you.

Challenges from beyond

- Decreasing civility
- Diverse preferences for communication
- Eroding confidence in government and in science
- Questions about veracity of data/information
- Increasing expectations for engagement by busy & stressed people

Durable Decisions

Economically Viable
Publicly Acceptable
Technically Feasible

Part Two: Reflections from Your Own Experiences

- Purpose
- Role of Practitioner
- Trust
- Defining the Public’s Role
- Openness

Access to the Process
Respect for Communities
Advocacy
Commitments
Support of the Practice

IAP2 Code of Ethics

- Purpose
- Role of Practitioner
- Trust
- Defining the Public’s Role
- Openness
By yourself:
Recall a time when you were part of a group that accomplished something you felt good about.
Based on that memory, how do successful groups work together to make their accomplishments possible?

With one other person:
Share your stories. What themes and patterns emerge from both stories?

With two pairs together:
Put it together. What can we learn from those experiences about successful engagement of stakeholders?

Part Three: Testimonial from Manitou Springs

Why Do It?
- Citizens will have been heard, valued, and respected
- Increased trust
- Higher likelihood of acceptance
- Citizens will be more involved

Key Elements
- Commitment by elected officials to use the work of the community
- Set clear parameters / expectations
- Small group conversations
- Facilitators
- Scribes
- Follow through
Connect governance with engagement

- Create clear expectations early-on
- Deciders outline parameters
- Deciders monitor community process
- Provide sufficient information for informed judgements
- Explain how and why decisions are made

Case Study

Crystal Park Road Project

Complaints by neighbors about speeding and safety issues
Technical study of the area
Identify interested stakeholders
Created a planning team
Small group facilitated conversations
Scribes & creating consensus
Building relationships and trust

Would you be interested in a CML sponsored listserv?

We are thinking about joining forces to share lessons learned, etc.

Let us know if you are interested before leaving today

Another Resource: National Coalition for Dialogue & Deliberation

NCDD.org
Martine Carcasson, Current president
CSU Center for Public Deliberation

Closing Thoughts: The Leader’s Role

- Be clear
- Plan properly and adequately
- Consider the input you get
- Explain how the input is used in the decision
- Only promise what you can deliver
- Deliver on your promises
Thank you. Stay in touch...

Wendy Lowe
Wendy@p2-solution.com
(970) 667-1417

Ken Jaray
kjaray@comsgov.com
(719) 660-4217