



“Tools for Successful Community Engagement”

Presented by Carrie Day Aspinwall

Based on the Foundations in Effective Public Participation

The International Association for Public Participation – IAP2



IAP2 Core Values for the Practice of Public Participation

- ❖ IAP2 has developed the IAP2 Core Values for the use in developing and implementing public participation processes.
- ❖ These core values were developed with broad input to identify those aspects of public participation that cross national, cultural and religious boundaries.
- ❖ The purpose of these core values is to help make better decisions which reflect the interests and concerns of potentially affected people and entities.
- ❖ The Core Values undergo a periodic review and renewal process to ensure continued relevance

IAP2's Core Values for the Practice of Public Participation

The International Association for Public Participation (IAP2) believes that the following values should underpin public participation efforts.

Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.

Public participation includes the promise that the public's contribution will influence the decision.

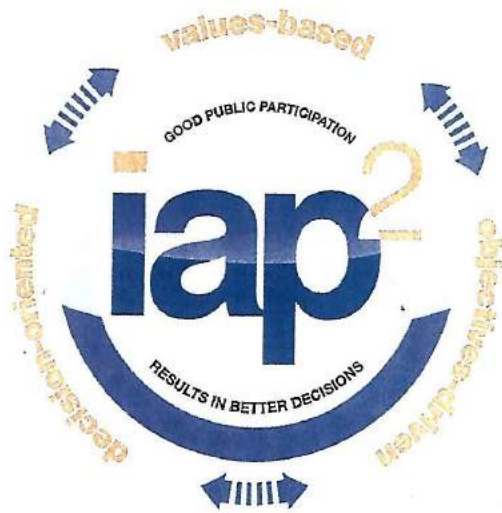
Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.

Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.

Public participation seeks input from participants in designing how they participate.

Public participation provides participants with the information they need to participate in a meaningful way.

Public participation communicates to participants how their input affected the decision.



The IAP2 Public Participation Spectrum

Dictionary definitions for terms on the Spectrum:

- Inform: to impart information
- Consult: to seek advice or information
- Involve: to engage or include as participants
- Collaborate: to work together
- Empower: to invest with legal power, to authorize

IAP2's Public Participation Spectrum is a screening level tool to help us identify and select the appropriate level of public participation.

The Spectrum of Participation

IAP2 PUBLIC PARTICIPATION SPECTRUM

INCREASING LEVEL OF PUBLIC IMPACT

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Public Participation Goal:	Public Participation Goal:	Public Participation Goal:	Public Participation Goal:	Public Participation Goal:
To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the Public:	Promise to the Public:	Promise to the Public:	Promise to the Public:	Promise to the Public:
We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example Tools:	Example Tools:	Example Tools:	Example Tools:	Example Tools:
<ul style="list-style-type: none"> • fact sheets • web sites • open houses. 	<ul style="list-style-type: none"> • public comment • focus groups • surveys • public meetings. 	<ul style="list-style-type: none"> • workshops • deliberate polling. 	<ul style="list-style-type: none"> • citizen advisory committees • consensus-building • participatory decision-making. 	<ul style="list-style-type: none"> • citizen juries • ballots • delegated decisions.

Stakeholders



A stakeholder is an individual or group that can make a claim on your organization's attention, resources, or output, or is affected by your work or activities.

It's essential to identify the stakeholders for a particular project, effort, or initiative in order to ensure you engage key stakeholders in the work.





We know what type of Engagement....
We have our Stakeholders identified....

Now What?



Techniques Matrix by Engagement Level, Objective, and Group Size

These are examples, and not meant to be a definitive list – add your own and let me know

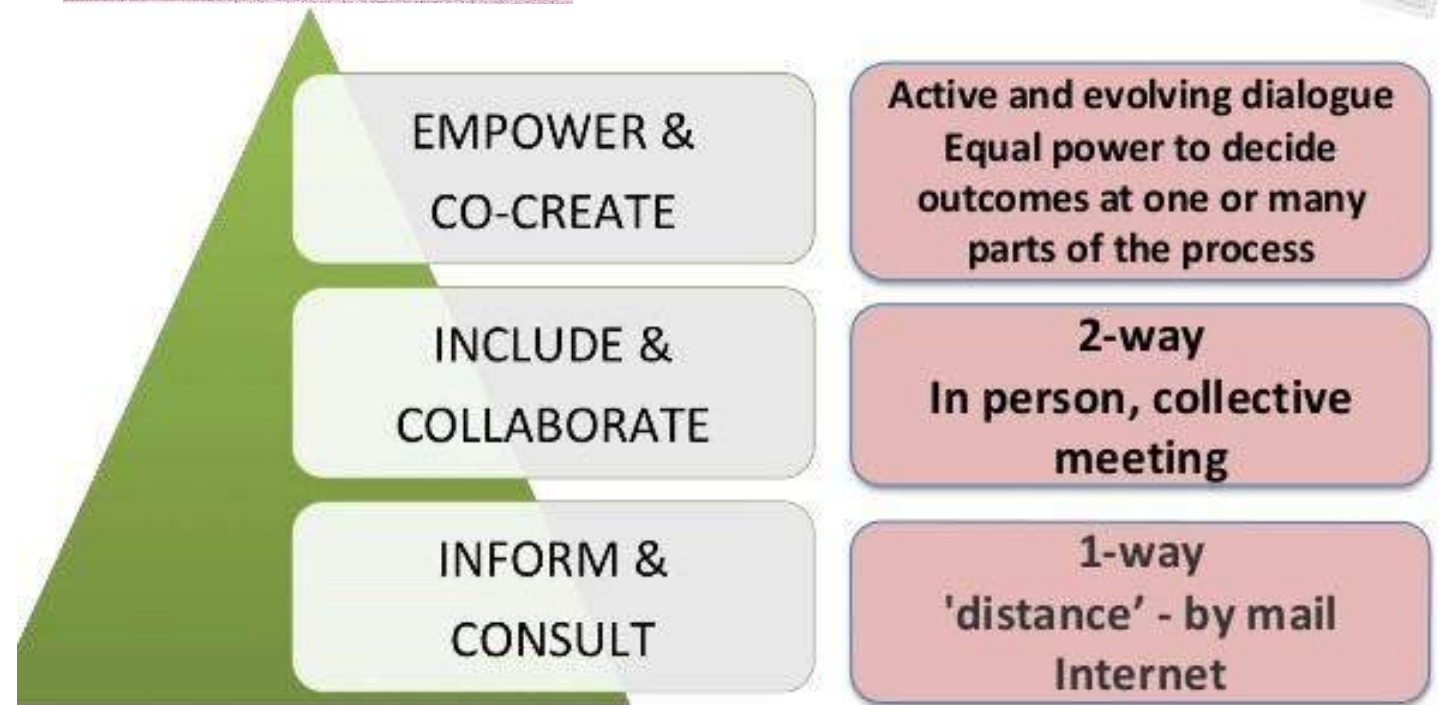
↑ Group Size ↑	<ul style="list-style-type: none"> • Open houses, exhibits, displays, kiosks • Brochures, fact sheets, Newsletters, flyers • Websites • Facebook posts, Tweets • Radio/TV/cable messages • Press releases • Community events, celebrations • Walk, bike, and van tours 	<ul style="list-style-type: none"> • Pop-up booths and kiosks • Community comment boards • Open houses + input stations • World Cafés • Brainstorming sessions • Community sessions, events • Forums • Walk, bike, and van tours • Online Mind Mixer, Civicideas, Granicus, MetroQuest, CrowdGauge 	<ul style="list-style-type: none"> • Pop-up booths and kiosks • Community comment boards • Open houses+feedback stations • World Cafés • Charrettes • Community sessions, events • Forums • Walk, bike, and van tours • Online Mind Mixer, Civicideas, Granicus, MetroQuest, CrowdGauge 	<ul style="list-style-type: none"> • World Cafés • Charrettes • Citizen Juries • Technical forums
	<ul style="list-style-type: none"> • Briefing sessions • Presentations at other meetings • Webinars 	<ul style="list-style-type: none"> • Brainstorming sessions • Mind-mapping sessions • Community conversations • Focus groups • Forums • Roundtable sessions • K-12 student and family projects 	<ul style="list-style-type: none"> • Workshops • Focus groups • Forums • Community conversations • Roundtable sessions • Online tools in facilitated groups • K-12 student, family sessions 	<ul style="list-style-type: none"> • Study groups • Workshops • Focus groups • Technical forums • Charrettes • University class projects
	<ul style="list-style-type: none"> • Individual briefings • Individual interviews • Doorhangers • Mailings 	<ul style="list-style-type: none"> • Online or phone surveys • Intercept surveys • Doorknocks • Instagram photo tagging • Video/audio story-gathering 	<ul style="list-style-type: none"> • Online or phone surveys • Intercept surveys • Video/audio story-gathering • Doorknocking 	
	<i>Provide information, overview, framework, summary</i>	<i>Gather input, ideas, needs, issues</i>	<i>Gather feedback, reflections, priorities</i>	<i>Develop options, conclusions, recommendations</i>
	Inform	Consult or Involve		Collaborate



Outreach

Outreach is an **activity** of providing services to any populations who might not otherwise have access to those services.

A key component of **outreach** is that the groups providing it are not stationary, but mobile; in other words they are meeting those in need of **outreach** services at the locations where those in need are.



EMPOWER &
CO-CREATE

Active and evolving dialogue
Equal power to decide
outcomes at one or many
parts of the process

INCLUDE &
COLLABORATE

2-way
In person, collective
meeting

INFORM &
CONSULT

1-way
'distance' - by mail
Internet

How to facilitate a meeting for action

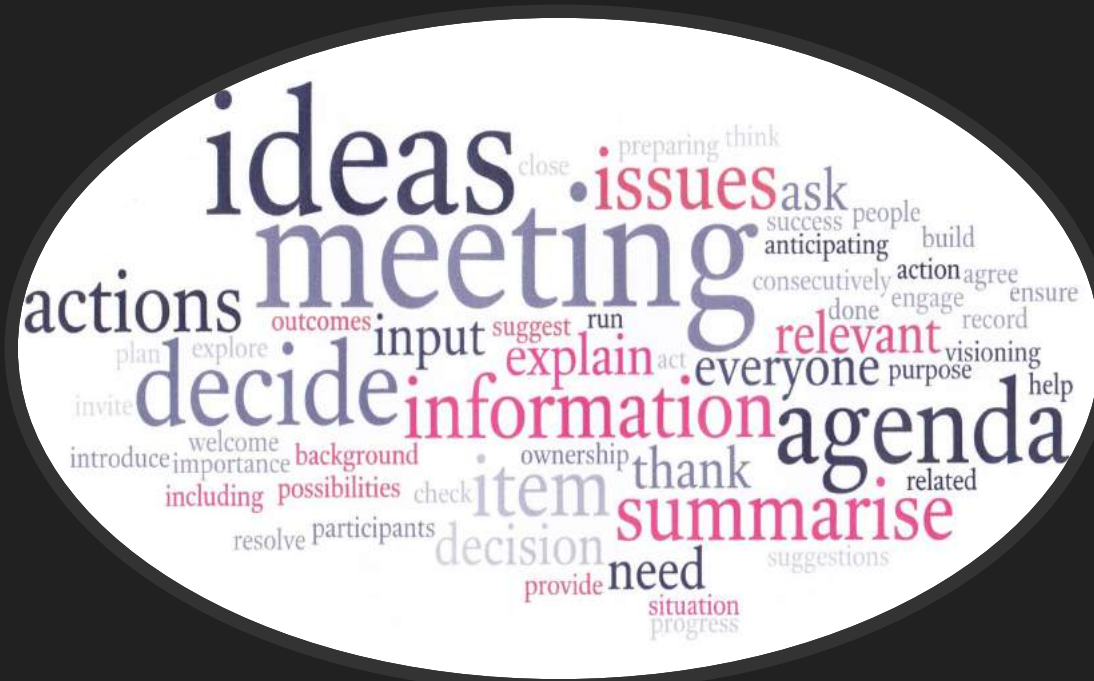
Know your role and own it

The agenda is key

Logistics / are they right ?

Ground Rules / know the rules

Respect



During the Engagement:

Track for solutions / write it down

Gauge where people are at on the solutions that are being identified

Make Sure folks stay on Topic

Do you have enough support for success?

What is our message?
What do we need from our people in
this project?
What will my team do next?
Do I have the right support / Access /
Resources?



Wrapping it all up