NAVIGATING THE GAUNTLET OF PUBLIC PARTICIPATION
What is the plan?

- Why a Public Participation Plan (PPP)?
- Public Participation Elements
- Review PPP Tools
- Test-drive the Framework
- Discussion / Q&A
Anyone having challenges with community engagement?
Why a Public Participation Plan?

- Sets common expectations & consistent practices for community, staff and elected officials
- Overarching PPP to guide engagement for individual project plans
- Reduces “11th hour concerns” about PROCESS to allow focus on the OUTCOME
- Identifies which projects should require the greatest attention on engagement and which DO NOT
Public Participation Elements

- **Those who are affected by a decision should be involved in the decision-making process.**

- **Relationships, relationships, relationships.**

- Partnership-based decision making can be unpredictable but the participation process should not be.

- Participation can range from information sharing (one-way communication) to sharing in the decision-making (two-way).

*Several themes are borrowed from the International Association of Public Participation*
Public Participation Elements

- Public Participation Framework
  - Process and outcomes need to be clearly understood by electeds, staff, and community prior to initiating efforts.
  - Framework describes when and how the community will be engaged and the roles of responsibilities of staff and community members.

- Public participation includes the promise that the public’s contribution will influence the decision.
Public Participation Plan Development

1. When should a project / program / policy (“project”) include public participation?

2. What is the right level of participation?

3. What is the best method(s) for participation?

4. Shaping the communication plan OR decision-making process

5. Vetting the plan

6. Implementation and adjustments

7. Closing the loop
When should a project include public participation?

- Review your list of agenda items and consider:
  - Which items have the potential to positively or negatively impact the community?
  - Which items are likely to generate public interest?
Will a change in desired outcome be accepted?

- NO
  - Is community awareness of the project important?
    - NO
      - Internal
    - YES
      - Inform
        - One-way conversation

- YES
  - Is the community reacting to the project or shaping it?
    - Reacting
      - Consult
        - Two-way conversation
      - Does the community have feedback or sign-off?
        - Feedback
    - Shaping
      - Co-Lead or Empower
        - Two-way conversation
What is right level of participation?

**Structure**

- **INFORM**: one-way conversation
  - Staff → Community

- **CONSULT**: two-way conversation
  - Staff ↔ Community

- **COLLABORATE**: two-way conversation with community feedback informing policy/project development
  - Staff ↔ Community

- **EMPOWER**: two-way conversation with community input directly shaping policy/project decision-making
  - Electeds
    - Staff → Community
    - Community → Staff
Which public participation method?

Tool: Impact/Scale Grid

- **Small Geography**
  - **High Impact**: Two-way Conversation: Consult, Collaborate, Co-Lead
  - **Low Impact**: One-way Conversation: Inform (or internal only)

- **Large Geography**
  - **Hi-touch**: Efficiency
  - **Hi-tech**: Two-way Conversation: Consult, Collaborate, Co-Lead

I. Small Geography, Low Impact
II. Large Geography, Hi-touch
III. Small Geography, High Impact
IV. Large Geography, Hi-tech
### Which public participation method?

<table>
<thead>
<tr>
<th>Type</th>
<th>Classification</th>
<th>Project Example</th>
<th>Level of Participation</th>
<th>Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Low impact, Small Geography</td>
<td>Street vacation</td>
<td>1 way – Inform</td>
<td>Nghd newsletter, nghd email blast, social media</td>
</tr>
<tr>
<td>II</td>
<td>Low impact, Large Geography</td>
<td>Citywide hydrant flushing schedule</td>
<td>1 way – Inform</td>
<td>E-blasts, website, social media</td>
</tr>
<tr>
<td>III</td>
<td>High impact, Small Geography</td>
<td>Downtown Design Guideline Expansion</td>
<td>2 way – Consult, Collaborate or Co-lead</td>
<td>Neighborhood meeting, door-to-door canvassing</td>
</tr>
</tbody>
</table>
Types I and II: Communication Plan

What are the most effective ways to communicate:
- on a large and small scale?

Determine optimal communication tools for projects, programs, policies:
- E-blasts, social media, websites
- Neighborhood newsletters, faith-based bulletins, etc.
- Updates at community meetings

Tool: Public Participation Techniques – One-Way
Types III and IV: Engagement Plan

- What are the non-negotiables? (Budget, site constraints, timeline)
- What are the key project milestones?
  - Vision, Plan, Design/Pre-Construction, Construction
  - Imagine it, Plan it, Design it, Discuss it, Draft it, Adopt it!
- How will opportunities for input shift over the life of the project?
Community Engagement Spectrum

- **Project Conception**
  - Vision
  - Empower
  - Collaborate

- **Design / Pre-Construction**
  - Consult

- **Construction**
  - Inform

- **Project Completion**
  - Project Liaison or 3-5 participants
  - Neighborhood-wide participation

- **Master Plan Approval**
  - Master Plan Approval ⭐
  - Pre-construction Meeting
  - Mid-construction Meeting

- **Project Debrief**
Types III and IV: Engagement Plan

Tool: Internal & External Input Flowchart
Community: Challengers and Champions

Tool: Stakeholder Inventory and Prioritization
Vetting Individual Plan

- Overall PPP should be vetted by elected body and community
- Greater the impact, the more involvement stakeholders should have in vetting and shaping the engagement process
- Internal
  - Departmental partners
  - City Commission (via reports, emails, committees, work session, business meetings)
- External
  - Boards and Commissions
  - Neighborhood Association Directors
  - Community groups/leaders
Implementation & Closing the Loop

**Implementation**

- Provide participants with the information they need to participate in a meaningful way.
- What information do participants need to make informed decisions?
- Be prepared to make course corrections along the way.

**Closing the Loop**

- Essential to communicate to participants how their input affected the decision.
- Consider debriefing with key stakeholders to determine what worked and what should have been done differently.
Test Driving the Tools

- **Materials**: Public Participation Worksheet, Tools

- **Individually**
  - <10 minutes: PPP Worksheet

- **Small groups**
  - 1-2 minute report out
  - Select one scenario
  - Evaluate plan, edit/revise
  - Report out
Resources

- Public Participation Plan
  http://www.imaginekalamazoo.com/plans/

- Toolkit
  - Participation methods
  - Tools
  - Worksheet

- Support/TA/Therapy/Venting:
  - Laura Lam, laml@kalamazooicity.org, 269-337-8534