

# NAVIGATING THE GAUNTLET OF PUBLIC PARTICIPATION

MME Winter Institute: February 7, 2019

# What is the plan?

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- 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 “1 1<sup>th</sup> 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

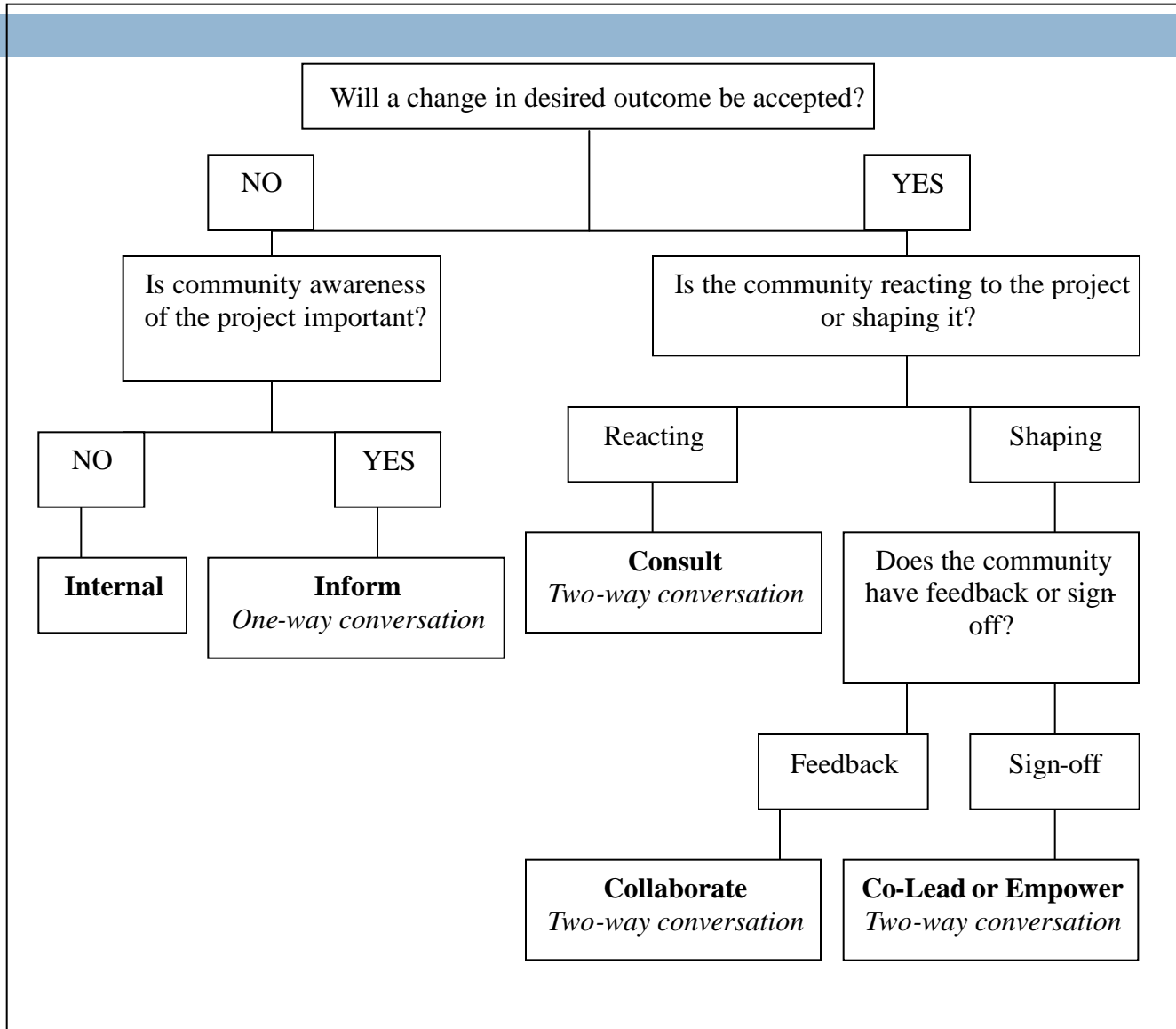
# When should a project include public participation?

Strategic  
calendar  
development  
& review

- ▣ 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?



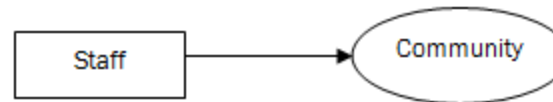
# Tool: PPP Decision Tree



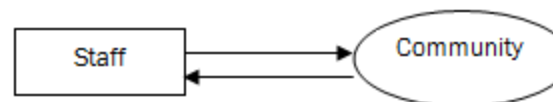
# What is right level of participation?

Structure

**INFORM: one-way conversation**



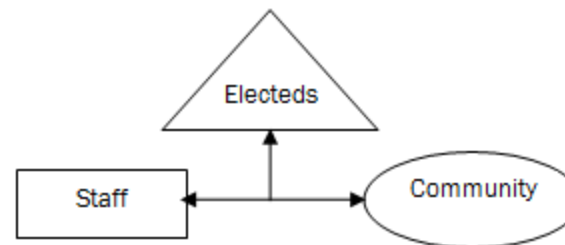
**CONSULT: two-way conversation**



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

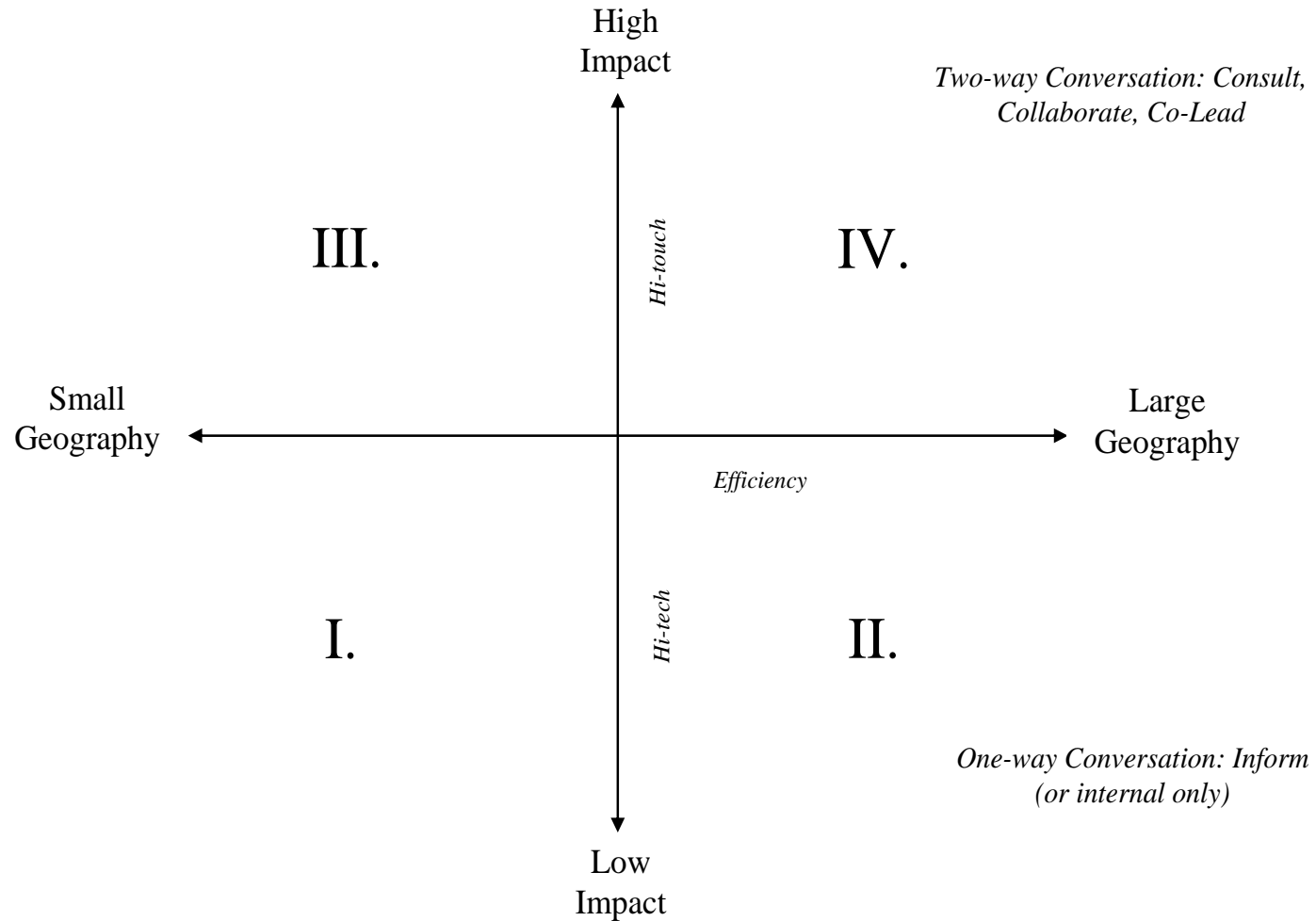


**EMPOWER: two-way conversation with community input directly shaping policy/project decision-making**



# Which public participation method?

Tool:  
Impact/  
Scale  
Grid



# Which public participation method?

Type	Classification	Project Example	Level of Participation	Methods
I	Low impact, Small Geography	Street vacation	1 way – Inform	Nghd newsletter, nghd email blast, social media
II	Low impact, Large Geography	Citywide hydrant flushing schedule	1 way – Inform	E-blasts, website, social media
III	High impact, Small Geography	Downtown Design Guideline Expansion	2 way – Consult, Collaborate or Co-lead	Neighborhood meeting, door-to-door canvassing
IV	High impact, Large Geography	Master Plan update	2 way – Consult, Collaborate or Co-lead	Imagine Kalamazoo website, Town Hall meeting, focus groups

# Types I and II: Communication Plan

Tool: Public Participation Techniques – One-Way

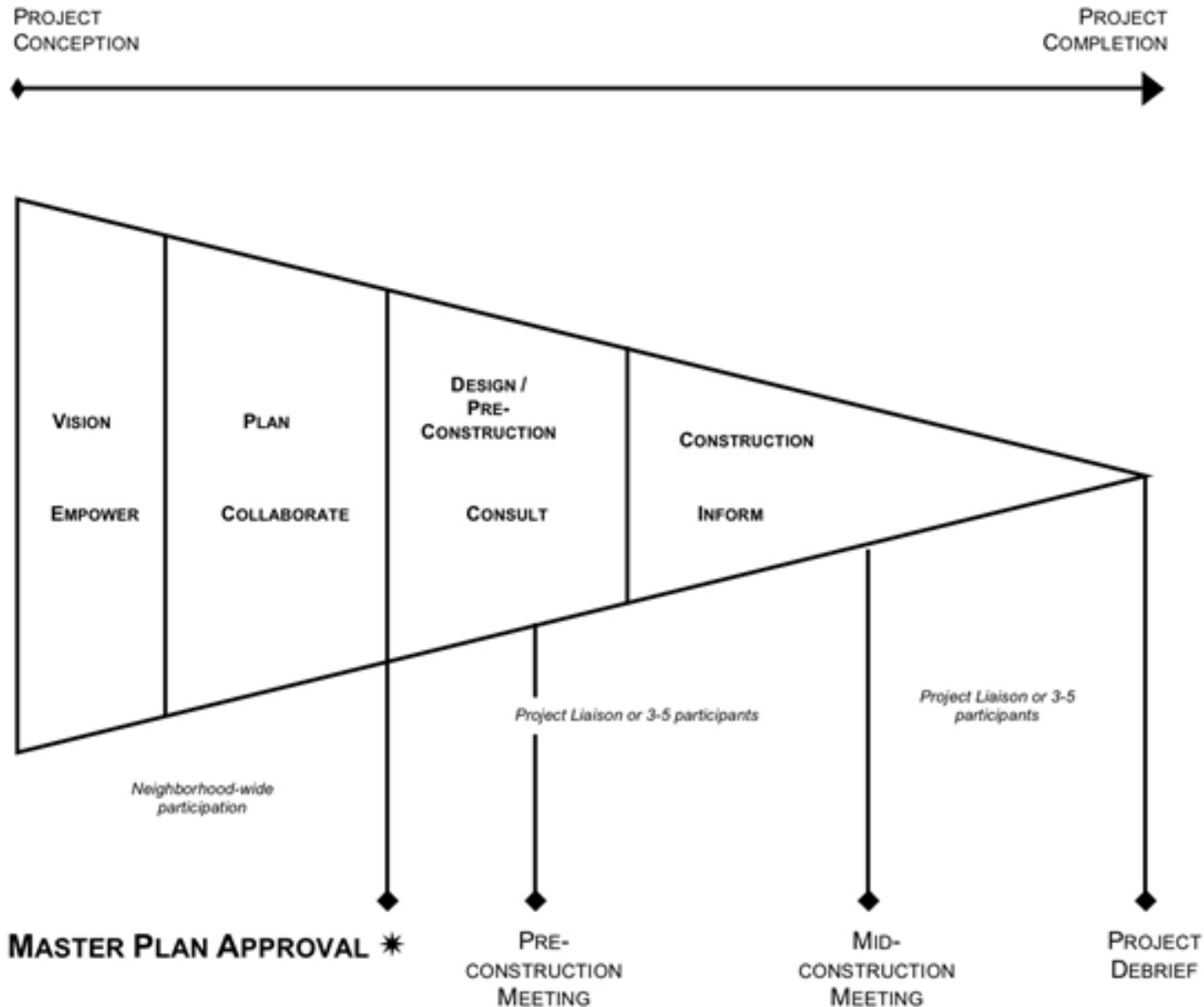
- What are the most effective ways to communicate:
  - ▣ on a large and small scale?
- Determine optimal communication tools for projects, programs, policies
  - ▣ E-blasts, social media, websites
  - ▣ Neighborhood newsletters, faith-based bulletins, etc.
  - ▣ Updates at community meetings

# Types III and IV: Engagement Plan

Tool:  
Community  
Engagement  
Spectrum

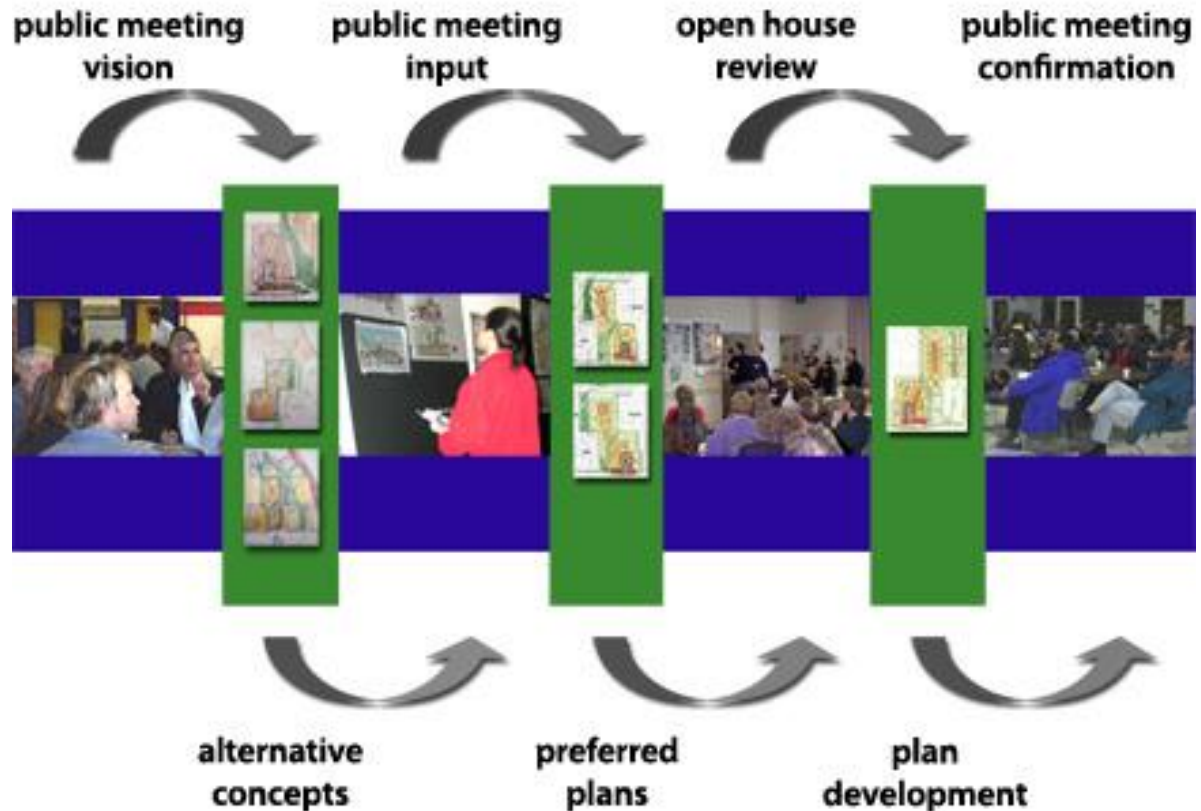
- What are the non-negotiables?  
(Budget, site constraints, timeline)
- What are the key project milestones?
  - ▣ Vision, Plan, Design/Pre-Construction, Construction
  - ▣ Imagine it, Plan it, Design it, Discuss it, Draft it, Adopt it!
- How will opportunities for input shift over the life of the project?

# Community Engagement Spectrum



# Types III and IV: Engagement Plan

Tool: Internal  
& External  
Input  
Flowchart



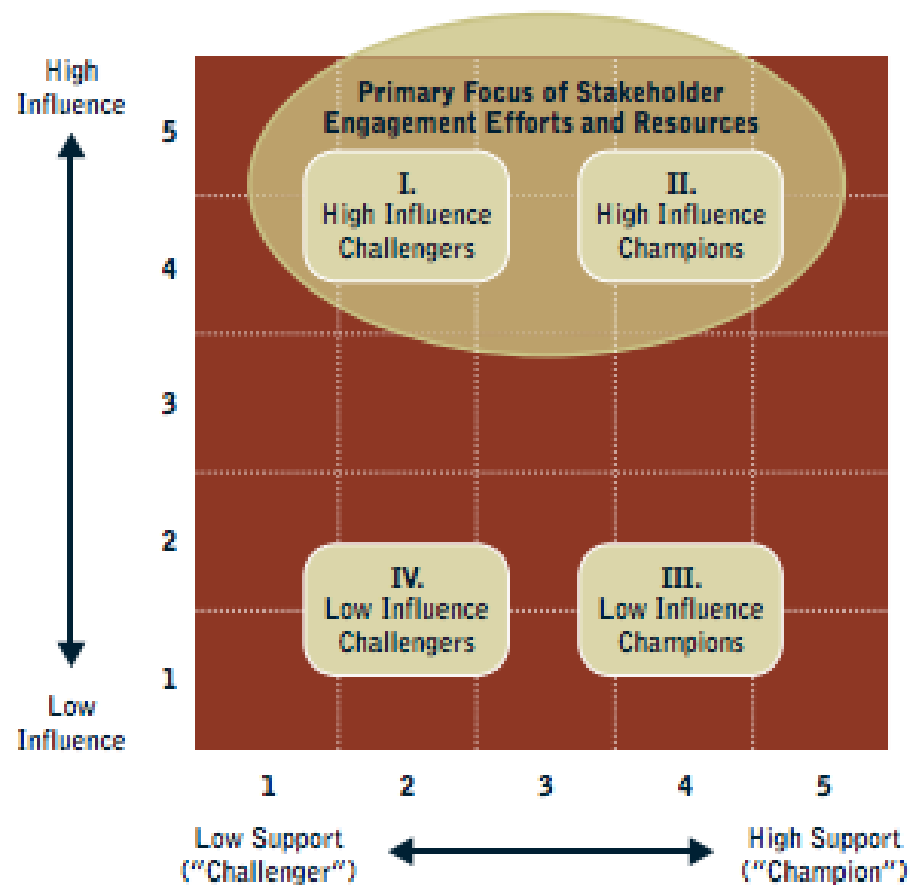


# Community: Challengers and Champions

Tool:  
Stakeholder  
Inventory  
and  
Prioritization

EXHIBIT 2

## Stakeholder Prioritization Matrix



# 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:**

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