



***Step 3: Select an Appropriate Level
of Public Participation***

Not all public participation is the same.

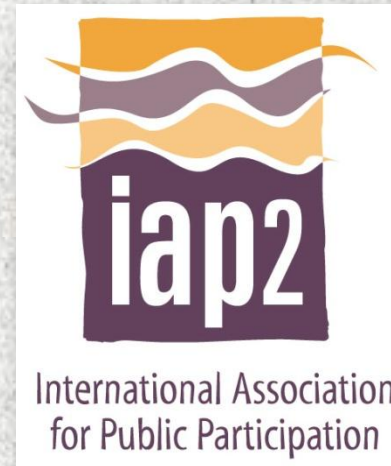
The critical question.....

“How much potential influence on the decision or action are you willing to provide to the public?”

(This is not just a question of resource investment)

The IAP2 Public Participation Spectrum

- Developed to assist agencies in establishing and communicating **clear expectations** regarding the intent of public participation projects.
- Each level includes:
 - Goal
 - Promise to the public
 - Example Techniques



Inform

- **Goal:** Keep public informed
- **Promise:** Keep public informed
- **Examples:** Typical public relations (e.g. fact sheets, websites, open houses)

Consult

- **Goal:** Obtain and consider public input
- **Promise:** Consider the public input received and provide feedback as to how that input influenced the decision
- **Examples:** public comment, focus groups, surveys, public meetings

Involve

- **Goal:** Work directly with the public and consider their input **throughout** the decision-making process
- **Promise:**
 - The public will have access to the decision process and decision makers
 - The public will have the opportunity to give input throughout the process and receive direct feedback on how their input helped to influence the decision
- **Examples:** workshops, deliberative polling

Collaborate

- **Goal:** Design a process that allows for effective partnering with the public on all aspects of the decision
- **Promise:** The public will be engaged in all key activities and decisions, and their input will be incorporated to the maximum extent possible
- **Examples:** citizen advisory committees, consensus building, participatory decision making

Empower

- **Goal:** Create a program that allows the public to make an informed decision.
- **Promise:** The agency will implement what the public decides
- **Examples:** citizen juries, ballots, delegated decision

Some Things to Consider when Designing Your Program

- Your public participation program may include multiple levels of public participation, both at **different stages** of the process and because different stakeholders **will choose to engage** at different levels.
- You will be conducting public participation at all of the levels of the spectrum beneath the level you have selected.

Don't Forget!

You must tailor the **goal** statement and **promise** to the public for your particular program!

Where to look on the Guide

- Selecting the right level of public participation
- Public participation process planning, Step 3-
Selecting an Appropriate Level of Public Participation



PUBLIC
PARTICIPATION

GUIDE

Engage the public. Preserve the planet.

Time to Participate! Case Study (Step 4- Integrating Public Participation into Decision Making)

- You will take the information provided to you during the case study presentation to develop a public participation plan.
- Instructions are provided at each table.
- Make sure you consider Steps 1-3 of the Guide