



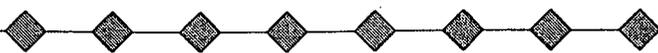
Public Participation Handbook



PEOPLE, PLACES, PROCESS



ENVIRONMENTAL SERVICES
CITY OF PORTLAND
CLEAN RIVERWORKS



Public Participation Handbook



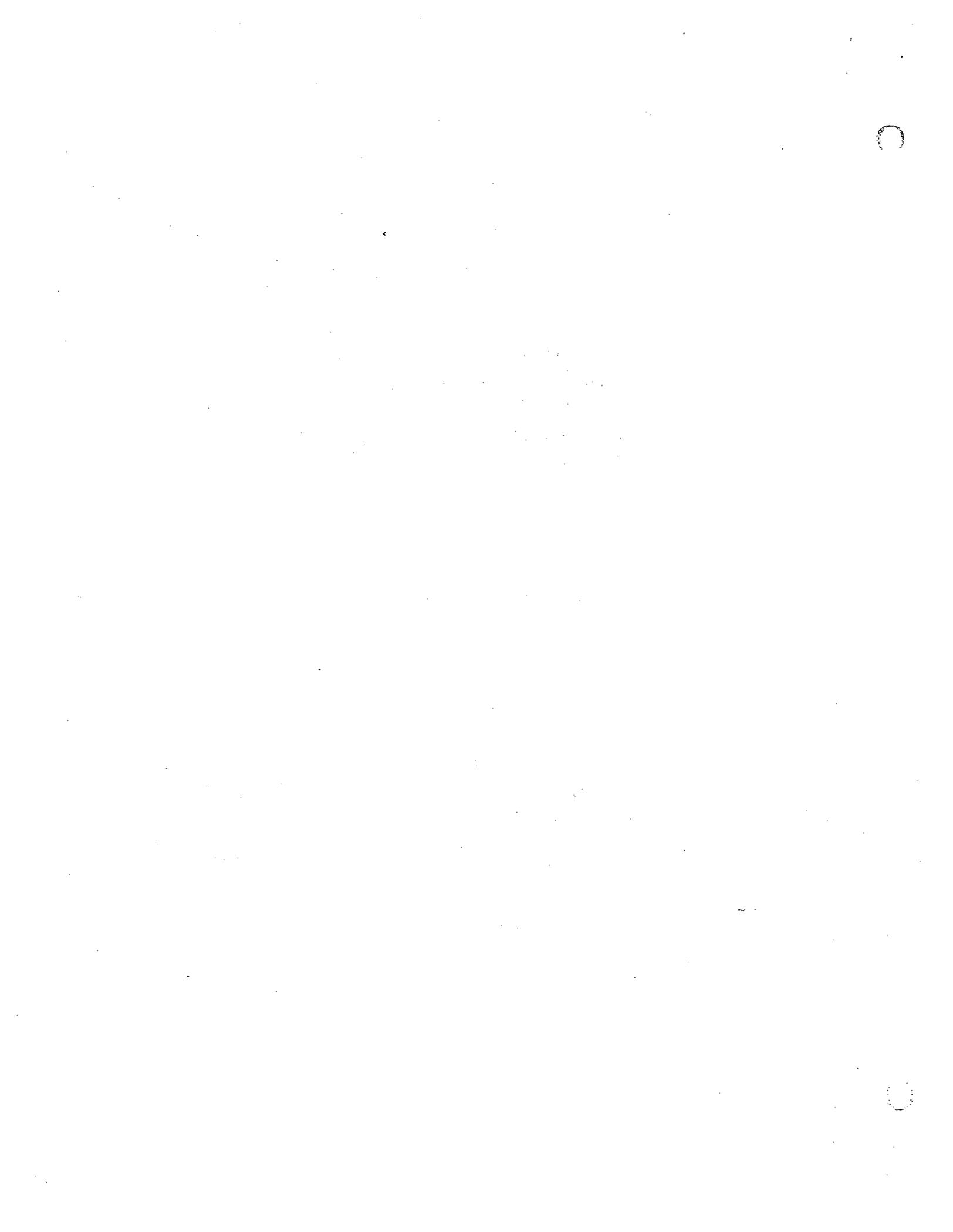
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Introduction

Who is the audience you are trying to reach?

What are their concerns and issues?

Do you have the resources you need?

How do you establish trust and credibility?

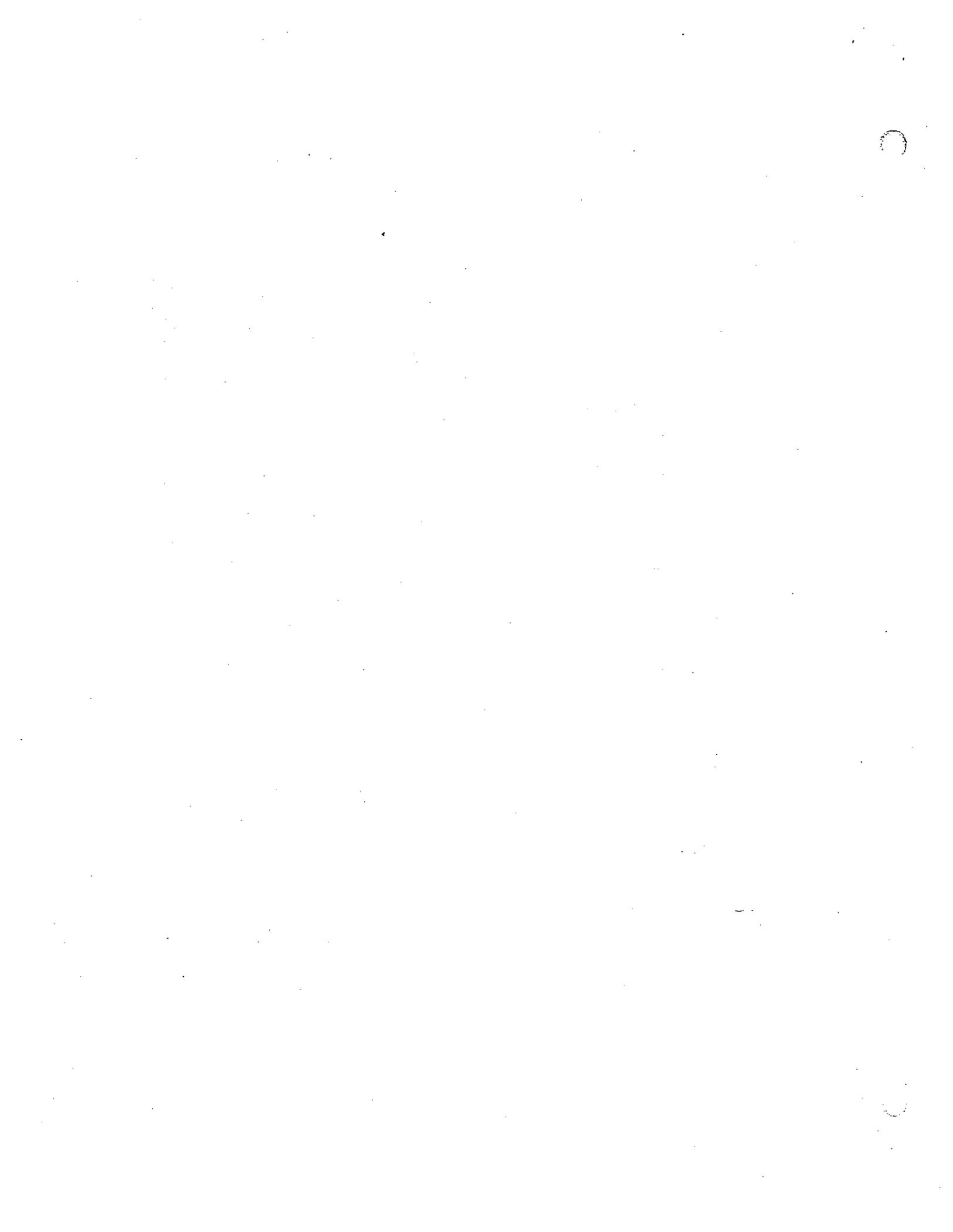
How can you tell if your program is effective?

This handbook shows you how to develop a comprehensive public participation program that addresses these questions. It begins with the need to adequately plan and fund the program. It provides research, administration, and coordination guidelines. It suggests approaches and identifies possible activities. At the end, it reminds you to go back to the beginning to review the program and make needed revisions.

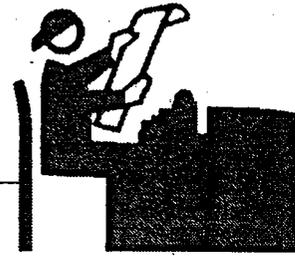
The handbook reflects the "ideal" situation, where public participation is an early and integral part of the project. Of course, not all situations are ideal. The reality is that public participation may not enter the picture until the project is halfway through. Funding may come and go, and staff may change. Still, the handbook can be helpful even if you start in the middle. Use it to spot problem areas, make improvements, and achieve as many goals as possible.

What kind of public participation is required, and why? Some projects will involve citizens in the decision-making process, while others are informational only. Long-term public education may or may not be necessary. Be sure your program needs are clear. You can then select the types and levels of activity that are most appropriate.

The handbook is not meant to be a complete catalogue of public participation techniques. It suggests some methods and activities you can use to accomplish your goals. But many other possibilities exist. Use your imagination!



Goal I



Ensure a credible and adequate public participation program through internal agency organization and commitment of resources.

The purpose of this goal is to ensure that the lead agency employs the resources and procedures needed to support an effective public participation program.

- OBJECTIVE 1** ► Provide adequate public participation planning and resources for the project.
- OBJECTIVE 2** ► Coordinate internally to ensure that staff members convey consistent messages and information to the public.
- OBJECTIVE 3** ► Maintain adequate record-keeping to document major assumptions, decisions, and public contacts.
- OBJECTIVE 4** ► Educate public participation staff and other project staff about the elements and techniques of successful public participation.

WORKSHEET FOR OBJECTIVE 1



Provide adequate public participation planning and resources for the project.

Task 1: Provide funds in the agency/project budget for public participation.

How much funding will be needed for both public participation planning and implementation?

Are the needed funding levels available? From what sources?

Task 2: Assign staff hours.

What level of staffing, and by whom, is needed?

Task 3: Prepare and disseminate a public participation plan.

Who should receive and/or review the plan?

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Products:

___ Public participation scope of work and budget

___ Public participation plan

___ Other _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____

WORKSHEET FOR OBJECTIVE 2

Coordinate internally to ensure that staff members convey consistent messages and information to the public.

Task 1: Identify all staff members responsible for elements of the project.

Task 2: Determine who will respond to public inquiries.

Task 3: Meet with identified staff as necessary to discuss project elements, milestones, and the public participation process.

Task 4: Include public participation staff in all project discussions, meetings, and decision-making that may have an impact on the public participation process.



Tip:

Identify the public contact person in all public information materials. If possible, maintain the same contact person throughout the life of the project.

Tip:

Include public participation as a regular agenda item at project planning/progress meetings.

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Products:

___ Written list of staff responsibilities

___ Written project milestones, task lists, and updates

___ Other _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____

WORKSHEET FOR OBJECTIVE 3

Maintain adequate record-keeping to document major assumptions, decisions, and public contacts.

Task 1: Maintain meeting minutes and attendance lists.

Task 2: Document key project decisions, including the date, responsible party, and action taken.

Task 3: Prepare a quarterly summary of decisions.

Task 4: Document significant public contacts (both telephone contacts and meetings).



Tip:

The audience for this objective is you and your project management team. You need to make sure you have a clear and thorough history of the project. Goal V, Objective 3 discusses sharing this information with the public.

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Products:

___ Historical project notebook (including meeting minutes, decision documentation, quarterly summary of decisions, press clippings, and records of significant public contacts)

___ Other _____

Staff person(s) responsible for implementing tasks: _____

_____ :

Cost: _____

WORKSHEET FOR OBJECTIVE 4

Educate public participation staff and other project staff about the elements and techniques of successful public participation.

Task 1: Provide opportunities for public participation staff to attend public participation and technical training.

What training opportunities are relevant and accessible?

Task 2: Subscribe to professional associations and periodicals.

What associations and periodicals may be beneficial?

___ International Association for Public Participation Practitioners (IAP3)

___ Other _____

Task 3: Provide public participation training for other staff members.

Task 4: Disseminate information and increase awareness of other staff members about public participation issues.

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Products:

___ Listing of training resources and opportunities

___ Workbook of successful public participation techniques

___ Other _____

Staff person(s) responsible for implementing tasks: _____

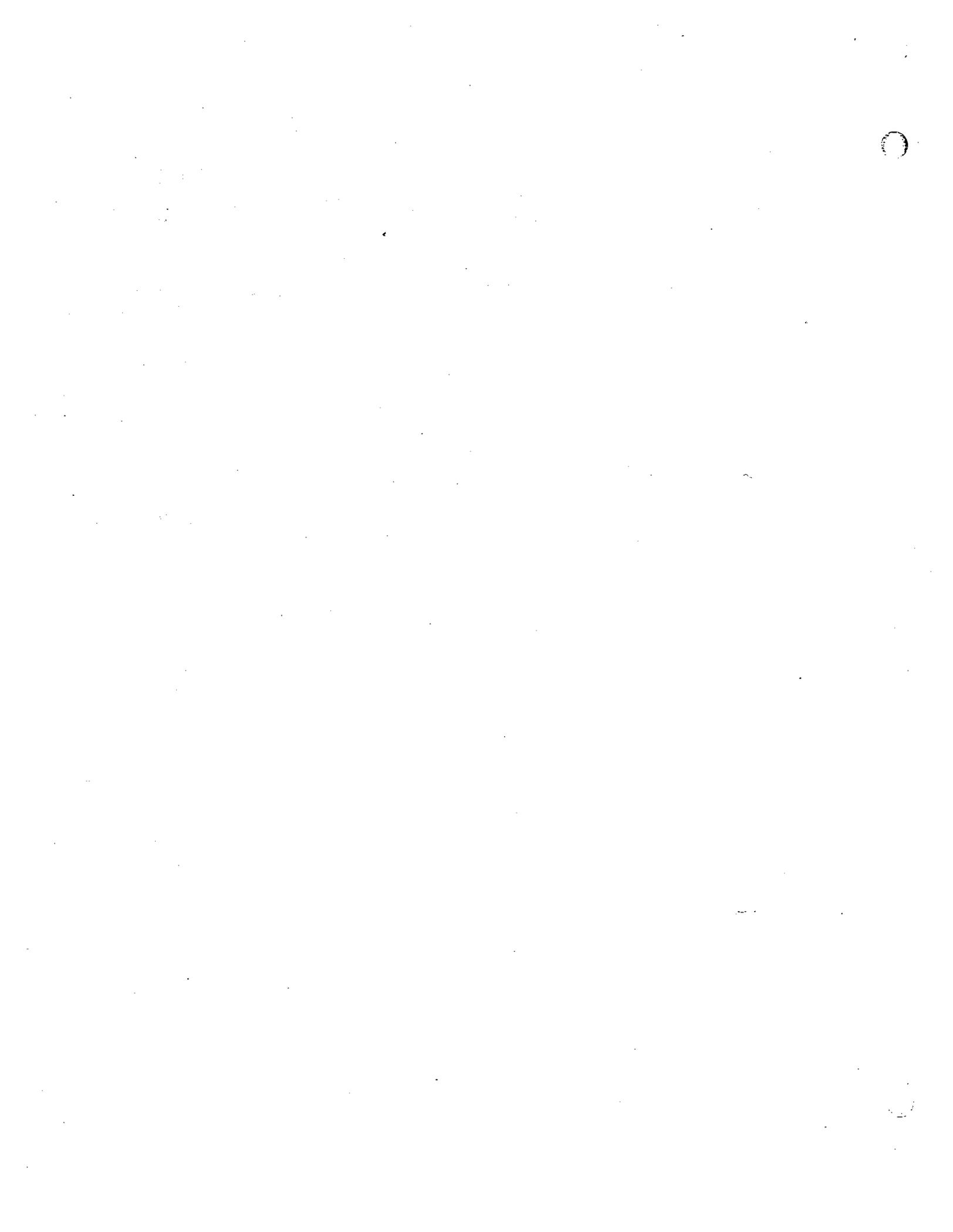
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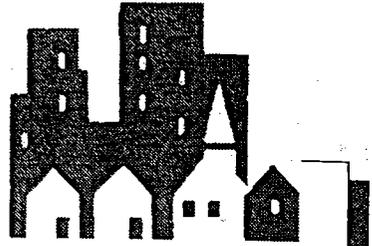
Tip:

Consider these approaches for training and informing other staff members:

- *Brown bag lunches*
- *Monthly "tip of the month"—keep them short and snappy*
- *Short case studies, demonstrating successes and failures*



Goal II

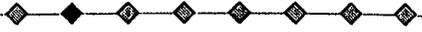


Understand the history and characteristics of the project area and project by obtaining pertinent background information.

The purpose of this goal is to obtain background information that provides an overall context for the project. For example, a community's history or land use patterns may affect its perception of certain issues. Similarly, it is important to be aware of plans, policies, or regulatory requirements that may be relevant to the project.

OBJECTIVE 1 ► Compile a history of human activity in the project area. This can include information such as settlement patterns, land uses, and significant historic events or sites.

OBJECTIVE 2 ► Identify the legal, regulatory, and political history and factors that affect the project.



WORKSHEET FOR OBJECTIVE 1



Compile a history of human activity in the project area. This can include information such as settlement patterns, land uses, and significant historic events or sites.

Task 1: Research appropriate information sources.

What information sources should be investigated?

Historical documents/archives:

Land use plans:

Planning/management documents:

Newspapers:

Video/television/film:

Other: _____

Task 2: Interview individuals who may have historical knowledge about the project area.

Who are the people who should be interviewed?

Prominent citizens:

Long-time residents:

Other: _____

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Products:

___ Written summary of findings _____

___ Other _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____

WORKSHEET FOR OBJECTIVE 2



Identify the legal, regulatory, and political history and factors that affect the project.

Task 1: Determine your agency's or jurisdiction's commitments and priorities for this project.

Who is the lead person(s) responsible for this project (e.g., elected official, department head, project manager)?

What are their visions and priorities for the project?

What, if any, publicly stated commitments have they made to the project?

Task 2: Ensure there is adequate information about the legal, regulatory, and planning status of the project to respond to public issues and inquiries.

Are there issues relating to the jurisdiction and ownership of the land?

Are there related planning/management studies or documents?

What regulatory/program requirements are relevant to the project?

Task 3: Ensure there is adequate information about the potential discovery of cultural resources to respond to public issues and inquiries.

Are cultural resource issues relevant to this project? If so, how are they being addressed?



WORKSHEET FOR OBJECTIVE 2 (continued)

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Products:

___ Written summary of findings _____

___ Other _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____

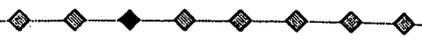
Goal III



Identify and understand the individuals and groups who live, work, and play in the project area and may be interested in or affected by the project issues and activities.

The purpose of this goal is to obtain a good understanding of the people within the project area and how they have been involved in past issues and activities. This sets the stage for determining who should be included in the current public participation process, and in what ways.

- OBJECTIVE 1** ► Compile a demographic profile of the project area.
- OBJECTIVE 2** ► Research the public participation history of the project area.
- OBJECTIVE 3** ► Identify and characterize the various individuals and groups that should be included in the public participation process. Look for:
- Affected groups and individuals
 - Advocacy groups
 - Interested groups and individuals not directly affected
 - Powerful groups and individuals
 - Status quo winners/losers
 - Cultural diversity (language, custom, religion)
- OBJECTIVE 4** ► Evaluate the type and level of public interests/concerns, as a basis for determining public participation approaches and activities. This evaluation should include:
- Public values
 - Major issues/concerns
 - Level of knowledge/awareness
 - Level of interest
 - Information/involvement needs
 - Obstacles to participation
 - Motivations and incentives for participation
 - Positions on issues
 - Perceptions (“See through citizens’ eyes”)



WORKSHEET FOR OBJECTIVE 1



Compile a demographic profile of the project area.

Task 1: Conduct demographic research, using the most current available information sources.

Include the following types of information:

- Number of residents
- Economic level
- Cultural/ethnic diversity
- Age groups
- Other _____

What information sources are available?

- ___ Local college/university
- ___ Census bureau
- ___ Library
- ___ Surveys (telephone, door-to-door)
- ___ Other _____

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Products:

- ___ Written summary of findings
- ___ Map(s) that graphically present demographic information
- ___ Other _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____

WORKSHEET FOR OBJECTIVE 2



Research the public participation history of the project area.

Task 1: Research written records and documents and/or interview personnel of agencies and organizations to identify past projects, activities, participants, and issues relevant to the project.

*What agencies and organizations should be contacted?
(Examples: Local, state, and federal resource agencies; city and county planning agencies)*

Task 2: Interview selected individuals and groups that may have knowledge of the project area's public participation history. (*Note: This task can be combined with Objective 3 and 4 interviews; see next worksheet.*)

Who are the individuals and groups that should be interviewed?

Task 3: Review interest group literature.

Which interest groups have literature (e.g., newsletters, position papers) that should be reviewed?

Task 4: Research local and regional media files to identify potentially interested persons/groups.

Which sources should be investigated?

Newspapers:

Television/cable stations:

Radio stations:

WORKSHEET FOR OBJECTIVE 2 (continued)

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Products:

___ Written summary of findings

___ Other _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____

WORKSHEET FOR OBJECTIVES 3 AND 4



OBJECTIVE 3: Identify and characterize the various individuals and groups that should be included in the public participation process.

OBJECTIVE 4: Evaluate the type and level of public interests/concerns, as a basis for determining public participation approaches and activities.

Task 1: Review the results of the demographic research (Objective 1) and the public participation historical research (Objective 2).

*What relevant individuals/groups were identified in this research?
What are their interests/concerns?*

Task 2: Research other existing information sources to identify possible participants.

Which sources should be investigated?

Mailing lists:

Resource directories:

Databases:

Other: _____

Task 3: Conduct public surveys to identify values and awareness.

What kind of surveys would be most relevant/useful?

___ Telephone poll

___ Newspaper survey

___ Door-to-door canvassing

___ Focus group

___ Other



WORKSHEET FOR OBJECTIVES 3 AND 4 (continued)

Task 4: Interview selected individuals and groups that may be interested in or affected by the project.

Who are the individuals and groups that should be interviewed?

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Products:

___ Survey/interview results

___ Written summary/evaluation of findings

___ Project mailing list (annotated if appropriate)

___ Other _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____

Goal IV



Coordinate with other agencies to define the problems, implement solutions, and administer the public participation process.

The purpose of this goal is to ensure that the project is well coordinated among all involved agencies and that coordinated, consistent responses are provided to the public.

- OBJECTIVE 1** ► Identify staff members from other agencies who are responsible for elements of the project.
- OBJECTIVE 2** ► Discuss project elements, milestones, and the public participation process with identified staff members.
- OBJECTIVE 3** ► Provide consistent, coordinated responses to public inquiries.

WORKSHEET FOR OBJECTIVE 1

Identify staff members from other agencies who are responsible for elements of the project.



Task 1: Contact the involved agencies to identify staff members and determine their responsibilities.

What are the involved agencies that should be contacted?

Who are the relevant staff members?

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Products:

___ Written list of staff contacts and responsibilities

___ Other _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____

WORKSHEET FOR OBJECTIVE 2

Discuss project elements, milestones, and the public participation process with identified staff members.

Task 1: Make initial contact with identified staff members.

Task 2: Make periodic contact with staff members as needed to track/update the project.

Task 3: Prepare written summaries of project milestones, task lists, and updates as needed to keep other agency staff informed.



Tip:

Consider establishing an interagency committee (such as a Technical Advisory Committee) for the project, which could meet either on a regular schedule or as needed.

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Products:

___ Written project milestones, task lists, and updates

___ Meeting summaries/minutes

___ Other _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____

WORKSHEET FOR OBJECTIVE 3

Provide consistent, coordinated responses to public inquiries.

Task 1: Determine who will respond to public inquiries.



Task 2: Inform all involved agencies of the designated contact person(s).

Timeline/duration for implementing tasks: _____

Start Date _____

End Date _____

Staff/Consultant Hours _____

Products:

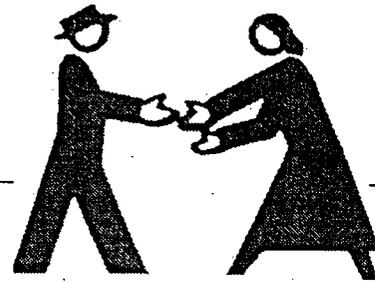
___ Written list of public contact person(s) _____

___ Other _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____

Goal V



*Establish and maintain trust
and credibility with the public.*

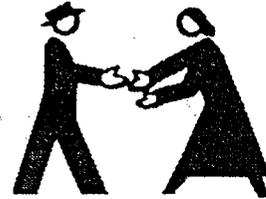
The purpose of this goal is to provide information and use communication techniques that demonstrate the agency's credibility to the public.

Note: Many of the tasks under this goal are general strategies or ongoing tasks that can be applied in various ways throughout the public participation program. They can serve as overall guidelines or reminders (for example: "Develop and maintain good working relationships with citizens and organizations"). In some cases, it may be possible to fill in more detail about exactly how these tasks will be accomplished (for example, contacting specific organizations to introduce the project and determine the best ways to work with them).

- OBJECTIVE 1** ► Establish and maintain the credibility of the agency's project management and public participation processes.
- OBJECTIVE 2** ► Establish processes for open communication between the public and the agency to ensure the exchange of updated information and feedback.
- OBJECTIVE 3** ► Demonstrate accountability for major assumptions and decisions.
- OBJECTIVE 4** ► Provide mediation/conflict resolution, as the need is determined by staff and the public.

WORKSHEET FOR OBJECTIVE 1

Establish and maintain the credibility of the agency's project management and public participation processes.



Task 1: Disseminate information to the public, interest groups, media, and other agencies to provide an overall context for the project.

Include the following types of information:

- Why is the agency the proper entity to solve the problem?
- What are the parameters for the agency and/or project?
- What are the issues?
- What is the public participation process that will be used?

Task 2: Develop and maintain good working relationships with citizens and organizations.

Task 3: Make the draft and final public participation plan available to the public for review and comment.

Task 4: Provide examples of other successful projects.



WORKSHEET FOR OBJECTIVE 1 (continued)

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Tools/Products:

___ Media releases

___ Newsletter/newspaper articles

___ Fact sheets

___ Meetings/events

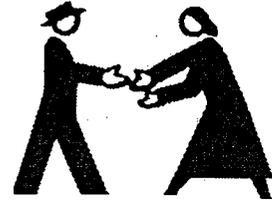
___ Reports, handouts

___ Other

Staff person(s) responsible for implementing tasks: _____

Cost: _____

WORKSHEET FOR OBJECTIVE 2



Establish processes for open communication between the public and the agency to ensure the exchange of updated information and feedback.

Task 1: Create an ongoing communications loop.

Which communications processes would be most effective?

Quarterly updates

Meetings

Newsletters

Telephone conversations

Other _____

Task 2: Communicate with the public through established community groups.

Task 3: Identify and use communications approaches and techniques that are appropriate to the particular audience or situation.

Task 4: Present any and all new information about the project and public participation process.

Task 5: Respond in an appropriate and timely fashion to all public inquiries and comments.

Task 6: Ensure that all meetings are open and accessible to the public.

Task 7: Provide an effective and neutral facilitator at public meetings.



WORKSHEET FOR OBJECTIVE 2 (continued)

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Tools/Products:

___ Fact sheets, newsletters, media releases

___ Written responses to public inquiries and comments where appropriate

___ Facilitated open public and committee meetings

___ Video documentation of selected meetings

___ Other _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____



WORKSHEET FOR OBJECTIVE 3



Demonstrate accountability for major assumptions and decisions.

Task 1: Distribute meeting minutes or summaries to attendees.

Task 2: Provide results of key decisions to interested and affected parties; include the date, responsible party, reasons, and action taken.

Task 3: Make a quarterly summary of decisions available to interested and affected parties.

Task 4: Provide results of key project milestones/activities to interested and affected parties.

Task 5: Reiterate the project history/background as necessary to clarify parameters, assumptions, issues, and decisions.

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Tools/Products:

___ Meeting minutes or summaries

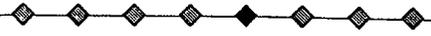
___ Written summaries of key decisions and milestones

___ Graphic timeline

___ Other _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____



WORKSHEET FOR OBJECTIVE 4

Provide mediation/conflict resolution, as the need is determined by staff and the public.



Task 1: Evaluate the need for mediation/conflict resolution.

Task 2: Provide an effective and neutral mediator where necessary.

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Tools/Products:

___ Mediation resolution/documentation

___ Other _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____

Goal VI



*Educate and create an informed public;
encourage behavioral changes through
positive individual action.*

The purpose of this goal is to ensure that individuals have access to information about the project; increase their understanding of the issues and problems; and become motivated to actively participate in the solutions. Some objectives apply particularly to projects that involve long-term public education and action. They may not be applicable to some types of projects.

Note: Many of the tasks under this goal are general strategies or approaches. In developing your public participation program, identify the specific activities that will be used to accomplish these tasks. Checklists of possible methods/activities are provided to help choose those most appropriate.

OBJECTIVE 1 ► Provide project information that is clear, concise, and accessible to everyone in the community.

OBJECTIVE 2 ► Increase awareness of how individuals contribute to the problem and can become part of the solution.

OBJECTIVE 3 ► Provide opportunities for the public to take action or participate in activities that support the program goals.

WORKSHEET FOR OBJECTIVE 1

Provide project information that is clear, concise, and accessible to everyone in the community.

Task 1: Compile and update all project information.

Task 2: Provide information in ways that are understandable and useful to the public, using a variety of formats (e.g., written, graphic, electronic, and video).

Task 3: Translate project information into other languages as needed.

Task 4: Distribute project information to identified libraries/information repositories.

Task 5: Distribute project information to media sources.

Task 6: Distribute project information to the targeted public.



Tip:

Make sure you are reaching all of the audiences identified during your demographic research in ways that are appropriate to each audience.

Checklist of possible methods/activities:

- Information repositories at agencies, libraries, public buildings, community centers, schools, and other appropriate locations
- Translated written materials
- Media information (press releases, background packets)
- Fact sheets, newsletters, brochures, door hangers
- Graphics of the project site, alternatives, solutions
- Maps, plans, photographs
- Slideshows, videos
- Speakers' bureau
- Interpretive signage
- Meetings, open houses, presentations, workshops, barbeques, events
- Posters, buttons, bookmarks, coloring books, calendars, magnets, stickers, book covers
- Other _____
- _____



WORKSHEET FOR OBJECTIVE 1 (continued)

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Tools/Products: (Selected from checklist) _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____

WORKSHEET FOR OBJECTIVE 2



Increase awareness of how individuals contribute to the problem and can become part of the solution.

Task 1: Emphasize personal responsibility in educational materials and approaches.

Task 2: Provide learning opportunities through educational programs and activities.

Task 3: Coordinate with other education programs in schools and the community.

Task 4: Provide interactive learning experiences.

Task 5: Demonstrate solutions.

Checklist of possible methods/activities:

- Educational presentations, classes, seminars
- Presentations at other organizations' meetings
- In-school programs and teacher education
- Community activities and events
- Workshops
- Workbooks
- Demonstration projects
- Exhibits
- Tours
- Media information and events
- Public awareness campaigns
- Contests (e.g., slogans, themes, posters)
- Training (for targeted audiences)
- Other _____

WORKSHEET FOR OBJECTIVE 2 (continued)

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Tools/Products: (Selected from checklist) _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____

WORKSHEET FOR OBJECTIVE 3



Provide opportunities for the public to take action or participate in activities that support the program goals.

Task 1: Develop activities in which the public can participate.

Task 2: Invite the targeted public to participate in the activities.

Checklist of possible methods/activities:

There are dozens of possibilities—use your imagination! The following examples are activities used for a watershed management program:

- Tree planting
- Stream/streambank restoration
- Erosion control
- Litter cleanup
- Volunteer demonstration sites
- Citizen monitoring
- Partnerships with businesses, community groups
- Storm drain stencilling
- Stewardship program
- Signage design

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Tools/Products: (Selected from checklist) _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____

Goal VII

Involve citizens in the decision-making process.



The purpose of this goal is to provide opportunities for citizens to actively participate in identifying, reviewing, and selecting project alternatives. It emphasizes early and ongoing involvement.

Note: Similar to the previous goal, many of the tasks under this goal are general strategies or approaches. Checklists of possible methods/activities that can be used to accomplish these tasks are provided.

- OBJECTIVE 1** ► Consider creation of a public advisory group to review and comment on agency policies and procedures related to the project.
- OBJECTIVE 2** ► Involve the public in defining the issues and determining the solutions.
- OBJECTIVE 3** ► Provide opportunities for citizen input at all milestones.

WORKSHEET FOR OBJECTIVE 1

Consider creation of a public advisory group to review and comment on agency policies and procedures related to the project.



Task 1: Determine the type of group that is most appropriate and define its purpose, authority, membership, and structure.

Which type of group would be most appropriate for the project?

- Citizens advisory committee
- Task force
- Commission or board
- Review panel
- Sounding board
- Community forum
- Other _____

Task 2: Recruit members.

Task 3: Meet as needed to ensure adequate participation.

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Products:

- Written statement of group's purpose, authority, membership, and structure
- Preparatory materials for meetings
- Meeting minutes/summaries
- Other _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____

WORKSHEET FOR OBJECTIVE 2

Involve the public in defining the issues and determining the solutions.

Task 1: Provide opportunities for citizen input on project alternatives identified by the agency, including a "no action" alternative.

Task 2: Provide opportunities for citizens to identify additional alternatives.

Task 3: Provide opportunities for citizens to review agency plans and designs.



Tips:

Find a community leader(s) to help you with planning and activities.

Contact people inbetween mailings and meetings to remind them of the meeting or event.

Provide realistic leadtimes.

Checklist of possible methods/activities:

- Public advisory group meetings
- Design review committees
- Public meetings
- Open houses
- Workshops
- Presentations to community organizations
- Surveys or polls
- Focus groups
- Stakeholder interviews
- Door-to-door canvassing/interviews
- Other _____

WORKSHEET FOR OBJECTIVE 2 (continued)

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Products:

___ Preparatory materials for meetings

___ Meeting minutes/summaries

___ Survey/poll results

___ Other _____

Staff person(s) responsible for implementing tasks: _____

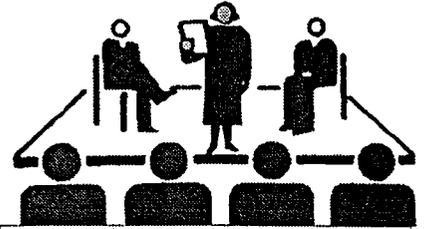
Cost: _____

WORKSHEET FOR OBJECTIVE 3

Provide opportunities for citizen input at all milestones.

Task 1: Notify citizens of public meetings, public hearings, and actions by elected officials (e.g., City Council or Planning Commission meetings).

Task 2: Invite comments, correspondence, inquiries, and requests for information.



Tip:
Advertise widely to announce important project events, such as meetings and decision points. Use local newspapers, project newsletters, other organizations' newsletters, calendars of events, radio public service announcements, and posted public notices.

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Tools/Products:

Public notification of opportunities for input

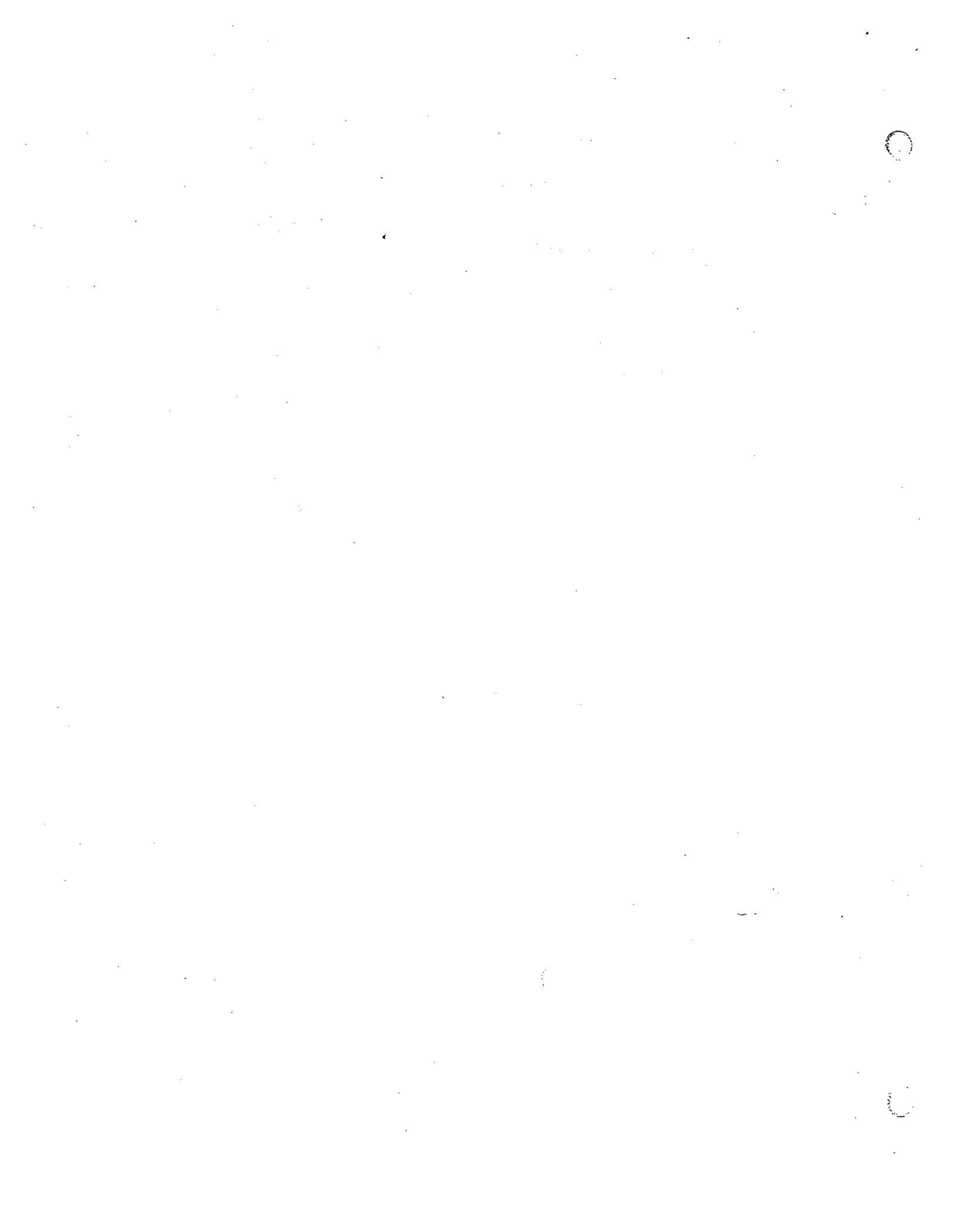
Public testimony

Citizen correspondence

Other _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____



Goal VIII



Monitor and evaluate the public participation program and make revisions as needed.

The purpose of this goal is to include evaluation as an integral part of the public participation program, ensuring that the program remains relevant and effective.

OBJECTIVE 1 ► Maintain records of all public participation activities.

OBJECTIVE 2 ► Evaluate the results of public participation activities and techniques.

OBJECTIVE 3 ► Revise the public participation program as needed.

WORKSHEET FOR OBJECTIVE 1

Maintain records of all public participation activities.

Task 1: Record a description, date, and purpose of each activity.

Task 2: Document the results of each activity.



Note the following kinds of indicators:

- Event attendance
- Type and amount of materials distributed
- Observations of participants' responses
- Assessment of the activity's success

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Products:

___ Written record of public participation activities (include in historical project notebook)

___ Other _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____

WORKSHEET FOR OBJECTIVE 2

Evaluate the results of public participation activities and techniques.

Task 1: Provide opportunities for citizen evaluation of the public participation process.

Consider the following kinds of techniques:

- Surveys
- Comment sheets
- Focus groups
- Interviews
- Review by the public advisory committee

Task 2: Prepare an evaluation report and circulate to peers and project manager(s).



Tip:

Where possible, incorporate evaluation methods into public participation activities. For example, include a mail-back survey in project newsletters to solicit citizen feedback. Encourage people to fill out comment sheets at meetings and events.

Timeline/duration for implementing task:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Tools/Products:

___ Surveys

___ Comment sheets

___ Focus groups

___ Interviews

___ Committee review

___ Evaluation report

___ Other _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____

WORKSHEET FOR OBJECTIVE 3



Revise the public participation program as needed.

Task 1: Review the public participation goals and project results.

Task 2: Revise the public participation goals as necessary.

Task 3: Revise the public participation activities and approaches as necessary.

Task 4: Revise this handbook as necessary.

Timeline/duration for implementing tasks:

Start Date _____

End Date _____

Staff/Consultant Hours _____

Products:

Updated public participation plan.

Updated handbook.

Other _____

Staff person(s) responsible for implementing tasks: _____

Cost: _____