

## Bureau Innovation Project #9: Public Involvement

Meeting Agenda  
September 28<sup>th</sup>, 2005  
6:30-8:30 PM

Location: Central NE Neighbors (CNN), 4415 NE 87th Ave

**NOTE: Meeting packet is also available online**

1. Greetings/Introductions (10 min)
2. Review/Approve Revised Goal Statement (10 min)
3. Discuss/Approve Committee Ground Rules (10 min)
4. Principles of Citizen Involvement (20 min)
  1. Review and discuss **Citizen Involvement Principles** (BCP-ADM-4.02) adopted by Council in 1996
  2. Review and discuss Updated Principles proposed by Public Involvement Task Force in 2004
  3. Discuss provisional use of proposed principles to guide committee work and product development
5. Classification of Projects/Programs (50 min)
  1. Discussion of classification framework
  2. Review examples of classification approaches (Warringah & PDC matrices)
  3. Use case studies from recent experience?
  4. Brainstorm classification tool for Portland
6. Discuss Public Involvement for our process (15 min)
  1. How Much?
  2. When?
  3. How?
7. Confirm Next Meeting (5 min)

**BIP #9, Develop Consistent Public Engagement Procedures**

Goal: To improve how city bureaus conduct community-involvement efforts. The City currently lacks consistent standards, accountability mechanisms and expectations for involving community members and stakeholders in its decision-making processes. This effort will focus on internal city reforms regarding public involvement processes and creating consistent expectations and processes for public involvement activities depending on the type of project. Additionally, it will articulate the process by which community members and stakeholders participate on boards and commissions.

Creativity and flexibility for the individual needs of projects will be supported.

This effort focuses on how city bureaus, staff and elected officials interact with the community and creates shared expectations around types of public involvement projects and public involvement processes.

# Step 3 – The Matrix

Type of Consultation	Level 1 High Impact – Warringah	Level 2 High Impact – Local	Level 3 Lower Impact – Warringah	Level 4 Lower Impact – Local
<b>INFORMING</b>	★	★	★	★
Personal Telephone Contact	◆	+	◆	◆
In Person Meeting	◆	+	◆	+
Written Correspondence	★	★	◆	◆
Pamphlet	◆		◆	
Letter Box Drop	◆	+	◆	◆
Notice in Local Paper	★	◆	+	◆
Notice in Newsletter	◆	◆	◆	◆
Media Release	★		◆	
Site Display	◆	◆	◆	◆
Displays in Other Locations (eg shopping centre)	◆	◆	◆	
<b>SEEKING INFORMATION</b>	★	★	★	+
Suggestion Box			◆	+
Telephone Survey	◆	◆	◆	◆
Written Survey	◆	◆	◆	
Hotline/ Phone-in	◆	◆	◆	
Letter or Media Promotion Inviting Submissions	★	◆	◆	
Public Exhibition	★	◆	◆	
Interview	◆	+	◆	◆
Focus Group Session	+	+	+	+
<b>INVOLVING</b>	★	★	+	+
Meetings with User or Stakeholder Groups	★	+	+	+
Meeting with Existing Group, eg parents, school children, youth, aged, businesses	+	+	+	+
Workshop Session	+	+	+	◆
Meeting by Invite	+	◆	+	◆
Site Tour/ Meeting	◆	+	◆	◆
Public Meeting	◆	◆	◆	
<b>PARTNERSHIPS</b>	+	◆	◆	◆
Committee of Management	◆			
Taskforce or Working Party	+	◆	◆	
Joint Venture	◆	◆	◆	◆

★ = Essential, + = Desirable, ◆ = May be Appropriate

Where there is no symbol, this means that the type of consultation is not as appropriate for the Impact Level

(WARRINGAH MATRIX - Full info online at [http://www.warringah.nsw.gov.au/community\\_consultation.htm](http://www.warringah.nsw.gov.au/community_consultation.htm))

# Excerpt from Portland Development Commission's DRAFT Public Participation Manual

## Step #2: Assess Level of Public Concern or Interest

### INTERNAL WORKSHEET: Public Concern and Interest Assessment

Assessment Questions	Very Low	Low	Moderate	High	Very High
1. What is the anticipated level of conflict, opportunity, controversy, or concern on this or related issues?					
2. How significant are the potential impacts to the public?					
3. How much do the major stakeholders care about this issue, project or program?					
4. What degree of involvement does the public appear to desire?					
5. What is the potential for public impact on the potential decision or project?					
6. How significant are the possible benefits of involving the public?					
7. How serious are the potential ramifications of NOT involving the public?					
8. What level of public participation does the Commission and/or directors desire or expect?					
9. What is the possibility that the media will become interested?					
10. What is the probable level of difficulty in solving the problem or advancing the project?					
<i>Count number of checks in each column</i>					
<i>Multiply number of checks by the weight</i>	X1	X2	X3	X4	X5
<i>Enter column score</i>					
<i>Add total of all five columns</i>					
<i>Divide total score by number of questions</i>	/10				
<i>Average score (Desired Level of Public Participation Spectrum)</i>	*				

\*See chart on page 27 for illustration of the level of public participation that would match the public's interest in the project


More on next page

# Excerpt from Portland Development Commission's DRAFT Public Participation Manual

## Step #3: Determine Level of Public Participation

- Enter the average score from the Assessment Worksheet: \_\_\_\_\_.
- Identify your public participation level or levels using the Public Participation Spectrum below.

### INTERNAL WORKSHEET: Assessing Level of Public Participation

Increasing Level of Public Participation 			
Inform (1-1.9)	Solicit Input / Consult (2-2.9)	Involve (3-3.9)	Collaborate (4-4.9)
<u>One-way communication</u> between PDC and the public to provide the public with balanced and objective information to assist them in understanding the problems, alternatives, opportunities and/or solutions.	Seek public feedback on a proposal, analysis or alternatives. Requires a response from the public, but limited opportunity for public dialogue.	Work directly with the public throughout the process to ensure that issues, aspirations and concerns are consistently understood and considered. Includes elements of public information and outreach, but adds a third dimension of <u>two-way communication</u> .	To collaborate with the public on some or all aspects of the planning or decision including the development of alternatives and the identification of the preferred solution.
<b>Promise to the Public</b>			
We will keep stakeholders informed	We will keep stakeholders informed, listen to and acknowledge concerns, aspirations and provide feedback on how public input influenced the decision.	We will work with stakeholders to ensure that their concerns, aspirations and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to stakeholders for direct advice and innovation in formulating solutions and incorporate their recommendations into the decisions to the maximum extent possible.
<b>Example of Tools to use</b>			
<ul style="list-style-type: none"> <li>✓ Fact sheet</li> <li>✓ Press Release</li> <li>✓ Open House</li> <li>✓ Tour / Site Visit</li> </ul>	<ul style="list-style-type: none"> <li>✓ Public Meeting</li> <li>✓ Appreciative Inquiry</li> <li>✓ Focus Group</li> <li>✓ Survey</li> </ul>	<ul style="list-style-type: none"> <li>✓ Workshop</li> <li>✓ Design Charrettes</li> <li>✓ Citizen advisory committee</li> </ul>	<ul style="list-style-type: none"> <li>✓ Working Group</li> <li>✓ Joint Venture</li> <li>✓ Commissioner-led advisory committee</li> </ul>

Adapted from the IAP2 Public Participation Spectrum