

Top Ten Reasons

not to

communicate with the public



Top Ten Reasons

10

communicate with the public

What is Public Participation?

Public Participation is **any** process that **involves** the public in problem-solving or decision-making and **uses** public input to make decision



Who Is the Public?

- Individuals, groups of individuals, organizations or political entities with an interest or stake in the outcome of a decision
- Internal and external stakeholders





A stylized number '10' with a rainbow gradient. The '1' is red and orange, and the '0' is green, yellow, and blue. It has a grey shadow cast to the left and slightly downwards.

We didn't have to in
the good old days.



10

~~We didn't have to in the
good old days.~~

*The old days weren't
always so good. Times,
rules, and expectations
have changed.*

If you are seeking *Buy-In*...



***Then you are not doing
public participation***



BUY-IN



We are the experts, and
our way is the right way.

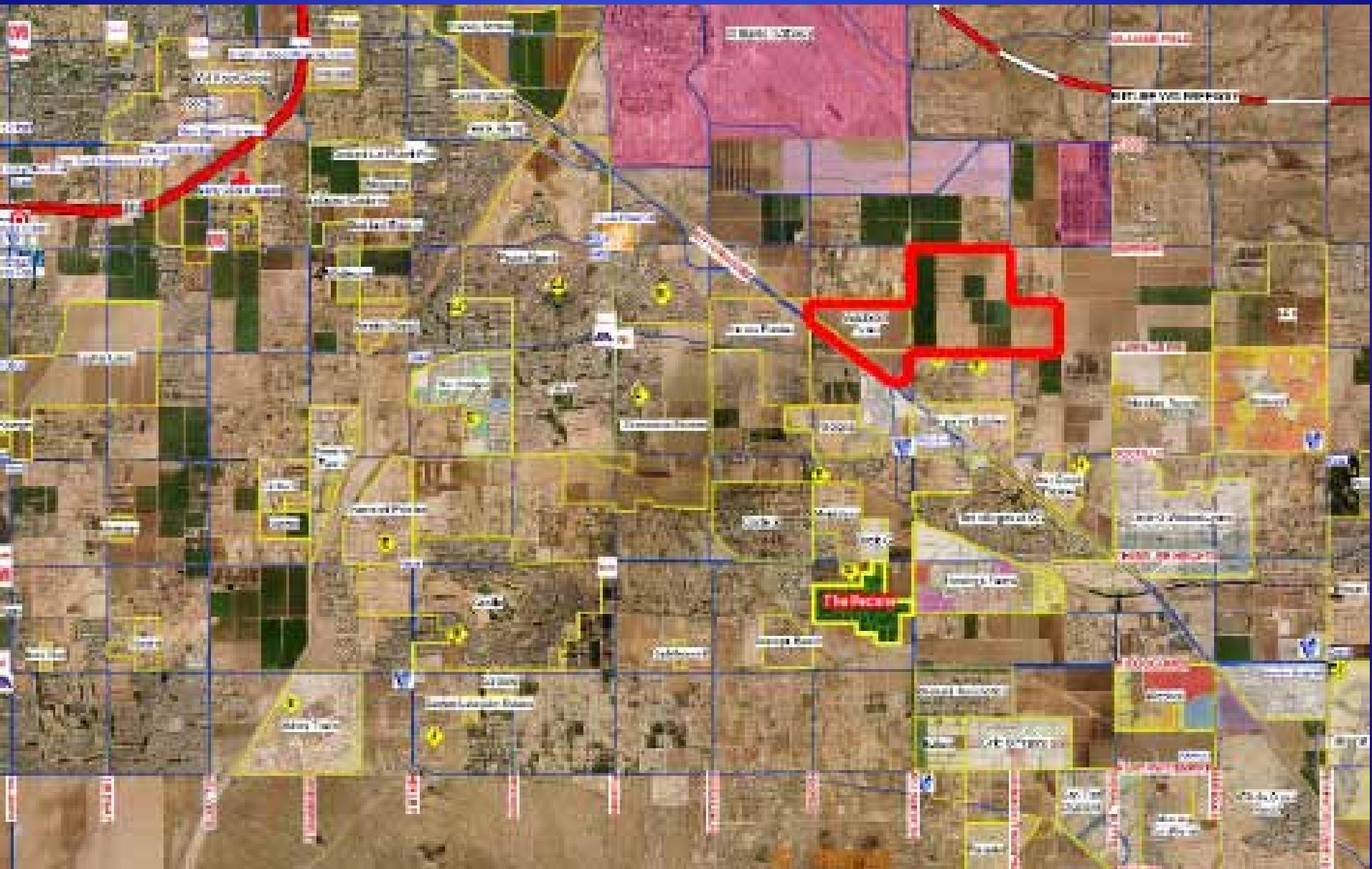


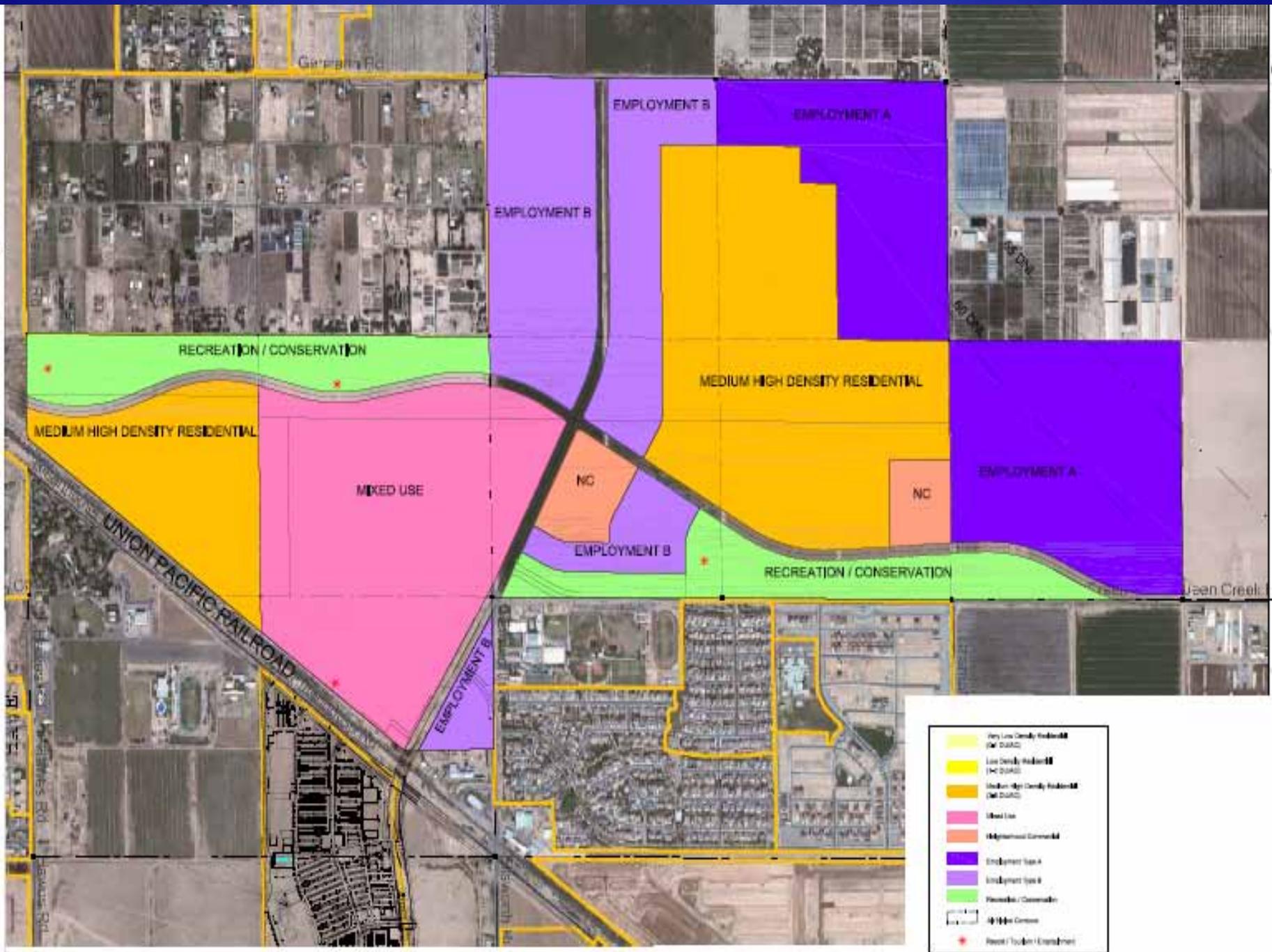


~~We are the experts, and
our way is the right way.~~

*The public is the expert when it
comes to community and should
have a say in decisions about
actions that may affect them.*

Queen Creek and Vicinity





Concept 5





Issue too technical for public to understand. We are the experts; our way is right.



~~Issue too technical for public to understand. We are the experts; our way is right.~~

*Don't underestimate
diligence of motivated public.
Become source for reliable,
timely, and accurate
information.*

Colorado River Management Plan



Colorado River Management Plan





They all hate us





~~They all hate us~~



Public perception of an organization or industry can seriously impede success.

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The public can't understand why this project is needed.

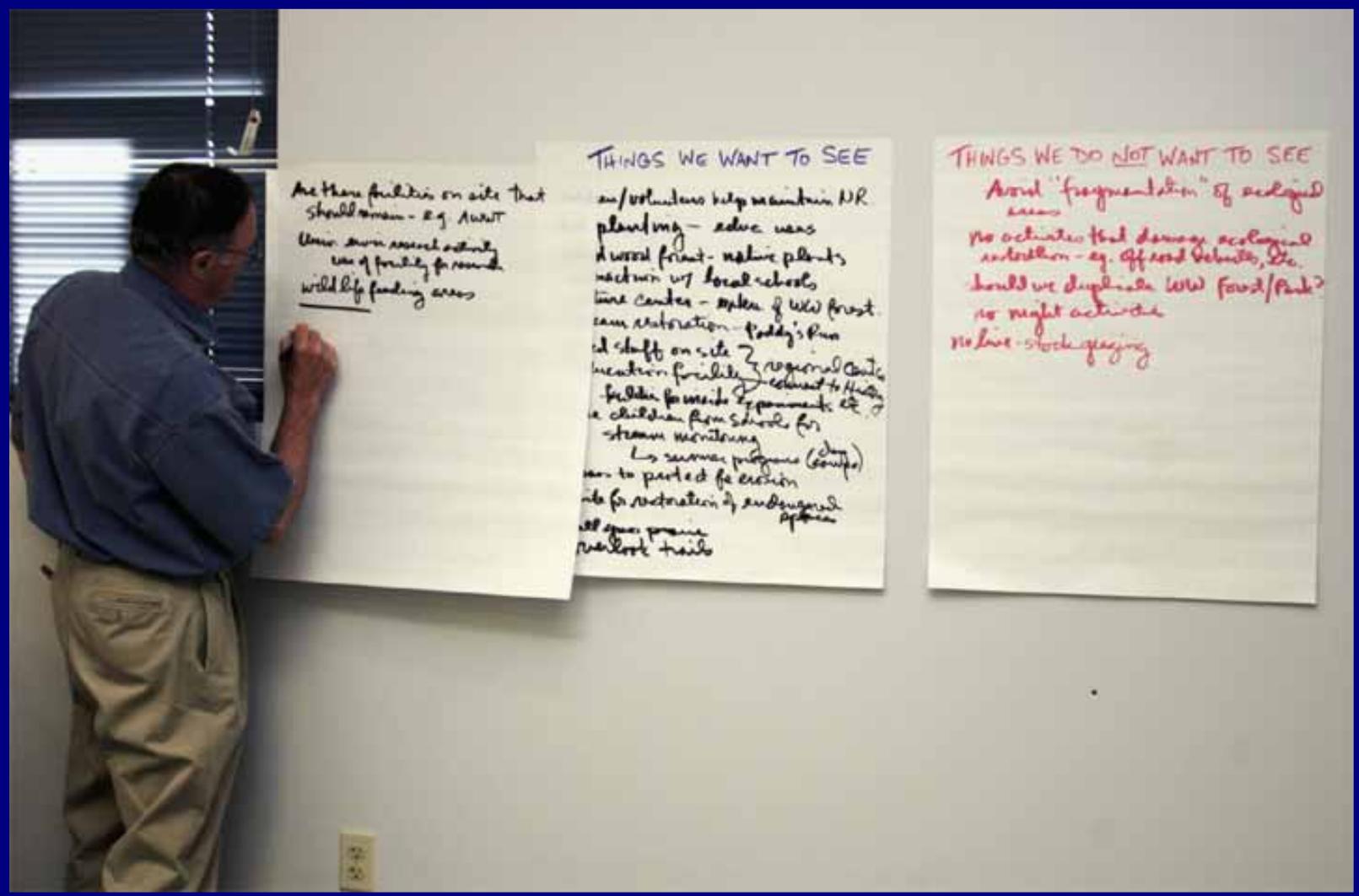


6

~~The public can't understand why this project is needed.~~

Provide them information so they can participate. May need to reevaluate project need.





Are there facilities on site that should remain - eg. AWT
Use own research activity
use of facility for research
wild life feeding areas

THINGS WE WANT TO SEE

en/volunteers help maintain NR
planting - educ users
d wood front - native plants
nactwin w/ local schools
time center - open of WW forest
can restoration - Paddy's Run
id staff on site ? regional center
location facilities ? school to history
field for outside experiments etc
children from schools for
stream monitoring
↳ summer programs (groups)
can to protect for erosion
site for restoration of endangered
species
all open programs
overlook trails

THINGS WE DO NOT WANT TO SEE

Avoid "fragmentation" of ecological
areas
no activities that damage ecological
restoration - eg. off road vehicles, etc.
should we duplicate WW forest/park?
no night activities
no live-stock grazing



Too many of “them” and
“they” are too organized.





~~Too many of “them” and
“they” are too organized.~~

*Public has many faces;
they aren't homogeneous.
Tailor message to your
audience.*

New York City: World Trade Center Meeting on how the Ground Zero will be built



Charrette



A large, stylized number 4 with a rainbow gradient and a shadow.

We won't be able to do everything they want.



4

~~We won't be able to do everything they want.~~

Be very clear as to the level of influence the public can have on decision. Define limits of participation.

IAP2 Public Participation Spectrum

Developed by the International Association for Public Participation

INCREASING LEVEL OF PUBLIC IMPACT

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Public Participation Goal: To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	Public Participation Goal: To obtain public feedback on analysis, alternatives and/or decisions.	Public Participation Goal: To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	Public Participation Goal: To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	Public Participation Goal: To place final decision-making in the hands of the public.
Promise to the Public: We will keep you informed.	Promise to the Public: We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	Promise to the Public: We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	Promise to the Public: We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	Promise to the Public: We will implement what you decide.
Example Techniques to Consider: <ul style="list-style-type: none"> ● Fact sheets ● Web sites ● Open houses 	Example Techniques to Consider: <ul style="list-style-type: none"> ● Public comment ● Focus groups ● Surveys ● Public meetings 	Example Techniques to Consider: <ul style="list-style-type: none"> ● Workshops ● Deliberate polling 	Example Techniques to Consider: <ul style="list-style-type: none"> ● Citizen Advisory Committees ● Consensus-building ● Participatory decision-making 	Example Techniques to Consider: <ul style="list-style-type: none"> ● Citizen juries ● Ballots ● Delegated decisions



No one really cares.





~~No one really cares.~~

*You may be surprised at
who cares and what they
care about.*

Colorado River Management Plan



Key Stakeholders

Colorado River Management Plan





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It didn't work the last time
we tried.



2

~~It didn't work the last time
we tried.~~

*No one said involving the public
was easy...or that you get it right
the first time. Evaluate past
attempts, learn how to improve.*



We don't have time – our schedule and budget are too tight.



~~We don't have time – our
schedule and budget are
too tight.~~

*Time taken up front to involve
stakeholders appropriately can
save time and money in the end.*













Public Participation is an investment to prevent even bigger problems later.





Photo by Chris Keller 2006, age 14. **Thank you!**