

Practical Engagement: Realities and Opportunities for Meaningful Civic Participation

**League of California Cities Annual Conference
9:30-10:45 am, Friday, September 15, 2017**

The Institute for Local Government

**ILG is the non-profit
research and education
affiliate of**



**California Special
Districts Association**
Districts Stronger Together

ILG's Public Engagement Program



Tipsheets



Guidebooks



Case Stories



Webinars



Coaching, Training, Technical Assistance

www.ca-ilg.org/engagement

ILG has instant polling 'clickers' and interpretation headsets we loan to local gov'ts (no charge except shipping)



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An Overview of Public Engagement

Who

- Your agency's targeted audience; keeping in mind the various populations who will be impacted by the decision at hand.

What

- A mix of engagement 'elements' (or activities) chosen after thoughtful analysis.

Where

- At locations that make sense given who you are trying to reach. (Go to them)

When

- Within a timeframe that allows for adequate planning, execution, analysis of data received so it is useful to the decision making body.

How

- Through intentional activities such as surveys, in person and/or online engagement; focus groups, tabling at community events, social media.

Why Engage the Public?

Better identification
of the public's
values, ideas and
recommendations

More informed
residents- about
issues and about
local agencies

Improved local
agency decision-
making and actions,
with better impacts
and outcomes

More community
buy-in and support,
with less
contentiousness

Faster project
implementation with
less need to revisit

More trust- in each
other and in local
government

“Beyond the Usuals”

Newcomer
Communities

Renters

Young Adults

Latino

Asian and
Pacific
Islander

African
American

Gay, Lesbian,
Bisexual and
Transgender

People with
Disabilities

Low Income

And... Anyone who is busy: work, kids, etc.

IAP2'S PUBLIC PARTICIPATION SPECTRUM

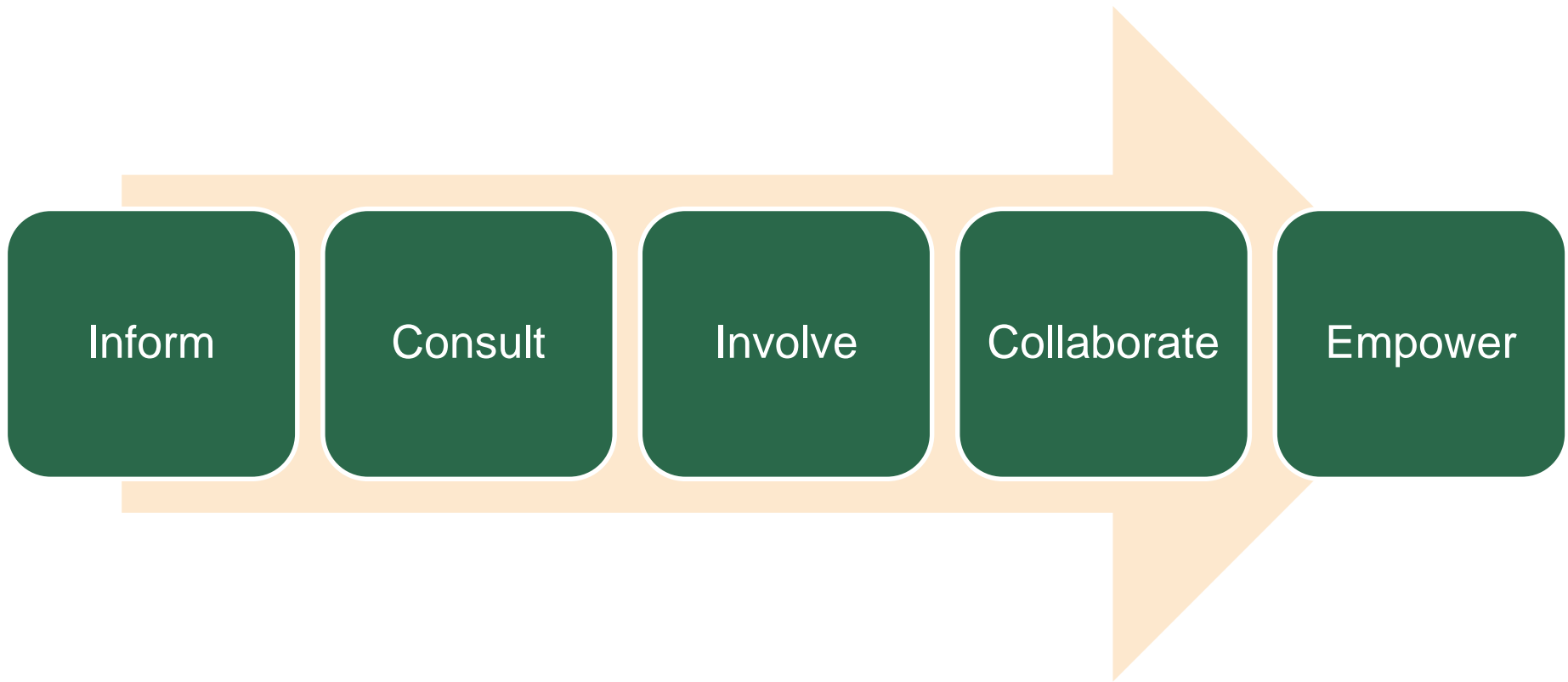
The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

INCREASING IMPACT ON THE DECISION 

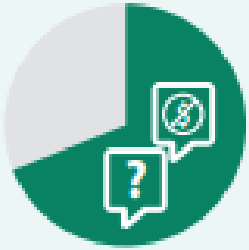
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	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.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

IAP2 Public Participation Spectrum

<https://iap2usa.org/>



2015 ILG Survey



69% are concerned that local governments do not have sufficient staff, knowledge or financial resources for public engagement and that residents are not adequately informed.



83% worry that it is always the same people who participate and they tend to be extremists.



Populations not typically involved in local public meetings (top responses):

- Renters
- Low-income individuals
- Immigrants
- Latinos/Hispanics

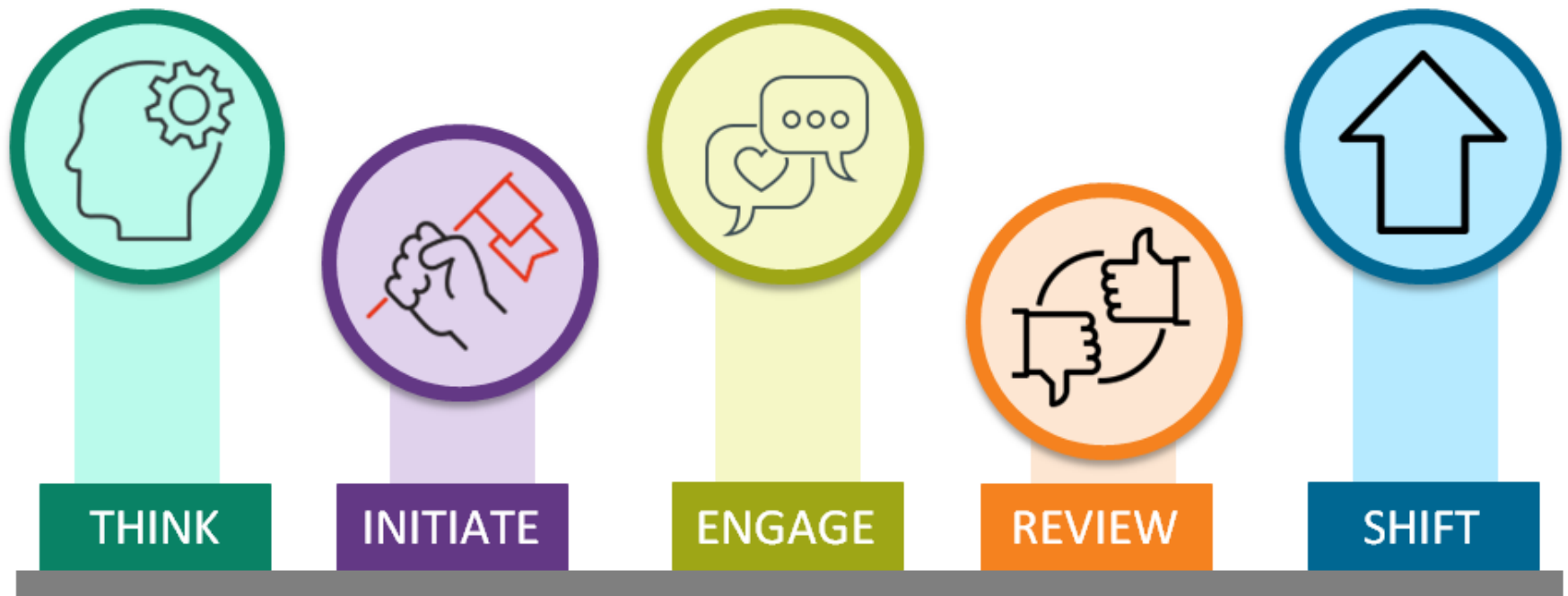
2012 ILG, Public Agenda, Davenport Survey

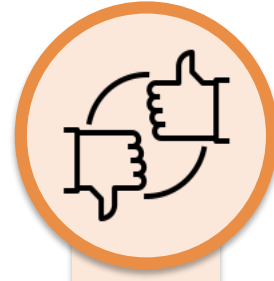
66% of local officials named a group of residents that they have found especially **difficult to engage** in the public decision-making process. They listed, especially,

YOUNG ADULTS
LOW-INCOME INDIVIDUALS AND SENIORS
RACIAL/ETHNIC MINORITIES
WORKING FAMILIES
IMMIGRANT COMMUNITIES

69% say a **lack of resources and staff** could stand in the way of a deliberative public engagement approach.

Shaping the Future Together: A Guide to Practical Public Engagement for Local Government





THINK

Self Assessment

Consider PE Approach

Contemplate Community Landscape

INITIATE

Draft PE Approach

Develop Outreach Plan

Reality Check

ENGAGE

Implement PE Approach

Implement Outreach Plan

Reality Check

REVIEW

Evaluate PE Approach

Evaluate Outreach Plan

Contemplate Community Landscape

SHIFT

Internal Organizational

External

Policy Change



THINK

Step 1: Self-Assessment

Public Engagement Project Assessment

Agency Assessment

Step 2: Consider PE Approach

Draft PE Approach for Specific Effort

Draft PE Approach for Agency Wide Application

Step 3: Contemplate Community Landscape

Create/update List of Local CBOs and others

Identify diverse locations to hold meetings w/ target audiences in mind



INITIATE

Step 1: Draft Public Engagement Approach

Choose a mix of in person and online activities

Consider: timeline, budget, staffing, who will facilitate, how will data be gathered, what might go wrong

Step 2: Develop Outreach Plan

Create an Outreach Plan

Consider what you know from your “community landscape”

Step 3: ‘Reality Check’

Are there local, state or federal laws or regulations you need to consider?

Internal “politics”/ larger “Politics”

TIERS Templates & Learning Lab

Assessment

Community
Landscape

Meeting
Logistics

Outreach

Facilitation
Plan



THINK

Community Landscape

Purpose of this template: To document the wide variety of potential stakeholder groups in your community. This will help to ensure those you target in your **outreach plan** are reflective of the diversity in your community.

Directions: Fill out sheet to the best of your ability. After initial attempt, connect with stakeholders to fill in gaps, check assumptions.

Example Type	Fill in if applicable	Examples
Adult education		Community College, Adult training programs
Agricultural groups / associations		Almond Growers Association
Arts groups		Music, visual, dance, theatre, ethnic, etc.

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