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

www.ca-ilg.org
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)

Hanna Stelmakhovych| hstelmakhovych@ca-ilg.org; 916.658.8221
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

<table>
<thead>
<tr>
<th>INFORM</th>
<th>CONSULT</th>
<th>INVOLVE</th>
<th>COLLABORATE</th>
<th>EMPOWER</th>
</tr>
</thead>
<tbody>
<tr>
<td>To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.</td>
<td>To obtain public feedback on analysis, alternatives and/or decisions.</td>
<td>To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.</td>
<td>To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.</td>
<td>To place final decision making in the hands of the public.</td>
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## Promise to the Public

<table>
<thead>
<tr>
<th>PUBLIC PARTICIPATION GOAL</th>
<th>PROMISE TO THE PUBLIC</th>
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<tbody>
<tr>
<td>To keep you informed.</td>
<td>We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.</td>
</tr>
<tr>
<td></td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>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.</td>
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<tr>
<td></td>
<td>We will implement what you decide.</td>
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IAP2 Public Participation Spectrum
https://iap2usa.org/

Inform  Consult  Involve  Collaborate  Empower
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

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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
- Racial/Ethnic Minorities
- Working Families
- Low-Income Individuals and Seniors
- 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

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
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.

<table>
<thead>
<tr>
<th>Example Type</th>
<th>Fill in if applicable</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult education</td>
<td></td>
<td>Community College, Adult training programs</td>
</tr>
<tr>
<td>Agricultural groups / associations</td>
<td></td>
<td>Almond Growers Association</td>
</tr>
<tr>
<td>Arts groups</td>
<td></td>
<td>Music, visual, dance, theatre, ethnic, etc.</td>
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Contact Information

Sarah Rubin
srubin@ca-ilg.org
(916) 658-8263

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