

**Keep  
Going™**



# EPA Public Participation Guide

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دليل

المشاركة العامة

لتشراك الجمهور. الطلقة على حماية كوكب الأرض.



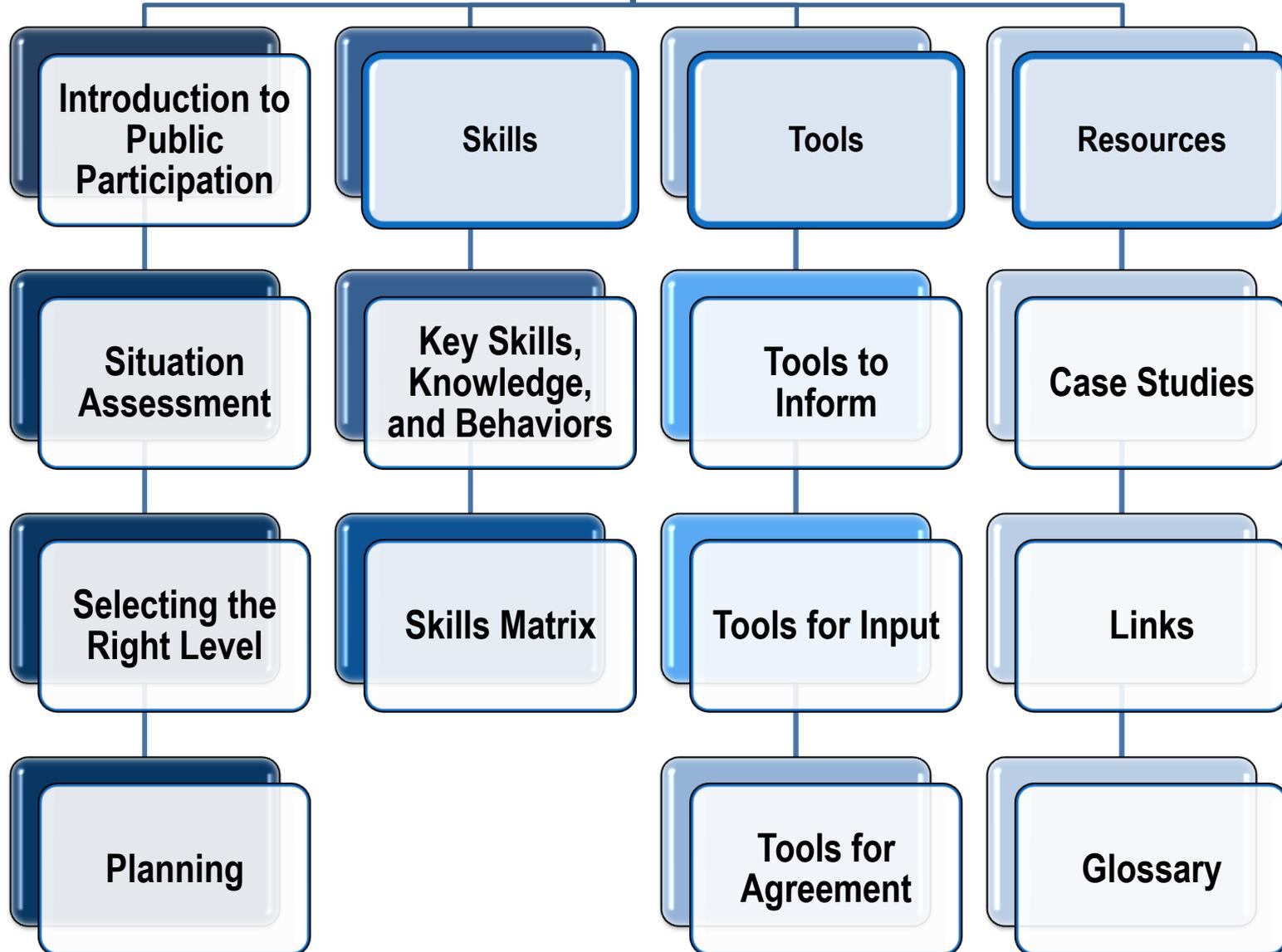
PUBLIC  
PARTICIPATION  
GUIDE

Engage the public. Preserve the planet.

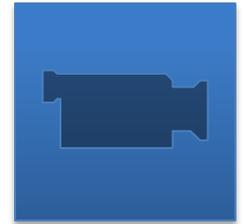


GUIDE POUR  
LA PARTICIPATION  
DU PUBLIC

Impliquez le public. Préservons la planète.



# What is Public Participation?



- Definition
- Benefits
- Best practices
- Sponsor responsibilities





# Situation Assessment

- What is it
- Why do it
- How to do it
- What to do with the results
- Links



What is Public Participation?

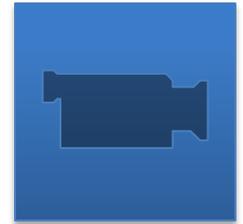
Situation Assessment

Selecting the Right Level

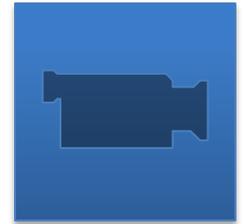
Planning

# Selecting Level

- Introduction to Spectrum
- Inform
- Consult
- Involve
- Collaborate
- Empower



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*Engage the public. Preserve the planet.*



# Planning Steps

1. Organize for Participation
2. Identify and Get to Know Your Stakeholders
3. Pick an Appropriate Level of Public Participation
4. Integrate Public Participation Into the Decision Process
5. Match Public Participation to Objectives Throughout

What is Public Participation?

Situation Assessment

Selecting the Right Level

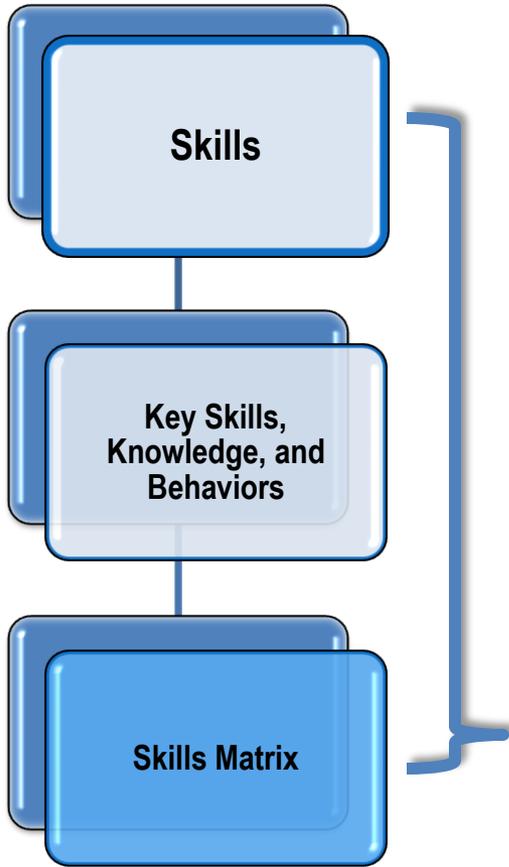
Planning

# Skills, Knowledge, Behaviors



- Public Participation Principles
- Public Participation Behaviors
- Project Management
- Communications
- Facilitation

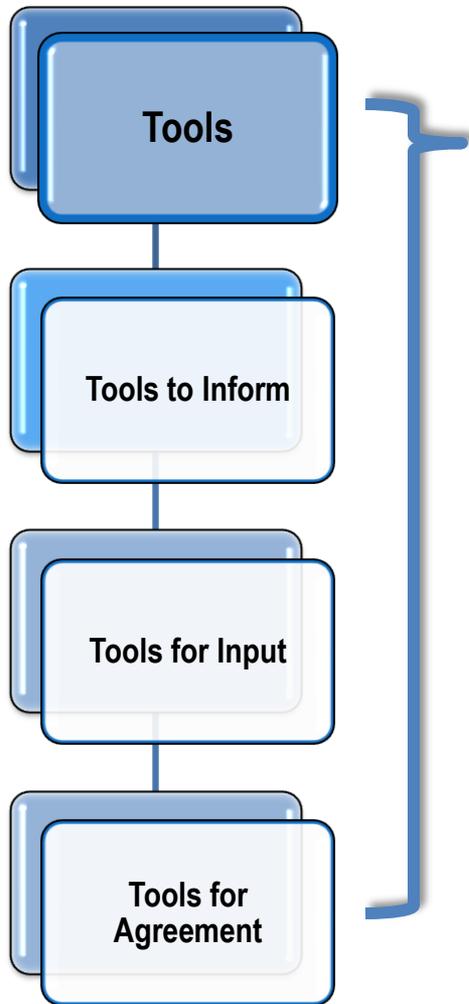




**Skills Matrix**—helps to identify needed skills and training for your overall team.

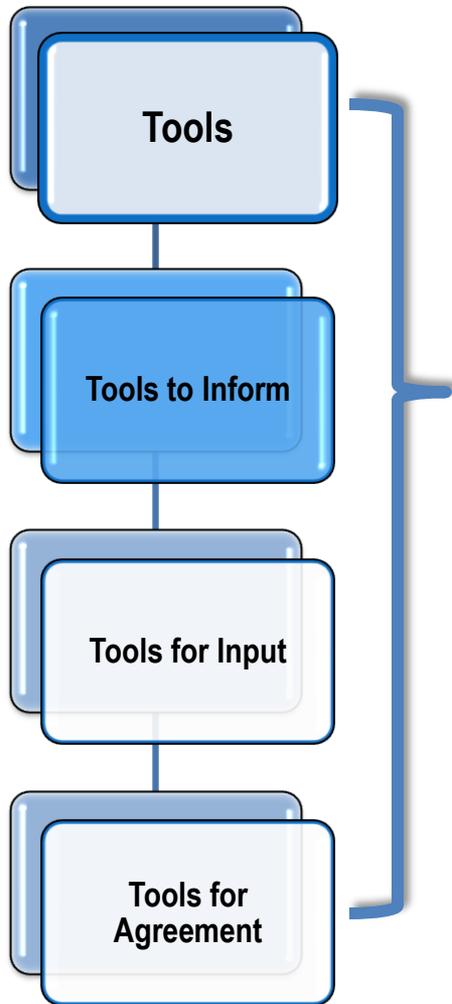
**Public Participation Foundational Skills Capacity Matrix**  
 The public participation team, as a whole, should exhibit all the skills, knowledge, and behaviors needed for successful public participation.

Foundational Skills	Skill Level for all Team Members	Additional Skills for Managers and Leaders	Additional Skills from Outside Experts
Understanding of Public Participation Principles <ul style="list-style-type: none"> <li>• Opportunity for influence</li> <li>• Commitment to input</li> <li>• Inclusiveness</li> <li>• Relationship-building</li> <li>• Transparency</li> </ul>	Understand and recognize the importance of all principles.	Provide leadership and guidance to ensure that principles are at the core of the planning and implementation of the project.	Provide training in principles and overall approach to public participation.
Understanding of Public Participation Behaviors <ul style="list-style-type: none"> <li>• Openness</li> <li>• Humility</li> <li>• Respect</li> <li>• Honesty</li> <li>• Reliability</li> <li>• Flexibility</li> <li>• Resilience</li> </ul>	Reflect on the importance of individual behaviors and how to ensure their interactions with stakeholders are positive.	Recognize individual behaviors and overall team behavior and build the capacity over time. Ensure team member roles are properly aligned with their current behavior capacity. Model the behaviors at all times.	Provide training in behaviors.
Project Management <ul style="list-style-type: none"> <li>• Situation Assessment</li> <li>• Goal-setting</li> <li>• Planning</li> <li>• Process Management</li> <li>• Meeting and Event Management</li> <li>• Evaluation</li> </ul>	Apply appropriate project management skills to their individual role.	Design public meetings and events. Create project workplans. Provide overall project management and leadership.	Provide training in project management. Design public meetings and events. Create project workplans.
Stakeholder Communication <ul style="list-style-type: none"> <li>• Effective writing</li> <li>• Simple language</li> <li>• Presentations</li> <li>• Interpersonal skills</li> <li>• Active listening</li> </ul>	Understand the importance of each skill, their own current skill level, and take action to improve skills over time.	Recognize individual skills and overall team capacity and build the capacity over time. Ensure team member roles are properly aligned with skills. Engage outside experts to complement gaps in current skills.	Provide training in communication. Provide expert communication skills and assistance in all areas.
Neutral Facilitation	Recognize and respect the role and importance of facilitation.	Work cooperatively with the facilitator to design and implement credible processes.	Apply all the skills required of an expert neutral facilitator.



# Tool Sheet Topics

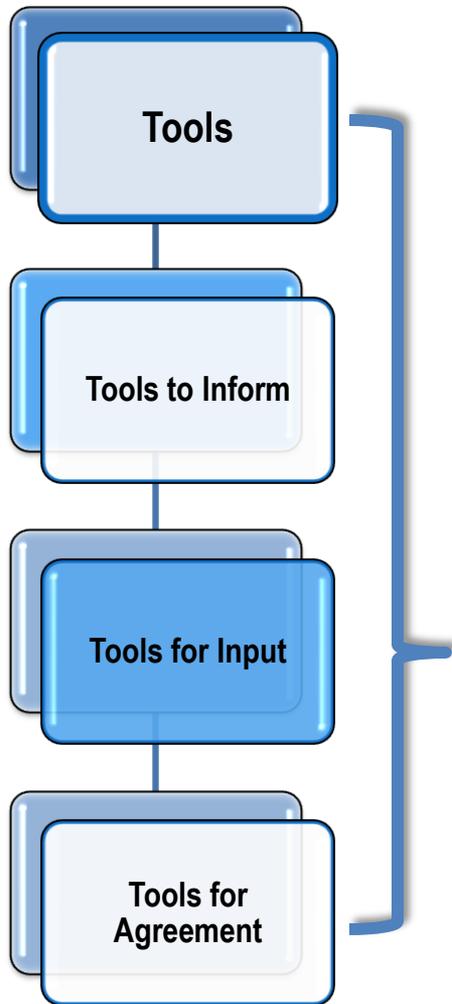
- Tool Description
- Potential Uses
- Challenges to Consider
- Principles for Successful Planning
- Resources Needed
- Cost
- Group Size
- Relevant Participation Levels
- Links



# Tools to Inform

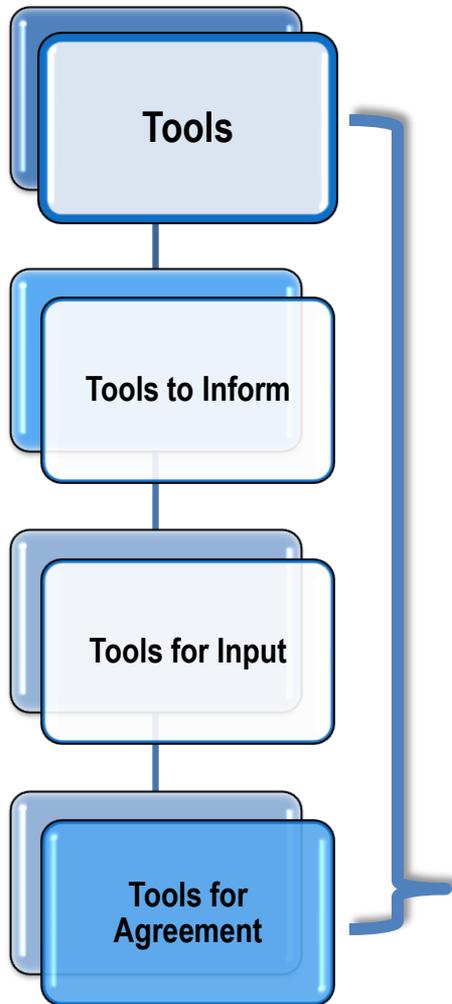
- Briefings
- Fact Sheets, Newsletters, Bulletins
- Information Hotline
- Information Repositories
- Information Kiosks
- Press and media
- Public Meetings
- Web sites





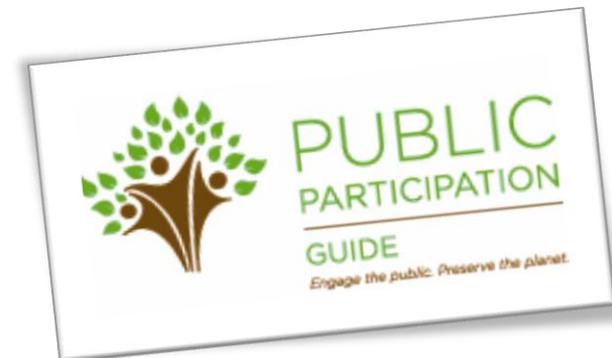
# Tools for Input

- Appreciative Inquiry Processes
- Charrettes
- Computer-Assisted Processes
- Focus Groups
- Interviews
- Study Circles
- Public Meetings/ Hearings
- Public Workshops
- World Café

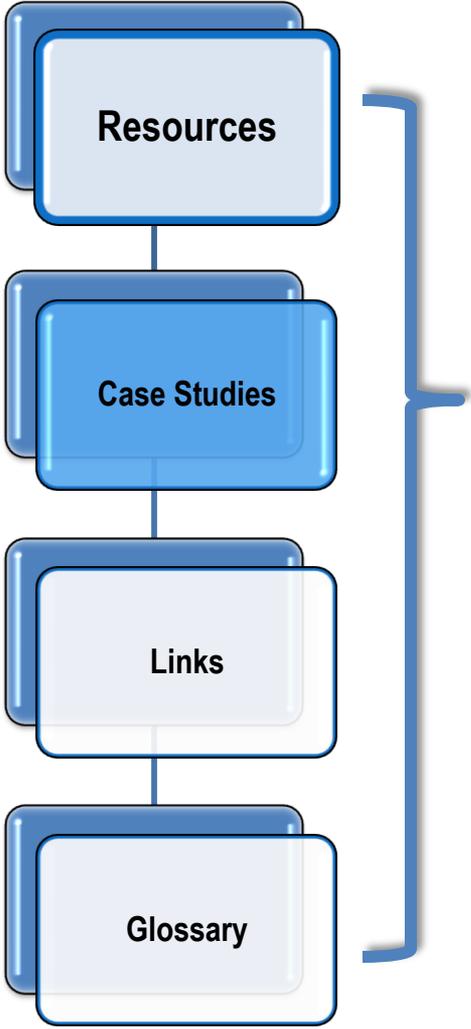


# Tools for Agreement

- Consensus workshops
- Advisory boards and similar groups
- Electronic Democracy
- Citizen Juries



# Case Study Format



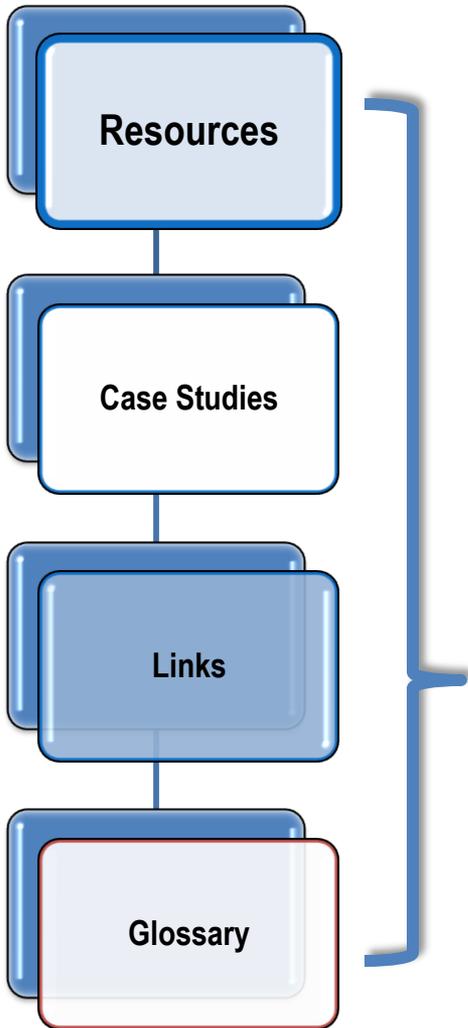
Resources

Case Studies

Links

Glossary

- Project Name and Sponsoring Agencies
- Background
- Public Participation Goal and Level
- Public Participation Approach
- Result/Outcome
- Specific Public Participation Tools and Techniques Used
- Lessons Learned
- Links



# Links

- Reports
- Cases
- Tools
- Resources
- Other sites



# Public Participation Situation Assessment

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# What is a Situation Assessment?

- Investigation to understand the needs and conditions of your project
- Provides the information needed to design and implement successful public participation



# Key Elements

- Can be formal and detailed or informal
- Requires talking to **ALL** types of stakeholders
- Document and use results directly in design



# Two Parts of a Situation Assessment

- Internal Assessment
- External Assessment

# The Internal Assessment

- Work with all levels of the organization and throughout the system
- Clarify the true expectations and willingness to engage the public and corresponding commitments

# Results of the Internal Assessment

- Identify decision makers
- Clarify issue from the sponsor perspective
- Identify any constraints—what is off the table?
- Identify preliminary list of stakeholders
- Identify available resources and capacity
- Identify willingness and commitment of sponsor

# The External Assessment

- Engage a broad range of stakeholder perspectives
- Talk to them directly
- Use this process to develop and strengthen relationships

# Results of the External Assessment

- Key stakeholder voices that must be engaged for a credible process
- Key stakeholder concerns, issues, and interests
- Level of stakeholder understanding
- Stakeholder interest in participating

# Conducting Stakeholder Interviews

- Start with community leaders
- Go to all parts of the community
- Ask for other stakeholders to talk to

# Parts of the Stakeholder Interview

- Their interests, history, and viewpoints
- Their sense of who will care
- How they would like to be involved
- What they need to participate effectively
- What they can expect from you moving forward

# Situation Assessment Exercise

- Work in small groups assigned
- Goal is to think of our overall community of public participation and dialogue about our overall preparedness to conduct meaningful public participation

# Questions to Ask Ourselves

- What resources and capacity do we have?
- What additional resources, capacity, and commitments do we need?
- Where do we have strong relationships?
- What stakeholders should we be reaching? Where do we need to build stronger relationships?
- Strategies to increase resources and build and strengthen relationships?

# Information to Capture

- Resources and relationships we have
- Resources and relationships we need to strengthen
- Strategies to build and share resources to improve our public participation efforts