



***Step 3: Select an Appropriate Level  
of Public Participation***

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# **Not all public participation is the same.**

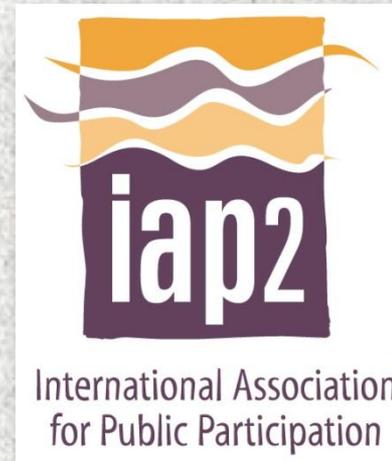
*The critical question.....*

**“How much potential influence on the decision or action are you willing to provide to the public?”**

**(This is not just a question of resource investment)**

# The IAP2 Public Participation Spectrum

- Developed to assist agencies in establishing and communicating **clear expectations** regarding the intent of public participation projects.
- Each level includes:
  - Goal
  - Promise to the public
  - Example Techniques



# Inform

- **Goal:** Keep public informed
- **Promise:** Keep public informed
- **Examples:** Typical public relations (e.g. fact sheets, websites, open houses)

# Consult

- **Goal:** Obtain and consider public input
- **Promise:** Consider the public input received and provide feedback as to how that input influenced the decision
- **Examples:** public comment, focus groups, surveys, public meetings

# Involve

- **Goal:** Work directly with the public and consider their input **throughout** the decision-making process
- **Promise:**
  - The public will have access to the decision process and decision makers
  - The public will have the opportunity to give input throughout the process and receive direct feedback on how their input helped to influence the decision
- **Examples:** workshops, deliberative polling

# Collaborate

- **Goal:** Design a process that allows for effective partnering with the public on all aspects of the decision
- **Promise:** The public will be engaged in all key activities and decisions, and their input will be incorporated to the maximum extent possible
- **Examples:** citizen advisory committees, consensus building, participatory decision making

# Empower

- **Goal:** Create a program that allows the public to make an informed decision.
- **Promise:** The agency will implement what the public decides
- **Examples:** citizen juries, ballots, delegated decision

# Some Things to Consider when Designing Your Program

- Your public participation program may include multiple levels of public participation, both at **different stages** of the process and because different stakeholders **will choose to engage** at different levels.
- You will be conducting public participation at all of the levels of the spectrum beneath the level you have selected.

## Don't Forget!

You must tailor the **goal** statement and **promise** to the public for your particular program!

# Where to look on the Guide

- Selecting the right level of public participation
- Public participation process planning, Step 3-  
Selecting an Appropriate Level of Public Participation



PUBLIC  
PARTICIPATION

GUIDE

*Engage the public. Preserve the planet.*

# **Time to Participate! Case Study (Step 4- Integrating Public Participation into Decision Making)**

- You will take the information that Dr. Suwan Nanthasarut provided you during his presentation to develop a public participation plan for the Tha Chin River Basin
- Instructions are provided at each table.
- Make sure you consider Steps 1-3 of the Guide