



***Step 5: Match Public Participation
Tools to Program Objectives***

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When do I select public participation tools?

- Map out the decision making process and clarify where the public will be engaged. (Steps 1-3)
- At each point that the public is to be informed or provide input, identify a clear objective for that interaction. (Step 4)
- Once clear goals and objectives are established, appropriate tools can be selected and customized to the circumstances and audience. (Step 5)

Three Types of Public Participation Tools

- Tools to Inform
- Tools for Generating Input
- Tools for Consensus Building and Agreement Seeking



Tools to Inform the Public: Considerations

- Applicable to all levels of public participation
- Consider the target audience, existing networks, and scope of communications
- Trust levels will influence which tool you use

Tools to Inform the Public: Examples

- In-person (e.g. public meetings, telephone contacts)
- Remote (e.g. printed info, websites, hotlines, kiosks)
- Non-traditional (e.g. performance, messaging)



Tools to Generate and Obtain Public Input: Considerations

- Applicable to all levels of public participation except “Inform”
- Focus on the goal, not just on what’s been done before
- Consider size of the group, trust level, time available, and resources
- In-person vs. Remote

Tools to Generate and Obtain Public Input: Examples

- In-person (e.g. interviews, study groups, focus circles, public meetings, world café,)
- Remote (e.g. surveys, web-based tools)



Tools for Consensus Building and Agreement Seeking: Considerations

- Only applicable to “Collaborate” and “Empower” levels of public participation
- Requires time investment (process)
- Requires meeting face to face
- Other two types of tools can be components of the consensus building process
- Carefully consider who needs to be involved and precisely what decisions need to be made

Tools for Consensus Building and Agreement: Examples

- Advisory boards
- Charrette
- Citizen juries
- World Café



Where to look on the Guide

- Public Participation Tools
- Public participation process planning, Step 5- Match Public Participation Tools to Objectives Throughout the Process

