



**NFACC Conference**  
**Managing Diverse Views**

October 2013



**Experience & Lessons Learned**  
**What to do & what not to do**  
**Examples**





How would you define meaningful public engagement?

- Multi-way process focused on an outcome or decision
- Open, Transparent and Accountable
- Clear purpose and focus
- Focused on what people (including you) want to talk about and that matters
- Is inclusive and includes all who are interested / affected
- Builds understanding / informed participation
- Is a journey versus an event
- Is open to change, possibility and influence
- Embraces emotion & supports constructive participation

Bringing people together



IAP2 Core Values / Guiding Principles for Public Engagement

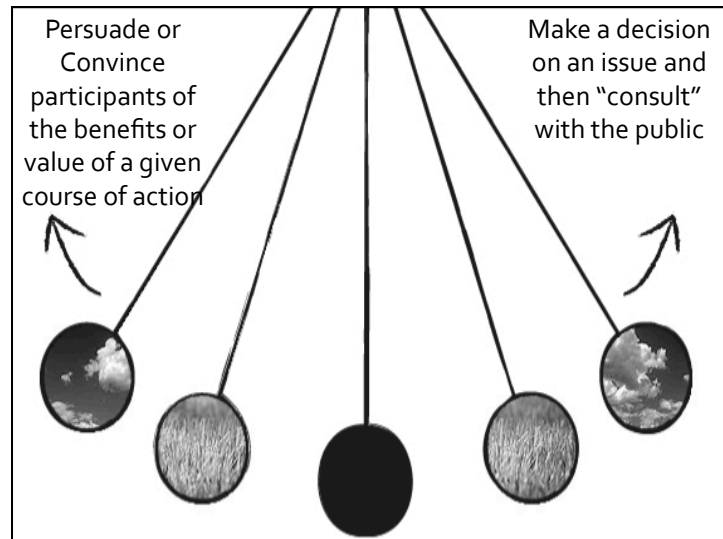
**iap2**

Our commitment to openness means more than simply informing the American people about how decisions are made. It means recognizing that government does not have all the answers, and that public officials need to draw on what citizens know.

core principles for public engagement

A collaborative project led by the National Coalition for Dialogue & Deliberation (NCDD), the International Association for Public Participation (IAP2), the Co-Intelligence Institute, and leaders in public engagement, with the cooperation of ongoing dialogue and periodic reviews. May 1, 2009

- PRESIDENT OBAMA, 1/21/09



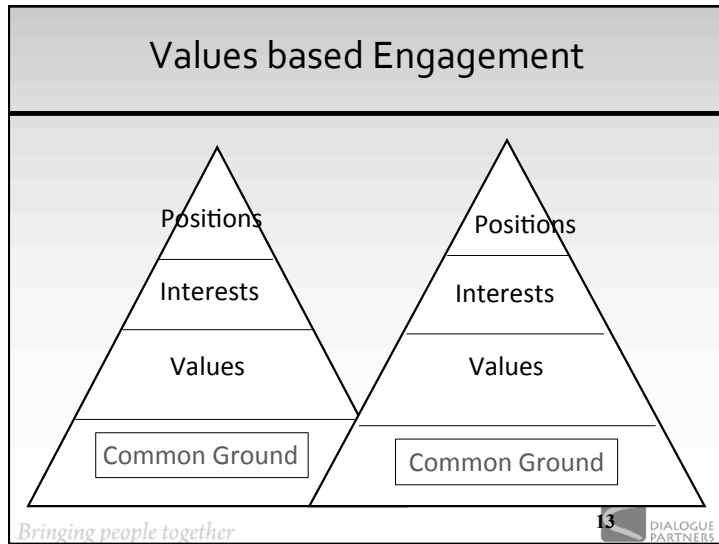


What motivates participation (or non participation)?

Think of a complex and controversial issue in YOUR community that you care about and is important to YOU but that did NOT get involved in.

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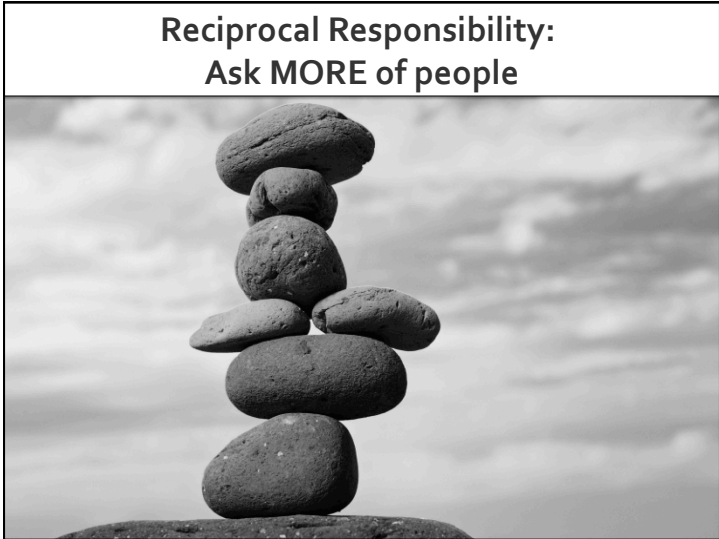


### IAP2's Public Participation Spectrum

	Inform	Consult	Involve	Collaborate	Empower
<b>Public participation goal</b>	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.
<b>Promise to the public</b>	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.
<b>Example techniques</b>	<ul style="list-style-type: none"> <li>■ Fact sheets</li> <li>■ Web sites</li> <li>■ Open houses</li> </ul>	<ul style="list-style-type: none"> <li>■ Public comment</li> <li>■ Focus groups</li> <li>■ Surveys</li> <li>■ Public meetings</li> </ul>	<ul style="list-style-type: none"> <li>■ Workshops</li> <li>■ Deliberative polling</li> </ul>	<ul style="list-style-type: none"> <li>■ Citizen advisory Committees</li> <li>■ Consensus-building</li> <li>■ Participatory decision-making</li> </ul>	<ul style="list-style-type: none"> <li>■ Citizen juries</li> <li>■ Ballots</li> <li>■ Delegated decision</li> </ul>

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What triggers an intense emotional reaction?

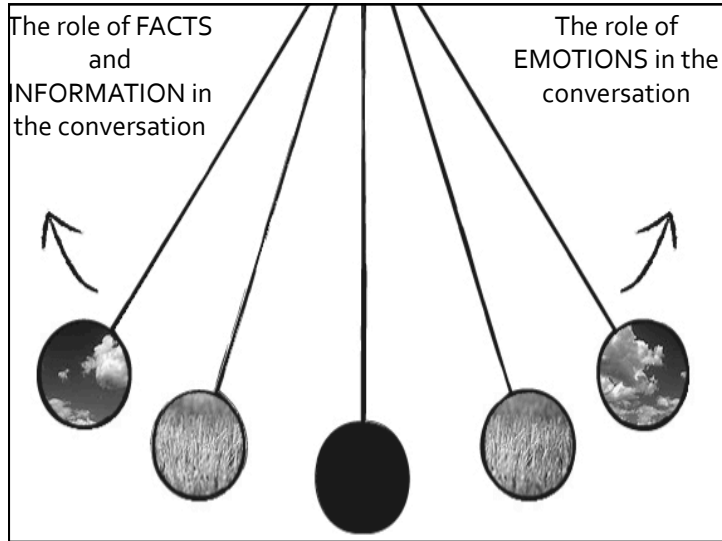
DIALOGUE PARTNERS

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Reduced Outrage "Safe"	Increased Outrage "Risky"
Voluntary	Coerced
Natural	Industrial
Familiar	Exotic
Not Memorable	Memorable
Not Dreaded	Dreaded
Chronic	Catastrophic
Knowable	Unknowable
Individually Controlled	Controlled by Others
Fair	Unfair
Morally Irrelevant	Morally relevant
Trustworthy Sources	Untrustworthy Sources
Responsive Process	Unresponsive Process

DIALOGUE PARTNERS

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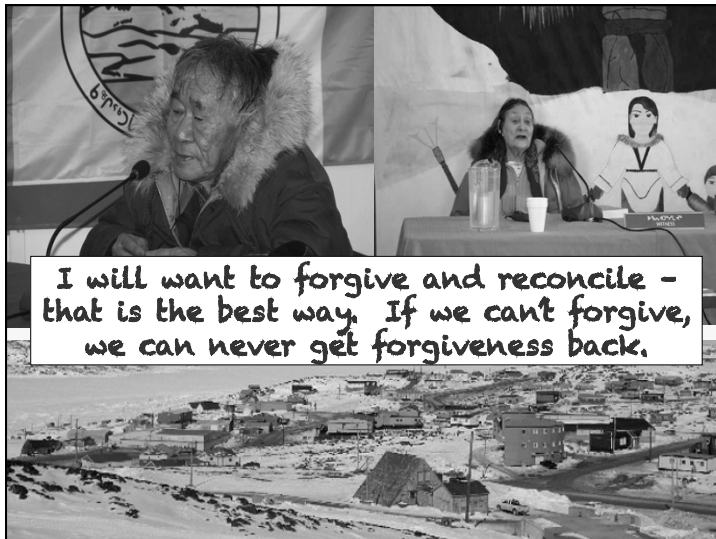
If you want results  
- Be prepared to demonstrate you are open, transparent and committed to a different way forward.

**KEEP CALM AND ENGAGE ON**

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What are some lessons we've learned from participants?





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