

# Public Engagement Approach “Cheat Sheet” | ILG Ideas for Activities

In Person Efforts	<p>‘Smaller’ Engagement efforts... (<i>Nabatchi &amp; Leighninger would call it ‘thick’ participation</i>)</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>○ ‘Coffee’ meetings w 1 or 2 stakeholders</li> <li>○ Small group meetings (one stakeholder group for ex)</li> <li>○ House parties</li> <li>○ Focus groups (informal)</li> </ul>	<p>Questions to ask (as applicable)</p> <ul style="list-style-type: none"> <li>○ Who will facilitate?</li> <li>○ Who will take notes</li> <li>○ Who will compile comment gathered?</li> <li>○ Who/ how will data be ‘themed’ and analyzed</li> <li>○ How/ when will public see what happened to their comment?</li> </ul>
	<p>‘Larger’ Public Meetings (<i>Nabatchi &amp; Leighninger might call some of these ‘thin’ participation</i>)</p> <ul style="list-style-type: none"> <li>○ Workshop</li> <li>○ Townhall</li> <li>○ Gallery Walk</li> <li>○ Table Level Facilitated Groups (6-8 people per table)</li> <li>○ Open Space</li> <li>○ Conversation Cafe</li> <li>○ Other dialogue techniques</li> </ul> <p>(Using combinations of these approaches)</p>	<p>Questions to ask (as applicable)</p> <ul style="list-style-type: none"> <li>○ Who will facilitate?</li> <li>○ What options provided for providing comment (hand written/ verbal/ post-it/ dots/ etc.)</li> <li>○ Who will compile comment gathered?</li> <li>○ Who/ how will data be ‘themed’ and analyzed</li> <li>○ How/ when will public see what happened to their comment?</li> <li>○ What will be done with ‘off-topic’ comments or concerns</li> <li>○ What is ‘Plan B’ if there are very disruptive folks / people with very strong emotions/ concerns?</li> <li>○ How will in-person input be aggregated with input received on-line? Who will do this?</li> </ul>
Digital Efforts	<p>INFORM level... (present information)</p> <ul style="list-style-type: none"> <li>○ Website</li> <li>○ Newsletter</li> <li>○ Blogs</li> <li>○ Infographics</li> <li>○ Visual simulations</li> </ul>	<p>CONSULT level... (ask community for input on defined issue)</p> <ul style="list-style-type: none"> <li>○ Survey</li> <li>○ Poll</li> <li>○ Budget challenge</li> </ul>
	<p>INVOLVE level... (community helps to define the issue w their input)</p> <ul style="list-style-type: none"> <li>○ Ideation</li> <li>○ Prioritization</li> <li>○ Mapping</li> <li>○ Online forum</li> <li>○ Trade off exercises</li> </ul>	<p>COLLABORATE level...(community helps decide and/or implement)</p> <ul style="list-style-type: none"> <li>○ Interactive community planning platforms</li> <li>○ Joint data generation apps</li> <li>○ Collaborative writing/ hacking</li> <li>○ Neighbor to neighbor apps</li> </ul>

More detailed examples...

Element	Staffing. # of Staffer(s);	Cost. Beyond staff time is there a cost for the element	Time. How time intensive?. 1-5 (1 less intensive, 5 very intensive)
<b>[Example] Survey Monkey (internal)</b>	1 or 2 staffers (draft and review)	No. Our agency already has a subscription	1. Won't take too long to draft and send
<b>[Example] 'Coffee meetings' w 10 key stakeholders</b>	2 lead staffers. Some meetings together; some divided.	Very little. (coffee!) Travel.	1-3. depends on project
<b>[Example]Tech Engagement Tool - Budget</b>	All immediate team members; IT staffer(s)	8-30k for vendor services	5 because of all the folks we will need to keep in the loop

**Examples of organizations that provide facilitation (or conflict resolution) skills training:** (ILG does not endorse providers) See resource table for handouts.

- ❖ IAP2. Annual North America skills symposium (generally in February or March).
- ❖ Community at Work / Sam Kaner.
- ❖ CSAC Institute. Offers facilitation skills training periodically. <http://www.counties.org/csac-institute-excellence-county-government>
- ❖ Pepperdine School of Public Policy. July 28-30, 2017. Advanced Public Engagement.
- ❖ Annette Straus Institute / Larry Schooler. 3-day Public Engagement Training.
- ❖ Peninsula Conflict Resolution Center. Community/ Civic Engagement training and Mediation/ Facilitation Skills training.
- ❖ UC Davis Collaboration Center. Professional concentration in conflict resolution; classes in facilitation, mediation and community engagement.
- ❖ Converge CRT / Deb Marois. Facilitation and collaboration.

### Other Resources that May Be of Interest

For creating surveys, Likert scale examples:

<http://www.extension.iastate.edu/Documents/ANR/LikertScaleExamplesforSurveys.pdf>

Finding ethnic media outlets (ILG does not endorse any of these websites)

<http://diycampaigns.com/media-outlets/radio-stations/>

<http://radio-locator.com>

[https://en.wikipedia.org/wiki/Category:Spanish-language media in California](https://en.wikipedia.org/wiki/Category:Spanish-language_media_in_California)

<http://newamericamedia.org/network/>

<http://www.abyznewslinks.com/vietn.htm>

<http://thehmongtribune.com/> (559 phone number)

<http://hmongtvnetwork.com/> (broadcast fr Fresno)

Interesting report, The Ethnic Media in America: The Giant Hidden in Plain Sight ;

[https://www.americanprogress.org/wp-content/uploads/kf/POLL\\_EXECUTIVE\\_SUMMARY.PDF](https://www.americanprogress.org/wp-content/uploads/kf/POLL_EXECUTIVE_SUMMARY.PDF)

Shaping the Future Together: A Guide to Practical Public Engagement for Local Governments



## About the Institute for Local Government

The Institute for Local Government's (ILG) mission is to promote good government at the local level with practical, impartial and easy-to-use resources for California communities. ILG is the nonprofit 501(c)(3) research and education affiliate of the League of California Cities, the California State Association of Counties and the California Special Districts Association.

For more information about the TIERS Framework and Learning Lab, please contact Madeline Henry at [mhenry@ca-ilg.org](mailto:mhenry@ca-ilg.org)

To access the Institute's resources on public engagement, visit [www.ca-ilg.org/engagement](http://www.ca-ilg.org/engagement)

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