

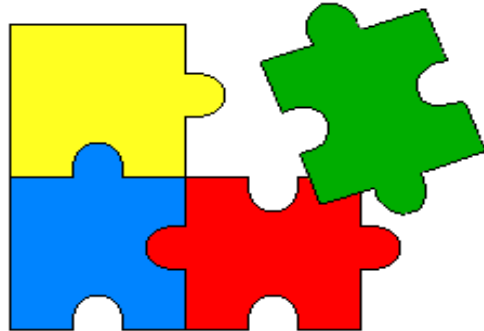
# Public Meetings and Public Engagement

**CSAC New Supervisors Institute**  
**April 11, 2013**

# ILG Mission



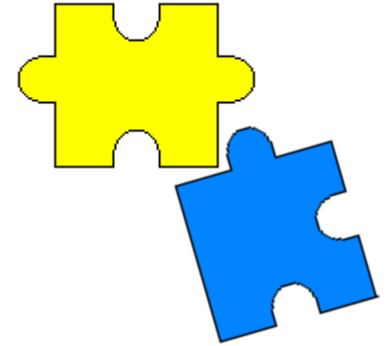
- Promoting good government at the local level
- Practical, impartial and easy-to-use materials



- **Today's Purpose:**  
To develop your capacity to design and implement public engagement processes that are:
- informative
  - inclusive
  - influential



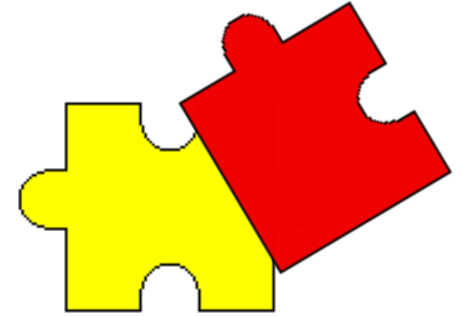
# Basics of Public Engagement (PE) Success



- Clarify your public engagement purposes
- Identify who you want to reach and involve
- Choose the PE approaches that best fit your purposes and participation goals

# Common purposes for PE

- Public Information
- Public Consultation
- Public Deliberation
- Sustained Public Problem Solving



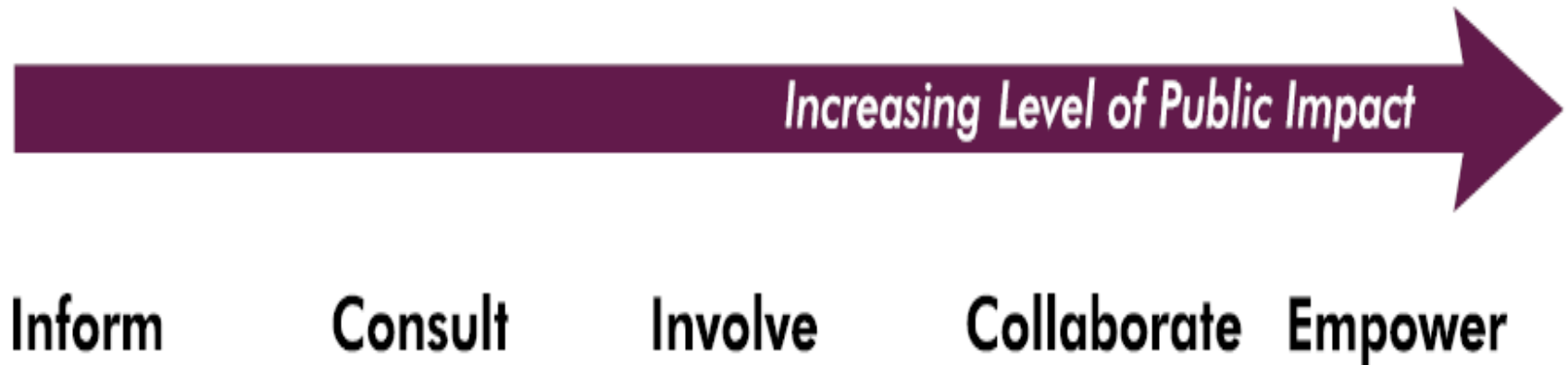
## Inform



## Consult



# IAP2 Spectrum of Public Engagement



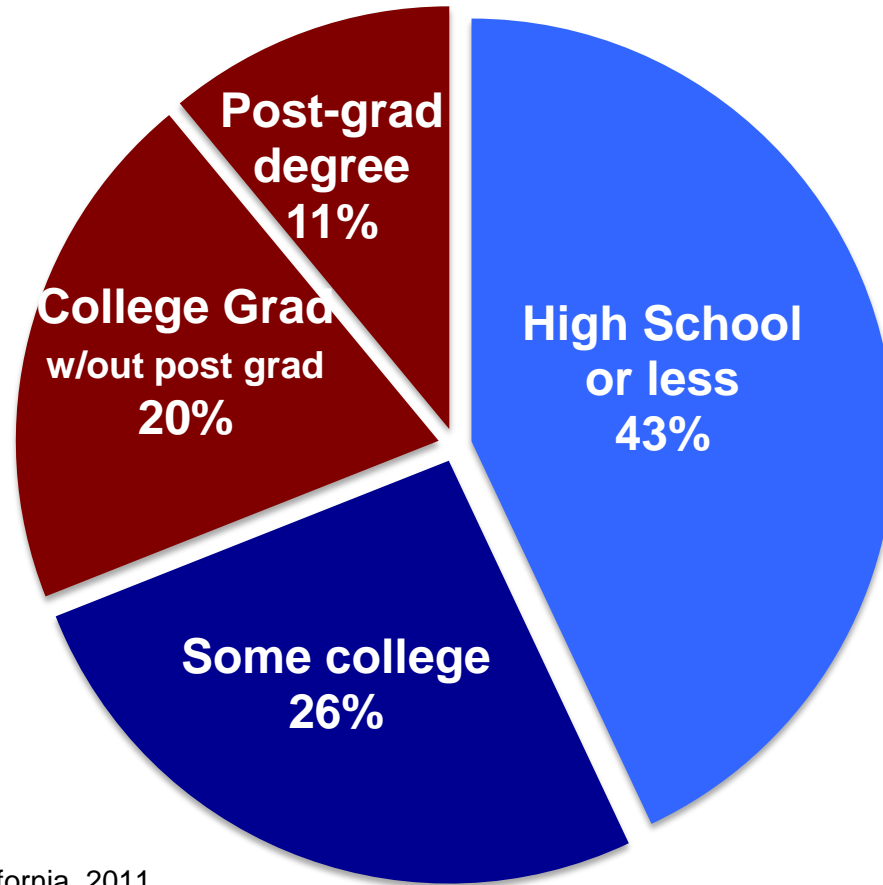
[www.iap2.org](http://www.iap2.org)

# Public Outreach Myths

- Information alone changes citizen behavior
- “All residents” is a target audience
- Our job is done when we inform people of a public hearing or public meeting
- Testimony representing different viewpoints is a good public conversation
- If they don't show up, they must be satisfied or don't care



# CA Education Level



Source: Portrait of California, 2011

# Working from Reality



- Only a narrow slice of your county is ready or interested in attending Supervisors meetings
- The language and process of government decision-making is arcane to most people
- Extra effort is required to make the issues accessible to a broad audience
- Traditional public meeting formats can exacerbate divisions; thoughtful preparation can make them more useful for all involved



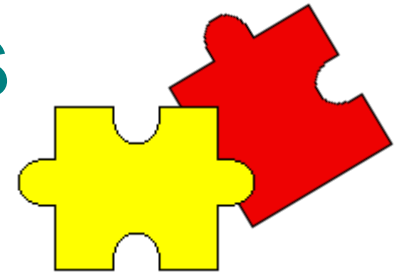
**Stakeholder Education  
& Trust Building**

**MUTUAL UNDERSTANDING**



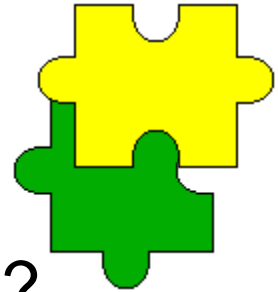
**Deliberation for  
Decision Making**

# Planning Questions



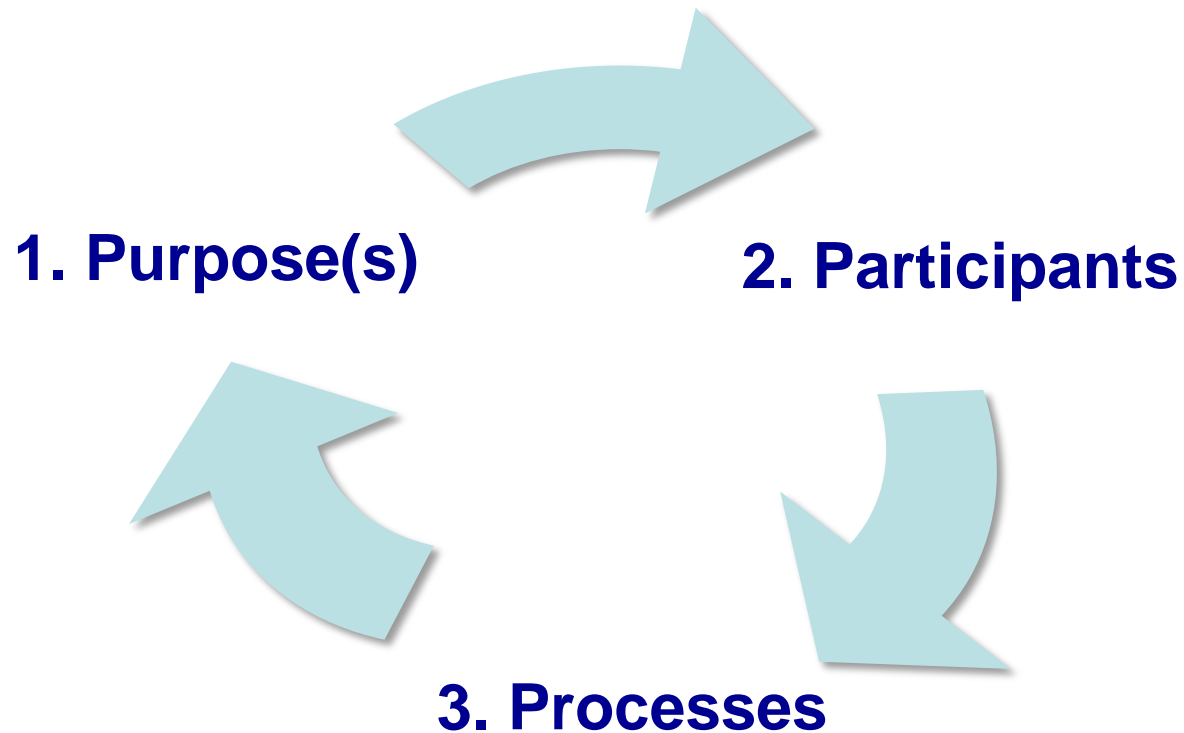
- Is it the right timing?
  - Educate/engage well before decision time
- Is the issue framed for public engagement?
  - Values and interests versus policy specifics
- Do you have partners to expand reach?
  - Trusted messengers make connections

# More Planning Questions

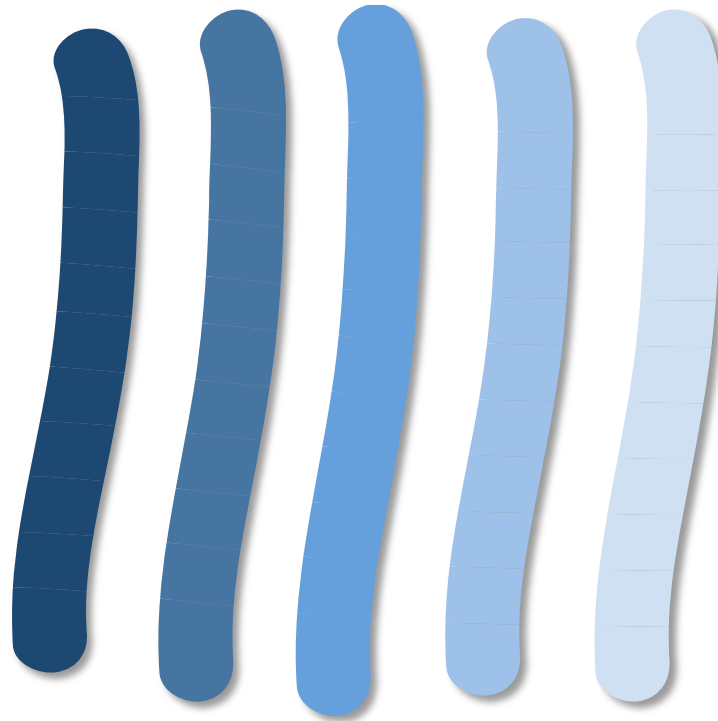


- How will public input be captured and used?
  - Offer multiple ways to be heard
- Will the process deal with real concerns?
  - The right process can help surface concerns constructively
  - Do not rush to eliminate emotion
- How will you “circle back” with the public?
  - Provide an ongoing information source

# Strategic Public Engagement

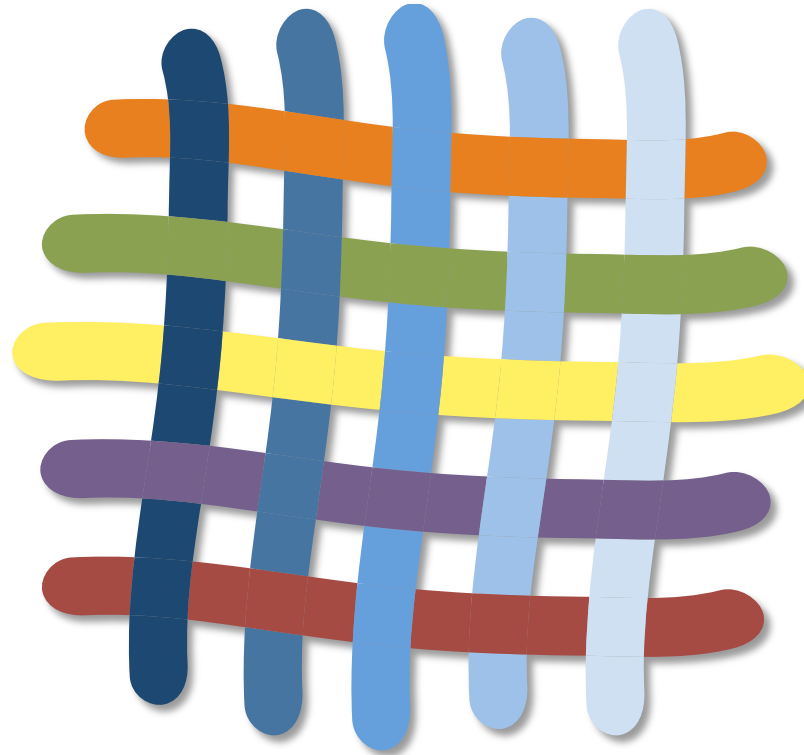


# Reaching Beyond the Usual Suspects



**Advocates and Service Providers**

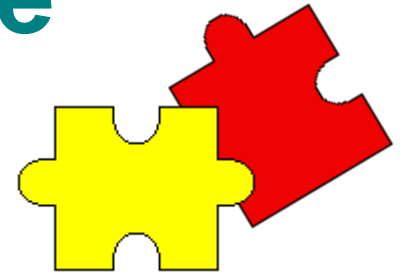
# Beyond the Usual Suspects



**Adding the untapped community**

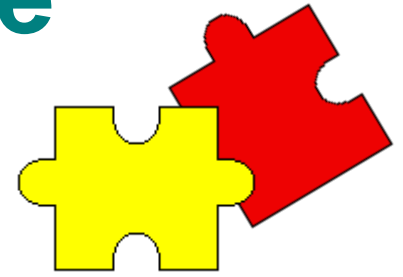


# Reaching Beyond the Usual Suspects



- Strategic Partners
- “Key connectors” to community networks
- Go where people are; flexible formats
- Honor life experience vs. policy knowledge
- Provide basic information about the issue, roles and scope of available actions
- Follow up and stay in touch

# Reaching Beyond the Usual Suspects



Group Discussion:

- What has worked well for you?
- What hasn't worked as well?

# Community “Weaving”

