

Best Practices in Public Participation

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What is Public Participation

Any process that seeks to understand public values and use input from diverse publics in a planned effort to improve decision-making.



**Public
Participation = Genuine
Opportunity
for Influence**



BUY-IN

The Common Model

- Public Comment
- Public Hearing
- Responsiveness Summary

***Too often this results in
Anti-participation***

The Seven Sins

1. Lack of Commitment/Negative Attitude
2. Checklist Approach
3. Late Start
4. Lack of Integration with Decision-Making
5. Limited Perspectives Engaged
6. One-Sided Information
7. Inadequate Feedback

1) Clarify Intent

- Select the right level
- Set clear goals
- Make an explicit promise

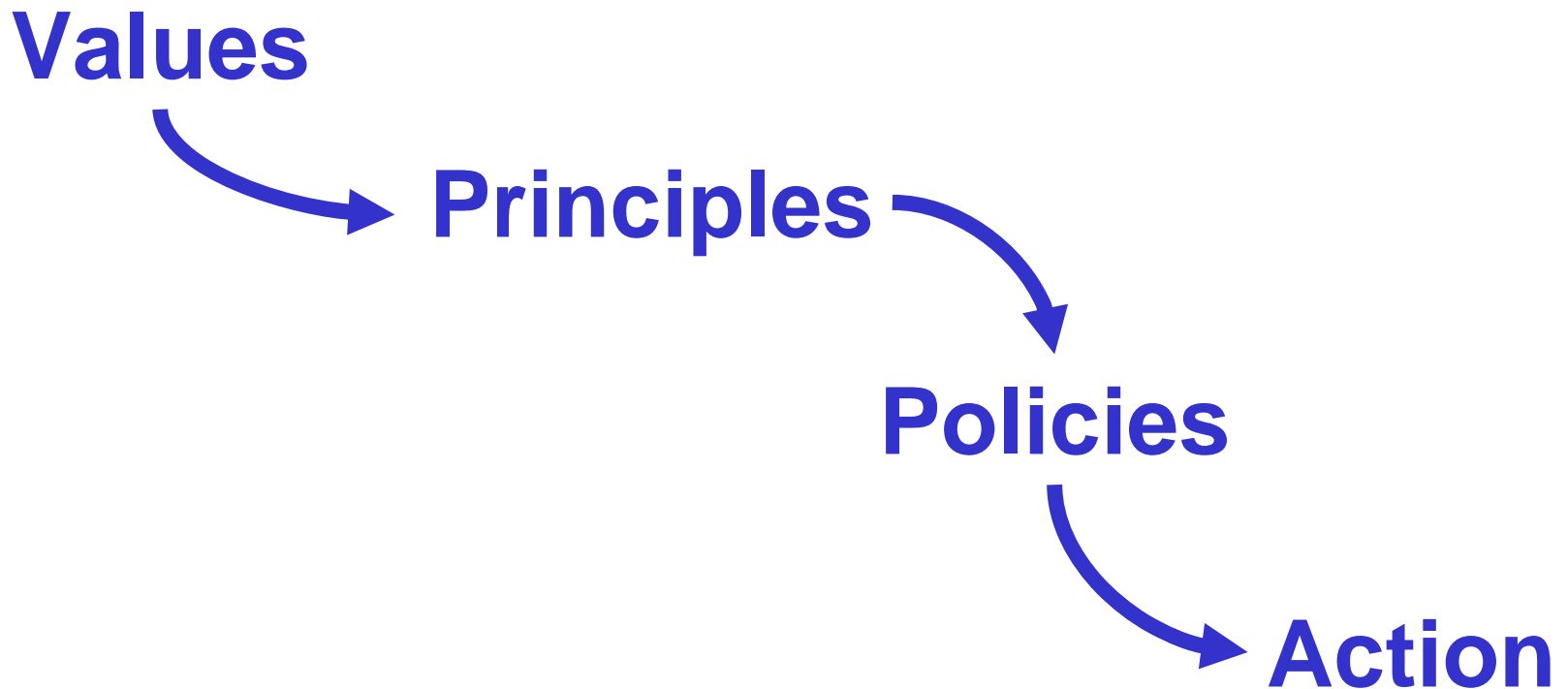
2) Commit

- Integrate P2 into decision making
- Seek input you intend to use
- Deliver what you promise
- Demonstrate what you deliver

3) Focus

- Start at the beginning
- Focus on values first

Engage the Public Where it Matters: **Upstream**



3) Focus

- Start at the beginning
- Focus on values first
- Ask the right questions

4) Plan

- P2 is a process, not an event
- Integrate into decision-making
- Match tools to objectives

5) Be Inclusive

- There is no one “public”
- Seek out all important voices
- Resist talking to only usual suspects

6) Communicate on a Human Scale

- Shared learning
- Relationship-building
- Dialogue

7) Evaluate

- Seek continuous feedback
- Know your “goodwill balance”
- Adjust to meet public needs