

PUBLIC ENGAGEMENT DESIGN: THEORY, METHODOLOGY AND APPROACHES

NYSAMPO 2019 CONFERENCE

JULY 17, 2019 3:00PM-4:30PM

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HIGHLAND PLANNING LLC

LEARNING OBJECTIVES

- Learn to develop a stakeholder engagement framework
- Learn to design a process that responds to an organization's goals

THE HIGHLAND PLANNING TEAM

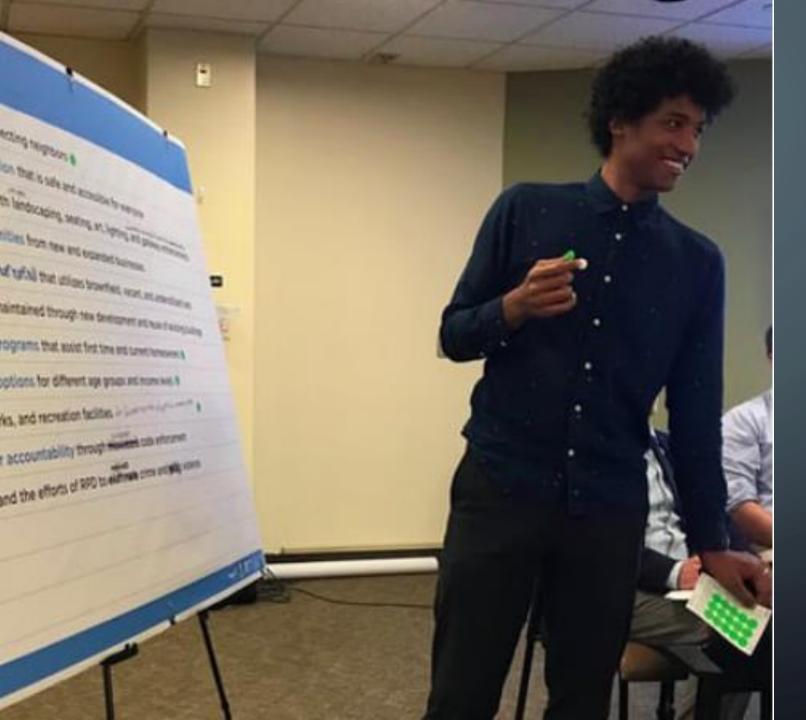












OUR CORE VALUES

- 1. Honor people
- 2. Make it sparkle
- 3. Go to them
- 4. Listen

REASONS TO ENGAGE

- Regulatory requirements
- To support a grant application
- Provide information
- Get feedback
- Avoid potential controversy
- Mitigate negative impacts
- Apologize





"Public engagement involves the public in problem-solving or decision-making and uses public input to make the decision."

International Association of Public Participation (IAP2)





THE RIGHT TIME TO ENGAGE...

- When there is a decision to be made
- When there is opportunity for influence



EXAMPLES OF (REAL & PERCEIVED) NON-ENGAGEMENT





DEFINE THE SCOPE OF THE DECISION

Decision

Portion of the decision that can be influenced by engagement

Source: IAP2



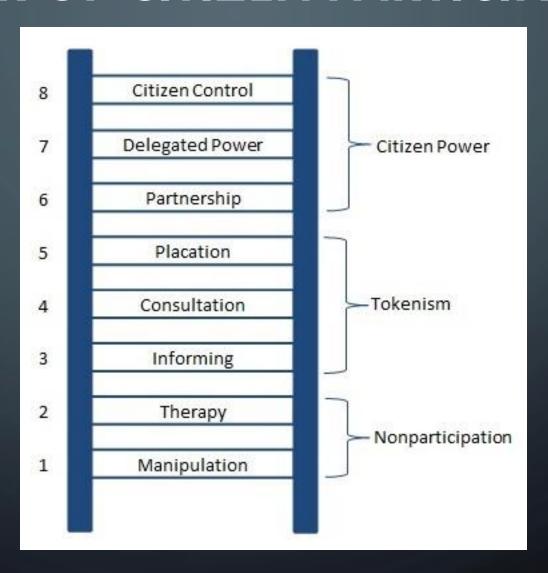
IAP2'S PUBLIC PARTICIPATION SPECTRUM



The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

| INFORM | CONSULT | INVOLVE | COLLABORATE | EMPOWER |
|--|--|---|---|--|
| 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. |
| 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. |

THE LADDER OF CITIZEN PARTICIPATION





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PREPARING A PUBLIC INVOLVEMENT PLAN

1

Clarify objectives, assess level of engagement

2

Write a decision statement

3

Conduct pre-engagement interviews

4

Identify key issues and key stakeholders

5

Design the process and pick techniques

6

Develop communications plan

7

Evaluate as you go

DEFINE THE DECISION

The New York State Department of Transportation (NYSDOT) Region 7 and the Watertown Jefferson County Area Transportation Council (WJCTC) will complete a planning study by October 2018 that explores potential new locations for the bridge over the Black River in Brownville, NY. At the conclusion of this project, the project consultant will recommend an alternative.

CONDUCT PRE-ENGAGEMENT INTERVIEWS

- 1. What has been your experience with this project/issue/area? How do you perceive the area now?
- 2. What are your key concerns about this project?
- 3. What do you think are the biggest opportunities/best outcomes of this project?
- 4. What is the best way to engage members of the community? (i.e. public meetings, open houses, best locations, times, special events?)
- 5. Are there any hot button issues we should be aware of before we start engaging the community?
- 6. Who else should we talk to at this initial stage?

| Potential Impact / Opportunity | Stakeholder Group |
|--|--|
| Impact to private property due to relocation of the bridge | ☐ Property owners directly abutting project corridor (Black River) |
| Improved safety and travel convenience | Property owners Public Officials Residents and business owners Bridge users/commuters |
| Reduced travel convenience | □ Property owners □ Public Officials □ Residents and business owners □ Bridge users/commuters |
| Negative impacts to business activity during to construction | ☐ Business owners |
| Positive long-term impact to local economic development | Business ownersPublic officialsBridge users/commuters |
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| PUBLIC PARTICIPATION GOAL | To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/ or solutions. | To obtain public feedback on analysis, alternatives and/or decision. | To work directly with the public throughout the process to ensure that public issues and concerns 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. |
| PROMISE TO THE PUBLIC | We will keep you informed. | We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision. | We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision. | We will look to you for direct advice and innovation in formulating solutions and incorporate your advise and recommendations into the decisions to the maximum extent possible. | We will implement what you decide. |
| EXAMPLE TOOLS | Fact sheetsWebsitesOpen houses | Public comment Focus groups Surveys Public meetings | Workshops Deliberate polling | Citizen Advisory committees Consensus building Participatory Decision-making | Citizen juries Ballots Delegated Decisions |

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CREATE A "SYSTEM 2" SPACE

REPORTING BACK

- Build public trust
- Promote ongoing engagement
- Communicate how public feedback influenced the decision









"Pedestrian Safety is a key concern."

"Mount Hope Avenue is a barrier to pedestrian crossings.

"Create a welcoming atmosphere."

"Be sure to incorporate low maintenance streetscape and gateway features."

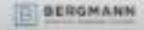
"Don't clutter up the streetscape with too many poles."

"More traffic calming is needed."

"We want to understand the construction timeline and potential impacts to our homes and businesses."











WARREN BUFFET