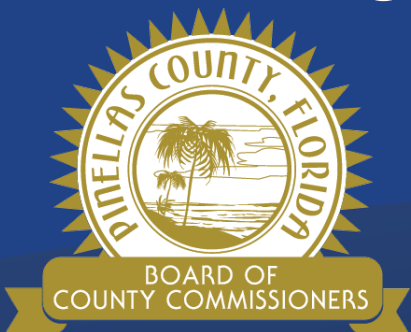


Guidelines for Planning Public Engagement



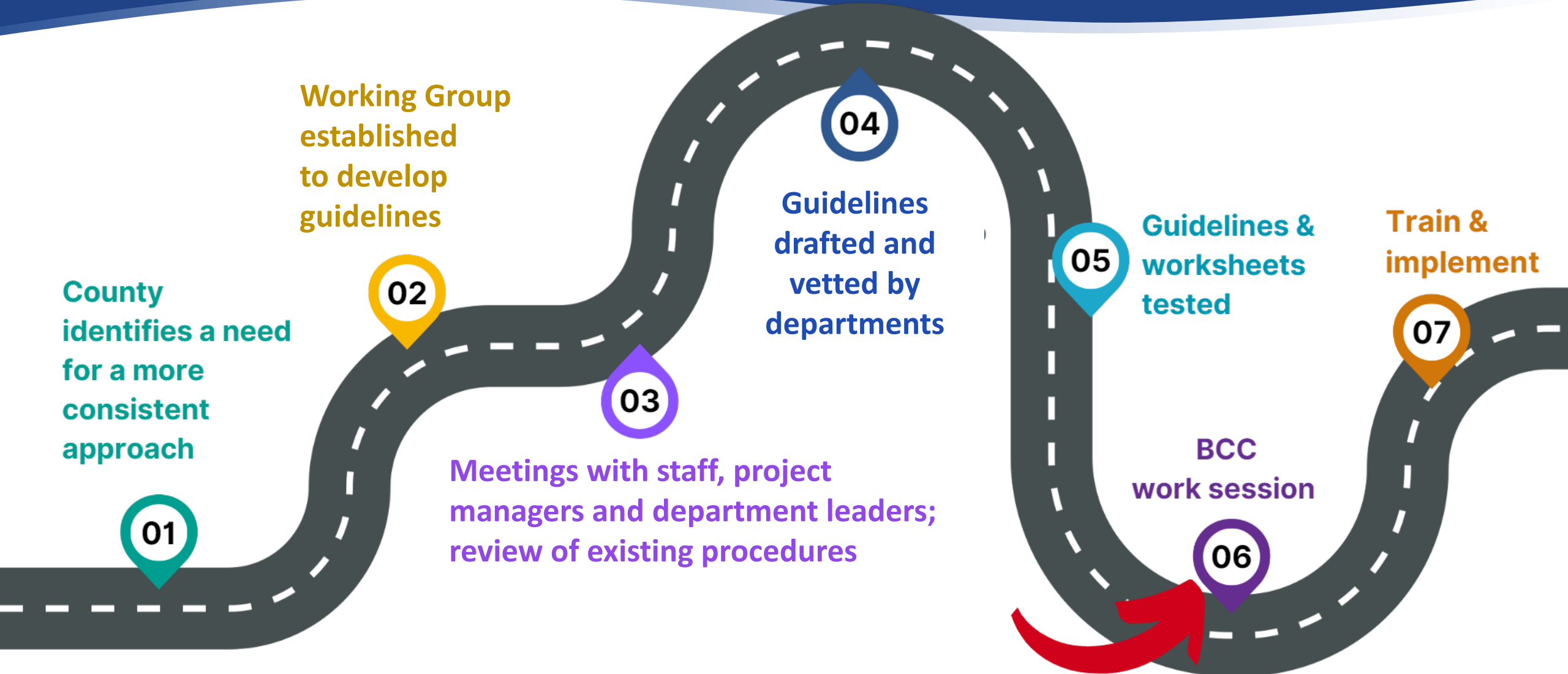
Communications Department
Barbra Hernandez, APR, CPRC
Director of Communications



Our Vision: To Be the Standard for Public Service in America



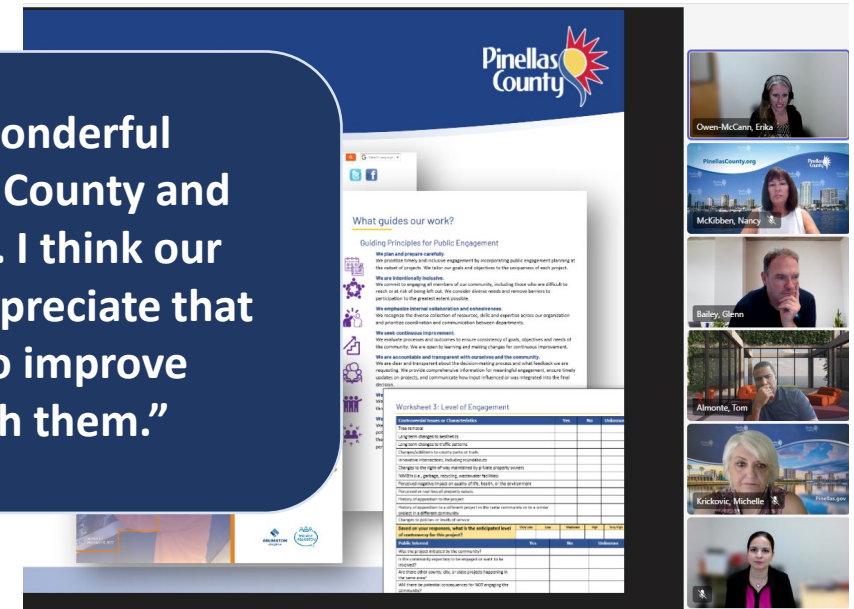
Background



Working Group

- Met with **project managers** and leaders across County departments
- **Evaluated existing projects** and practices
- Jointly developed a **consistent approach**

"This will be a wonderful resource for the County and our department. I think our residents will appreciate that we're working to improve engagement with them."



Working Group Accomplishments

- Established guiding principles
- Defined levels of engagement
- Developed a five-step process & toolkit

What guides our work?






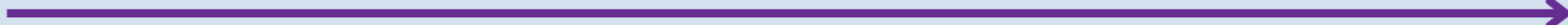
Guiding Principles for Public Engagement



Worksheet 3: Level of Engagement

Controversial Issues or Characteristics	Yes	No	Unknown		
Tree removal					
Long term changes to aesthetics					
Long term changes to traffic patterns					
Changes/additions to county parks or trails					
Innovative intersections, including roundabouts					
Changes to the right-of-way maintained by private property owners					
NIMBYs (i.e., garbage, recycling, wastewater facilities)					
Perceived negative impact on quality of life, health, or the environment					
Perceived or real loss of property values					
History of opposition to the project					
History of opposition to a different project in the same community or to a similar project in a different community					
Changes to policies or levels of service					
Based on your responses, what is the anticipated level of controversy for this project?	Very Low	Low	Moderate	High	Very High
Public Interest	Yes	No	Unknown		
Was the project initiated by the community?					
Is the community expecting to be engaged or want to be involved?					
Are there other county, city, or state projects happening in the same area?					
Will there be potential consequences for NOT engaging the community?					
Based on your responses, what is the perceived public interest in the project?	Very Low	Low	Moderate	High	Very High
Public Knowledge	Yes	No	Unknown		
Is there information the county needs from the community?					
Could the project be improved with community input and resources?					
Based on your responses, to what extent could public input help improve the outcome of the project?	Very Low	Low	Moderate	High	Very High
Public Involvement in the Decision-Making Process	Yes	No	Unknown		
Do you need to build consensus in the community before a decision is made?					

Spectrum of Engagement

	Inform		Consult		Involve		Collaborate		Empower
<p>To provide the public with balanced and objective information to assist them in understanding problems, alternatives, opportunities, and/or solutions.</p>		<p>To obtain public feedback on analysis, alternatives, and/or decisions.</p>		<p>To work directly with the public throughout the process to ensure public concerns and aspirations are consistently understood and considered.</p>		<p>To partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.</p>		<p>To place final decision making in the hands of the public.</p>	
<p>Increasing level of participation and influence on the decision. Decreasing number of projects at every level.</p> 									

Five-Step Public Engagement Planning Process



STEP 1

.....
**Clearly Define
the Project**



STEP 2

.....
**Identify
Stakeholders**



STEP 3

.....
**Determine the
Level of
Engagement**



STEP 4

.....
**Develop and
Implement the
Engagement
Plan**



STEP 5

.....
**Close the
Loop and
Evaluate**

Project Manager Toolkit



Worksheet 1: Project Definition

Complete as much of this worksheet as possible before a project is budgeted or goes into design. You may need to update this information over time as the project scope and constraints evolve.

Description and Goals

Project Name:

Location:

What are the project goals?

History and Context

How did the project get started?

What plans or policies are guiding the project?

What is the timeline of the project?

Who are the project partners?

What public engagement has happened in the past and what feedback was received?

What other aspects of the project or community could affect the community?

What can the community influence or contribute to?

Negotiables

Considering your budget, timeline, and direction from leadership, what is negotiable for public participation?

Non-negotiables

Consider your budget, timeline, legal or statutory requirements and direction from leadership to accomplish the project's goals?

Project Lead:

Communications Lead:

Worksheet 2: Stakeholders

Complete this worksheet as early as possible and update it as you learn more about the stakeholders and their interests. The potential impact on different stakeholders may change as the scope of the project evolves. In order to select a level of engagement, you must have some understanding of the interests of the stakeholders.

Internal Stakeholders

Who will make the final decision on this project? What is the decision-making process?

What other County departments could contribute to this project or should be involved?

External Stakeholders

Remember to include organizations, businesses, official agencies, individuals, and community groups. Include stakeholders who are directly OR indirectly impacted. If you are unsure of the impact, reach out to Arelis Escalera, Community Outreach Coordinator. She works specifically to build relationships with these groups and can help.

Stakeholders	Impacts or Interests	Anticipated Position		
		Support	Oppose	Unknown

Worksheet 3: Level of Engagement

Controversial Issues or Characteristics	Yes	No	Unknown		
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Questions?
Thank You!

