

# Citizen Engagement: It's All about Creating a "*Spectrum*" of Engagement

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# The *Promise* to the Public

- Promise only what you can deliver (and be specific)
- Deliver what you promise
- Demonstrate what you deliver



# IAP2 Core Values

1. The public should have a *say* in decisions about actions that affect their lives.
2. Public participation includes the *promise* that the public's contribution will influence the decision.

# IAP2 Core Values

*The public participation process...*

3. Communicates the **interests** and meet the **process needs** of participants.
4. **Seeks out** and facilitates the participation of those potentially affected.

# IAP2 Core Values

*The public participation process...*

5. Involves participants in **defining** how they participate.
6. Provides participants with the **information** they need to participate in a meaningful way.


# IAP2 Core Values

*The public participation process...*

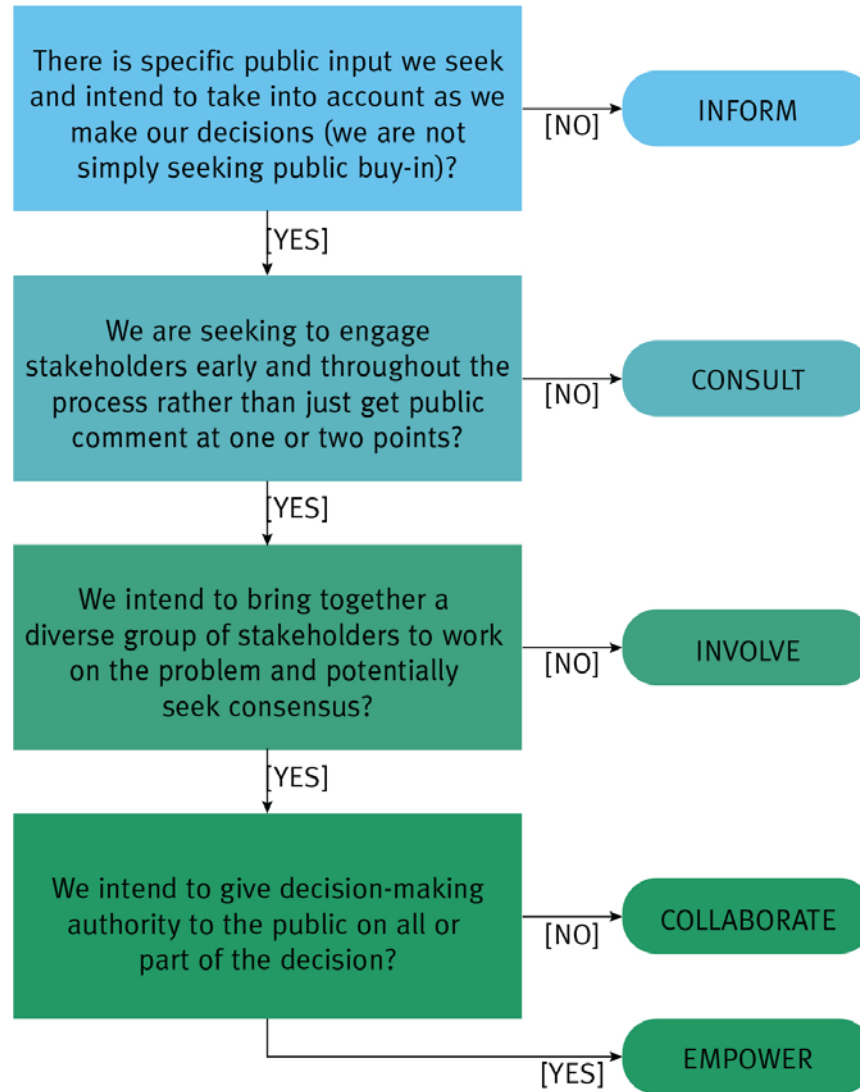
7. Communicates to participants ***how their input*** affected the decision.

# IAP2'S PUBLIC PARTICIPATION SPECTRUM

...forming an international standard.

		INCREASING IMPACT ON THE DECISION 				
		<b>INFORM</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<b>PUBLIC PARTICIPATION GOAL</b>		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.
<b>PROMISE TO THE PUBLIC</b>		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 seek your feedback on drafts and proposals.	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 work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

# Spectrum Flowchart







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