

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

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International Association for Public Participation (IAP2)



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.
5. Involves participants in **defining** how they participate.

IAP2 Core Values

The public participation process...

6. Provides participants with the **information** they need to participate in a meaningful way.
7. Communicates to participants **how their input** affected the decision.

Clear Goals Matched to Opportunity for Influence

Do you establish clear and distinct goals for community engagement for each project?

Goals



1. _____
2. _____
3. _____

It all comes down to influence...

The more *opportunity* for the public to influence the decision, the higher level community engagement you are doing.

The *Promise* to the Public


Core Value #2

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

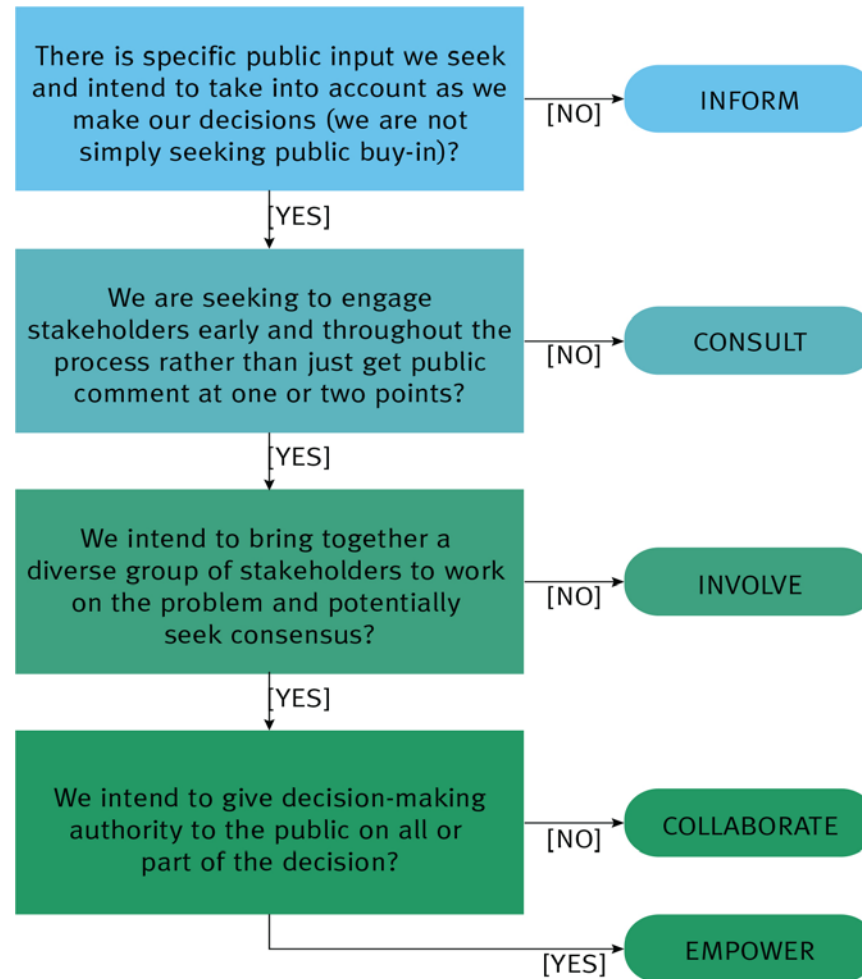


IAP2'S PUBLIC PARTICIPATION SPECTRUM

...forming an international standard.

	INCREASING IMPACT ON THE DECISION 				
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	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.
PROMISE TO 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 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.

How do we decide?





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