

Outreach and Public Participation Strategies

Susan Saul
Outreach Specialist
Office of External Affairs
U.S. Fish and Wildlife Service
Portland, Oregon

Slide 1 **Outreach and**

NOTES:

Self Introduction:

20 years of experience planning and implementing public participation

train other people

A Field Guide to Outreach

Purpose

Obtain advice from the Federal Planning Advisory Committee on audiences and public participation strategies for scoping.

Your input will become part of the advice record.

Slide 2 **Purpose**

NOTES:

Committee discussed public scoping at last meeting: time line and process

Purpose of this session today: Obtain advice from the Committee on audiences and public participation strategies for scoping.

The FWS wants you to:

- o tell us who you think needs to be involved in scoping
- o tell us how to involve them

Your advice will become part of the advice record.

Overview

- Review outreach plan process
- Identify audiences
- Evaluate strategies
- Discuss role of committee members
- Make recommendations

Slide 3

Overview

NOTES:

Overview of this session:

- o Review outreach plan process as described in Field Guide to Outreach

Focus in on:

- o Identify audiences for scoping
- o Evaluate strategies for involving the public in scoping

Decide how Committee will be involved:

- o Discuss role of committee members
- o Make recommendations on audiences and strategies

This is what we want to accomplish in the next 1.5 hours

Fair, Open and Honest

Public participation ethic

- **Fair - providing opportunities for people to participate in ways that work well for them**
- **Open - process is straightforward, understandable and explained**
- **Honest - tell the truth, both good news and bad news**

Slide 4

Fair, Open and Honest

NOTES:

Fair, Open and Honest: public participation ethic

Fair - provide opportunities for people to participate in ways that work well for them.

- don't waste people's time
- scheduling events at convenient times - evenings/weekends/holidays
- making sure people affected by decisions are involved

Open - process is straightforward, understandable and explained

- no hidden agendas: inform is not the same as persuade
- participants understand their role
- safe physical and intellectual environment for exchange of ideas

Honest - tell the truth, both good news and bad news

- don't promise more than you can deliver
- don't gloss over the amount of time people will have to commit to participation

Good public participation should build trust ...

In the agency

In the planning process

In the other players

Slide 5 Good public participation should build trust ...

NOTES:

Good public participation should build trust

...

- In the agency
 - agency role is to solve problems
- In the planning process
 - fair, open and honest
- In the other players
 - that means you, too - your constituents need to trust you to represent their interests

Why do an outreach plan?

- Improve communication
- Make outreach more effective
- Ensure “the bases are covered”
- Get agreement on content and strategies

Slide 6

Why do an outreach plan?

NOTES:

Why do an outreach plan?

- Improve communication
 - get everyone talking about public participation
- Make outreach more effective
 - identify the audiences; make sure no one is left out who should be involved
 - pick the right strategies
- Ensure “the bases are covered”
 - everyone knows their role and the timeline
- Get agreement on content and strategies
 - messages agreed upon by everyone

“A Field Guide to Outreach”

Step-by-step workbook to identify and organize the elements of an effective outreach plan

- **Audiences - who needs to know?**
- **Key dates - when does it happen?**
- **Strategies - what will happen?**

Slide 7 “A Field Guide to Outreach”

NOTES:

“A Field Guide to Outreach”

Step-by-step workbook to identify and organize the elements of an effective outreach plan

Focus today on:

- o Audiences – who needs to know?
- o Key Dates – when does it happen?
- o Strategies - what will happen?

Build on Existing Plan

Update Public Outreach Plan for Fitzner-Eberhardt Arid Lands Ecology (ALE) Reserve, March 1999 and expand to include Hanford Reach National Monument

- **Issue statements underway**
- **Communication goals being refined**
- **Messages being developed**

Slide 8 Build on Existing Plan

NOTES:

Build on Existing Plan

Update Public Outreach Plan for Fitzner-Eberhardt Arid Lands Ecology (ALE) Reserve, March 1999 and expand to include Hanford Reach National Monument

Staff will use the existing outreach plan as a foundation and update and expand it for the CCP planning process.

- o Issue statements and background underway – you have been contributing through your subcommittees
- o Communication goals being refined
- o Messages being developed

Audiences
Public participation seeks out the involvement of those potentially affected

- Who is affected?
- Who needs to know?
- How do they prefer to get information and be involved?

Slide 9 **Audiences**

NOTES:
Let's look at Audiences
Public participation seeks out the involvement of those potentially affected
o Who is affected?
o Who needs to know?

We don't want to miss anyone

LIST (Ask for recorder assistance)

How do they prefer to get information and be involved?

Think about how they like to receive information. Letter in the mail, door-to-door canvasser, newspaper, e-mail, radio and TV, attend meeting

Morning, afternoon, evening, week day or weekend?

How to engage their attention?

Public Participation Spectrum
Public participation includes the promise that the public's contribution will influence the decision

None of us is as smart as all of us.

We want the public to help us make better decisions that reflect the interests and concerns of all.

Slide 10 **Public Participation Spectrum**

NOTES:
Public Participation Spectrum HANDOUT
Public participation includes the promise that the public's contribution will influence the decision

NONE OF US IS AS SMART AS ALL OF US

We want the public to help us make better decisions

IAP2 Public Participation Spectrum Handout
–helps us see where we fit
–need to match the public participation strategies to where you are on spectrum

Public Participation Toolbox

Public participation processes should meet the needs of all participants and facilitate their involvement.

People learn and communicate in different ways.

Slide 11 Public Participation Toolbox

NOTES:

Public Participation Toolbox HANDOUT
Public participation processes should meet the needs of all participants and facilitate their involvement.

People learn and communicate in different ways.

- some of us are visual learners
- some of us learn best by listening to others
- some of us process information best by sitting and thinking
- some of us process information best by working with the data
- some of us like to see the big picture
- some of us like to look at details

So we need to consider a variety of public participation tools from the toolbox if our public scoping effort is going to reach as many people as possible

Some of these tools may be more appropriate later in the planning process so we won't go through all of them today.

Example

Printed Public Information Materials: fact sheets, newsletters, brochures, issue papers

- ☹ **Reach large audience**
- ☹ **Inexpensive**
- ☹ **Read when convenient**
- ☹ **Only as good as mailing list**
- ☹ **One-way communication**
- ☹ **May not be read**

Slide 12

Example

NOTES:

Example

Printed Public Information Materials:
fact sheets, newsletters, brochures, issue papers

reach large audience
inexpensive
convenient

only as good as the mailing list
one-way communication
may not get read

Tools To Look At for Scoping

- **Passive Public Information Techniques**
 - ▶ Printed Public Information Materials
 - ▶ Press Releases
 - ▶ Website
- **Active Public Information Techniques**
 - ▶ Briefings
 - ▶ Central Information Contact
 - ▶ Field Office
 - ▶ Field Trips
 - ▶ Open Houses

Slide 13 Tools To Look At for Scoping

NOTES:

Tools To Look At for Scoping

- o Passive Public Information Techniques
 - Printed Public Information Materials
 - includes PLANNING UPDATES(show sample)

- Press Releases
- Website

- o Active Public Information Techniques
 - Briefings
 - Central Information Contact
 - Field Office
 - Field Trips
 - Open Houses

OPEN HOUSE: bridge between public information and public input techniques

- o Drop in at any time during set hours
- o Tour stations at individual pace
- o Ask questions of resource people at stations
- o Fill out a comment sheet after absorbing information

Tools to Look at for Scoping

- **Public Input Techniques**
 - ▶ Small Meetings (Coffee Klatches & Small Format Meetings)
 - ▶ Response Sheets
 - ▶ Large Format Public Meetings
 - ▶ Workshops

Slide 14 Tools to Look at for Scoping

NOTES:

Tools to Look at for Scoping

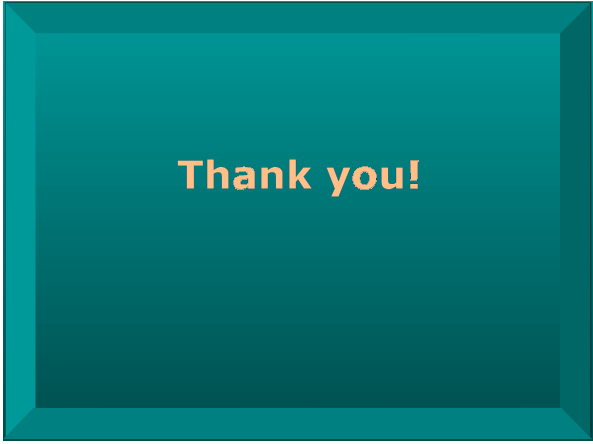
- o Public Input Techniques
 - Small Meetings (Coffee Klatches & Small Format Meetings)

Response Sheets - workbook would fall in this category

Large Format Public Meetings (lumped with Public Hearings)

Workshops (large group/small group public meetings)

<p>Bleiker's Maxim</p> <p>A mass public meeting gives its participants a great sense of doing something while it's going on, and a hangover-type letdown when it's over. About all it tends to accomplish is to demonstrate that a great number of people care enough to come to a meeting; they are primarily demonstrations -either of support or opposition. -Hans and Annemarie Bleiker</p>	<p>Slide 15 Bleiker's Maxim</p> <p>NOTES: Bleiker's Maxim matches my experience with public meetings and public hearings</p>
<p>A Good Public Participation Program</p> <p>In a good public participation program people know how to get more involved – or less involved – and feel that they, not the agency, control the extent of their involvement.</p>	<p>Slide 16 Good Public Participation Program</p> <p>NOTES: A Good Public Participation Program</p> <p>In a good public participation program, people know how to get more involved – or less involved – and feel that they, not the agency, control the extent of their involvement.</p> <p>This should be our goal in selecting public participation tools.</p>
<p>Committee Recommendations</p> <ul style="list-style-type: none"> ■ What tools do you recommend be used for scoping? ■ What timing and location (as appropriate) do you recommend for each tool selected? 	<p>Slide 17 Committee Recommendations</p> <p>NOTES: We need your best thoughts.</p> <p>Please give us your recommendations on the mix of public participation strategies that we should use for scoping.</p>
<p>What Should Be the Committee's Role in Scoping?</p> <ul style="list-style-type: none"> ■ How do you want to be involved? ■ What commitment will you make to participate? 	<p>Slide 18 What Should Be the Committee's Role in Scoping?</p> <p>NOTES:</p>



Slide 19

Thank you!

NOTES:



Slide 20

Blank Slide

NOTES: