

AMERICA *SPEAKS*

Engaging Citizens in Governance



Hala Harik Hayes

“Public Deliberation: Navigating Opportunities & Design”

EPA Community Involvement Conference

Milwaukee, Wisconsin

June 27, 2006



AMERICA *SPEAKS*

America *Speaks* stands for reasserting people's place in our democracy of the people, by the people, and for the people.

We are leading the development of a national infrastructure for democratic deliberation that institutionalizes the links between decision makers and citizens in determining public policy.



Our Agenda

- ◉ Principles of Deliberation
- ◉ Lessons Learned from *A Manager's Guide...*
- ◉ Discussion: What Has Worked Well For You?
What Design & Principles Were Applied?
- ◉ Design Models
 - In depth look at the 21st Century Town Meeting
- ◉ Recommendations for Deliberation
- ◉ Case Study: Health Care That Works for All Americans
- ◉ Questions



AMERICA *SPEAKS*

The Challenge

Civic engagement in the United States was literally entering a time of crisis: among the lowest levels of political participation on record. Special interests dominating electoral and political processes.

The Opportunity

Bridge the gap between general-interest citizens and decision-makers and design new mechanisms for democratic governance that can be taken “to scale”



Why Deliberation?

- 1. Reduces Conflict & Saves Money**
- 2. Better, Longer-lasting, Wiser Policies**
- 3. Something Governments Should Do**
- 4. Builds Citizen Competence**
- 5. Cultivates Mutual Understanding & Renews Trust between Citizens and Government**



Seven Core Principles

- ◉ **Educate Participants.**
- ◉ **Frame Issues Neutrally.**
- ◉ **Achieve Diversity.**
- ◉ **Buy-in from Decision-makers.**
- ◉ **Support Quality Deliberation.**
- ◉ **Demonstrate Public Consensus.**
- ◉ **Sustain Involvement.**



Rethinking Engagement

Two critical distinctions in our report:

- Information exchange to information processing
- Citizens as “consumers” of policy to active shapers



Four Levels of Participation

- ◉ **Inform**
 - ◉ **Consult**
 - ◉ **Engage**
 - ◉ **Collaborate**
-
- ◉ Each “level” of engagement is vital to excellent, routine practice
 - ◉ Selecting the right process for the context is essential to success



Design Methodologies

- **21st Century Town Meeting**
- **Online Deliberation**
- **Proxy Dialogues**
- **Community Forums**
- **Self-Facilitated Discussions**
- **Others**

21st Century Town Meeting



Table Dialogue



Informed Dialogue



Citizens' Health Care Working Group
**HEALTH CARE
THAT WORKS FOR ALL
AMERICANS**

Community Meeting Discussion Guide

It's time to do something about Health Care

www.citizenshealthcare.gov



The Technology



Wireless Computers



Polling Keypads



Theme Team and Reporting



Preliminary Report July 20, 2002 • Jacob Javits Center



More than 4,000 people from New York and the tri-state area gathered on July 20 at the Jacob Javits Convention Center to play a role in rebuilding Lower Manhattan. Over the course of the daylong forum, participants in "Listening to the City" deliberated options for redeveloping the World Trade Center site and considered the critical issues that must be addressed to help people rebuild their lives in the aftermath of September 11 and memorialize those who were lost.

The public conversation was attended by many of the decision-makers and leaders who will ultimately decide the future of Lower Manhattan, including officials from the Lower Manhattan Development Corporation, the Port Authority of New York and New Jersey, the State of New York, and the New York City Mayor's Office and City Council. The results of the forum will be presented to these decision makers to guide their work.

"Listening to the City" is a project of the Civic Alliance to Rebuild Downtown New York, a broad-based coalition of nearly 100 groups committed to devising strategies for the redevelopment of Lower Manhattan. The Civic Alliance was convened by the Regional Plan Association, in conjunction with New York University, New School University and the Pratt Institute. This 21st Century Town Meeting™ was designed and facilitated by AmericaSpeaks™.

The Civic Alliance sought to represent the rich diversity of the metropolitan region at "Listening to the City." This goal was achieved more closely in some areas than in others. For example, 53% of the participants were female and 47% were male, while the region is 52% female and 47% male. In addition, 27% of the participants were 20 to 34 years old, compared to 22% for the region. People 65 and older made up 10% of the forum, close to the regional figure of 12%. On the other hand, while 20% of the region is African-American, the room was only 7% African-American. Similarly, participation was higher among people in the top income brackets and among those who live in Manhattan. The Civic Alliance will continue to try to ensure that all voices are proportionally represented at future activities.

Forum participants related to the events of 9/11 and the rebuilding of Lower Manhattan in a variety of capacities:

- 8.9% had a family member who was a 9/11 victim
- 19.7% are survivors of the events of 9/11
- 23.6% lived in Lower Manhattan
- 41.4% worked in Lower Manhattan
- 33.5% were at or near Ground Zero on 9/11
- 21.5% became displaced/unemployed as a result of 9/11
- 6.2% were rescue or recovery workers
- 71.1% attended primarily as interested citizens

Demographics

Participants in the forum came from all walks of life and represented the rich geographic, racial and income diversity of the metropolitan region. These figures are compared below to the official demographics of the region.

Gender	July 20	Region	Race	July 20	Region
Female	53%	52%	African-American	7%	20%
Male	47%	48%	Asian/Pacific Islander	13%	9%
			Caucasian	66%	64%
			Native American	0%	<1%
			Mixed Race	5%	2%
			Other Race	9%	n/a
			Ethnicity		
			Hispanic	10%	20%
			Non-Hispanic	90%	80%
			Geography		
			Manhattan	40%	47%
			Brooklyn	18%	
			Bronx	2%	
			Queens	3%	
			Staten Island	1%	
			Elsewhere in NYS	6%	23%
			New Jersey	18%	30%
			Elsewhere	6%	



The Technology



Video
Projection



Discussion

- ⦿ **What Has Worked Well For You in Engaging the Public?**
- ⦿ **What Design Did You Use?**
- ⦿ **Which Principles Were Applied?**



Six Recommendations

- ⦿ **Review existing public involvement policies**
- ⦿ **Create positions in management**
- ⦿ **Invest resources in good practice**
- ⦿ **Promote experimentation**
- ⦿ **Measure benefits beyond cost**
- ⦿ **Incorporate citizen engagement into performance review**

Case Study: Health Care



Health Care That Works for All Americans Act (S.581, 2003)

Citizens' Health Care Working Group

**HEALTH CARE
THAT WORKS FOR ALL
AMERICANS**

Working Group Members Selected by GAO

Recommendations will go to President Bush
& 5 Congressional Committees



Case Study: Health Care

January – May 2006

Received 23,000 Responses

Methodologies Utilized:

- ◉ 21st Century Town Meetings
- ◉ Community Forums
- ◉ Self-Facilitated Discussions
- ◉ Online Comment – blog, forum, open ended comment space
- ◉ Virtual Town Meeting (22+ Universities)



Questions?



For More Information

www.businessofgovernment.org

www.americaspeaks.org

www.deliberative-democracy.net

www.globalvoices.org