Public Participation
A Guide and the 5 R's to Getting Authentic

RESJI Community Connections Team

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Community Connections Action Team

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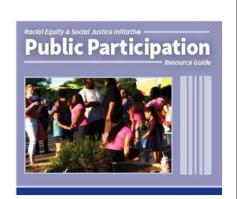- Kristy Kumar
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Origin of the RESJI Public Participation Guide

Framing and Purpose

RESJI Public Participation Guide has 3 goals:

1. Elevate the role of public participation in the City of Madison

2. Develop a shared approach and set of values for community engagement

3. Help agencies center racial equity and inclusion when planning for public participation and when developing projects, programs, and policies

Value of Public Participation

- Public participation benefits the community and government by allowing both groups to identify goals, concerns, opportunities, options, and solutions.
- Better communication
- Greater awareness and understanding about an issue
- More transparency
- Stronger relationships between the community and government

It's about the "how" not the "what"

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."
~ Maya Angelou

How to Be:
The 5 Rs of Authentic Public Participation

- Be Respectful
- Be Relational
- Be Receptive
- Be Responsive
- Be Real

Bonus R: Be Relevant

- Placemaking is a multi-faceted approach to the planning, design and management of public spaces.

- Or… is it about bringing people together to enjoy their neighborhoods with each other?
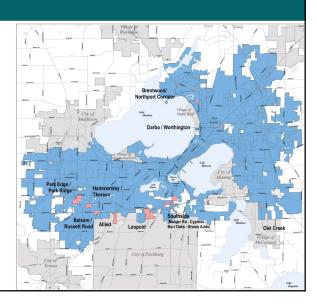
Centering Race

- Be explicit and intentional
- Recognize our responsibility to engage with people not the other way around
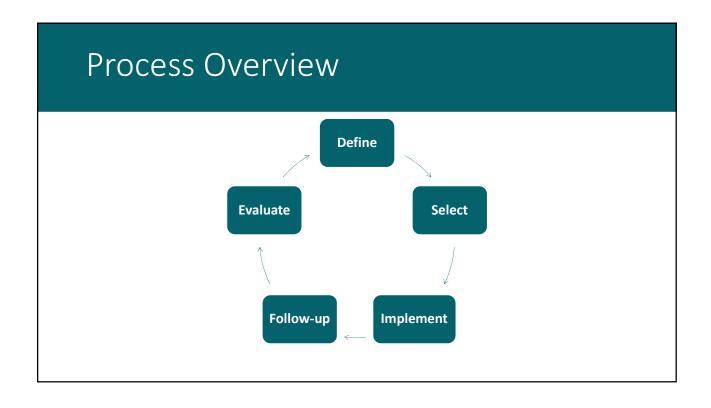- Embrace our roles as stewards of an equitable and inclusive process

Neighborhood Resource Teams (NRTs)

Mission: To promote racial equity and improve the quality of life for Madison residents by understanding and elevating the needs, issues, and priorities of people living in areas with NRTs.

What Do NRTs Do?

- Bring people together
- Develop individual and institutional relationships
- Find out what's important to people
- Get things going – big and small alike
- Connect the dots
- Drive culture change
- Create space
- ***Real Time Racial Equity Analysis***

Process Overview

Define

Select

Implement

Follow-up

Evaluate

Define the Project's Scope

1. What are the project's goals?
2. Does the project have potential environmental, economic, safety, and/or health impact in the community?
3. Have community members voiced interest, concerns, or opposition to the project?
4. Would public participation help the project achieve equitable outcomes for all community members?
5. Will the project be asking the community to provide additional funding (i.e. assessment, tax increase, bond referendum, etc.)?

Identify and Map Stakeholders

Important to understand who will be impacted by this project and how. The different groups impacted by your project are your stakeholders. Understanding their needs and their different role(s) is crucial for public participation.

1. Who are the decision makers?
2. Who are the key stakeholders? (internal and external)
3. Which Key Audiences or Communities do you want to engage with?
4. What level of influence identified stakeholder will have on the project scope and target audience

Phase	Stakeholder	Contact	Title/Role	Email	Influence		
	Group/Program	Appropriate Contact Person(s)	Contact Person's Title/Role	Contact Person's Email	primary level of system	primary audience	primary function

Select the Right Level of Public Participation

Questions to consider:
- What is your project looking to accomplish?
- What pieces of the project can the public influence?
- How will you set realistic expectations for how feedback will be gathered and used while not over-promising?
- Where, when and how can they give input?
- What is your timeline and budget?

Select the Right Level of Public Participation

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 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 look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Empower?

Goodman Skatepark

Implement

- Listen and seek to understand.
- Acknowledge the public's participation and responses.
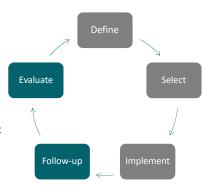- Document and summarize the feedback you receive.

Follow-up and Evaluate

Follow Up!
- Share feedback with decision makers and the public
- Show how feedback influenced the decision
- Highlight components of the project when approved, adopted, or completed (ex. groundbreaking ceremonies, construction updates, and opening day tours for new facilities)
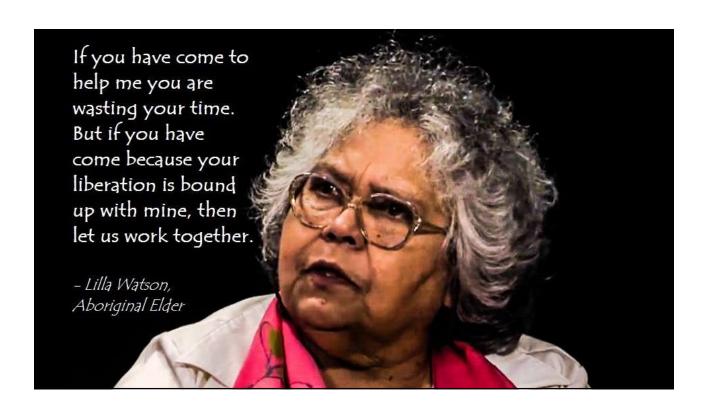
Evaluate
- Conduct an evaluation – helps inform future public participation processes.
- Use this step as an opportunity to examine the results of your public participation plan and measure if you achieved your goals.
- Share results with internal and external stakeholders to improve transparency with the process and future engagement efforts.

Define → Select → Implement → Follow-up → Evaluate

Key Takeaways

1. Center race

2. Plan for it and pay for it

3. Refer back to the guide

4. Peer consultation space

If you have come to help me you are wasting your time. But if you have come because your liberation is bound up with mine, then let us work together.

– Lilla Watson, Aboriginal Elder

Discussion & Exploration