

Successful Public Participation Techniques



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Presentation Overview

- Intellectual Quotes
- Getting Started
- Check List
- Successful Meeting Tips
- Examples – Good and Bad
- Conclusion



Public Affairs Quotes:

“My rule, in which I have always found satisfaction, is, never to turn aside in public affairs through views of private interest; but to go straight forward in doing what appears to me right at the time, leaving consequences with Providence.” Benjamin Franklin

“I never engaged in public affairs for my own interest, pleasure, envy, jealousy, avarice or ambition, or even the desire of fame.” John Adams

The penalty good men pay for indifference to public affairs is to be ruled by evil men.” Plato



Getting Started – EPD process

- Receive notification of need for public participation via Question and Answer Session/public hearing/open house, etc...
- Read/research permit application for content/information
- Research news media, environmental groups, other key stakeholders



Getting Started - continued

- Prepare information distribution cycle: P2 Plan, news release, internet announcement, web site coordination, public notice placement, etc. (examples on table)
- Coordinate with internal and external leadership, branch chief, public affairs mgr., state and local leaders, permit seeker, etc...



Check List – important tools

- Write P2 Plan
- Secure meeting location
- Obtain check for meeting location
- Reserve video equipment, sound system, projector, meeting signs
- Arrange for company call with permit seeker, consultants and internal leaders
- Follow up with news media
- Write powerpoint
- Write and distribute news releases, etc.



Successful Meeting Tips

Our public participation goal is to bring the public back into the picture...

- Plan the right meeting.
- Publicize! Get the right public to the meeting.
- Prepare! Make sure that all the facts are clear.
- Create an atmosphere of respect, trust and credibility.
- Keep the public informed of the outcome.
- Let integrity drive all decisions and interaction.

Examples - Good





Examples – Good continued

A modest definition of a good public meeting is one at which all plans have been made and completed (as close to perfection as possible), all parties have been notified, the permit seeker and consultant have agreed to show up and speak with sincerity, the panelists don't get too nervous and the facilitator does his/her job.



Examples - Bad

A bad public affairs meeting/event is modestly described as one in which various sections fall apart, with extreme difficulty in fixing, from the planning stage to the actual meeting. Having security/police present doesn't necessarily denote a bad meeting.

Examples – Bad continued

Certainly someone should show up...



Conclusion

Never let them see you sweat...





Conclusion

Questions?

For more information or help with better public participation practices, check out “The International Association of Public Participation” IAP2

www.iap2.org