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Engaging the Public

WHY

WHO

HOW

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WHY

Purpose

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Tension in Local Government

- Protect my individual rights
- Keep me safe
- Get things done quickly
- Attract new business and boost the economy
- Better infrastructure
- Allow new development
- Protect the health, safety, and welfare of everyone
- Don't tell me what to do
- Involve everyone and make the right decision
- Protect current residents, prevent displacement
- Don't raise my taxes
- Not in my back yard!

Source: Nolon, Ferguson, Field (2013). *Land in Conflict*

Common Causes

- Quality of life issues
- Environmental impacts
- Fiscal impacts
- Municipal mazes
- Distrust of government
- Boundaries of private property
- Values/sense of community
- Uncertainty/Fear
- Communication/Cognitive bias

Source: Nolon, Ferguson, Field (2013). *Land in Conflict*



WHY

Guiding Principles

- Inclusiveness-accessibility
- Transparency-openness
- Accountability-responsiveness
- Humility-willingness to learn
- Productivity-how will engagement make it better?



WHY

Timing- Engage Early!



- Application for consideration by planning commission at a formal hearing is too late
- In order to use creative tools effectively, you need to plan ahead
- Now is the time before licenses are applied for or issued for recreational marijuana



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WHY

First Step: Define PURPOSE

Why are you engaging the public?

Issue Awareness

Build Relationships

Gather Information

Clarify Positions

Shared Ownership

Get Context/ Learn Interests

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WHY

Activity: Define YOUR Purpose

Where you are	Potential Purpose of engagement
Deciding to opt in/out	Learn community opinion, decipher the vote
Opted in, deciding zoning	Learn favorable locations for zoning and what types of licensure
Opted out without consulting public	Determine if community is in favor of opting in the future and to what extent
Managing public outrage because opted in/out	Provide information (reduce misinformation), clarify decisions
Any stage	Learn interests behind positions

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WHO

People

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WHO

Who is Involved

Interest (Stake)

Subjects

Players

Crowd

Context Setters / Leaders

Influence (Power)

Source: Strategic Management of Stakeholders: Theory and Practice, Ackermann & Eden (2010)

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WHO

Activity: Stakeholder Analysis

Stakeholder	Needs/Barriers	Methods	Response

Source (Adapted from): International Association for Public Participation
<https://www.iap2.org/>

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HOW

Methods

Public Meeting Tips



- Clear expectations
- Transparency in discussion
- Time-take recess to cool down, wait to decide
- Other opportunities for engagement



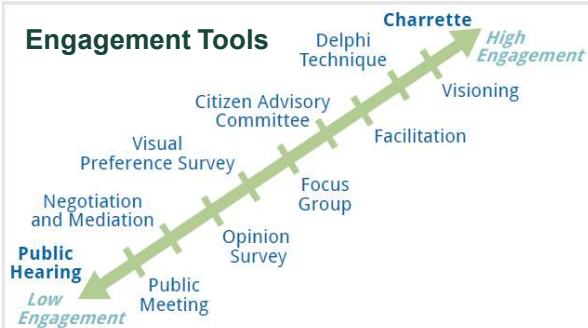
Public Meeting Tips



- Active and generous listening
- Identify interests behind positions
- Acknowledge identities, worldviews, past wrongs
- Treat everyone equally



Engagement Tools



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Approaches to Engagement

Source: www.publicagenda.org

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How should it be delivered?

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GIVE Information:

Examples:
Public Notice, Press Release

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HOW

GIVE Information:

Examples:
Newsletter, Social Media,
Mailing, Website

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HOW

GIVE Information:

Examples:
Panel, Forum, Roadshow, Displays

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HOW

How should we find out what we need to know?

GET Info

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HOW

GET Information:
Conventional

Example: Public Hearing (and/or Public Comment)

Source: <http://www.dorbyinformer.com/>

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HOW

GET Information:
Thin

Examples: Surveys, Polls, Worksheets

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HOW

GET Information:
Thick

Examples: Public Meeting/Workshop, Roundtable, Citizen Advisory Committee, Charrette

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HOW

GET Information

Considerations:

- Logistics-room, food, childcare etc
- Cost
- Who should gather the information?
 - Facilitator/Consultant/Third Party
 - Government Staff or Officials
- What will be done with the information once gathered?

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HOW

Activity: Choose HOW

GIVE Info	GET Info
Public Notice, Press Release	Public Hearing Comments
Newsletter, Social Media, Mailing, Website	Survey, Poll, Worksheets
Panel, Forum, Roadshow, Displays	Workshop, Roundtable, Citizen Advisory Committee, Charrette

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HOW

After the Fact!

Reflect

- Was the purpose achieved?
- Within budget/timeframe?
- Which stakeholders were engaged?
- What should be done differently next time?
- What is the purpose of our next engagement?
