Espectro de partcipacion publica

Espectro de la participación pública

	Informar	Consultar	Involucrar	Colaborar	Empoderar
Meta de participación publica	**Proporcionar al público información equilibrada y objetiva para ayudarles en la comprensión del problema, alternativas, oportunidades y / o soluciones.**	**Para obtener comentarios del público sobre las alternativas de análisis y / o decisiones**	Trabajar directamente con el público durante todo el proceso para asegurar que las preocupaciones del público y las aspiraciones son siempre entendidas y consideradas.	Colaborar con el público en cada aspecto de la decisión, incluyendo el desarrollo de alternativas y la identificación de la solución preferida.	Dar la sociedad civil los herramientas necesario para tomar decisiones
Promesa a la sociedad civil	**Le mantendremos informado.**	**Le mantendremos informado escuchar a reconocer las preocupaciones y aspiraciones y proporcionar información sobre cómo la opinión pública influyó la decisión**	Vamos a trabajar con usted para asegurar que las preocupaciones de la suya y aspiraciones se reflejan directamente en las alternativas de desarrollo y proporcionar información sobre cómo la opinión pública influyó en la decisión.	Vamos a pedir a usted el asesoramiento y la innovación en soluciones de formular e incorporar sus consejos y recomendaciones en las decisiones en la medida de lo posible	vamos a poner en práctica lo que se decidimos juntos
Ejemplo técnicas	**1)hojas informativas 2)los sitios web 3)jornadas de puertas abiertas**	**1)comentarios del público grupos de enfoque 2)encuestas 3)reuniones públicas**	1)talleres 2)votación	1)ciudadano de comités consultivos 2)la creación de consenso 3)toma de decisiones participativa	←

Questions to ask before deciding what form of public participation is appropriate

- What existing communication networks are available to share information?

- What forms of information are more likely to be effective?

- Are there communication methods or media outlets that are considered to be more trustworthy than others?

When selecting and designing tools to inform, things to consider:

•Who needs the information?

•What are the stakeholders current level of knowledge and understanding about the project?

•What information is needed for the public to be able to understand and provide meaningful input to the project?

•What are the public's preferences for receiving information?

• What are the most direct and effective ways to communicate this information?

Tools to inform the public

- Tools to inform the public include techniques that you can use to provide members of the public with the information they need to understand about:
  - the project
  - the decision process,
  - to provide feedback on how public input influenced the decision.

Deciding the right tool to Inform

What is the purpose or goal of the including the public?

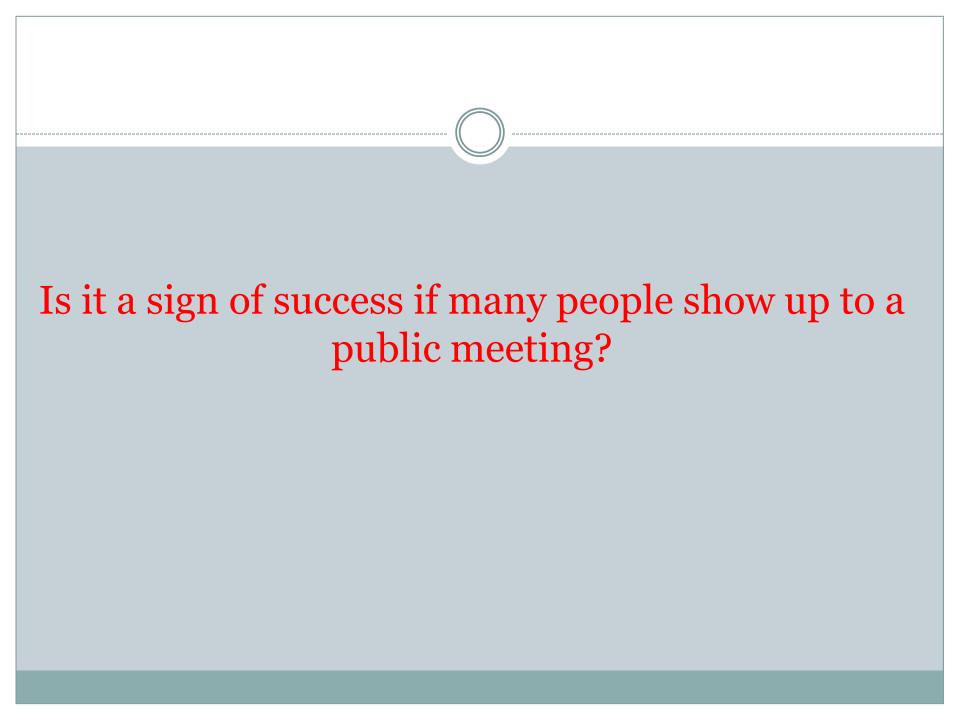**How many attendees are you expecting?**

Do you want attendees to interact with one another to share information and ideas, or only with the host?

How much time and/or other resources do you have to prepare to inform the public?

Something to think about…

- These tools take many forms and are applicable to all levels of public participation.

- Stakeholders do not have to be physically present for inform tools to work well.

Is it a sign of success if many people show up to a public meeting?

Public Meeting

One of the most popular tools to inform, the public meeting, is actually one of the least effective in that it reaches very few stakeholders and is often not designed to meet the needs of those who are present.

Remote Tools to Inform Stakeholders

- Printed Information
- Web Sites
- Information Repositories
- Information Hotlines
- Information Kiosks
- Press and Media

Remote Tools to Inform

- Who are you trying to reach and what are the best venues and formats to distribute information?

- To what degree do interested stakeholders have access to and/or use the internet?

- What resources do you have to distribute information and what is the most efficient use of those resources to reach the maximum number of stakeholders?

- What opportunities or partners exist in the community that could assist in the distribution and/or development of information?

- What languages and level of writing are most appropriate?

Non-traditional Tools to Inform:
Performance and messaging

- Performance includes:
  - plays, dances,
  - puppetry,
  - poetry,
  - song,
  - and other formats that provide information relevant to important pending decisions, opportunities to participate in the decision process, and/or the importance of public participation.
- Messaging includes:
  - the use of vehicles with public address systems to broadcast messages as they drive through the streets or the use of electronic signs that are posted at strategic locations.
  - Both vehicles and electronic signs impart important information about pending decisions, locations where more information can be obtained, and/or opportunities for providing input to the decision process.

Consult

- Consult simply means to ask.

- The public participation **goal** at the consult level is to **obtain and consider public input.**

- The **promise** at the consult level is to consider the public input received and to provide feedback as to how that input influenced the decision.

What resources (time, staff, and funds) can you commit to obtaining stakeholder input?

- Resources determine what is achievable. It is better to perform limited stakeholder input efforts well than to do large-scale efforts poorly.

In-person meeting to consult Questions to consider

- Are you required to have some form of public meeting or hearing at this juncture of the decision process?

- Do you need to present information to the public and be available to answer questions about, or receive comments on, the presentation?

- Do stakeholders or members of the public need or want to hear or learn from other perspectives?

- Do you need to build trust among stakeholders?

- Do you want stakeholders to engage with you and one-another in problem-solving?

What type of information are you trying to obtain?

- Asking stakeholders to order proposed options lends itself to surveys,
  - whether administered by phone, internet, or paper
- Soliciting stakeholder views or concerns on an issue, proposal, or visions for the future typically requires open-ended questions…
  - better suited to comment forms.

*** Thorough analysis of public comments requires considerable resources.

In-Person Tools for Generating Input

- **Interviews Individual or Small Group Learning**
- **Focus Groups Small groups (15 or fewer)**
- **Study Circles Small (5-20)**
- **Public Meetings/Hearings**
- **Public Workshops**

In-Person Tools for Generating Input

- **Multiple small groups**
- **World Cafes**
- **Charrettes**
- **Electronic Democracy**
- **Computer-Assisted Processes (**

Remote tools for generating input

- **What is the technological capacity/access of stakeholders from whom you want to hear?**

If the stakeholders have access to and the capacity to use computers use:

- on-line tools to obtain input.
- phone surveys
- forms/surveys.

How many stakeholders are you seeking to obtain input?

- Many stakeholders
  - you may wish to focus on quantitative information that can be easily tabulated.
- Limited number of stakeholders
  - you have more flexibility to collect comprehensive qualitative information through comment forms or resident feedback registers.