Step 5: Match Public Participation Tools to Program Objectives
When do I select public participation tools?

• Map out the decision making process and clarify where the public will be engaged. (Steps 1-3)

• At each point that the public is to be informed or provide input, identify a clear objective for that interaction. (Step 4)

• Once clear goals and objectives are established, appropriate tools can be selected and customized to the circumstances and audience. (Step 5)
Three Types of Public Participation Tools

• Tools to Inform

• Tools for Generating Input

• Tools for Consensus Building and Agreement Seeking
Tools to Inform the Public: Considerations

- Applicable to all levels of public participation
- Consider the target audience, existing networks, and scope of communications
- Trust levels will influence which tool you use
Tools to Inform the Public: Examples

- In-person (e.g. public meetings, telephone contacts)
- Remote (e.g. printed info, websites, hotlines, kiosks)
- Non-traditional (e.g. performance, messaging)
Tools to Generate and Obtain Public Input: Considerations

- Applicable to all levels of public participation except “Inform”
- Focus on the goal, not just on what’s been done before
- Consider size of the group, trust level, time available, and resources
- In-person vs. Remote
Tools to Generate and Obtain Public Input: Examples

• In-person (e.g. interviews, study groups, focus circles, public meetings, world café,)

• Remote (e.g. surveys, web-based tools)
## Tools for Consensus Building and Agreement Seeking: Considerations

- Only applicable to “Collaborate” and “Empower” levels of public participation
- Requires time investment (process)
- Requires meeting face to face
- Other two types of tools can be components of the consensus building process
- Carefully consider who needs to be involved and precisely what decisions need to be made
Tools for Consensus Building and Agreement: Examples

- Advisory boards
- Focus groups
- World Café
Where to look on the Guide

• Public Participation Tools

• Public participation process planning, Step 5- Match Public Participation Tools to Objectives Throughout the Process