HOW TO ENGAGE IN THE “STATE” YOU’RE IN

2015 COMMUNITY INVOLVEMENT CONFERENCE
ATLANTA, GA
What’s the Difference?

OUTREACH
- Primarily one-way
- Involves talking to people
- Means approaching an audience or community with answers
- Focuses on educating people
- Can be a productive part of an engagement strategy

ENGAGEMENT
- Requires building ongoing, two-way relationships based on trust and authenticity
- Involves listening to people
- Means working with the community to mutually identify solutions
- Ongoing dialogue to develop understanding
HOLISTIC ENGAGEMENT

• SEEING COMMUNITIES WITH EYES WIDE OPEN
  • Understanding the Intangible Strengths of Communities
  • Resilient Individuals

• ENHANCING COMMUNITY RESILIENCY
  • Wisdom, Dignity, and Respect: Listening and Communicating
  • Helping a Community Know Its Strength
HOLISTIC ENGAGEMENT

Holistic Community engagement presents an opportunity for collective learning.

Communities should be learning how to make appropriate demands on government.
Communities must learn to advocate for themselves using resources that the state can provide.
A state EJ Coordinator is the agency’s internal community advocate.
What is the Role of EJ Coordinator

- Identify stakeholders
- Create a two-way street for communication
- Bring diverse and marginalized voices into the planning process which allows for consideration of perspectives that would not otherwise be understood
- Determine the right method to goals and stakeholders
- Identify what is negotiable and what isn’t
- Inform participants of the other inputs into decision-making
The Normal Process (New Facilities)

- Determination of Need for Permit
- Submittal of Application or Notice of Intent
- Agency Reviews application
- Permit Drafted
- Public Participation begins
- Permit Issued or Denied

For many agencies, the public participation process starts here. In actuality, a community can start participation in the permitting process much earlier.
Public Notice (Title V)

- The permit writer takes the draft permit, rationale, and permit application summary to public notice and EPA review.
- Public notice is for 30 days at the local library for viewing the actual permit and public notice.
- The public notice document goes to the nearest daily newspaper to announce the first day of public notice.
- EPA review is for 45 days at the same time as the public notice.
- EPA, the facility, and the public can make comments on the permit documents.
- The public notice document is mailed or emailed weekly to the contacts on the Public Notice Mail-Out List.
## Public Notice Matrix

<table>
<thead>
<tr>
<th>Correspondence Type</th>
<th>Air¹</th>
<th>Air Title V</th>
<th>Synthetic Minor</th>
<th>NPDES</th>
<th>Pretreatment²</th>
<th>SOP³</th>
<th>Animal Waste</th>
<th>Solid Waste</th>
<th>Controversial Projects</th>
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<td>Company</td>
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<td>Newspaper⁵</td>
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<td>Postmaster</td>
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<td>POTW (cc Company Letter)</td>
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<td>X</td>
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<tr>
<td>Mayor &amp; County Board of Supervisors</td>
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<tr>
<td>Mass Mail</td>
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<td>X</td>
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</tr>
</tbody>
</table>
Public Notice

• If there are any comments from EPA, the public, or the facility, MDEQ must address these comments before the permit can be issued

• If the comments received are major and will cause significant changes to the permit, then the public notice period must be restarted

• If there are no comments received during the public notice process or the EPA review period, then the permit can be issued
What Tools are Already Available

- Complaint Tracking Systems
- Email/Mailing Notification lists
- Social Media
- Staff
- Websites
Case Study: DOE Uranium Enrichment Plant

• “The Paducah Gaseous Diffusion Plant” provided enriched uranium from 1952-2013 for military and commercial reactors and nuclear weapons
• Only operating enrichment plant in the US from 2001-2010
• Plant is 750 acres, total site is 3,425 acres.
• Groundwater, surface water and soil contamination
• Paducah mayor in 2013: “we cannot accept a dirty shut down”
• Remediation is ongoing, Citizen’s Advisory Board in place under CERCLA\RCRA authority
• Question of future land use
End State Vision Project

- Conducted by the University of Kentucky
- Engaging the public in a participatory process
- Informed decision-making
- Interviews of 80 community leaders from 44 specific organizations and interest groups from 16 stakeholder "clusters" (e.g., Education, Media, USEC Employees, Neighbors, Recreation Enthusiasts, CAB (Citizen Advisory Board) Members, DOE/Contractor Employees, etc.)
- Meetings with eight stake-holder focus groups.
- Two Community Information Meetings
- Three Community Scenario Meetings at which audience members voted on 12 future use scenarios.
- Additional use of a project website through which the public could vote on 12 future use scenarios. (713 distinct IP address hits; 97 responses)
Community Involvement Using Keypad Technology

• Structured public involvement
• Individual Keypads
• Allowed voting on scenarios
• Provides input on multiple options
• Instantaneous results
## Example Scenario Matrix

<table>
<thead>
<tr>
<th>Future Vision Categories</th>
<th>Scenario 1</th>
<th>Scenario 2</th>
<th>Scenario 3</th>
<th>Scenario 4</th>
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</thead>
<tbody>
<tr>
<td><strong>Land Use</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Nuclear Industry</td>
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<td></td>
<td></td>
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<tr>
<td>z. Residential Apartments</td>
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<tr>
<td><strong>Waste Disposal</strong></td>
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<td></td>
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<tr>
<td>a. On-site</td>
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<tr>
<td>b. Partial</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>c. Off-site</td>
<td></td>
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<tr>
<td><strong>Groundwater</strong></td>
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<td></td>
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<tr>
<td>a. Water Policy &amp; Active Treatment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>z. Monitoring &amp; Enhanced Inst. Controls</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Surface Water</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Monitoring</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>z. Sedimentation Basins/Removal</td>
<td></td>
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</tr>
</tbody>
</table>
Structured Public Involvement

Future Vision
Scenarios
Fact Sheets

Future State
Visualizations

Discussion

Future State
Visualizations

Vote on Scenarios
Future Vision TIMELINE

- Stakeholder Interviews: 4/09 - 8/09
- Stakeholder Focus Groups: 9/09 - 12/09
- Stakeholder Community Meeting (s): 1/10 - 5/10
- Develop Final Report: 6/10 - 8/10

- CBPC
- SPI
- Community End State Vision
Benefits of Using Keypads for Community-Based Participatory Communication

- Decentralization
- Inclusiveness - everyone participates
- Democratic
- Fosters individual involvement
- Reduces grandstanding
- Provides instant feedback on opinions
- Summary and graphical results
- Provides a voice to those that do not want to talk in front of a group
- Respect – everyone's time is valued
Why Engage with Your State?

To Ensure Meaningful Public Participation is Conducted & Your Voice is Truly Heard
Engagement Overview

Understand the Issues

Understand the Process

Know what you want

See the big picture

Know how to speak the language

Get the Facts
Request public documents, reports, scientific studies
Sign up for mailing lists for state/federal agencies
Go to agency website

Know what you want

See the big picture

Know how to speak the language
Ways to Engage with Your State?

• To COLLABORATE to bring about change
  • What does collaborate mean?
    “A mutually beneficial well defined relationship entered into by two or more organizations/groups/individuals to achieve common goals.” (Amerst H. Wilder Foundation)
  • Collaborative Problem-Solve (CPS)
Barriers for Collaboration …

• Ego – Being the Boss
• Personal Gain
• Deference
• Giving up something
• Lack of courage & endurance
Key Steps to Engaging States

- **Identify Who You Need to Know**
- **Seek change within an agency by knowing their policies and practices**
- **Establish your community as Primary Stakeholder**
- **Know the Power that a Community Holds**
- **Build Relationships using informal communication**
- **Be educated and able to use/understand terms used by agency**
- **Become an Agency Partner**
Building Relationships

- Attention
- Acceptance
- Acknowledgement
- Appreciation
Public Participation Spectrum

Inform  Consult  Involve  Collaborate  Empower
# IAP2’s Public Participation Spectrum

**Courtesy of The Perspectives Group**

<table>
<thead>
<tr>
<th>Public participation goal</th>
<th>Inform</th>
<th>Consult</th>
<th>Involve</th>
<th>Collaborate</th>
<th>Empower</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Promise to the public</strong></td>
<td>We will keep you informed.</td>
<td>We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.</td>
<td>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.</td>
<td>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.</td>
<td>We will implement what you decide.</td>
</tr>
</tbody>
</table>

**Example techniques**
- Fact sheets
- Web sites
- Open houses
- Public comment
- Focus groups
- Surveys
- Public meetings
- Workshops
- Deliberative polling
- Citizen advisory Committees
- Consensus-building
- Participatory decision-making
- Citizen juries
- Ballots
- Delegated decision
What’s the Objective of Your Engagement?

<table>
<thead>
<tr>
<th>STAKEHOLDER AS THE</th>
<th>OBJECTIVES OF ENGAGEMENT:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Client</td>
<td>Satisfaction of stakeholders</td>
</tr>
<tr>
<td>Partner in dialogue</td>
<td>Creating a basis for mutual understanding</td>
</tr>
<tr>
<td>Producer of ideas</td>
<td>Exploration of feasible alternatives</td>
</tr>
<tr>
<td>Co-producer of policy</td>
<td>Creation of ownership of solutions</td>
</tr>
<tr>
<td>Agenda setter</td>
<td>Follow-up on wishes from grass root level</td>
</tr>
<tr>
<td>Jointly responsible</td>
<td>Creation of joint management model</td>
</tr>
<tr>
<td>Stakeholder decides</td>
<td>Delegation of powers to stakeholders</td>
</tr>
</tbody>
</table>
Engagement

Effective engagement can:

• raise citizen and community awareness about an issue
• identify community perceptions about an issue
• identify what will work in reality and what will not
• tap into new ideas and expertise
• provide avenues for dialogue with:
  • key stakeholders and interest groups
  • citizens
  • communities
  • government interests
• promote consensus
• achieve negotiated outcomes
• build constituency support
• provide feedback/evaluation on existing policies.
Engagement

Bottom line, community engagement is important because:

1. The best decisions come from difference and deliberation, not immediate agreement and harmony.

2. Individuals need to have access to unbiased information and data to form their own opinions.

3. Individuals bring with them specialized knowledge from their experiences. When a section of the community is missing from the table a big chunk of information is also missing.

4. When community engagement processes are in place, creative solutions with community buy-in for implementation are the result, often meaning more vibrant, resilient and sustainable communities.
Writing a Comment that Gets a Reaction

Facts vs. Emotions

Impact on Final Permit

Use Permit Language

Examples of other state permits
TO UNDERSTAND THE ISSUES, YOU GOT TO DO YOUR HOMEWORK!

Request public documents, reports, scientific studies

Sign up for mailing lists for state/federal agencies

Do Online Research

Get the FACTS

Find out who can you supply information about the project- may be various people working different aspects of the project.
When was the application received?
How many days does the agency have to acknowledge receipt?
Can I make comments during the application review?
What happens once the permit is drafted?
Can I request an email notice of draft permit going to notice?
Is this the only permit required for this project?
Can the agency notify us of the application?
When is the application public record?
How many days will the review take?
Who is drafting the permit?
Can I request a public hearing?
What other agencies have to review this draft permit?
Know What You Want

The Permit Agency may require the applicant to provide data necessary to evaluate the impacts of air toxics, including the predicted emission rates and ambient concentrations, when it deems necessary, considering factors that follow:

(1) the types of air toxics involved;
(2) the quantity of emissions involved;
(3) the physical characteristics of the stationary source (such as the location, size, etc.);
(4) the anticipated human health effects;
(5) the weight of scientific data supporting the health effects associated with the air toxics.
“When citizens and communities are properly engaged, then they become more precise and detailed in their comments on environmental issues, policies and permits. These types of comments serve to demonstrate, primarily, the ability of the community to grasp all that we do as an environmental agency and reveal the veiled influence that lies within every citizen to bring transformation to their community.”

-Melissa Collier