

Introduction

Welcome! This will be unlike any workshop session you have attended before! This interactive workshop will provide you with an enhanced awareness of, and appreciation for, various public participation methods, tools and resources. This is your easy to use resource to guide you through the session. Upon completion this 'take-away' provides you with access to more detailed information, educational resources and links to various helpful downloads.

Thank you for being here!



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Public Participation Training Workshop: Session Guide

Session Scorecard

1. *Getting to Know You...and Your 'Worst' Experience*
2. *The Spectrum of Public Involvement*
Inform | Consult | Involve | Collaborate | Empower
3. *Guiding Principles of Public Participation*
Value-based | Decision-oriented | Goal and objective driven
4. *Overview of Your Public Information Techniques*
5. *Testimonial(s) from Iowa Model Communities*
6. *Tools of an Effective Facilitator*
7. *Break*
8. *Public Participation Component of the Comprehensive Plan*
9. *Public Participation: using today's methods, tools & resources:*
Fact sheets | Web sites | Open houses | Focus groups | Surveys | Public meetings | Workshops | Citizen advisory committees | Creative thinking sessions | Mind-mapping | Participatory decision-making | Advanced publicity...the 'ground army' | The dot game (yesterday's 'technology') | Instant Voting (today's technology) Social media (tomorrow's technology) | MindMixer
10. *'Consensus-Seeking' & 'Servant Leadership Role-Play Exercise'*
11. *Group Discussion & Closure*



Helpful Hints

Tips to Boost Attendance at a Public Meeting

1. Hold meeting in a non-traditional location.
The mall | Downtown art gallery | At a sporting event
2. Provide incentives
Food | Raffle prize
3. Begin at an unusual time
7:10pm
4. Use an unconventional meeting title to capture interest
5. Props and stunts
6. Offer baby-sitting

Iowa Smart Planning Principles

1. Collaboration
2. Efficiency, Transparency, and Consistency
3. Clean, Renewable, and Efficient Energy
4. Occupational Diversity
5. Revitalization
6. Housing Diversity
7. Community Character
8. Natural Resource and Agricultural Protection
9. Sustainable Design
10. Transportation Diversity

Iowa Local Comprehensive Planning Elements

1. Public Participation Element
2. Issues and Opportunities Element
3. Land Use Element
4. Housing Element
5. Public Infrastructure and Utilities Element
6. Transportation Element
7. Economic Development Element
8. Agricultural and Natural Resources Element
9. Community Facilities Element
10. Community Character Element
11. Hazards Element
12. Intergovernmental Collaboration Element
13. Implementation Element

Tools of an Effective Communicator

- ▶ Practice!
- ▶ Active Listening
- ▶ Body Language
 - S: Face the Person **SQUARELY**
 - O: Have an **OPEN** Posture
 - L: **LEAN** Forward Slightly to Listen
 - E: Have Good **EYE** Contact
 - R: **RELAX** and be natural (Gerard Eagan, *The Skilled Helper*)
- ▶ Role-Playing
- ▶ Vocabulary

Public Participation Component of the Comprehensive Plan

- ▶ Documentation of public participation process
- ▶ Compilation of objectives, policies and goals identified in the public comment received
- ▶ Identification of the groups or individuals comprising any work groups or committees that were created to assist the planning and zoning commission or other appropriate decision-making body of the municipality.

'Consensus Seeking' & 'Servant Leadership'

Servant-leadership is...

- ▶ A practical philosophy which supports people who choose to serve first, and then lead as a way to expand service to individuals and institutions.
- ▶ A way of BEING in a relationship with others.
- ▶ A very personal and inward journey
(Mary Jo Clark, Pat Heiny)

Servant-leaders will...

- ▶ Let go of ego.
- ▶ Become good followers first.
- ▶ Build positive relationships.
- ▶ Work with excellence.
- ▶ Rely on personal discipline, not emotion.
- ▶ Make adding value a goal.
- ▶ Help people live better lives and reach their potential. (John Maxwell, *The Right to Lead*)



Books/Articles

- ▶ **Fostering Sustainable Behavior – An Introduction to Community-Based Social Marketing;** Doug McKenzie-Mohr and William Smith
- ▶ **Public Participation in Environmental Decision Making;** National Research Council
- ▶ **Grassroots Leaders for a New Economy: How Civic Entrepreneurs Are Building Prosperous Communities;** by Douglas Henton and John G. Melville (Mar 25, 1997)
- ▶ **Groundswell: Winning in a World Transformed by Social Technologies;** Charlene Li and Josh Bernoff
- ▶ **Social Media 101;** Chris Brogan
- ▶ **The Social Media Bible – Tactics, Tools & Strategies for Business Success;** Lon Safko and David K Brake
- ▶ **Digital Strategies for Powerful Corporate Communications;** Paul A Argenti and Courtney M Barnes

Web Links

- International Association for Public Participation
<http://www.iap2.org/>
- National Charrette Institute
<http://www.charretteinstitute.org/>
- Project for Public Spaces
<http://www.pps.org/>
- Better Decisions Through Consultation and Collaboration (136-page Handbook)
<http://www.epa.gov/publicinvolvement/pdf/betterdecisions.pdf>
- Public Involvement Techniques for Transportation Decision-Making
<http://www.fhwa.dot.gov/reports/pittd/contents.htm>
- Plan Iowa
www.planioda.com
- Iowa Economic Development: Green Initiatives
http://www.iowalifechanging.com/community/green_initiatives.aspx
- Iowa Economic Development: Green Resources
<http://www.iowalifechanging.com/community/resources/default.aspx>