Public Involvement

Role of Public

- NEPA’s success depends on public disclosure and review
- NEPA requires invitation of public review and comment
  - Scoping
  - Draft EIS/EA
  - Public hearings
- Public Enforce NEPA
  - Involvement
  - Administrative Appeals
  - Litigation
Public Participation

- Regulatory Requirement (CEQ Regs)
  - Scoping
  - General Public-Involvement
  - Review of Draft EIS

- Public Participation ? Public Relations

- Objectives of Public Participation:
  - Information Dissemination
  - Identification of Problems
  - Idea Generation/Problem Solving
  - Evaluation of Alternatives
  - Conflict Resolution by Consensus

Points of Public Involvement
Advantages/Disadvantages

- **Advantages**
  - Exchange Information
  - Source of Information on Local Views
  - Aid in Establishing Credibility of Process

- **Disadvantages**
  - Confusion (many new perspectives)
  - Erroneous Information
  - Uncertainty of Results of Process
  - Delay

Levels of Public Participation

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Involvement</th>
<th>Participation</th>
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<tr>
<td>Monologue</td>
<td>Dialogue</td>
<td>Empowerment</td>
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<td>Altering</td>
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<td>One-way</td>
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<td>Engagement</td>
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Levels of Citizen Involvement

Types of Publics

- Persons Immediately Affected
- Ecologist
- Business and Commercial Developers
- General Public
Techniques of Public Involvement

### PUBLIC PARTICIPATION TECHNIQUES CLASSIFIED BY FUNCTION

1. **Information dissemination**
   - Public information programs
   - Drop-in centers
   - Hot lines
   - Meetings—open information

2. **Information collection**
   - Surveys
   - Focused group discussions
   - Delphi-based techniques
   - Community-sponsored meetings
   - Public hearings
   - Ombudsman activities

3. **Initiative planning**
   - Advocacy planning
   - Charrettes
   - Community planning centers
   - Computer-based techniques
   - Design-in and color mapping
   - Plural planning
   - Task forces
   - Workshops

4. **Reactive planning**
   - Citizens' advisory committees

5. **Decision making**
   - Arbitrative and mediatative planning
   - Citizen referendum
   - Citizen review board
   - Media-based issue balloting

6. **Participation process support**
   - Citizen employment
   - Citizen honoraria
   - Citizen training
   - Community technical assistance
   - Coordinator or coordinator-catalyst
   - Game simulation
   - Group dynamics

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Effectiveness of Techniques

### EFFECTIVENESS OF DIFFERENT COMMUNICATION TECHNIQUES ON VARIOUS "PUBLICS"

<table>
<thead>
<tr>
<th>Public</th>
<th>Public hearings</th>
<th>Radio programs</th>
<th>Newsletters</th>
<th>TV programs</th>
<th>Social media</th>
<th>Direct mail</th>
<th>Street theater</th>
<th>Motion picture</th>
<th>Film</th>
<th>Public lecture</th>
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Problems in Implementing Programs

- Coordination Between Agencies
- Control
- Representativeness
- Dissonance

Practical Considerations for Implementation

- Coordination between federal/state/local agencies
- Delineate objectives of Public Participation Program
- Identify publics (develop a mailing list)
- Select Public Participation techniques
- Develop Public Participation Program Plan
  - Elements of Program
  - Schedule of Program
  - Responsibilities
Elements of a Public Participation Program

- **Disseminate Information**
  - News Media – newspapers, radio, television
  - Newsletters – regularly scheduled publication
  - Informational Meetings – meet the expert

- **Formal Public Meetings**
  - Notice of Availability
  - Publicize Meeting (newspapers, radio, television)
  - Sufficient Room in Meeting Hall
  - Hand-Out Materials
  - Registration – sign in to speak
  - Agenda
    - Open Remarks – Purpose, Ground Rules, Review Project
    - Public Officials
    - General Public
  - Transcript or Notes

Causes of Environmental Conflicts

- **Different Understanding of Facts**
- **Different Values**
- **Different Interests**
Conflict Resolution

**Conditions Required:**
- Motivation Towards Resolution
- Roughly Equals Power
- Acceptable, Minimal Risk of Failure
- Organizational Authority
- Negotiability of Issues
- Control of Process
- Focus Must Be Problem-Solving
- Focus of Interests of Parties

Impartial Third-Party Intervention

**Roles:**
- Create Climate of Trust
- Ensure Fair and Adequate Representation
- Brings Experts When Needed
- Break Deadlock (setting goals/deadlines)
- Suggest Solutions
- Outlines Implementation Plans

**Strategy:**
- Areas of Agreement
- Areas of Disagreement
- Conflict-Resolution Procedure
- Issue-by-Issue Negotiation
Lessons Learned From Conflict Resolution

- People bargain as long as positive outcome is possible
- Issues must be apparent
- Parties must be willing to address issues
- Success depends on having enough issues to trade off
- Agreement is unlikely if parties must compromise fundamental values
- Limit number of participants
- Pressure of deadline must be present