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 vs 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

Pre-impact

Phase I
- Define study goals
- Identify potential impacts

Phase II
- Determine which impacts are significant
- Measure baseline conditions
- Test effects of actions

Phase III
- Predict effects of actions
- Summarize and analyze findings

Phase IV
- Evaluate significance of findings

Phase V
- Modify proposed actions
- Alternative actions
- Mitigations

Phase VI
- Communicate findings and recommendations
- Decide on proposed action

Post-impact

Phase VII
- Monitor effects of action
- Further modify and mitigate the action

Public participation and comment
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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<td>Partnership</td>
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<td>Engagement</td>
<td>Citizen Control</td>
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<td>Therapy</td>
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</table>
Levels of Citizen Involvement

- Citizen control
- Delegated power
- Partnership
- Placation
- Consultation
- Informing
- Therapy
- Manipulation

Degrees of citizen power

Degrees of tokenism

Nonparticipation
Types of Publics

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

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<th>1. Information dissemination</th>
<th>Citizen representatives on policy-making boards</th>
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<td>“Fishbowl” planning</td>
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<td>Focused group discussions</td>
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<td>Delphi-based techniques</td>
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<td>Community-sponsored meetings</td>
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<td>Public hearings</td>
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<td>Ombudsman activities</td>
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<td>3. Initiative planning</td>
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<td>Advocacy planning</td>
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<td>Charettes</td>
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<td>Community planning centers</td>
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<td>Computer-based techniques</td>
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<td>Design-in and color mapping</td>
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<td>Plural planning</td>
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<td>4. Reactive planning</td>
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<td>Citizens’ advisory committees</td>
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<td>5. Decision making</td>
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<td>Arbitrative and mediative planning</td>
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<td>Citizen referendum</td>
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<td>Media-based issue ballot</td>
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<td>6. Participation process support</td>
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<td>Citizen employment</td>
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<td>Citizen honoraria</td>
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<td>Citizen training</td>
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<td>Community technical assistance</td>
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<td>Game simulation</td>
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<td>Group dynamics</td>
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### Effectiveness of Techniques

**EFFECTIVENESS OF DIFFERENT COMMUNICATION TECHNIQUES ON VARIOUS “PUBLICS”**

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<th>Public</th>
<th>Public hearings and meetings</th>
<th>Printed brochures</th>
<th>Radio programs and news</th>
<th>TV programs and news</th>
<th>Newspaper articles</th>
<th>Magazine articles</th>
<th>Direct mail and newsletters</th>
<th>Motion picture, film</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
Examples of Public Involvement
Program Elements

- http://www.i70mtncorridor.com/PI_overview.htm
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