



Welcome!

**PUBLIC PARTICIPATION
IN THE BUDGET PROCESS**



SHOCKEY CONSULTING
SERVICES, LLC

Shockey Overview

- Certified women-owned business enterprise (WBE).
- Kansas City-based multidisciplinary firm with professionals of diverse backgrounds.
- Provides management, planning and public participation consulting services to governments.



Mission: “Helping Communities Make Better Decisions.”



SHOCKEY CONSULTING
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Shockey Experience

Team Members:

- Former Local Government Managers
- Public Participation Specialists
- Community Planners
- Environmental Planners & Scientists

Services:

- Setting budget, capital, organizational, and community priorities;
- Developing new government programs;
- Improving existing programs;
- Securing new sources of revenue;
- Complying with regulations;
- Measuring program performance;
- Educating and involving the public; and
- Planning quality places and communities.



Carol Grimaldi

- Executive Director of Brush Creek Community Partners
- Chair of Kansas City Wet Weather Community Panel
- Chair of Jackson County Ethics Commission
- Former member of Kansas City Public Improvement Advisory Committee (PIAC)

Introductions

- **WHO** are you?
- **WHERE** do you work?
- **WHAT** experience do you have with public participation?

WHY Engage Citizens?

- **Active citizen engagement means involving citizens more in improving the place where they live and developing a greater sense of belonging and responsibility.**
- **Active citizens and **community engagement** helps improve public services by using consultation about design and delivery and monitoring effectiveness.**
- **Citizens' experiences, perspectives and needs are essential information for any service manager or strategic planner.**

WHY Engage Citizens?

- Ensures that everything has been considered.
- Citizens have a clear understanding of issues & alternatives.
- Allows for informed decision-making.
- For stakeholder buy-in.
- Allows the process to move forward.

Don't Try It Unless...

You are willing to:

- Deal with issues that matter to the community.
- Get feedback on the effect of your actions/inaction.
- Use methods that motivate and are accessible.

DO NOT consult on things that the community cannot affect!

HOW - 3 Steps to Success

- Determine who has a stake in the outcome.
- Determine what level of participation.
- Select the right tools for the public to participate in a meaningful way.



Public Participation Spectrum

Increasing Level of Public Impact 

Inform

Objective:

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, and/or solution.

Promise to the Public:

We will keep you informed.

Example Tools:

Fact Sheets
Web Sites
Open Houses

Consult

Objective:

To obtain public feedback on analysis, alternatives, and/or decisions.

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We will keep you informed, listen to and acknowledge concerns, and provide feedback on how public input influenced the decisions.

Example Tools:

Public Comment
Focus Groups
Surveys
Public Meetings

Involve

Objective:

To work directly with the public throughout the process to ensure that public issues are consistently understood and considered

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Example Tools:

Workshops
Deliberative Polling

Collaborate

Objective:

To partner with the public in each aspect of the decision including development of alternatives and the identification of the preferred solution.

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Example Tools:

Citizen Advisory Comm.
Consensus-Building
Participatory Decision-Making

Empower

Objective:

To place final decision-making in the hands of the public

Promise to the Public:

We will implement what you decide.

Example Tools:

Citizen Juries
Ballots
Delegated Decisions

Keep People Informed

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- Getting their attention – difficult!
- Must hear the message **FIVE** times.
- Technology helps:
 - Listservs
 - Websites
 - Newsletters



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Sometimes old style is best:

- Tell the kids; they'll tell their parents.
- Coffee shops, service organizations, etc.
- Go where the people already are!



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Consult with Folks

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- Right people
- Anyone



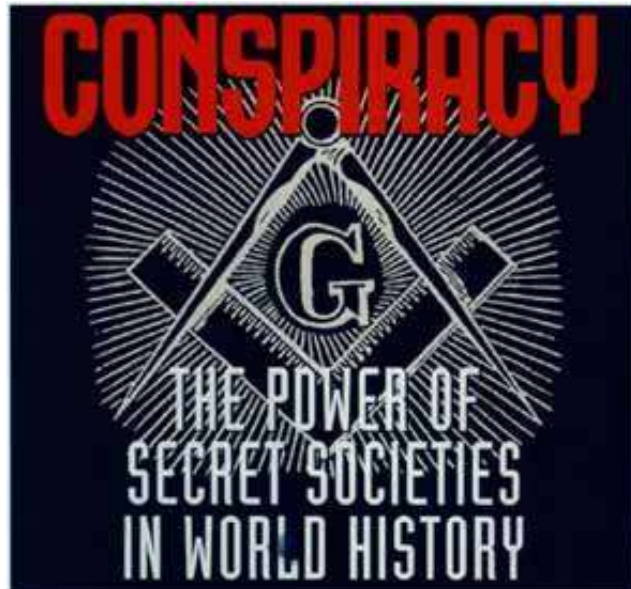
WHO Usually Participates?

- Public Officials
- Public Official Wanna- Be's
- Retired People
- Staff
- Activists



WHO Usually Participates?

- Bunker Building Conspiracy Theorists
- Different Drummer Dancers



WHO Else Participates?



- People without cable TV.
- People who like to eat donuts and cookies.
- People who like to wear name tags.

Be prepared for ALL types of participants!

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Workshops, activities, events.

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Workshop Advice

- Spend effort on getting right people there.
- Pre-plan everything!
- Mix people up.
- Give people lots of opportunity to say what they think.
- Feedback loop.



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- May sometimes be difficult to reach consensus.
- No recourse for bad decisions.



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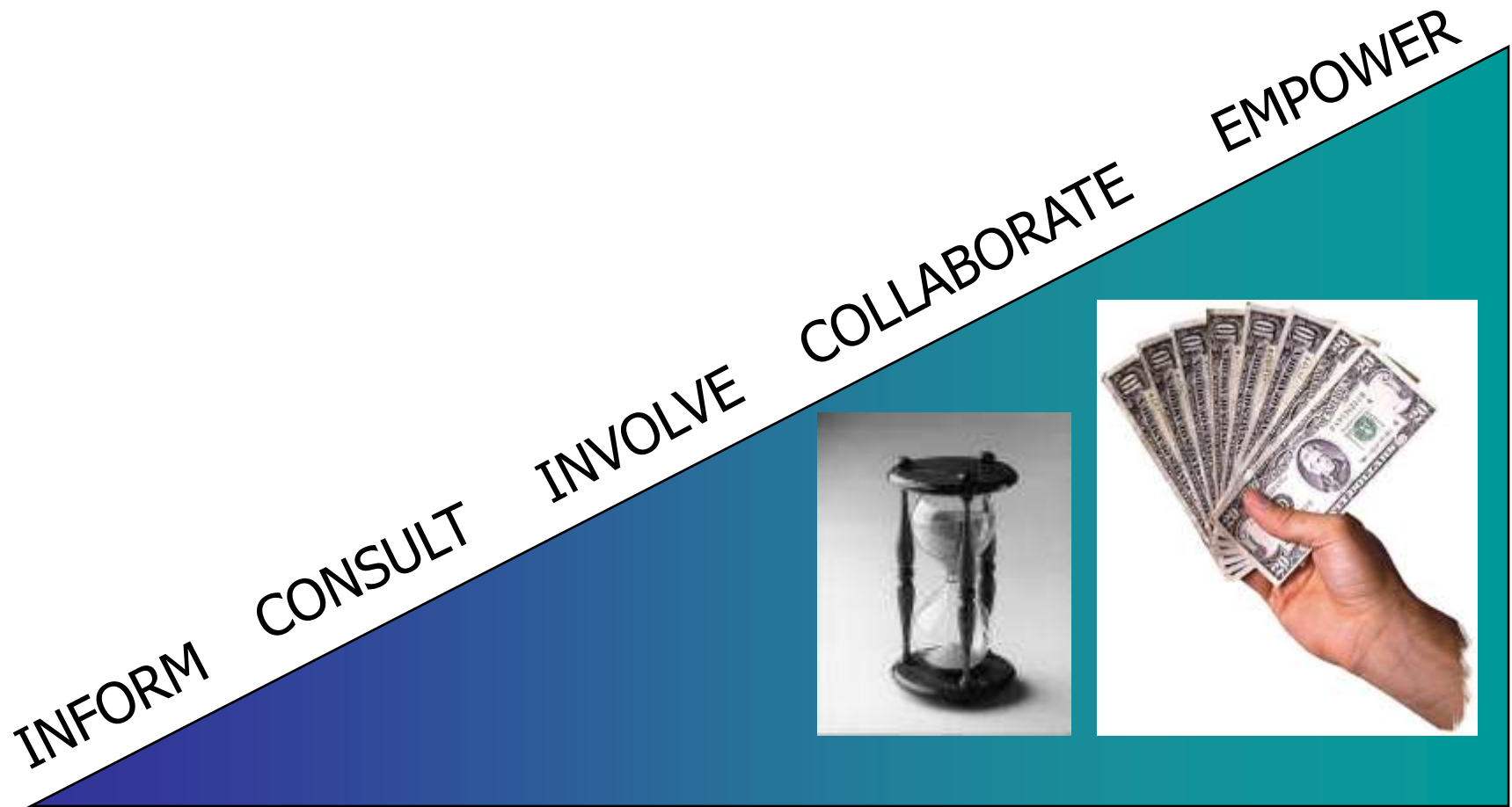
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Public Participation Spectrum



Public Participation Techniques

- Personal letters
- Press releases
- Issue papers
- Facilitated workshops
- Presentations/Outreach
- Open houses/Public meetings
- Newsletter/brochures/giveaways
- Websites, listservs, blog, wiki
- Press conference
- Festivals/Events/Activities



Recruitment/Education Approach

- Identify/Analyze stakeholders
- Evaluate current communication methods/techniques
- Develop messages for each audience
- Develop communication tools
- Execute program
- Evaluate program impact



Your Turn

Scenario

- City faces a \$2 million shortfall for the third year in a row; at minimum fund balance.
- Property values and new development stagnant.
- Council opposed to mill levy increase.
- Mayor publicly committed to a new program to provide transportation for at-risk youth to extracurricular activities (\$300,000).

WHAT public participation approach would you use?

Take 10 minutes to develop your strategy.