Good Group Handout

by Craig Freshley

Key Guidelines for Public Input and Engagement

Get Clarity of Purpose and Process from the Start

- Why are we doing this?
  - What's the question to be answered or problem to be solved?
- Who are the stakeholders? Who to invite?
  - A stakeholder is someone whose support would be helpful and/or whose opposition would be a problem.
- Deliberate format that best aligns with the purpose
  - Meeting?
  - Survey?
  - Interviews?
- Who will make decisions based on the input, and how?
  - Which group or people, or person?
  - How? When?
- Who will see the feedback and how will it be used?
  - Will there be a report? Will it be public?

Reach the Right People with Clear Expectations

- Clarify up front:
  a. The purpose and process for collecting opinions
  b. How the input will be used
  c. How anonymity/attribution will be handled
- Use compelling, audience-appropriate language
- Reach the right people in ways that work for them, from people they know and trust

Facilitate with Neutrality and Respect

- All views encouraged in multiple ways, with absolute respect for every person
- Special effort to encourage input from typically-marginalized people
- No endorsements or resistance to any input received
- Capture the input and demonstrate that you are capturing the input

Show Results After

- People love to see their input documented
- Tell participants how it played out; what was decided

Extra Super Helpful

- Engage key stakeholders in the design of the process, right from the start

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