SUMA, Saskatoon

February 2013
CHANGED PRIORITIES AHEAD
# IAP2 Spectrum of Public Participation

## Increasing Level of Public Impact

<table>
<thead>
<tr>
<th>Inform</th>
<th>Consult</th>
<th>Involve</th>
<th>Collaborate</th>
<th>Empower</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public participation goal</td>
<td>To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.</td>
<td>To obtain public feedback on analysis, alternatives and/or decisions.</td>
<td>To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.</td>
<td>To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.</td>
</tr>
</tbody>
</table>

## Promise to the public

- We will keep you informed.
- We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.
- We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.
- We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.
- We will implement what you decide.

## Example techniques

- Fact sheets
- Web sites
- Public comment
- Focus groups
- Surveys
- Workshops
- Subgroups
- Public meetings
- Deliberative polling
- Citizen advisory committees
- Consensus building
- Participatory decision-making
- Citizen juries
- Ballots
- Delegated decision
STAND TOGETHER
ADVANCE TOGETHER
OCCUPY TOGETHER
POWER
To get More Jobs

To get rid of gangs

We need teachers in our school?
Tweets Per Hour, January 8

Exposure, January 8

1,375,263 tweets viewed

63,075

44,811

28,819

1 tweet
2-4 tweets
5-7 tweets
8+ tweets

Each bar shows how many accounts received how many tweets

January 14, 2012

An open letter to the citizens of Hamilton,

We are writing this letter to acknowledge the challenges of the launch of the Our Voice Our Hamilton public engagement project and with the sincere hope of restarting our conversation.

Together with our partner, the City of Hamilton, we chose to be silent the last few days and listen to the comments that have been made. We now know this silence was a mistake and we are sorry. We believe in having conversations even though at times they may be difficult. **We believe in inclusion, diversity of opinion and respect for all.** These are values we hold dear and our silence has been contrary to those values, so we are asking you now to begin this conversation with us again.

To start, we would like to take responsibility for many of the events that have transpired since January 7th. Specifically, we are sorry for asking for clarification about what HSR is, and for planning an event on January 17th which conflicts with another community event. We take responsibility for the security breaches on our website that allowed a hacker to insert a virus and for the images that appeared there. **For this we are sorry.**

We also believe that it is important for people to feel respected and heard, and for us to have an open and inclusive conversation. **We are committed to this.**

Thank you for your patience and understanding as we navigate this important conversation. We look forward to hearing from you and to starting the conversation with you again.

Sincerely,

[Name]  [Name]  [Name]

P.S. We are also taking feedback over Twitter with the hashtag #OurVoiceOurHamilton. Please feel free to share your thoughts with us on Twitter or email us at ourvoice@hamilton.ca. We look forward to hearing from you.
NO HORN BLowing EXCEPT FOR ANGER
What triggers the intense emotional reaction?
<table>
<thead>
<tr>
<th>Reduced Outrage “Safe”</th>
<th>Increased Outrage “Risky”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voluntary</td>
<td>Coerced</td>
</tr>
<tr>
<td>Natural</td>
<td>Industrial</td>
</tr>
<tr>
<td>Familiar</td>
<td>Exotic</td>
</tr>
<tr>
<td>Not Memorable</td>
<td>Memorable</td>
</tr>
<tr>
<td>Not Dreaded</td>
<td>Dreaded</td>
</tr>
<tr>
<td>Chronic</td>
<td>Catastrophic</td>
</tr>
<tr>
<td>Knowable</td>
<td>Unknowable</td>
</tr>
<tr>
<td>Individually Controlled</td>
<td>Controlled by Others</td>
</tr>
<tr>
<td>Fair</td>
<td>Unfair</td>
</tr>
<tr>
<td>Morally Irrelevant</td>
<td>Morally relevant</td>
</tr>
<tr>
<td>Trustworthy Sources</td>
<td>Untrustworthy Sources</td>
</tr>
<tr>
<td>Responsive Process</td>
<td>Unresponsive Process</td>
</tr>
</tbody>
</table>

*Bringing people together*
What are some lessons we’ve learned from citizens?
Not My Airport
NO PASARÁN

OIL@ WHAT COST?

TAKE BACK YOUR COMMUNITY

HABITAT PROTECTION IS MY PRIORITY

NO TANKERS

Friends of Clayoquot Sound

Keep it Wild!

©Alan Churchill
• Council & Administration need courage for what is ahead
• Ground rules for engagement
• Silence is not golden
• Loudest voices do not represent all
• 140 characters is not a meaningful conversation
• If their approach is more “fun” than yours, people will gravitate to it
• Facilitators / hosts without a stake in the conversation
• Inclusive process is critical
• Never underestimate the impact/threat an inclusive process will pose on those who hold power and influence
• Right and responsibility for civil discourse
If we are to work together more intelligently, we will need to choose processes that evoke our curiosity, humility, generosity and wisdom.

The ultimate benefit is that we learn that it is good, once again, to work together.

Margaret Wheatley
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