

IDENTIFYING YOUR PUBLIC

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INTRODUCTION

This checklist has several parts, and is intended to help you comply with direction from the Council on Environmental Quality to develop scoping specifically for each project, rather than use a “one size fits all” mailing list or Public Involvement technique for every action your agency proposes.

Part I, “Factors to Consider,” lists various geographic, demographic, and other factors that may affect the type, duration, or outcome of your Public Involvement process, and invites you to identify other factors that may be important for this project or for this specific set of stakeholders. Thoughtfully used, it will help you identify suitable Public Involvement techniques, avoid holding meetings on the opening day of hunting season, ensure the use of appropriate languages, help you understand how your public(s) may view your proposal, and give you hints as to how best to get the word out to those who need or want to know about your project.

Part II, “Preliminary List” and Part III, “Sorted List” provide a framework for identifying specific individuals and categories of individuals, based on the factors considered in Part I. For relatively small projects, posting these forms or using them for brainstorming during an Interdisciplinary Team meeting may provide all the names you need. For larger-scale projects, it will be important to ensure that no significant category is omitted, and that known stakeholders are invited to participate throughout the NEPA process.

IDENTIFYING YOUR PUBLIC

PART I: FACTORS TO CONSIDER	
Geography <ul style="list-style-type: none">• urban or rural• size of community• agricultural, industrial base• weather, seasons• nature of access (roads, etc.)• nature of landscape (topog.)•••	
Demographics	

PART I: FACTORS TO CONSIDER

<ul style="list-style-type: none"> • age(s) • sex(es) • income & education level(s) • ethnicity, race, language • religious affiliation(s) • • • 	
<p>Interests</p> <ul style="list-style-type: none"> • safety • visual quality • traffic • noise • property values • cost to taxpayer • risk of accident • health (adult, children) • image of community • reliability of systems • trustworthiness of agency • history of similar projects • • 	
<p>Knowledge Base</p> <ul style="list-style-type: none"> • media coverage • previous participation • scientific awareness • community communications • • • 	
<p>Group Affiliations</p>	

PART I: FACTORS TO CONSIDER

- advocacy groups
- community groups
- demographic groups
- civic, fraternal groups
- trade associations
- agencies, non-profits
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Beliefs and Expectations

- about science
- about progress
- about development
- about government
- about class, race, outsiders
- about values
- about their identity
- about involvement levels
- about your organization
- about you, personally
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Other Characteristics

- criteria words
- chunk size(s)
- representational systems
- outrage factors
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Hot Buttons

PART I: FACTORS TO CONSIDER

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PART III: SORTED LIST

Category Name	Names / Affiliations
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