

PUBLIC INVOLVEMENT OUTCOME PROTOCOL

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INTRODUCTION

What do you want -- that is under your control -- from your Public Involvement program?
How will you know when you have it?

Most unsuccessful Public Involvement efforts fail because they have not asked, and answered, these two vital questions. Public Involvement is not simply a box to check off, but can be extremely beneficial both to the agency and to the public and other stakeholders. To be successful, each program must be designed to accomplish specific goals, and have identified specific evidences of success by which to track and measure the results.

In addition, it is important to understand various other components of a successful program, such as its institutional or organizational context, how other aspects of the agency or organization will be affected, barriers to success, available resources, and necessary steps and timetables for completion.

This protocol walks you through these questions systematically, so that the basis for success will be built into each Public Involvement program you design.

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What do you want?

How will you know when you have it?

What is the context for this outcome?

How will this outcome affect other aspects of the project or the organization?

What stops you from having this outcome already?

What resources do you already have that will contribute toward the outcome?

What additional resources do you need?

What are at least three ways to accomplish this outcome?

What's the first step?

By when will the first step be accomplished?