

"Excuse me, do you speak Public?"

Why you need to learn the language of Public Involvement

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\$10M Question

Why do many public involvement efforts fail?

Two reasons:

COMMUNICATIONS

AUDIENCE CONFUSION

Communications

PI Problem:

Communicating the wrong thing to the convenient people at the generally-accepted time in the wrong way through the “eh” channels.



Tools and techniques

Know your audience and their unique attributes

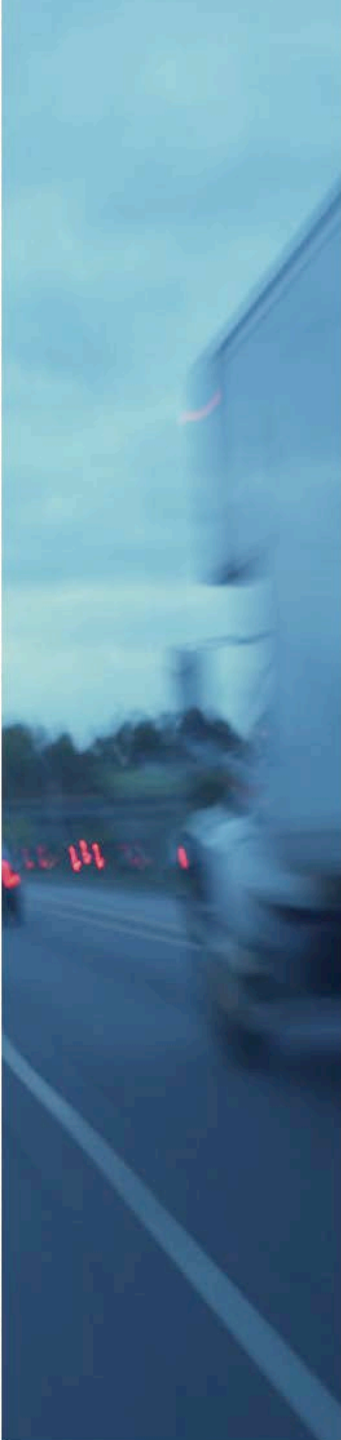
Apply consumer-based communications principles

Approach, don't deliver, from a technical perspective

Create mechanisms for feedback and information exchange

PI Solution

Communicating the right thing to the right people at the right time in the right way through the right channels.



Audience Confusion

PI Problem:

A technically-driven, procedurally-defined, NEPA-compliant, data-realistic, public involvement effort crafted and delivered such that the PUBLIC understands the limitations of the scope, is educated about design challenges and cost constraints, knows this is their shot at getting engaged, and knows who to contact with complaints.

Audience Confusion

Who is Public?

“Us” – NOT Public

“Everyone Else” - Public

“PI for Everyone Else”

“US”



Internal “Everyone Else”



“Everyone Else”

Internal “Everyone Else”

Receptionist

Administrative

Finance

HR

Vendors

COMMUNICATIONS/MARKETING

Leveraging Strengths

Communications/Marketing

Writers

Marketers

Social Media Practitioners

Designers

Speakers

Trend-followers

Technical

Process

Design

Compliance

Parameters

Leveraged Strengths

A technically-sound, procedurally-correct, compliant, realistic, educational public involvement effort

crafted and delivered such that the PUBLIC understands the project, is educated about benefits/impacts, knows about opportunities to get engaged, and knows who to contact with questions.

RESULT = SPEAKING PUBLIC!!!!

Current Environment

PI-CO-PR-PE

PI: Public Involvement - Collaborating with a specific public/audience to involve them in a decision process

CO: Community Outreach – Reaching INTO community to engage public

PR: Public Relations – Positioning information so it relates to, and is received by, a specific public/audience

PE: Public Education – Disseminating information to educate a specific public/audience

MUST do all of these things

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