

THE PUBLIC ENGAGEMENT CONTINUUM

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
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	<ul style="list-style-type: none"> Letter Website Open houses 	<ul style="list-style-type: none"> Focus groups Surveys Public meeting One-on-one meeting Business visitations 	<ul style="list-style-type: none"> Workshops Design charettes (round table) Citizen advisory committees World Cafes 	<ul style="list-style-type: none"> Citizen steering committees Participatory decision making 	<ul style="list-style-type: none"> Citizen task force Voting Delegated decision

INCREASING LEVEL OF PUBLIC IMPACT

Source: International Association of Public Participation (IAP2)