Public Engagement for your Airport

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April 20, 2016
What we will cover:

1. What is public engagement?
2. What is your goal?
   × Tools
   × Audience analysis
3. Activity:
   × How can public engagement help you get there?
4. Wrap-up
What does your community think of your airport?

How do you know?

What would you like to be known for?

What are you actually known for?
What is public engagement?

Public engagement is a process that brings people together to address issues of common importance, to solve shared problems, and to bring about positive social change.
What is public engagement?

- **Informing** the public by providing information to help them understand the issues, options, and solutions
- **Consulting** with the public to obtain their feedback on alternatives or decisions
- **Involving** the public to ensure their concerns are considered throughout the decision process, particularly in the development of decision criteria and options
- **Collaborating** with the public to develop decision criteria and alternatives and identify the preferred solution
- **Empowering** the public by placing final decision-making authority in their hands.
What is public engagement?

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Agenda or content</th>
<th>1 or 2 way</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communications</td>
<td>Content</td>
<td>1</td>
<td>Inform</td>
</tr>
<tr>
<td>Promotions</td>
<td>Agenda</td>
<td>1</td>
<td>Take action</td>
</tr>
<tr>
<td>Outreach</td>
<td>Agenda</td>
<td>1</td>
<td>Inform</td>
</tr>
<tr>
<td>Education</td>
<td>Content</td>
<td>1</td>
<td>Inform</td>
</tr>
<tr>
<td>Civic involvement</td>
<td>Content</td>
<td>1</td>
<td>Participate</td>
</tr>
<tr>
<td>Public engagement</td>
<td>Content</td>
<td>2</td>
<td>Participate</td>
</tr>
</tbody>
</table>
## How to reach people

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communications</td>
<td>Press release, radio</td>
</tr>
<tr>
<td>Marketing</td>
<td>Advertising, announcements, focus groups</td>
</tr>
<tr>
<td>Outreach</td>
<td>Workshop, posters, brochures</td>
</tr>
<tr>
<td>Education</td>
<td>PSA, workshop, posters, literature, website</td>
</tr>
<tr>
<td>Civic involvement</td>
<td>Attend meetings, develop partnerships</td>
</tr>
<tr>
<td>Public engagement</td>
<td>All of the above</td>
</tr>
</tbody>
</table>
### FIGURE 1. IAP2 PUBLIC PARTICIPATION SPECTRUM.

<table>
<thead>
<tr>
<th>INTEREST</th>
<th>EXCHANGES WITH CITIZENS</th>
<th>CITIZEN ENGAGEMENT</th>
<th>SOURCE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OBJECTIVE</strong></td>
<td>Inform</td>
<td>Consult</td>
<td>Incorporate</td>
</tr>
<tr>
<td>Provide the public with balanced and objective information and assist them in understanding the problems, alternatives and/or solutions.</td>
<td>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>
<tr>
<td><strong>PROMISE TO THE PUBLIC</strong></td>
<td>We will keep you informed.</td>
<td>We will keep you informed, listen to and acknowledge concerns, and provide feedback on how public input influenced the decision.</td>
<td>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.</td>
</tr>
<tr>
<td><strong>EXAMPLE TOOLS</strong></td>
<td>Fact sheets; Websites; Open houses.</td>
<td>Public comment; Focus groups; Surveys; Public meetings.</td>
<td>Workshops Deliberative polling.</td>
</tr>
</tbody>
</table>

Source: International Association for Public Participation (IAP2), www.iap2.org. Used with permission.
What is public engagement?

Authentic and skillful engagement with a broad cross section of stakeholders improves results by:

- Bringing together multiple points of view in order to inform decisions
- Creating legitimacy and a sense of shared responsibility by involving the public and diverse stakeholders early and often in a change process, rather than after decisions have been made
- Fostering new allies and collaborations
- Stimulating broad awareness and momentum for change
What is your goal?

- Increase awareness about what the airport does and how it benefits the community
- Notify your community of airport expansion
- Build local support for your airport
- Be a resource for the community
- Integrate the airport into broader plans for local/regional economic development
Tools for public engagement

- Town hall meeting
- Surveys
- Focus groups
- Presentations
- Interviews
- Mailers
- Press release
- Information table
- Social media
Audience analysis

- Local residents
- Chamber of commerce/city or county staff
- Businesses
- Airport users
- Elected officials
- (Rachel, who else am I missing here?)
Activity

- What is your goal?
- Who do you need to reach?
- What is your timeline?
- What approach(es) you will use?

- Small group case study exercise: 3–5 minutes
Activity

- How did it go?
- What did you learn?
- Do you feel more equipped to do this on your own?
In Summary

- Public engagement is a long-haul approach
- Progress, not perfection
- Part of an overall strategy
- Not always the right answer
- Public engagement gets easier