

Strategic Public Involvement Products For Review

PIC Discussion September 4, 2013

This list is from July 7, 2010 before we had decided on writing advice and is purely for reference for today's discussion.

The work we have done so far is summarized below for reference:

Definition of successful public involvement:

The art and craft of Public Involvement is successful when clear goals are defined, when stakeholders contribute early to the design and development of the public involvement activity, when that involvement is interactive, inclusive, engaging and respectful and when the decision-makers demonstrate an openness to having input influence their decisions and the decision-making process. It should be:

- *Understandable at all levels of knowledge*
- *Collect values and input from all levels of knowledge*
- *Include that some are educational and some are interactive*

Six overarching goals for public involvement at Hanford and one way and two way corresponding tools for achieving those goals:

1. **To educate the public by providing timely, accurate and understandable information and public involvement materials that are easily accessible.**

One Way:

Radio, fact sheet, news/political, websites, newsletters, email/links, facebook, informational videos, news articles, twitter, youtube, clear writing standards

Two-Way:

FAQ, fairs and festivals, calendar for collaboration, presentations, workshops, HAB mtgs/committees, public meetings/hearings, miscellaneous mtgs (OHCB, HPIN), movie nights, webinar

2. **To ensure open and transparent decision making**

One-way:

Easy access to relevant documents (email, web), early notice, web page linking all relevant documents, responsive and timely FOIA (open records request process), mailing list, press releases, radio announcements, announcements/notices, describe values impacted

Two-way:

Comment period, early dialogue, state of site meetings, meetings with decision makers present, HAB meetings, conversations, evaluation process with public involvement and agency/contractor progress, HPIN mtgs, Policy to allow public access to agency meetings

3. To prepare future generations for informed engagement and participation

One-way:

Facebook, twitter, youtube, translated accessible information, graphic recordings, clear long-term risk information, emphasize Hanford's natural assets (information/materials/tours)

Two-way:

School presentations, curricula, fairs and exhibits, tours for college classes, improvisational skits, long-term stewardship workshops, civic involvement skill building workshops, external and internal programs

4. To build a sense of community around Hanford (locally, regionally and beyond)

One way:

Newspaper ads, newspaper articles, columns/communications, comments, citizen guides, videos, radio/tv spots

Two-way:

Forum/focus groups, tours (surveyed), partnerships, speakers bureau, volunteer, curriculum, class presentations, activities, HAB (committees), workshops

5. To incorporate public values in the decision-making process and in the decisions made

One-way:

Publicized comment/response, media release (feedback)

Two-way:

Public mtgs/hearings, attendance by regulatory agencies, public comments to agency documents, forums, HAB information booth, HAB, public lobbying, decision makers read all comments

6. To engage the public early and often

One-way:

Fact sheets (brochure), TV/radio spots (media), Ads/announcements, citizen guides, web site info, FAQ, Print media (fliers, posters), videos/films, press releases, performance

Two-way:

Speakers bureau, tours, workshops, public meetings (state of site), blogs, bulletin boards, classroom/group presentations, discussions, focus groups, evening seminars

General list of public involvement tools and techniques (from September 2011)

1. Public meetings.
2. Websites.
3. TPA Quarterly.
4. Fact sheets.
5. ListServ.
6. Petitions.

7. Facebook.
8. Support of citizen groups – funding.
9. Conversation.
10. Phone banks
11. One-on-one.
12. Public presentations – groups.
13. Community events.
14. Hanford Speakers' Bureau.
15. Classroom visits.
16. Community television.
17. Ice cream socials.
18. Bumper stickers.
19. HAB committee meetings.
20. Guest editorials
21. Op-ed.
22. Videos.
23. News releases.
24. Letter to editor.
25. All social media.