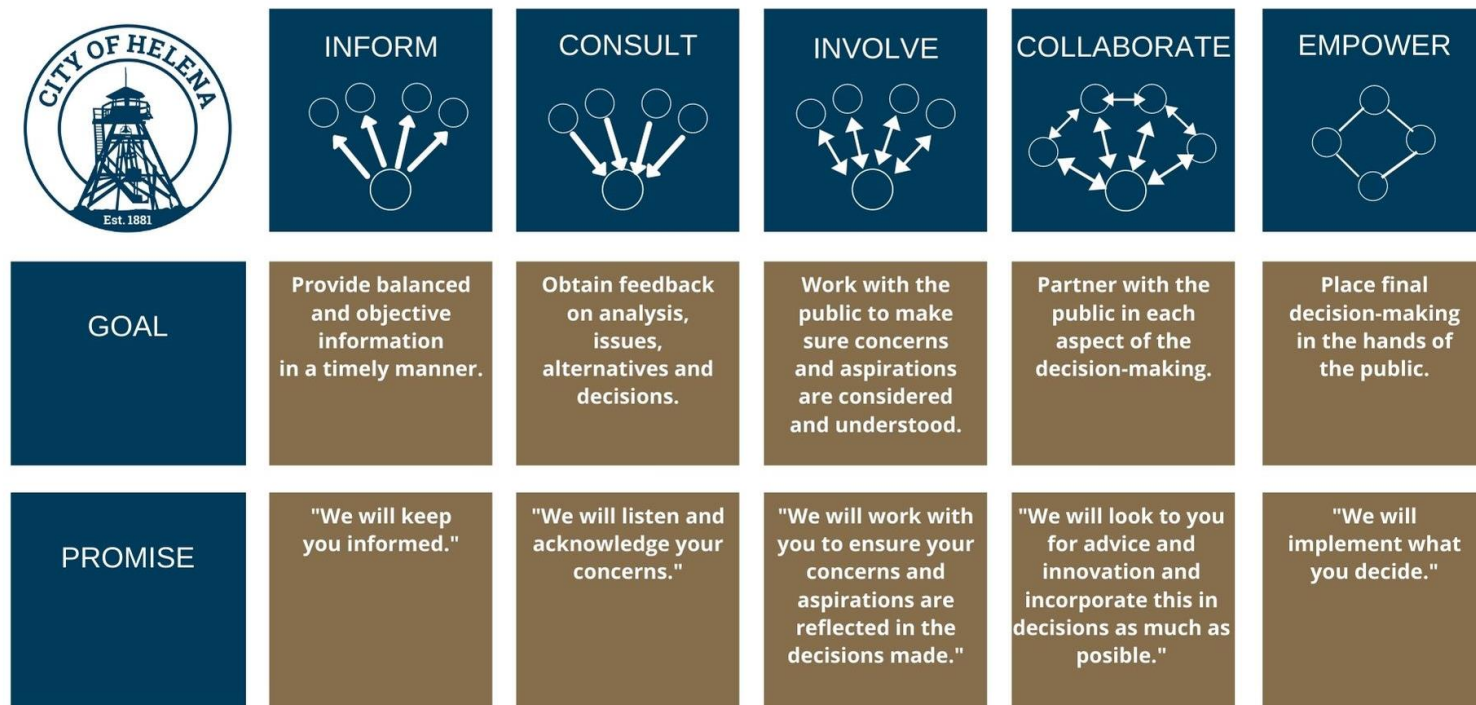# Public Engagement Guide

The following information is intended to help you determine an appropriate level of public engagement for your project. Below, you will find an overview of the spectrum adopted by the City of Helena as its standard for public participation. You will also find a worksheet that should be completed to help outline your plan for sharing information and providing opportunities for public involvement, when appropriate.

PARTICIPATION SPECTRUM

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	Provide balanced and objective information in a timely manner.	Obtain feedback on analysis, issues, alternatives and decisions.	Work with the public to make sure concerns and aspirations are considered and understood.	Partner with the public in each aspect of the decision-making.	Place final decision-making in the hands of the public.
PROMISE	"We will keep you informed."	"We will listen and acknowledge your concerns."	"We will work with you to ensure your concerns and aspirations are reflected in the decisions made."	"We will look to you for advice and innovation and incorporate this in decisions as much as posible."	"We will implement what you decide."

IAP2 SPECTRUM OF PUBLIC PARTICIPATION
(International Association for Public Participation)

City of Helena

PUBLIC INFORMATION & ENGAGEMENT WORKSHEET

Most City projects will involve some type of public information and/or engagement process. Even the smallest impact projects will have a basic level of public information that should be available to the community. Fill out the following worksheet to help determine the level of information or engagement that is appropriate for your project.

Project: _____ **Staff Lead:** _____ **Media Lead:** _____

Departments Involved: _____

External Groups to Involve:

Helena Citizen Council: _____

Advisory Boards/Committees: _____

Stakeholders: _____

Partner Agencies: _____

Other: _____

Start Date: _____ **Expected End Date:** _____

Brief Project Summary: _____

_____

_____

City of Helena

INFORM VS. ENGAGE

The following decision tree will help you evaluate where your project fits on the spectrum of public participation.

Does a decision need to be made?

No
(An operational decision has been made
OR engagement involves an existing program)

Yes
(Engagement involves a new program,
policy decision, OR significant changes
to an existing program.)

Is feedback needed?

No — Yes

Inform   **Consult**

What type of input is needed?

Concerns & — Ideas, alternatives
Desires   & preference

Involve   **Collaborate**
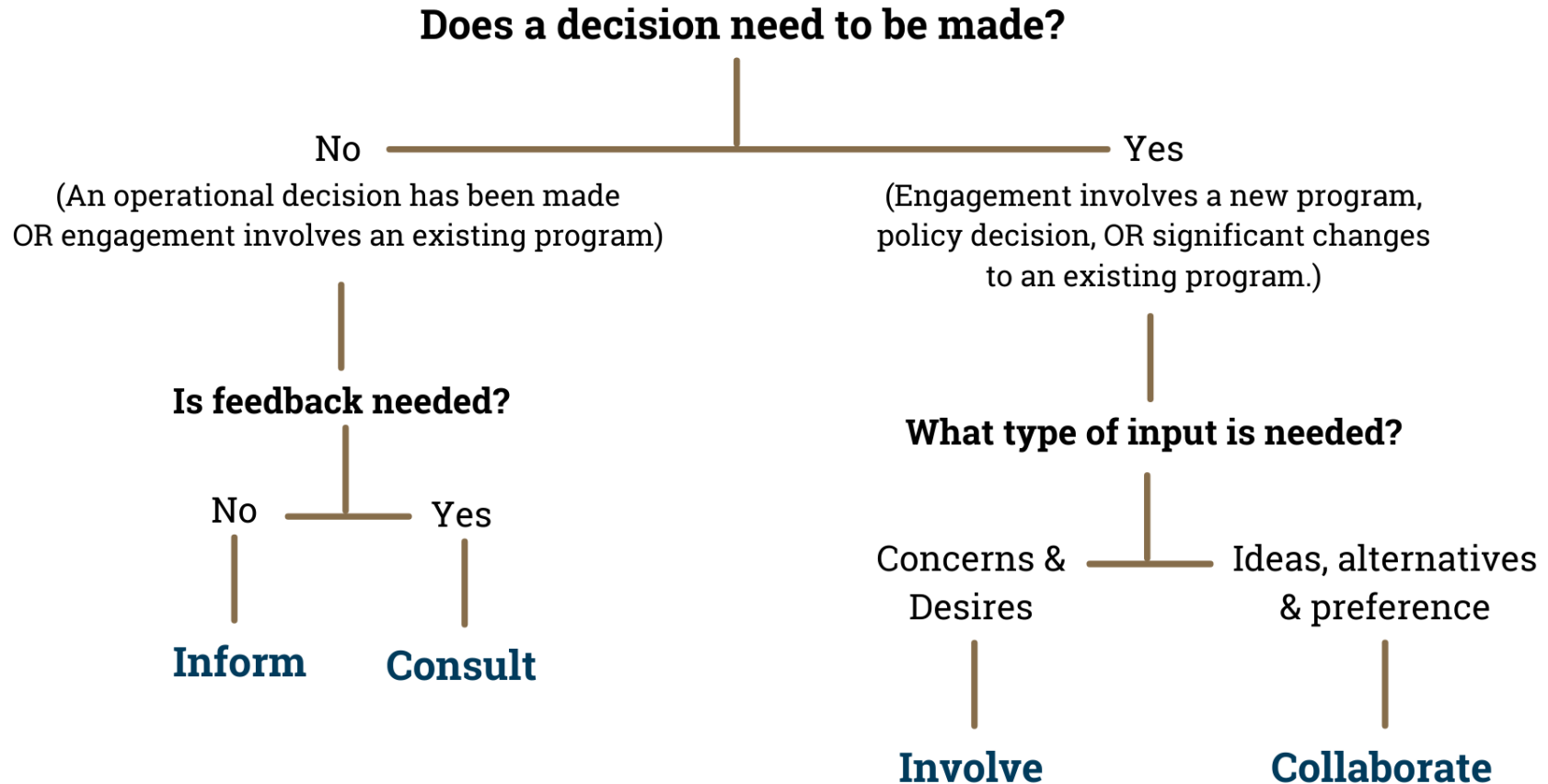
Post-Decision

Following a Consult, Involve, or Collaborate engagement process, staff should evaluate the need for a follow-up Inform campaign. The Public Information and Engagement Worksheet can be used to determine the appropriate follow-up Inform process.

City of Helena

CHECKLIST

Type of Involvement	Informational Tools	Engagement Tools
Inform [provide information]	___ Website ___ Project Map ___ Social Media ___ Media/Public Advisory ___ Utility Bill Inserts ___ Door Hangers	___ Public Meeting(s) ___ Be Heard Helena ___ Q&A

Consult
[obtain public feedback on decision(s)]
	___ Website
	___ Project Map
	___ Social Media
	___ Media/Public Advisory
	___ Utility Bill Inserts
	___ Door Hangers
		___ Public Meeting(s)
		___ Be Heard Helena
		   ___ Survey
		   ___ Polls
		   ___ Ideas

Involve
[obtain input for decision(s)]
	___ Website
	___ Project Map
	___ Social Media
	___ Media/Public Advisory
	___ Utility Bill Inserts
	___ Door Hangers
		___ Public Meeting(s)
		___ Be Heard Helena
		   ___ Survey
		   ___ Ideas
		   ___ Guestbook
		   ___ Stories

Collaborate
[partner in all aspects of decision(s)]
	___ Website
	___ Project Map
	___ Social Media
	___ Media/Public Advisory
	___ Utility Bill Inserts
	___ Door Hangers
		___ Public Meeting(s)
		___ Be Heard Helena
		   ___ Survey
		   ___ Ideas
		   ___ Stories
		   ___ Places
		   ___ Guestbook
		   ___ Polls

Empower [public makes the decision(s)]		___ Ballot (Election)

City of Helena

BE HEARD HELENA

To utilize Be Heard Helena for public engagement, all tools will need to be connected to a project page. Project pages require a 2-3 paragraph introduction, a photo, and a contact person. Please contact the Public Information Officer for help getting started.

Open Environment Tools

Participants can engage with each other. Comments, images, and ideas are visible.

IDEAS - *Allows visitors to share ideas related to the project. People can like/comment on ideas.*
FORUMS - *Community Discussion, 24/7 Moderation*
PLACES - *Gather feedback and photos directly on a map*

Mixed Environment Tools

Participants can see other participant contributions. However, there is little peer-to-peer interaction. Some data may be visible to the community while some data is accessible only by the administrator.

STORIES - *Visitor Generated Stories, Moderation Available, Collect Multi-Media Content*
GUESTBOOK - *Simple, moderated space for visitor comments*
Q&A - *Allow questions to be answered in public and private settings*

Controlled Environment Tools

Participants cannot engage with each other. Data is stored in the backend and only accessible by the administrator.

SURVEY
Survey Question Options

- *Single Line*
- *Essay*
- *Email Address*
- *Number*
- *File Upload*
- *Dropdown (Choose Single Answer from Multiple Choice)*

- *Radio (Choose Single Answer from Multiple Choice)*
- *Checkbox (Choose Single or Multiple Answers from Multiple Choice)*
- *Zip Code (Choose from a list of locations)*
- *Ranking (Rank Priority of Answers)*
- *Likert (Respondents to Apply the Same Measurement to Several Questions)*
- *Emoji (Respondents can Choose A Question/Emoji)*
  - *Q. How do you feel about our services?*
  - *A. Happy* 😊

POLLS
Receive quick feedback on a single question