

**Table 9-3: Participation Tools and Techniques Matrix**

Tools and Techniques	Description	Participation Goal					Resource Needs					Relative # of People Engaged	Examples
		Inform	Consult	Involve	Collaborate	Empower	Costs	Staff	Time	Facility	Technology		
<b>Formal and Informal Meetings</b>													
Public Hearing/Board Meeting	Formal meeting with scheduled agenda and process; typically open to the public	✓	✓	✓	✓	✓	\$	1	⊕	?		☺	Council Meeting, Planning Commission Hearing
Citizen Jury	Assembled group of 12-20 randomly selected citizens gathered to represent a microcosm of their community who meet over several days to deliberate on a policy question and reach a decision	✓	✓	✓	✓	✓	\$\$	1	⊕⊕⊕	?		☺☺	Consensus-building forum
Advisory Committee/Citizen Panel	Assembled group of staff, stakeholders, or citizens who meet routinely (e.g., 3-10 times) to review materials, discuss issues, and provide project guidance	✓	✓	✓	✓		\$	1	⊕⊕⊕⊕	?		☺☺	Community Advisory Committee, Youth Advisory Committee, Resource Expert Panel, Business & Economic Development Committee
Community Forum/Workshops	Open or closed informal meetings with presentations and opportunities for discussion; may have interactive work task	✓	✓	✓	✓		\$\$	2	⊕	?		☺☺	Recreation providers work group, business work group, public discussion of key issues or alternatives
Design Charrette	An intensive, hands-on workshop lasting several hours to explore design options for an area or site	✓	✓	✓	✓		\$\$	2	⊕⊕	?		☺	Park design workshop, regional planning charrette
World Café Discussions	Meeting that brings together large, diverse groups of people for meaningful, collaborative, small-group discussions around a specific question or issue; involves rotating participants to different tables in rounds of discussions to mix participants in different conversations	✓	✓	✓	✓		\$	1	⊕	?		☺☺☺	Landscape conservation and recreation world café, trail uses world café, topic-specific forums
Collaborative Technology Workshop	In-person meetings with small or large groups that apply technology to measure feedback	✓	✓	✓	✓		\$\$\$	1	⊕	?	💻	☺☺	Keypad polling
Web Meeting	Virtual meeting with participants connected by a network	✓	✓	✓			\$\$	1	⊕		💻	☺☺	E-meetings, video conferencing, GoToMeetings, Web Council, Electronic Town Meeting
Open House	Drop-in meeting of any size that allows the public to view exhibits or displays, ask questions, and provide comments; typically strives for large turn-out	✓	✓	✓			\$\$	3	⊕	?		☺☺☺	Project alternatives presentation, draft plan open house
Visioning Workshop	Facilitated meeting to share and discuss individual and group visions for the project	✓	✓	✓			\$	1	⊕	?		☺☺	Community greenspace visioning, recreation system visioning
Focus Group Meeting	6-12 people of similar interests selected to discuss a particular topic in a one-time meeting	✓	✓				\$	1	⊕	?		☺☺	Meeting of sport providers, trail and greenspace advocates, seniors, or concessionaires
Service Groups/Small Format Meeting	Small meetings with existing clubs or organizations	✓	✓				\$	1	⊕			☺	Rotary Club, Moose Lodge, Lions Club, Elks Club, League of Women Voters, Trail Alliance, Land Trust, Sports League
Coffee Klatch	A casual, informal gathering of 2-5 people for coffee, conversation and project discussion	✓	✓				\$	1	⊕			☺	Neighborhood groups, in-home meetings
<b>Outreach Events and Forums</b>													
Field Trip or Tour	Tour of the project site or area with staff, stakeholders, elected officials, and others	✓	✓	✓			\$\$	1	⊕⊕			☺☺	Park & facility tour, media tour, site field trip, advisory group walkabout
Community Fair or Festival	Central event with multiple activities to provide project information and raise awareness	✓	✓				\$\$\$	3	⊕⊕	?		☺☺☺☺	Harvest festival, winter festival, State Fair, farmer's market, Cinco de Mayo celebration
Intercept Event	Organized outreach effort in public place or in coordination with scheduled event or program to provide information and collect feedback	✓	✓				\$\$	2	⊕	?		☺☺☺	Market table, tournament, recreation festival or special event, recreation program, ranger talk, campground program
Stakeholder Interview	One-on-one or small group meetings with 2-3 stakeholders to gain specific insights and perspectives	✓	✓				\$	1	⊕	?		☺	Facility leaseholder interviews, agency/jurisdiction interviews, mayor/council interviews

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Speakers Bureau	Designated spokesperson or group of speakers who meet with established groups to present or discuss project	✓	✓				\$	1	⊕			☺☺	Service club speaker presentation of plan findings
Gathering Places	A local venue where community members regularly visit or meet informally to discuss items of interest. Project information can be posted here, or staff can meet people here to share information and collect feedback	✓	✓				\$	1	⊕			☺	Community center, hospital, coffee shop, grocery store, post office, bar, hardware store
<b>Questionnaires and Surveys</b>													
Deliberative Polling	A combination of traditional public opinion polling and focus group meetings to survey and discuss views on particular issues, provide education, and measure whether views have changed	✓	✓	✓			\$\$\$	2	⊕⊕⊕	📧	📧	☺☺	Project prioritization polling, preferred alternatives polling, funding/implementation polling
Random Sample Surveys	Closed-group mail, phone or online survey that solicits information from a statistically representative sample of people	✓	✓				\$\$\$\$	2	⊕⊕⊕⊕		📧	☺☺☺	Voter polling; representative recreation survey
General Questionnaires	Open online or paper questionnaire that solicits information from anyone who chooses to participate	✓	✓				\$\$\$	2	⊕⊕⊕⊕		📧	☺☺☺☺	Opinion and preferences questionnaire
Targeted Questionnaires	Closed-group questionnaire that solicits information from a targeted group (e.g., sports providers, registered boat owners, RV license holders); typically is not statistically reliable	✓	✓				\$\$	2	⊕⊕⊕⊕		📧	☺☺	HOA Questionnaire, RV owner questionnaire, campground user questionnaire, tourism provider questionnaire
Visual Preference Survey	A series of contrasting visual images that are rated by participants to assess preferences; can be presented in a meeting or online to collect feedback over time	✓	✓				\$\$	1	⊕⊕	📧	📧	☺☺	Community Image Survey
Intercept Survey	On-site, in-person survey or interview; may involve talking to people to collect feedback or counting people to assess participation	✓	✓				\$	1	⊕⊕			☺☺	Trail counts/interviews, campground counts/interviews
<b>Other Tools</b>													
Ballot Measure	A proposal to enact new laws or repeal existing laws that is placed on the ballot for approval or rejection by the electorate; may include an initiative,	✓				✓	\$\$	2	⊕⊕⊕⊕			☺☺☺☺	Park bond measure; flood district or recreation district formation
Social Media	Forms of electronic communication including online communities and social networks	✓	✓				\$\$\$	1	⊕⊕⊕⊕		📧	☺☺☺	Facebook, Twitter, blogs, wikis, social networks
Interactive Online Forums	Forms of electronic communication through which web hosts provide and collect information	✓	✓				\$\$\$	1	⊕⊕⊕		📧	☺☺☺	Community mapping portals, locative media, Front Porch Forum
Ambassador Kits/Outreach Materials	Materials such as PowerPoint presentations, fact sheets, comment cards, signage, and questionnaires in print or digital form used by project ambassadors or	✓	✓				\$	1	⊕		📧	☺☺☺	Recreation ambassadors kit, project outreach materials
Information Hotline/Contact	Telephone or email contact for project updates or to collect/communicate other site information	✓	✓				\$\$	1	⊕⊕⊕			☺☺	Park vandalism hotline, project hotline
<b>Notification Methods</b>													
Press Release	Formal written project announcement for distribution to newspapers, radio, television and online forums	✓					\$	1	⊕			☺☺	Project milestone announcement, public meeting announcement
Press or News Conference	An interview set up with journalists or members of the news media to make an announcement, generate publicity, or answer questions	✓					\$\$	1	⊕	📧		☺☺	Project milestone conference; ballot measure announcement
Advertisement	Paid advertisements and/or commercials in newspapers, magazines, radio, and television	✓					\$	1	⊕			☺	Public meeting announcement
Public Service Announcements	Messages in the public interest disseminated by the media without charge, with the objective of raising awareness, changing public attitudes and	✓					\$	1	⊕			☺	Project milestone announcement, public meeting announcement
Email, E-newsletters, Electronic Bulletin Boards	Brief visual or textual information for online distribution	✓					\$	1	⊕		📧	☺☺☺☺	Project milestone announcement, public meeting announcement
Web Page/Website	General or project-specific websites to share information such as FAQs, contact information, reports, etc.	✓					\$	1	⊕⊕⊕⊕		📧	☺☺☺☺	Town square, city website, community websites
Informal Network	Information passed via informal means, such as phone calls, personal emails, and word-of-mouth, among people with similar backgrounds, interests and beliefs	✓					\$	1	⊕			☺	General project information and news, public meeting invitation

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Briefing	Announcement to key individuals or at regular meetings of social and civic clubs, recreation organizations, and advocacy groups to announce upcoming meetings or project milestones	✓					\$	1	☹☹			☺☺	General project information and news, public meeting invitation
Public Notice	An official notice given to the public regarding certain types of legal proceedings or to meet specific legal requirements.	✓					\$	1	☹			☺	Formal legal newspaper notice of meeting, ballot notification; environmental review hearing notification
Flyer, Poster, Handout, Newsletter, Fact Sheet, Brochure, Map, Bill Stuffer, Door Hanger	Printed visual or textual information for distribution or posting	✓					\$\$	2 2	☹☹			☺☺	Project milestone announcement, public meeting announcement, educational material, public information, FAQs
Mailer/Postcard	Printed visual or textual information for mailing	✓					\$\$\$	1	☹☹			☺☺☺☺	Project milestone announcement, public meeting announcement, project news, marketing material (to sway public opinion)
Display/Educational Program	Materials such as display boards, posters, and brochures that can be displayed or available at libraries, visitor centers, schools, museums, etc., or disseminated to civic organizations to educate a target audience and describe the planning effort	✓					\$\$	1	☹☹☹			☺☺☺	Project overview, wildfire safety presentation, boat/water safety information; conservation issues and efforts, recreation
Ballot Measure Campaign	An organized effort to influence the decision making process within a specific group of voters	✓					\$\$\$ \$	3 3 3 1	☹☹☹☹			☺☺☺	Bond measure campaign, park district formation campaign

Key:  
 Costs: Low = \$; Moderate = \$\$; High = \$\$\$; Very High = \$\$\$\$  
 Staff (relative amount of staff time or number of people needed): Low = 1; Moderate = 2 2; High = 3 3 3; Very High = 4 4 4 4  
 Time (amount of time needed for activity): Low = ☹ (hours); Moderate = ☹☹ (days); High = ☹☹☹ (weeks); Very High = ☹☹☹☹ (1+ month)  
 Facility (meeting room, event space, fair booth, or other facility must be provided) = 🏠  
 Technology (technological support, computer, website, video conferencing, etc., is needed) = 💻  
 Relative number of people engaged: Low = ☺; Moderate = ☺☺; High = ☺☺☺; Very High = ☺☺☺☺

