

Public Meetings SOS

Sheri Wantland

Public Involvement Coordinator

April 15, 2011



**“Communicate with your
heart and your head.”**

Bjorn Von Euler, June 8, 2010

Public involvement = better decisions and outcomes



Be clear about your objectives

- Information (one way)
- Involvement (two way)



Be clear about the decision space

- “Projects fail from a poor process, not poor engineering.”



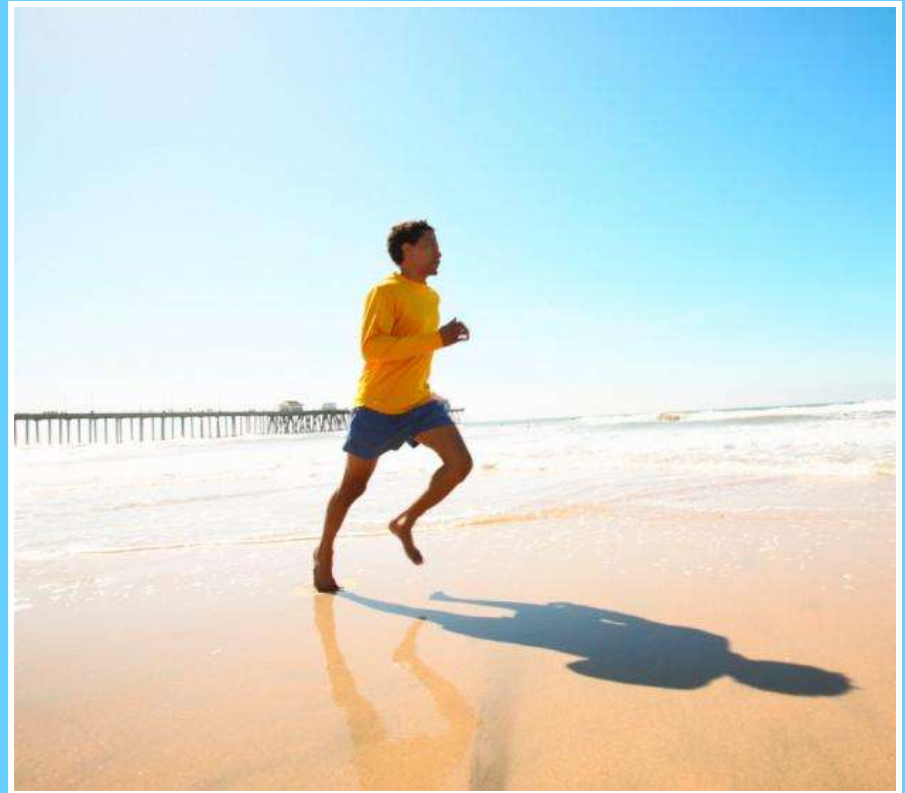
What's a stakeholder?

- Will be impacted
- Has something to lose
- Not all are equal



Start early

- Continue throughout the process
- Follow up



Know your agenda, know the players

- Key messages
- Who will say it
- How? When?



Set the stage and point the way

- Convenient + Accessible + Non-threatening



Welcome your guests

- Ground rules
- Active listening
- Record and Report



Develop Relationships

- **Community events**
- **Tours and field trips**



Top 10 To Do's

