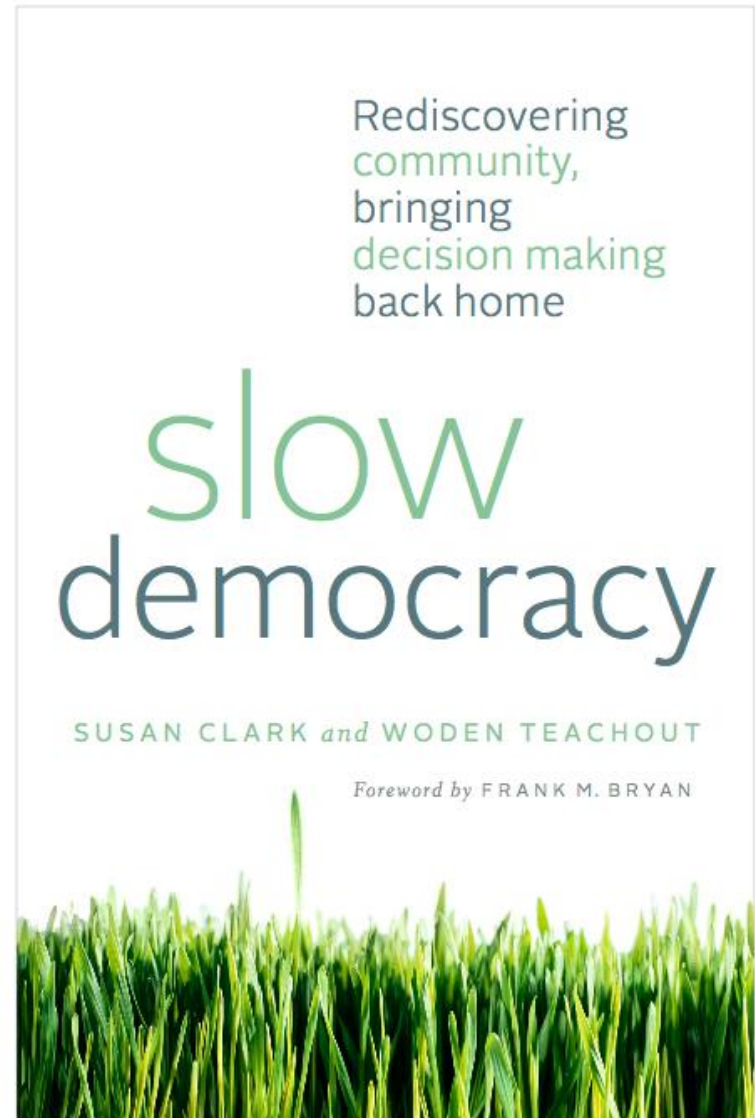


**Act 250**  
*21st Century  
Public  
Engagement*

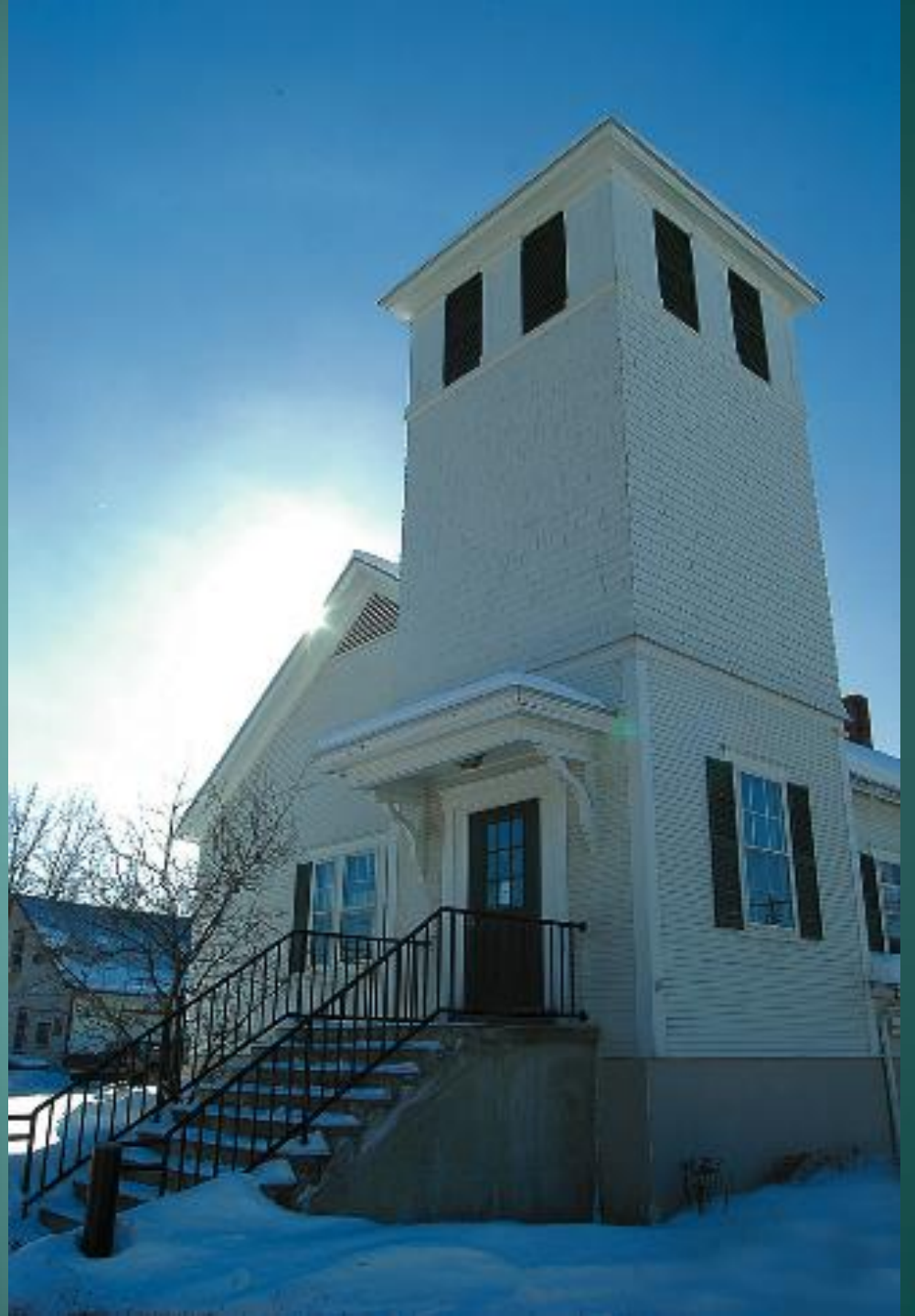
Commission on Act 250:  
The Next 50 Years  
December, 2017

Susan Clark



# Engaging Vermonters:

*Rural scale*  
*Self-*  
*governance*  
*Respect*



# WHY does good engagement matter?



# WHY does good engagement matter?

- *Because unproductive engagement is damaging.*



# “Conventional” Participation

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- **“...can be harmful to citizens”**
- Increases citizens’ feelings of inefficacy and powerlessness
- Decreases political interest
- Decreases trust in government
- Decreases public spiritedness
- Damages perceptions of gov’t legitimacy and credibility
- Increases polarization

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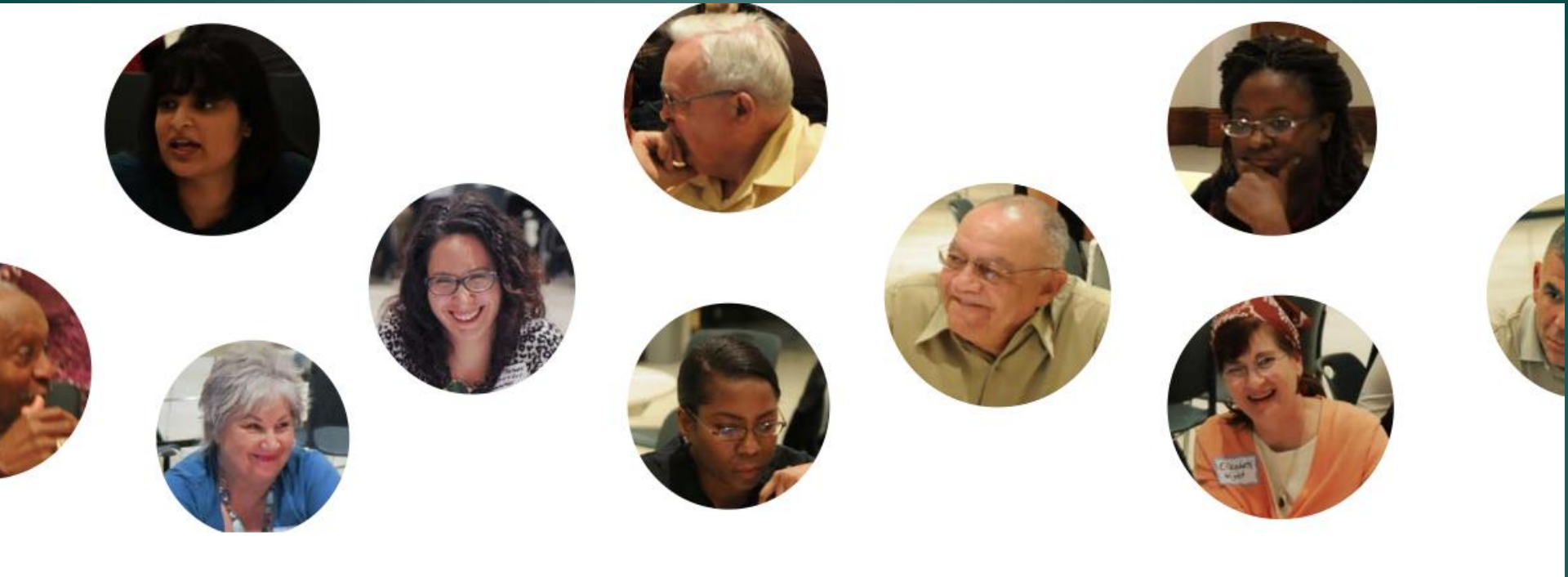
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- **“...can harm policy and governance”**







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# Engagement works best when it is:

- Goal-driven



# IAP2 Spectrum of Public Participation



International Association  
for Public Participation

*Increasing Level of Public Impact*

**Public  
participation  
goal**

## **Inform**

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

## **Consult**

To obtain public feedback on analysis, alternatives and/or decisions.

## **Involve**

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

## **Collaborate**

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

## **Empower**

To place final decision-making in the hands of the public.



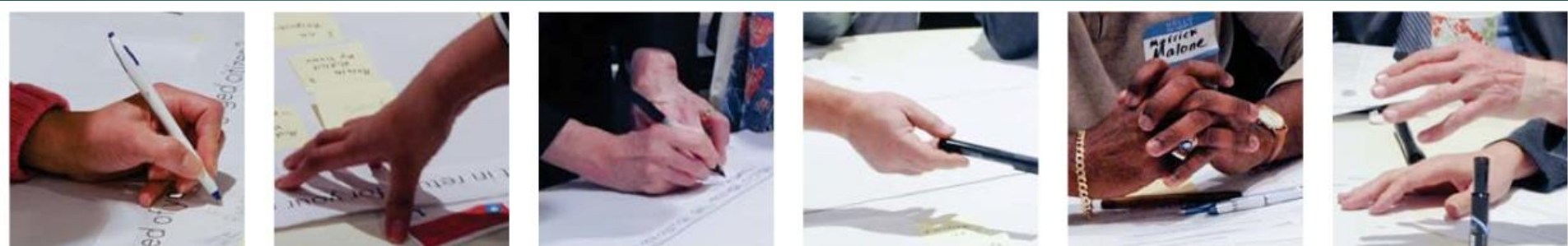
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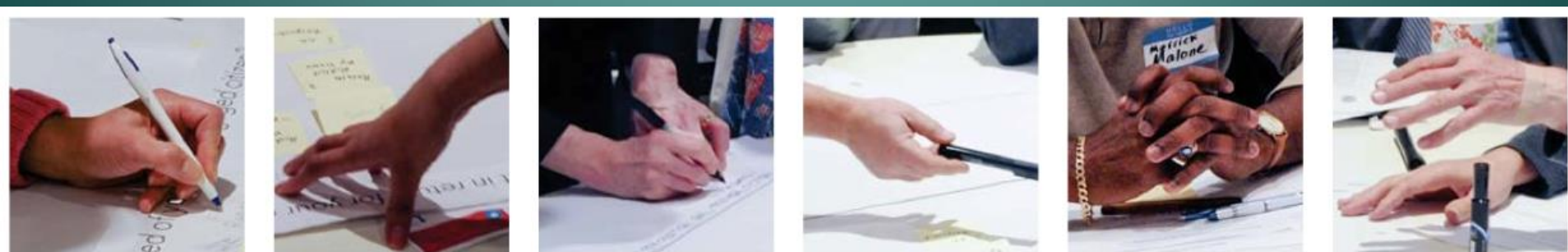
# Engagement works best when it is:

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- Timely
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# Engagement works best when it is:

- Goal-driven
- Timely
- Informed
- Interactive and Accessible



# Engagement works best when it is:

- Goal-driven
- Timely
- Informed
- Interactive and Accessible
- Responsive





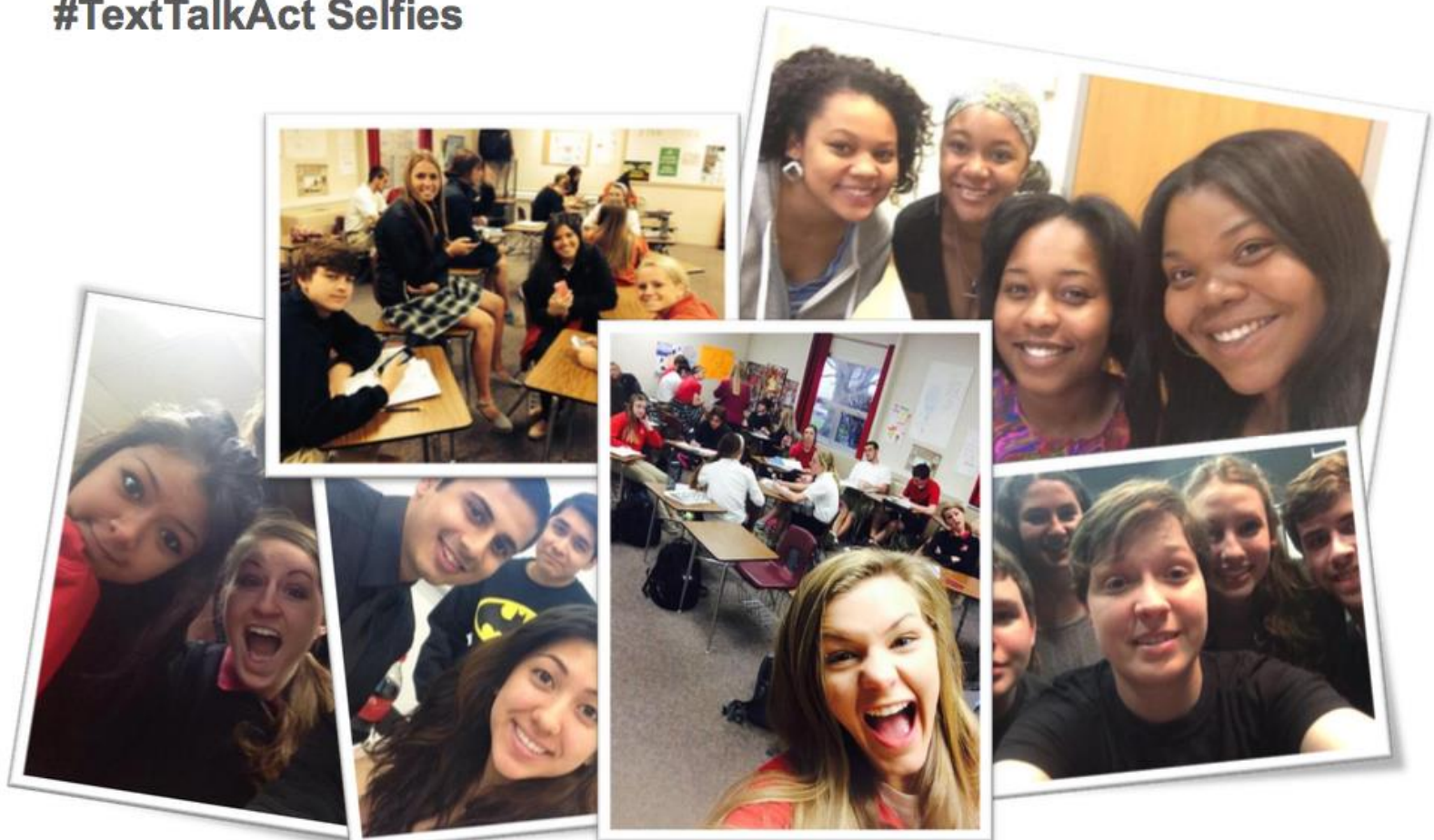
## SMS-supported face-to-face: Text Talk Act

- Get together with 4-5 other people
- Text “START” to 89800
- Follow the prompts
- Polling questions, discussion questions
- Results available immediately
- Allow about an hour for the discussion

[ T X T ]  
[ T L K ]  
[ A C T ]

# Text Talk Act

#TextTalkAct Selfies



If you want to go fast,  
*go alone.*

If you want to go far,  
*go together.*

- African Proverb -



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