

Public Participation Process—“How do we want to be governed?”

The Taskforce on Government Structure (TFOGS) was established to:

- review the City of Madison’s current government structure;

- assess governance models and practices of other cities of similar population and statutory requirements;

- review best practices for ensuring municipal decision makers are representative of, connected to and accountable to all members of the community;

- and make recommendations for any improvements it feels are needed.

As part of this review, the TFOGS will conduct public participation sessions that provide multiple avenues for resident participation in government, without adverse impacts on any racial or ethnic group, and without privileging decision-making based on the time and ability to attend meetings.

Participation processes will differ in the two main phases currently outlined by the TFOGS.

The initial phase will be on for creating awareness of the governance review efforts and for gaining insights from community members and residents on their feelings towards government, their understanding of the roles and powers of the Mayor, Common Council and boards, committees and commissions, and the effectiveness of the various branches in meeting their needs, currently.

The second phase will involve gathering feedback on recommendations created by TFOGS, prior to the recommendations being passed on the Mayor and Council.

DRAFT FRAMEWORK FOR INITIAL DIALOG

Issue Statement: How do we want to be governed?

Decision-Makers: TFOGS

Key Stakeholders: Residents, Common Council, Mayor and community members

Decision-making Stages: Two key phases: Input gathering and Feedback on recommendations

Decision-Making Stages	Stage 1: Insights on Government – How it works/doesn't work	
Timeline	April - ?	
Public Participation Spectrum Objective	Techniques	Accessibility
<p>INFORM (Awareness) - To provide public with balanced and objective information to assist them in understand the issue, problem, alternatives, and/or solutions.</p> <p>Promise to Public – We will keep you informed.</p>	<p><u>Awareness Campaign</u> -</p> <ul style="list-style-type: none"> • TFGS Website with links on Mayor/Common Council website. Create TFGS My Account subscriber account. Add Facebook, Twitter, etc. • Regular Mayor/Common Council blogs, postings. • Distribute announcements via existing City channels – Madison City Channel, PIO's, NRTs, and My Account Subscriber lists. • Press Release/articles in WSJ, Capital Times, Madison 360, Madison Times, Hues, Wisconsin Gazette, etc. • Radio Announcements/Guest Spot – La Movida, Hmong Radio, others • Posters, Fliers, Point of Contact Cards to be available at highly frequented facilities/locations. <p><u>Information/Education Campaign</u> –</p> <ul style="list-style-type: none"> • Fact Sheets • Video • Issue Advisory Report • 	<p>-Distribution of awareness campaign announcements/materials to community centers, nonprofit & community organizations, and key stakeholders with the focus of reaching underrepresented populations</p> <p>-Translations of materials in Hmong, Spanish, and ??</p> <p>-Inventory of opportunities for presentations, dialogues, or other means to solicit meaningful input over the next eight months.</p>
	Techniques	
<p>CONSULT – To obtain public feedback on analysis, alternatives and/or decisions.</p>	<p><u>Probe, Canvass, Research</u></p> <ul style="list-style-type: none"> • Digital Survey • Digital (on-line) Engagement/Feedback/Comment (hosted by ?) 	Ditto

Promise to the Public – We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.

Open Public Forums

- Open Houses

Stakeholder Sessions

- Briefings & Listening Sessions

Individual

- Focus Groups
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Techniques

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

Open Public Forums

- World Café, Samoan Circle, etc.

Ditto

Promise to the Public – We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.

IAP2 Core Values for the Practice of Public Participation

1. Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
2. Public participation includes the promise that the public's contribution will influence the decision.
3. Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
5. Public participation seeks input from participants in designing how they participate.
6. Public participation provides participants with the information they need to participate in a meaningful way.
7. Public participation communicates to participants how their input affected the decision.