

CITY COUNCIL REPORT
PUBLIC

DATE: September 23, 2019

TO: Mayor and Council Members

FROM: Tiffany Antol, AICP, Planning Director

CC: Greg Clifton, City Manager; Shane Dille, Deputy City Manager;
Shannon Anderson, Deputy City Manager; Sara Dechter,
Comprehensive Planning Manager

SUBJECT: Certified Public Participation Professional (CP3) Certification

City Council requested information on the Certified Public Participation Professional (CP3) certification provided by the International Association for Public Participation (IAP2) to Sara Dechter, Comprehensive Planning Manager.

Sara Dechter has been recognized as a Certified Public Participation Professional (CP3) by the International Association for Public Participation (IAP2). Sara is the 10th person to receive this distinction in the United States and the 3rd in Arizona. A Certified Public Participation Professional (CP3) must demonstrate five essential core competencies:

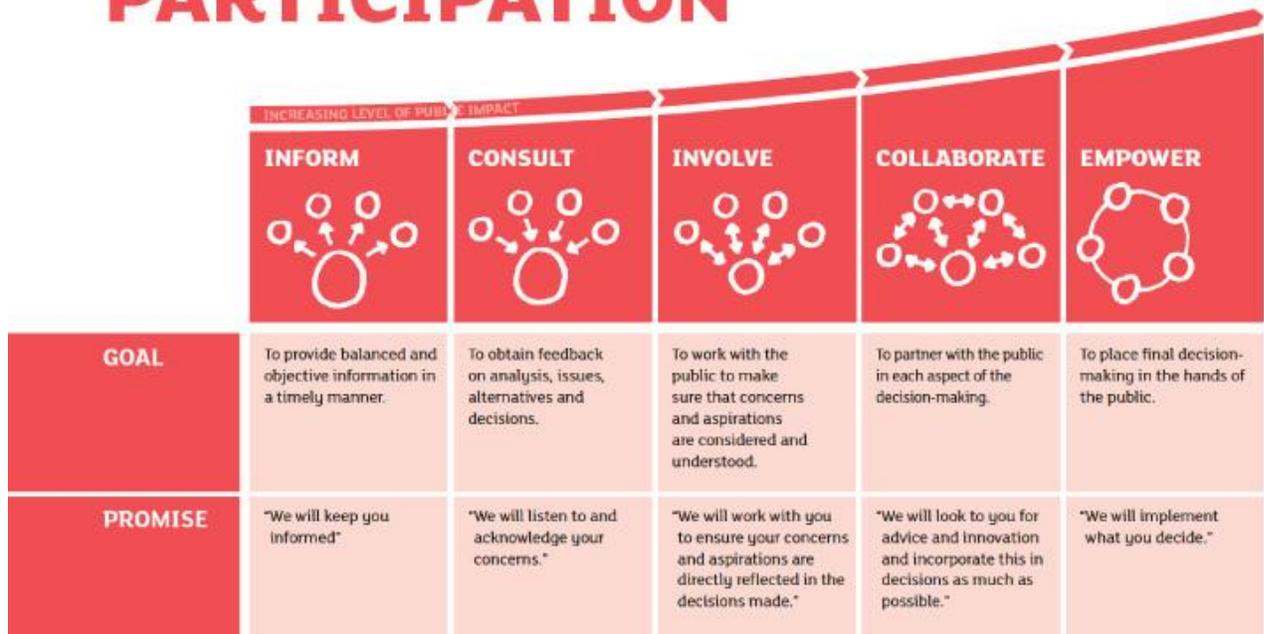
- Public Participation Process Planning and Application
- Public Participation Event Planning and Implementation
- Appropriate Use of Public Participation Tools and Techniques
- Public Participation Communication Skills
- Public Participation People Skills

As an IAP2 USA Certified Public Participation Professional, Sara has committed to:

- Actively engage and support IAP2 and its mission
- Conduct public participation work that is values-based, decision-oriented, and goal-driven
- Practice the IAP2 Core Competencies in all my work going forward
- Maintain and continuously expand my P2 knowledge and skills
- Practice self-awareness and conduct myself at all times with personal and professional integrity, informed by the IAP2 Core Values and the IAP2 Code of Ethics
- Mentor and coach other practitioners
- Advocate for public participation as part of good governance and sound decision making

Sara has taken on these responsibilities in addition to her responsibilities as a member of the American Institute of Certified Planners. She is currently the only AICP member in the United States who also has a CP3 certification.

IAP2 SPECTRUM OF PUBLIC PARTICIPATION



**CITY OF FLAGSTAFF
STAFF SUMMARY REPORT**

To: The Honorable Mayor and Council
From: Kimberly Ott, Public Information Officer
Date: 10/09/2012
Meeting Date: 11/20/2012



TITLE:

Consideration and Adoption of Resolution No. 2012-39: A resolution of the Flagstaff City Council approving a public participation (P2) policy that shapes when and how citizen involvement occurs.

RECOMMENDED ACTION:

- 1) Read Resolution No. 2012-39 by title only.
- 2) Adopt Resolution No. 2012-39.

Policy Decision or Reason for Action:

Two-way communication with Flagstaff's citizens and transparency of government are clearly some of the most important directives from the current Council. This policy will provide clear direction and structure for the variety of outreach and engagement opportunities that City staff have at their fingertips. Using these practices will give the public more certainty there are regular mechanisms that will be used by the organization to keep the public informed and involved. As the same time, it creates a more effective way to advise Council on how the City staff has involved citizens and reached out to the public relating to events, projects and issues of interest to the community.

Subsidiary Decisions Points: None.

Financial Impact:

The financial impact of this policy will depend on the extent or amount of public engagement and involvement directed or desired. They range from no cost options like public service announcements in the media to direct mail notifications and multiple community meetings at off-site locations.

Connection to Council Goal:

Effective governance.

Has There Been Previous Council Decision on This:

While there has been no previous Council decision, the public participation model was presented at the June 12, 2012 City Council work session.

Options and Alternatives

- Adopt the Public Participation Policy.
- Schedule adoption of a Public Participation Policy for a later date.
- Not adopt a Public Participation Policy.

Background/History:

At the request of Vice-Mayor Coral Evans, staff began to research existing models of public participation policies for the Flagstaff community. Staff settled on the International Association of Public Participation (IAP2) model as one of the best examples. Vice-Mayor Evans and several staff members have training in and extensive experience in public participation and certification with this model.

An initial scan of what was already being done by staff found significant involvement in citizen outreach and engagement at all levels of the proposed model. Successful examples include the rewrite of the Flagstaff Zoning Code, Water Conservation policy and the NAU Homecoming Parade reroute. Staff also recognized that a model/policy would help in identifying and using the proper outreach and engagement tools and to reinforce how important citizen participation is to our community.

Key Considerations:

As our community has grown, technology has evolved, and our local news media coverage has changed. In some respects, this has made public participation more challenging. But it also means that it is more important than ever to inform and involve citizens in what is going on in their city government. Citizens have the right and the responsibility to influence public decisions, utilize various mechanisms to get their voice heard and be involved to make a difference. Using a P2 policy to guide when and how to best engage residents is by design a format that generates greater public trust, strengthening our community by actively including citizen ideas and opinions in our decision making.

At the direction of Council, staff has included a narrative in the attachments that provides important information on the use and intent of the Public Participation Policy and the P2 Chart.

Community Benefits and Considerations:

The City is much more effective in what we do when we strengthen our communication, promote participation and partnering with our residents. The benefit of these efforts will be better decisions and greater understanding and trust by our citizens about how their government works for them.

Community Involvement:

Shortly after the Council Work Session on a Public Participation Policy, these community involvement headings were added to the staff summary report. This allows staff to suggest the proper outreach and engagement column as well as the tools to be used or that have been used for that particular issue, event or project. The model will be part of a large display in the City Council Chambers for citizen, Council and staff to reference at all times.

Inform
Consult
Involve
Collaborate
Empower

Expanded Options and Alternatives:

Adopt the Public Participation Policy. Adoption will allow Council and staff to begin using the policy to guide community and citizen participation/notification. Not adopting the policy could delay use of some elements of the policy, although staff is currently using many of the tools referenced in the model.

Schedule adoption of a Public Participation Policy for a later date. This would allow additional discussion of the policy/model and possible suggestions for amendments or changes to the proposed policy/model. Postponing the adoption could limit the use of tools for outreach and engagement on current issues or projects.

Not adopt a Public Participation Policy. Staff could choose to use or not use engagement and outreach tools from the model without policy direction. Uniform guidance would not be available for staff reference.

Date of Council Approval:

Attachments: Resolution 2012-39
 Narrative of P2 & Chart use
 Chart

Form Review

Inbox	Reviewed By	Date
Legal Assistant	Elizabeth A. Burke	11/08/2012 05:32 PM
DCM - Jerene Watson	Jerene Watson	11/09/2012 09:51 AM
Form Started By: Kimberly Ott		Started On: 11/08/2012 07:45 AM
	Final Approval Date: 11/09/2012	

RESOLUTION NO. 2012-39

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
FLAGSTAFF, ARIZONA APPROVING A PUBLIC PARTICIPATION POLICY**

RECITALS:

WHEREAS, two-way communication with Flagstaff's citizens and transparency of government are important goals of the Flagstaff City Council; and

WHEREAS, the City Council has discussed the adoption of a public participation model that will provide clear direction and structure regarding public communications; and

WHEREAS, it is the intent of the Council to adopt a Public Participation Policy that will guide citizen participation and notification; and

WHEREAS, essential components of an effective public participation policy include the following: Inform, Consult, Involve, Collaborate, and Empower; and

WHEREAS, the City Council wishes to adopt a public participation policy to guide citizen participation and notification.

ENACTMENTS:

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FLAGSTAFF, COCONINO COUNTY, ARIZONA, AS FOLLOWS:

Section 1: That the Flagstaff City Council hereby affirms its commitment to encouraging citizen participation and notification.

Section 2: That the City of Flagstaff hereby adopts a Public Participation Policy, attached hereto as "Exhibit A."

Section 3: That this Public Participation Policy is intended to be a guiding policy rather than a mandatory requirement.

Section 4: That this Public Participation Policy shall in no way override existing requirements or legal processes that address public engagement in specific situations.

Section 5: That the City Clerk is authorized and directed to edit and correct typographical and grammatical errors of wording and punctuation in the resolution described herein.

PASSED AND ADOPTED by the City Council and approved by the Mayor of the City of Flagstaff this _____ day of _____, 2012.

MAYOR

ATTEST:

CITY CLERK

APPROVED AS TO FORM:

CITY ATTORNEY

Narrative to explain the P2 Policy, Chart and its use

Using a Public Participation (P2) Policy which is depicted through a Chart similar to what has been presented to Council has become a national benchmark for progressive communities seeking regular, meaningful communication and input from the public. This tool is being used by cities across the country and has been found to promote more consistent, precision communication to the public and facilitates participation goals and outreach efforts of municipalities.

Since it is a guiding policy, its use is not intended to be a requirement. Rather, it does two things: (1) it is a way to let Council know what public involvement has occurred when carrying out the City's business and (2) is a valuable resource to promote better communication with our citizens in a regular and systematic manner. It does not, in any way, override existing language or legal process that addresses public engagement or a specific public participation process.

Using these simple categories describes for the City Council and public what efforts were made in engaging the public on projects and events. Examples are provided for each category but should not be considered a comprehensive list of tools that must be used. It is simply a guide to define expectations for successful communications and feedback.

An additional benefit of having a more structured P2 Policy is that it assists staff in documenting public participation as a reporting requirement when seeking grants and funding from Federal and State governments.

Inform	Consult	Involve	Collaborate	Empower
<p><u>Public Participation Goal:</u> To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions</p>	<p><u>Public Participation Goal:</u> To obtain public feedback on analysis, alternatives and/or decisions</p>	<p><u>Public Participation Goal:</u> To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered.</p>	<p><u>Public Participation Goal:</u> To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.</p>	<p><u>Public Participation Goal:</u> To place final decision-making in the hands of the public.</p>
<p><u>Promise to the Public:</u> We will keep you informed</p>	<p><u>Promise to the Public:</u> We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.</p>	<p><u>Promise to the Public:</u> We will work with you to address your concerns through alternatives and provide feedback on how public input influenced that decision.</p>	<p><u>Promise to the Public:</u> We will seek your feedback in formulating solutions, and use your advice to assist in decisions to the maximum extent possible.</p>	<p><u>Promise to the Public:</u> We will implement what you decide.</p>
<p><u>Expectation from the Public:</u> Seek to be informed and involved and use the tools offered by the City to provide open and honest feedback.</p>				
Example Tools	Example Tools	Example Tools	Example Tools	Example Tools
<ul style="list-style-type: none"> • Regular e-mail updates E-mail feedback • E-Newsletters • Project Specific Websites Neighborhood • Website Feedback • Educational Forums • Stakeholder Meetings • Community announcement Booths • One-on-one meetings • Open Houses • Block Watches • Community Information Meetings • Emergency Notification • Public Hearing Notice • Notices to Newspaper • Post on the Property • <i>Cityscape</i> • Council Reports • Financial Reports • Door Hangers 	<ul style="list-style-type: none"> • Online Surveys • Mail out surveys and share results • Stakeholder Meetings • Focus Group • Public Hearings • Public notices and media releases • Educational Forums • Interviews with community members at the inception of a project • Quarterly Manager's reports • City Council Reports • Oversight responsibilities for capital program elements by Council appointed Boards and Commissions at public meetings • Public boards and commission presentations • Community Meetings with residents 	<ul style="list-style-type: none"> • Public Meetings/Work Sessions • Participation in Public Hearings • Citizen Advisory committees (i.e., <i>ad hoc</i> confined life span committees that are charged to review specific issue or topic and then dissolved) • Meet / discuss with Neighborhood Associations regarding projects • Individual, one-on one, property owner/resident meetings to mitigate conflicts • Coordination with partners (Flagstaff Unified School District, Northern Arizona University, Coconino County, Coconino Community College, Chamber, non-profits, etc.). • Committee Recommendations 	<ul style="list-style-type: none"> • Focus Group meetings • Community Advisory Committee • Public open houses • Form a Task Force with neighborhood/community representatives to work with staff • Council appointed citizen committees (i.e., established boards, commissions and committees of the City) 	<ul style="list-style-type: none"> • Ballot items (i.e., bonds or initiatives subject to voter approval) • Neighborhood/Community issue where majority opinion is required by law (e.g., improvement districts requiring majority of property owner signatures) • Boards of Adjustment¹ decisions (appeals go to the courts, not Council)

¹ **Not every tool will be used from each category- In order to move forward in the chart, each previous category must be used up to the appropriate category.