

*PUBLIC
PARTICIPATION
AND SOCIAL
JUSTICE*

*Sacramento Valley Section, APA California Chapter
May and November 2020 Exams*



Public Participation and Social Justice

- Public involvement planning
 - Public participation techniques
 - Identifying, engaging, and serving underserved groups
 - Social justice issues, literature, and practice
 - Working with diverse communities
 - Coalition building
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Tips

- Know the public process of planning
 - Understand techniques, how they function, and when they are best used
 - Know names – Alinsky, Davidoff, Arnstein
 - Understand basic social justice issues and approaches to solving them
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Why Does It Matter?

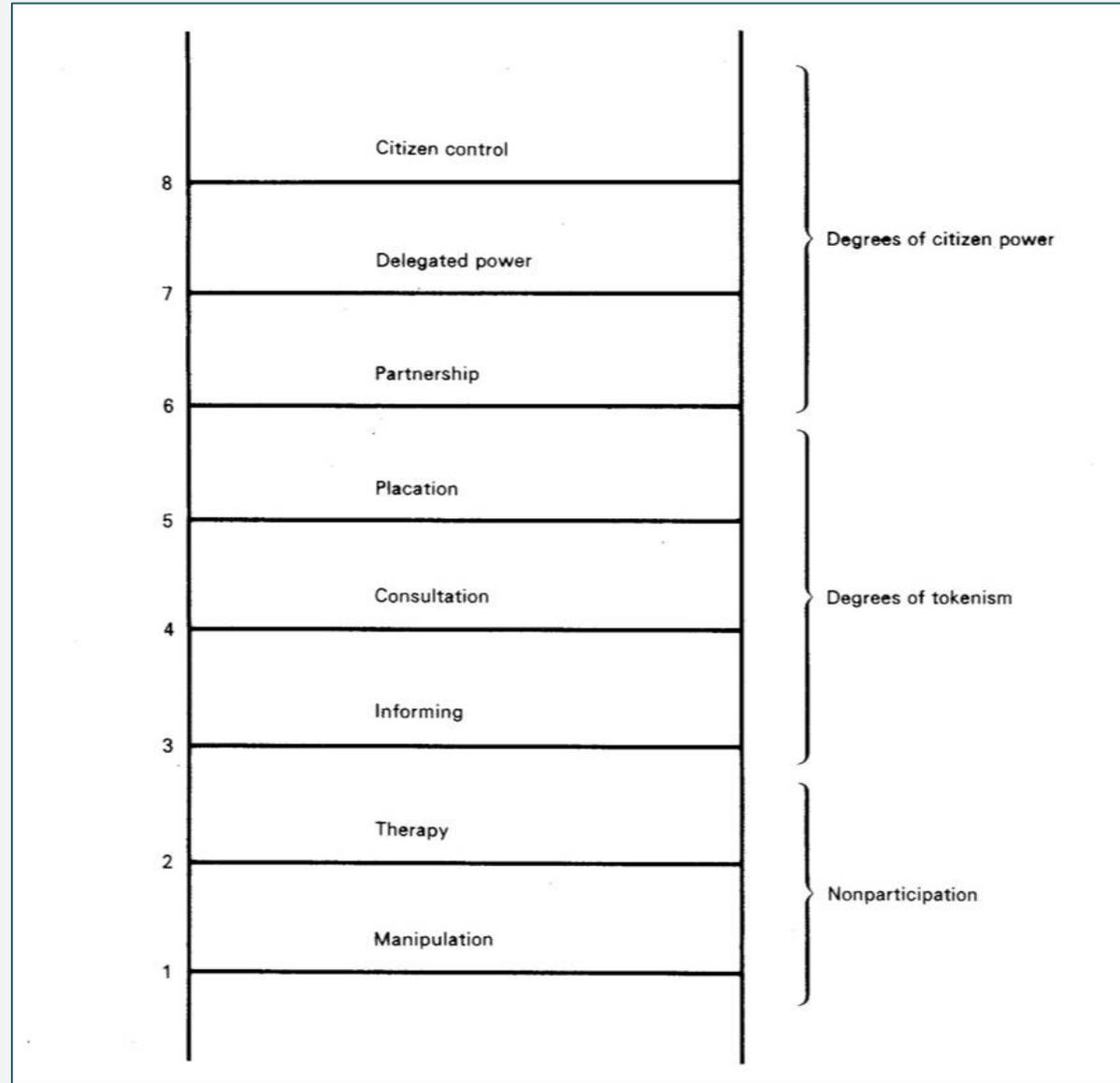
- Create lasting solutions through an efficient process
 - The AICPA Code of Ethics requires it
 - The melting pot versus the salad bowl
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Names to Know

- Saul Alinsky: community organizing
 - *Back of the Yards neighborhood (1930s)*
 - *Rules for Radicals (1971)*
 - 1964 Economic Opportunity Act
 - *Part of Johnson's War on Poverty/Great Society*
 - *Head Start remains*
 - Paul Davidoff: advocacy planning (1950s–80s)
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Names to Know

Sherry Arnstein: A Ladder of Citizen Participation (1969)



Planning the Participation Process

- Identify who needs to be involved
 - Identify the decision maker
 - Identify decision to be made
 - Identify stages
 - Identify the most appropriate techniques/combination
 - Set schedule
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*UNDERSERVED
GROUPS:
APPROPRIATE
OUTREACH
METHODS*



Tools/ Techniques

- **Public hearing:** Technical presentation, group Q&A, transcript
 - **Public meeting:** Not as formal as the public hearing
 - **Open house:** Information displays, individual Q&A
 - **Education:** Information display, presentation, fact sheets
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Tools/ Techniques

- Interviews (detail at a cost)
 - Surveys (efficient, but low response rate)
 - Computer simulations
 - Web-based
 - Social media
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Small Groups

- **Charrettes:**

- *Short, intense collaborative process*
- *Usually used to design projects, plan communities, and/or build consensus*
- *Can vary in makeup depending on the goal*

- **Nominal Group Technique:**

- *Variation on brainstorming*
 - *Question asked to a group and each individual answers*
 - *All answers prioritized by the group*
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Small Groups

- Focus Groups
 - Stakeholder Groups
 - Task Force
 - Steering Committee
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Delphi Method

- Structured process of public participation
 - Panel of informed stakeholders complete questionnaires
 - Feedback on responses presented to group anonymously
 - Participants encouraged to revise answers based on replies
 - Over time, group converges on single solution
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3 Cs

- Coalition building
 - Consensus building
 - Conflict resolution

 - *Planner's primary responsibility is to the public*
 - *Know background information*
 - *Identify community leadership*
 - *Reach beyond the leadership*
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Social Justice Issues/ Approaches

- Location of infrastructure
 - Access to jobs
 - Access to education
 - Access to housing
 - EISs/EAs – environmental justice
 - Reverse commuting
 - Brownfield and infill development
 - Fair Housing Act
 - ADA
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You are an urban planner for a city, working on a revitalization plan for a commercial area that is a distinct entry point for the city, as well as an important provider of commercial services to the adjacent residential neighborhoods. The area has two anchor stores that are still vibrant, along with a few new businesses and several vacant or underutilized properties. For this project, the least appropriate method of public outreach and engagement would be:

- A. Delphi Method
- B. Design Charette
- C. Taskforce Meetings
- D. Targeted Interviews

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- A. Assisted single women with children find employment.
 - B. Caused social planning to move from back room negotiations into the public forum.
 - C. Reduced the need for more environmental documentation.
 - D. Created economic stability.
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