

Discussion outline – Educating and communicating with your constituents

Plan Commissioner Network

Wednesday, October 28, 2009 @ Town of Vinland, 6:30-8pm

I. Public Participation Spectrum

- Purpose of the public involvement
- Promise to the public
- Tools for involving and hearing from the public

II. Communication/Awareness/Outreach

- Traditional (town newsletters, websites)
- Electronic (e.g. email, websites, blogs, RSS feeds, Twitter, Facebook, Web 2.0)

III. Saying Yes/Saying No

- Meeting proceedings and documentation
- Forms and clear standards for submittals
- Clear standards for decision-making (e.g. conditional uses, basis for re-zone approvals, indication of consistency)
- Written findings based on clear standards

IV. Education/educational design – focus on your desired outcomes

- Information/awareness
- Education/skill building
- Behavior change/social marketing
 - Norms
 - Communication
 - Commitments
 - Prompts
 - Incentives

V. Community Building

- Social events
- Dialogue activities
- Others?

VI. Listing and initial selection of 2010 topics

VII. Next meetings in 2010

Wednesday, February 24 @ JP Coughlin Center, Oshkosh

Wednesday, April 28 @ TBD

Wednesday, August 25 @ TBD

Wednesday, October 27 @ TBD