

Public Participation and



Perry J. Franklin

Franklin Industries  **FRANKLIN**
INDUSTRIES, LLC

OCD

OCD

Office of Civil Defense

OCD

Obsessive Compulsive Disorder

OCD

Office of Community Development

DDD

DDD

Division of Developmental
Disabilities

DDD

Degenerative Disc Disease

DDD

Downtown Development District

COA

COA

Central Operating Authority

COA

Council on Aging

COA

Comprehensive Operations
Analysis

Due to ROW issues, FHWA required the EA to be upgraded to an EIS. A ROD will not be required over the FONSI.

Due to Tasdf af Pae issues, the Eafwef Hidwppb
Adpowjbie required the Eobpoasdg Apjbidse to be
upgraded to an Epdoaskjbe Ipoibes Spoiegase. A
Rbpokges ag Depkpojb will not be required over the
Fpibjse ih Ni Spojjteape lwetat.

Due to Right of Way issues, the Federal Highway Administration required the Environmental Assessment to be upgraded to an Environmental Impact Statement. A Record of Decision will not be required over the Finding of No Significant Impact.

Due to Tasdf af Pae issues, the Eafwef Hidwppb
Adpowjbie required the Eobpoasdg Apjbidse to be
upgraded to an Epdoaskjbe Ipoibes Spoiegase. A
Rbpokges ag Depkpojb will not be required over the
Fpibjse ih Ni Spojjteape lwetat.

Understand

Involve

Empower

Understand

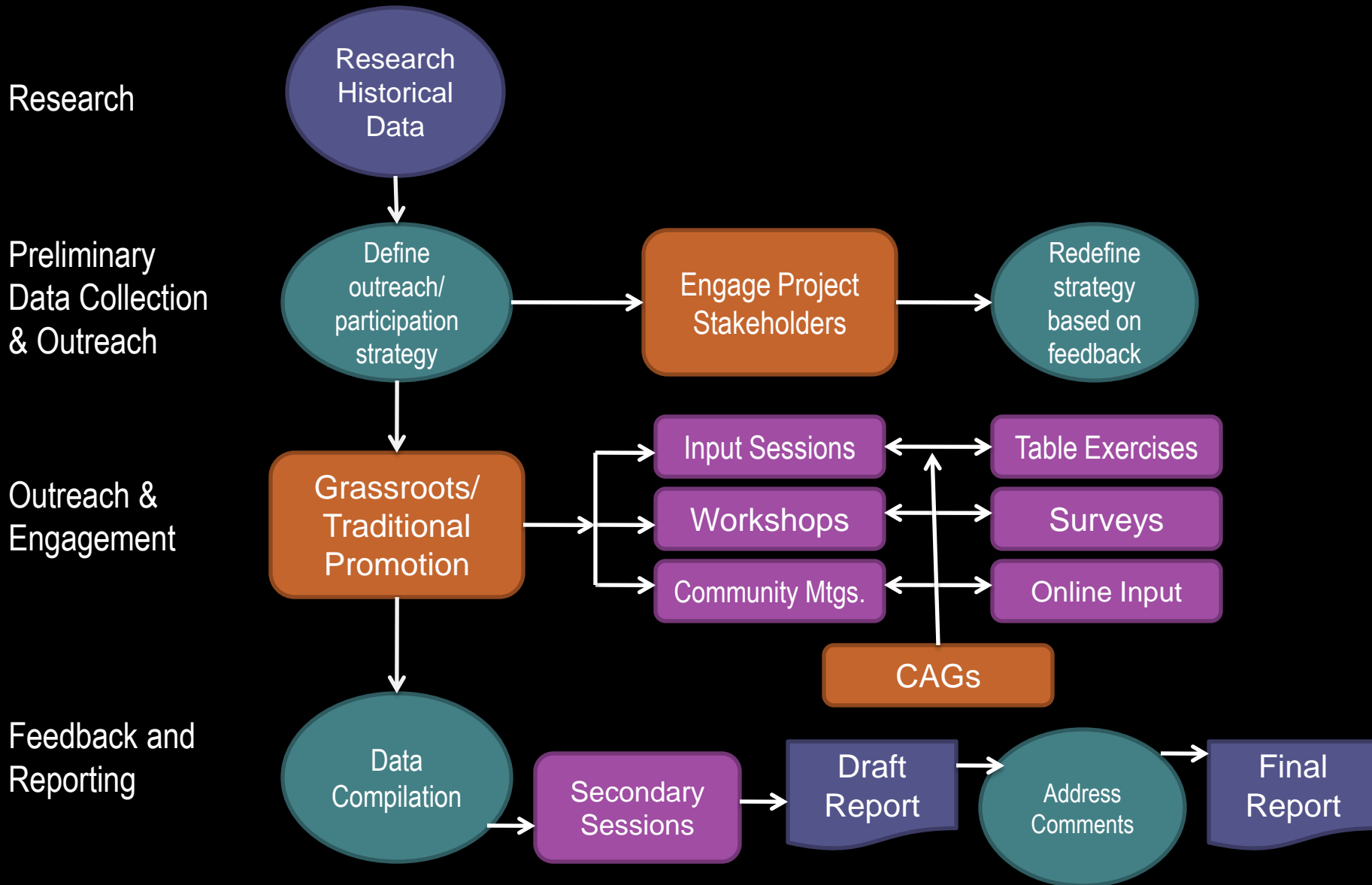
Communicate

Prepare

Inform

Engage

Public Participation Flow Chart



PPPQ

PPPQ

Public Participation Pop Quiz

True or False:

Public participation has no relevance in the planning process.

True or False:

Public participation has no relevance in the planning process. **False.**

The public are the users
and play a very important
role.





The public are the users
and play a very important
role.



True or False:

Set a date, put it in the paper, and people will come.

True or False:

Set a date, put it in the paper, and people will come. **True, but not the best method.**

Engage stakeholders



Homeowners
Associations

Senior Groups

Approach groups/churches

Non-profits

Civic Associations

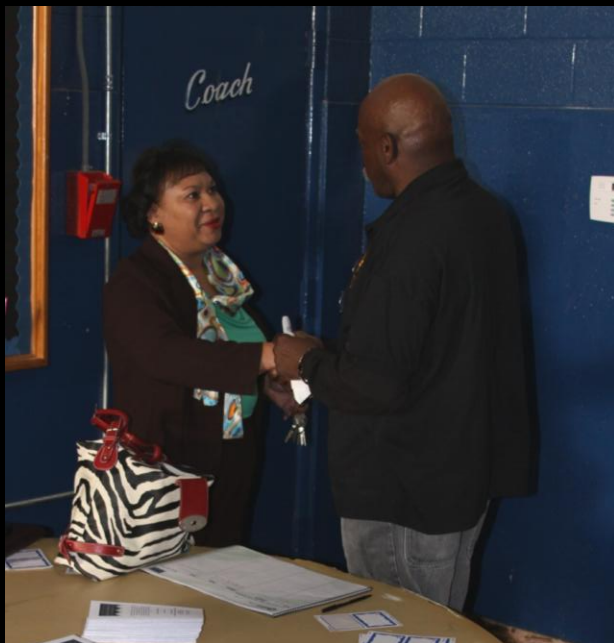
Governmental
agencies

Schools

Engage stakeholders

Local
businesses

Homeowners



Parish/county

Federal

Involve public officials

State

Municipal

True or False:

People don't care what you have to say. They just come to speak their mind.

True or False:

People don't care what you have to say. They just come to speak their mind. **False.**

They are listening!



They are listening!

Truthful Accurate Understandable



True or False:

People are there just for the food.

True or False:

People are there just for the food.

True. Some of the time.

True or False:

People are there just for the food.
True. Some of the time.



“My input doesn’t matter”

International Association for Public Participation

Code of Ethics for Public Participation Practitioners



International Association
for Public Participation

IAP2 Code of Ethics for Public Participation Practitioners

The International Association of Public Participation (IAP2) Code of Ethics for Public Participation Practitioners supports and reflects IAP2's Core Values for the Practice of Public Participation. The Core Values define the expectations and aspirations of the public participation process. The Code of Ethics speaks to the actions of practitioners.

Preamble

As members of IAP2, we recognize the importance of a Code of Ethics, which guide the actions of those who advocate including all affected parties in public decision-making process. In order to fully discharge our duties as public participation practitioners, we define terms used explicitly throughout our Code of Ethics. We define stakeholders as any individual, group of individuals, organizations, or political entity with a stake in the outcome of a decision. We define the public as those stakeholders who are not part of the decision-making entity or entities. We define public participation as any process that involves the public in problem-solving or decision-making and that uses public input to make better decision.

This Code of Ethics is a set of principles, which guide us in our practice of enhancing the integrity of the public participation process. As practitioners, we hold ourselves accountable for these principles and strive to hold all participants to the same standards.

1. **PURPOSE.** We support public participation as a process to make better decisions that incorporate the interests and concerns of all affected stakeholders and meet the needs of the decisions-making body.
2. **ROLE OF PRACTITIONER.** We will enhance the public's participation in the decision-making process and assist decision-makers in being responsive to the public's concerns and suggestions.
3. **TRUST.** We will undertake and encourage actions that build trust and credibility for the process among all the participants.
4. **DEFINING THE PUBLIC'S ROLE.** We will carefully consider and accurately portray the public's role in the decision-making process.
5. **OPENNESS.** We will encourage the disclosure of all information relevant to the public's understanding and evaluation of a decision.
6. **ACCESS TO THE PROCESS.** We will ensure that stakeholders have fair and equal access to the public participation process and the opportunity to influence decisions.
7. **RESPECT FOR COMMUNITIES.** We will avoid strategies that risk polarizing community interests or that appear to "divide and conquer."
8. **ADVOCACY.** We will advocate for the public participation process and will not advocate for interest, party, or project outcome.
9. **COMMITMENTS.** We ensure that all commitments made to the public, including those by the decision-maker, are made in good faith.
10. **SUPPORT OF THE PRACTICE.** We will mentor new practitioners in the field and education decision-makers and the public about the value and use of public participation.



International Association
for Public Participation

IAP2 Code of Ethics for Public Participation Practitioners

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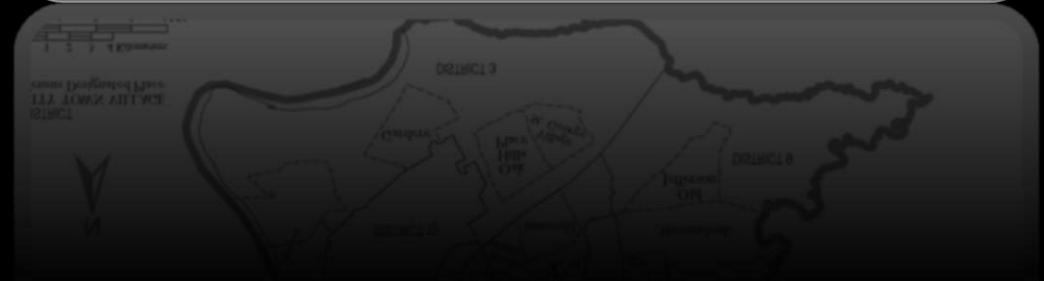
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Vision • Opportunity • Progress

Task: Prepare a Comprehensive Master
Plan for a parish 455 square miles
with 430,000+ citizens*

*US Census Bureau





THE EAST BATON ROUGE COMPREHENSIVE MASTER PLAN

Mayor-President Melvin "Kip" Holden invites you to attend the kick-off!

Tuesday, January 26th
5:30-7:30 p.m.

Louisiana State Museum
660 North Fourth Street
Baton Rouge, Louisiana

There will be a short presentation on the project at 6:00 p.m. by John Fregonese, national lead planner on the project.

This is your opportunity to help shape the growth of East Baton Rouge Parish for the next 20 years. Join us to learn how you can be involved in this important project for our future.

The East Baton Rouge Comprehensive Master Plan is a community-wide planning project that will examine current development and economic trends through an inclusive citizen engagement process. In addition, it will determine a vision for how East Baton Rouge residents want the city-parish to develop and grow during the next 30 years and put a plan in place for achieving the vision of East Baton Rouge's citizens.

For more information visit:
www.futurebr.com



Vision • Opportunity • Progress

Our hopes are...

A thriving economy that makes our young people want to stay and raise their families here

An economy that works equally well for all parts of the City

New possibilities for transportation alternatives and more convenient connections all across town

A beautiful City that finds the right balance between development and preservation priorities



Project Kick-off

THE EAST BATON ROUGE COMPREHENSIVE MASTER PLAN

Mayor-President Melvin "Op" Holden invites you to attend the kick-off!

Tuesday, January 26th
5:30-7:30 p.m.

Louisiana State Museum
600 North Fourth Street
Baton Rouge, Louisiana

There will be a special presentation on the project at 6:00 p.m. by Mayor-President Holden.

Our hopes are...

A strong, cohesive, and vibrant East Baton Rouge Parish that provides a high quality of life for all its residents. An economy that works equitably and for the benefit of the City. A government that is transparent, efficient, and responsive to the needs of the community. A beautiful City that has the best balance between development and preservation.

This is your opportunity to help shape the future of East Baton Rouge Parish. Join us for a special presentation on the project at 6:00 p.m. by Mayor-President Holden.

FUTUREBR
Vision • Opportunity • Progress

It's Your Chance to Shape the Future of Your Community!



FUTUREBR begins with you!
You're invited to attend one of the three hands-on parishwide workshops. Working together in small groups of friends and neighbors, you will be able to share your ideas on how East Baton Rouge should grow. Join us and help to build our future.

Tuesday, March 2
6:00-8:30PM

River Center Ballroom
Downtown Baton Rouge

Thursday, March 4
6:00-8:30PM

Redemptorist High School Cafeteria
3800 St. Katherine Street
...and...

Woodlawn High School Cafeteria
15755 Jefferson Hwy



Register now, call 225-389-3144 or online, www.FUTUREBR.com



3 Input Sessions

THE EAST COMPREHEN

Mayor President Mark "Cup" H. ... invites you to attend the Kick-off

Tuesday, Janu
5:30-7:30 p.m.

Louisiana State Muse
600 North Fourth Street
Baton Rouge, Louisiana

There will be a short presentation on project at 5:30 p.m. by state program national local planner on the project

FUTUREBR begins with you!
You've invited to attend one of the first hands-on participatory workshops. Working together to meet the needs of Baton Rouge and neighbors, you will be able to show your voice on how the Baton Rouge should grow.

Tuesday, March 2
6:00-8:30PM

how should East Baton Rouge look in 20 years?



Join Us for Coffee
and your chance to shape the future of our community.

Meet the FUTUREBR Planning Team
Give Input & Get Updates

Attend a FUTUREBR open house to learn more and get involved.

April 7	Wednesday	BREC Headquarters Building
May 11	Tuesday	Pride-Chaneyville Library
May 12	Wednesday	Bluebonnet Regional Library
June 22	Tuesday	Alsen Community Center
June 23	Wednesday	Greenwell Springs Regional Library
July 20	Tuesday	Scotlandville Branch Library
July 20	Tuesday	MLK Community Center
July 21	Wednesday	Louisiana School for the Deaf
Aug 17	Tuesday	Corlana Mall
Aug 18	Wednesday	Bluebonnet Regional Library
Sept 21	Tuesday	Delmont Service Center
Sept 22	Wednesday	Downtown River Center
Oct 19	Tuesday	Jones Creek Regional Library
Oct 20	Wednesday	River Oaks Elementary School

All open houses from: 4:30 to 6:30

Sign up for more information and updates throughout the year at www.FUTUREBR.com.

Follow us online: [Twitter](#) [Facebook](#)

FUTUREBR
Vision • Opportunity • Progress

East Baton Rouge Planning Commission • 1755 Florida Street, Third Floor • Baton Rouge, LA 70821 • 225-389-3144 • www.FUTUREBR.com



14 Coffee Sessions

THE EAST COMPREHENSIVE

Mayor President Melvin "Epi" H. Smith invites you to attend the Kick-off Tuesday, June 15, 5:30-7:30 p.m. Louisiana State Museum, 600 North Fourth Street, Baton Rouge, Louisiana.

There will be a special presentation on the project at 6:00 p.m. by the Mayor and the national local planner on the project.

how should East Baton Rouge look in 20 years?

Join Us for Coffee and your chance to shape the future of our community.

Meet the FUTURES Planning Team
Give Input & Get Updates

FUTURES begins
You're invited to attend one open-house workshop. Working in teams, you'll discuss the future of East Baton Rouge. Join us on Tuesday, June 15, 5:30-7:30 p.m.

Attend a FUTURES open house in your neighborhood

Tuesday, June 15, 5:30-7:30 p.m.

6:00-8:30
River Center
Downtown Bank

Thursday, June 17, 5:30-7:30 p.m.

6:00-8:30
Redemptorist High School
3800 St. Roch Road
Woodlawn High School

6:00-8:30
April 7 Wednesday B&C Headquarters Building
May 11 Tuesday P&C Charleyville Library
May 12 Wednesday Development Regional Library
June 22 Wednesday Alton Community Center
July 20 Wednesday Calhoun Regional Library
July 20 Wednesday M&K Community Center
July 23 Wednesday Louisiana School for the Deaf
July 27 Tuesday Calhoun Memorial Library
Aug 14 Wednesday Development Regional Library
Sept 18 Wednesday Delmonico Regional Library
Sept 22 Wednesday Downtown River Center
Oct 17 Wednesday Jones Creek Regional Library
Oct 30 Wednesday River Oaks Elementary School

All open houses from 4:30 to 6:30

Sign up for more information and updates throughout the year at www.FUTURES.com

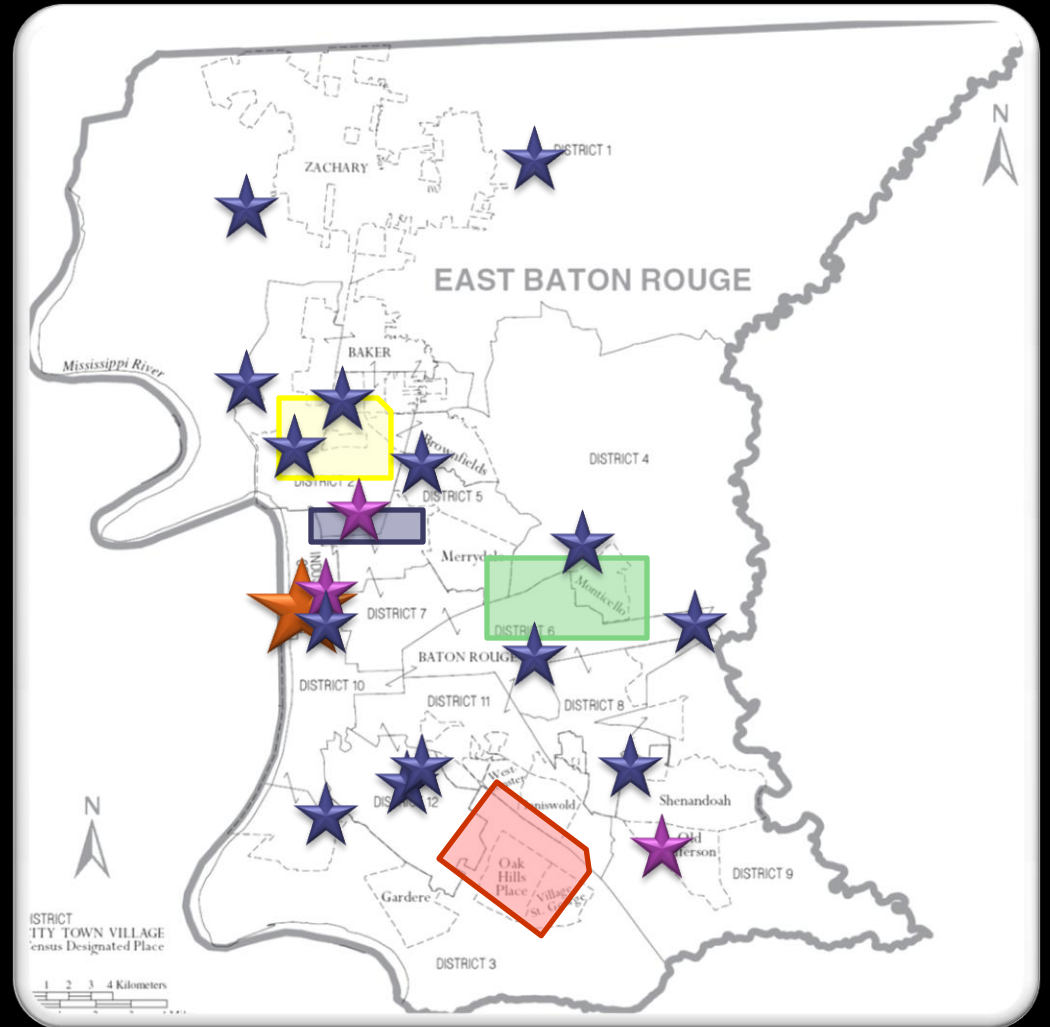
Follow us on [Facebook](#) [Twitter](#) [LinkedIn](#) [YouTube](#)

Registration: call 225-389-2344 or visit www.futures.com

For more information contact: info@futures.com | 225-389-2344 | 225-389-2344

FUTURES
Vision • Opportunity • Progress

Small Area Workshops



5 Workshops

THE EAST COMPREHENSIVE PLAN

Mayor-President Melvin "Tip" H. Bevilacqua invites you to attend the Kick-off Tuesday, January 12, 5:30-7:30 p.m. Louisiana State Museum, 600 North Fourth Street, Baton Rouge, Louisiana.

There will be a short presentation on the project at 5:30 p.m. by Mayor-President Bevilacqua and the FutureCEBR team. The kick-off will be followed by a community meeting at 6:00 p.m. with the FutureCEBR team and the public. The meeting will be held at the Louisiana State Museum, 600 North Fourth Street, Baton Rouge, Louisiana.

how should East Baton Rouge look in 20 years?

Join Us for Coffee and your chance to shape the future of our community.

Meet the FutureCEBR Planning Team Give Input & Get Updates

Join Us for Coffee

Meet the FutureCEBR Planning Team

Give Input & Get Updates

FutureCEBR begins

You've invited to attend one of the most important meetings of the year. This is your chance to help shape the future of East Baton Rouge Parish for the next 20 years. You can also get involved in the project at other times throughout the year.

Tuesday, April 12, 6:00-8:30 p.m.

River Center

600 North Fourth Street, Baton Rouge, LA 70802

Thursday, April 14, 6:00-8:30 p.m.

Shenandoah

600 North Fourth Street, Baton Rouge, LA 70802

April 7, Wednesday 8:00-9:00 a.m. Headwaters Building

April 11, Tuesday Pique-Charryville Library

April 12, Wednesday Development Regional Office

April 13, Thursday Asian Community Center

April 14, Friday Calhoun Street Regional Library

April 15, Saturday Calhoun Street Branch Library

April 16, Sunday M&K Community Center

April 17, Monday Lumberton School for the Deaf

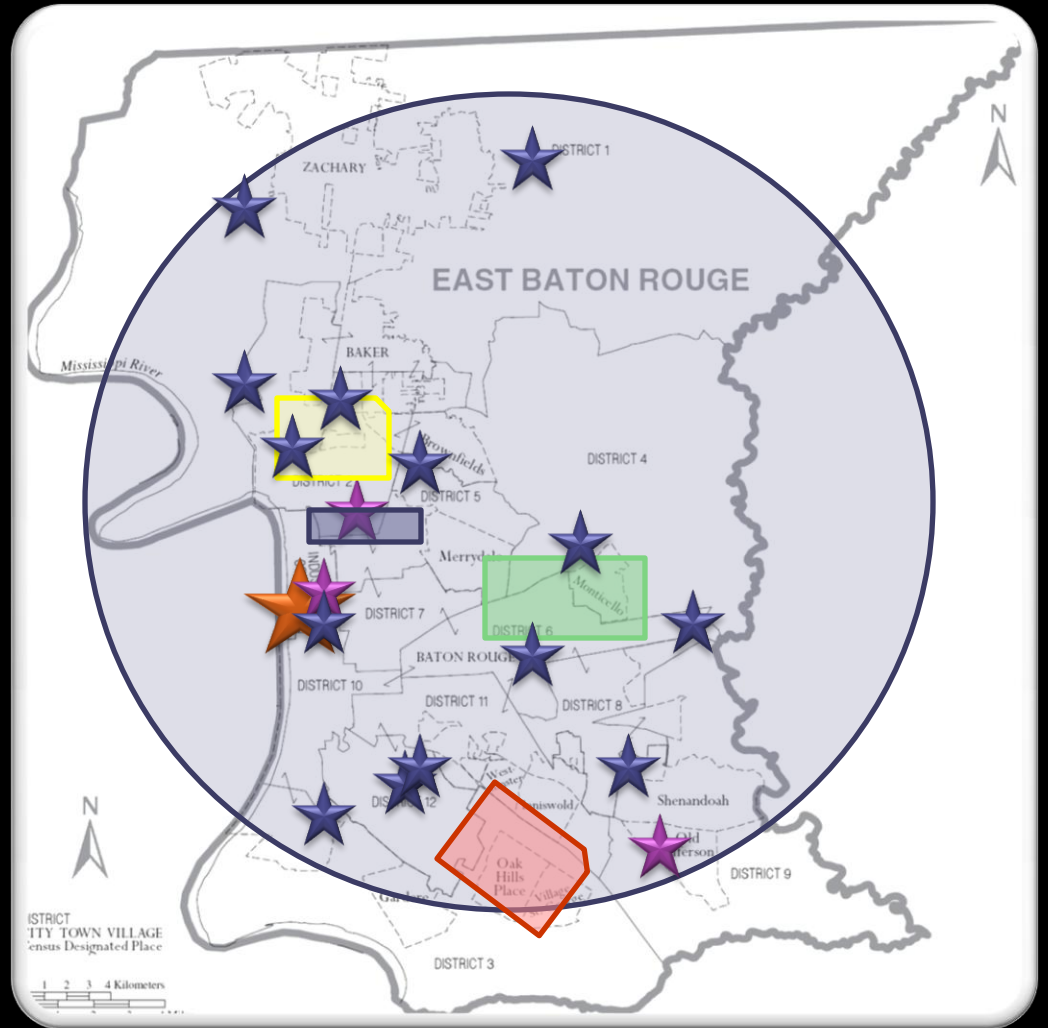


Imagine
the future
of East Baton Rouge.

Where will it take us?
You decide.

Please provide
your input

Scenario Survey



Goal 5,000

THE EAST COMPREHENSIVE PLAN

Mayor President Melvin "E" Torres invites you to attend the Kick-off Tuesday, January 12, 5:30-7:30 p.m. Louisiana State Museum, 600 North Fourth Street, Baton Rouge, Louisiana.

There will be a short presentation on the project at 5:30 p.m. by Mayor President Torres and a panel discussion at 6:00 p.m. by other regional and national local planners on the project.

This is your opportunity to help shape the East Baton Rouge Parish for the next 20 years. How do you see the future of the parish? Join us!

The East Baton Rouge Comprehensive Plan is a community-wide planning effort that will guide current development and economic activities in the parish. It will also identify priorities, determine a vision for the East Baton Rouge Parish, and set a plan to develop and implement it over the next 20 years and set a plan in place for the next 20 years.

how should East Baton Rouge

Imagine the future of East Baton Rouge.

Where will it take us? You decide.

FUTUREER
Vision • Opportunity • Progress

Registration: call 225-389-2344 or visit www.futureer.com

Follow us on Twitter: [@futureer](https://twitter.com/futureer)

Facebook: www.facebook.com/futureer

LinkedIn: www.linkedin.com/company/futureer

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Follow us online: www.futureer.com

April 7 Wednesday 6:00-8:30 River Center Downtown Ball
April 11 Wednesday 6:00-8:30 Redemptorist High School 3800 St. Roch Road
April 15 Wednesday 6:00-8:30 Woodlawn High School 1525 Jefferson

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April 11 Wednesday 6:00-8:30 Redemptorist High School 3800 St. Roch Road
April 15 Wednesday 6:00-8:30 Woodlawn High School 1525 Jefferson

April 19 Wednesday 6:00-8:30 River Center Downtown Ball
April 23 Wednesday 6:00-8:30 Redemptorist High School 3800 St. Roch Road
April 27 Wednesday 6:00-8:30 Woodlawn High School 1525 Jefferson

May 1 Wednesday 6:00-8:30 River Center Downtown Ball
May 5 Wednesday 6:00-8:30 Redemptorist High School 3800 St. Roch Road
May 9 Wednesday 6:00-8:30 Woodlawn High School 1525 Jefferson

May 13 Wednesday 6:00-8:30 River Center Downtown Ball
May 17 Wednesday 6:00-8:30 Redemptorist High School 3800 St. Roch Road
May 21 Wednesday 6:00-8:30 Woodlawn High School 1525 Jefferson

May 25 Wednesday 6:00-8:30 River Center Downtown Ball
May 29 Wednesday 6:00-8:30 Redemptorist High School 3800 St. Roch Road
June 2 Wednesday 6:00-8:30 Woodlawn High School 1525 Jefferson

June 6 Wednesday 6:00-8:30 River Center Downtown Ball
June 10 Wednesday 6:00-8:30 Redemptorist High School 3800 St. Roch Road
June 14 Wednesday 6:00-8:30 Woodlawn High School 1525 Jefferson

June 18 Wednesday 6:00-8:30 River Center Downtown Ball
June 22 Wednesday 6:00-8:30 Redemptorist High School 3800 St. Roch Road
June 26 Wednesday 6:00-8:30 Woodlawn High School 1525 Jefferson

July 4 Wednesday 6:00-8:30 River Center Downtown Ball
July 8 Wednesday 6:00-8:30 Redemptorist High School 3800 St. Roch Road
July 12 Wednesday 6:00-8:30 Woodlawn High School 1525 Jefferson

July 16 Wednesday 6:00-8:30 River Center Downtown Ball
July 20 Wednesday 6:00-8:30 Redemptorist High School 3800 St. Roch Road
July 24 Wednesday 6:00-8:30 Woodlawn High School 1525 Jefferson

July 28 Wednesday 6:00-8:30 River Center Downtown Ball
August 1 Wednesday 6:00-8:30 Redemptorist High School 3800 St. Roch Road
August 5 Wednesday 6:00-8:30 Woodlawn High School 1525 Jefferson

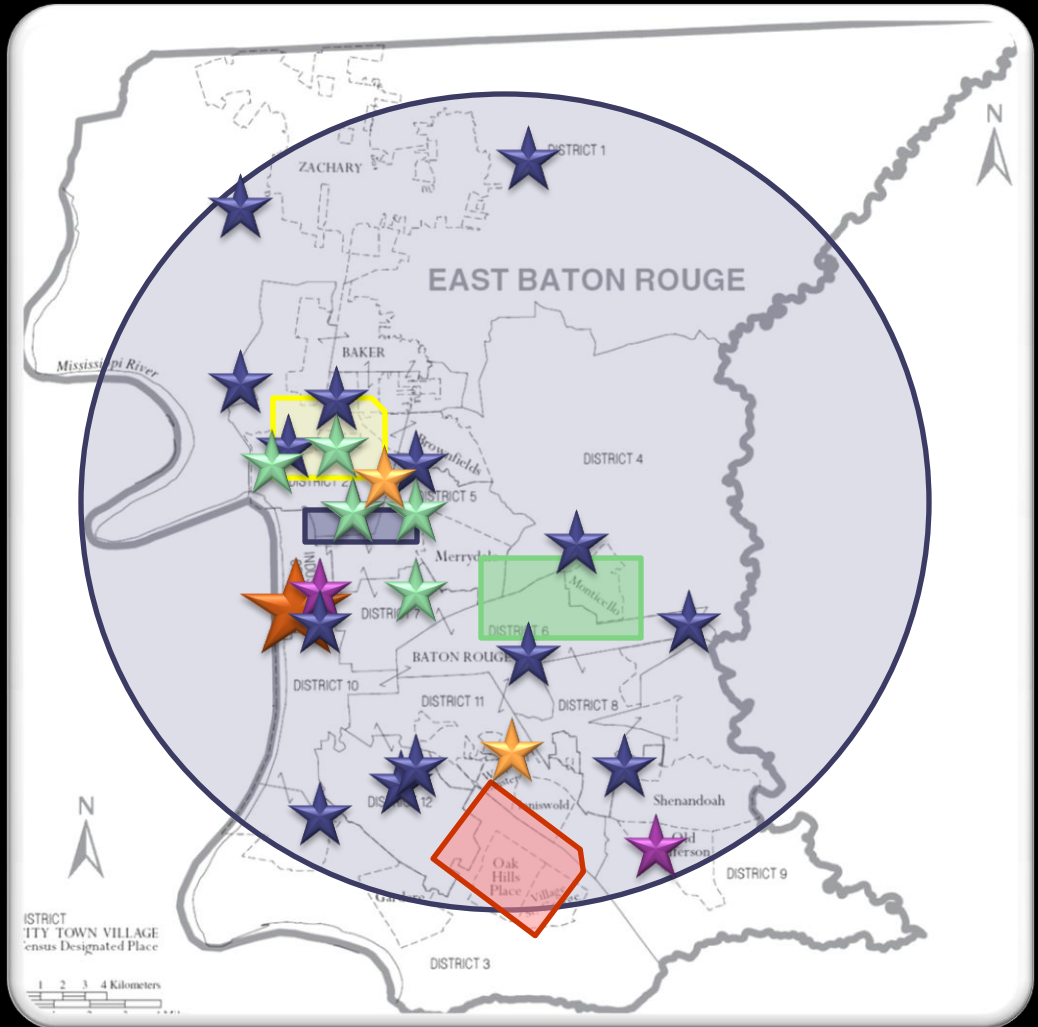
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September 30 Wednesday 6:00-8:30 Redemptorist High School 3800 St. Roch Road
October 4 Wednesday 6:00-8:30 Woodlawn High School 1525 Jefferson



5 COMMUNITY IMPROVEMENT PLANS

EAST BATON ROUGE REDEVELOPMENT AUTHORITY

my CATS

Capital Area Transit System

Other Area Planning

THE EAST COMPREHENSIVE PLAN

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This is your opportunity to help shape the future of East Baton Rouge Parish for the next 20 years. Your input can be invaluable to the future of our Parish.

how should East Baton Rouge

Imagine the future of East Baton Rouge.

Where will it take us? You decide.

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Attend a FUTUREER open house to learn more and get involved!

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April 11	Wednesday	8:00-9:00	8:00-9:00
April 15	Wednesday	8:00-9:00	8:00-9:00
April 19	Wednesday	8:00-9:00	8:00-9:00
April 23	Wednesday	8:00-9:00	8:00-9:00
April 27	Wednesday	8:00-9:00	8:00-9:00
May 1	Wednesday	8:00-9:00	8:00-9:00
May 5	Wednesday	8:00-9:00	8:00-9:00
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May 17	Wednesday	8:00-9:00	8:00-9:00
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June 14	Wednesday	8:00-9:00	8:00-9:00
June 18	Wednesday	8:00-9:00	8:00-9:00
June 22	Wednesday	8:00-9:00	8:00-9:00
June 26	Wednesday	8:00-9:00	8:00-9:00
July 1	Wednesday	8:00-9:00	8:00-9:00
July 5	Wednesday	8:00-9:00	8:00-9:00
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Aug 10	Wednesday	8:00-9:00	8:00-9:00
Aug 14	Wednesday	8:00-9:00	8:00-9:00
Aug 18	Wednesday	8:00-9:00	8:00-9:00
Aug 22	Wednesday	8:00-9:00	8:00-9:00
Aug 26	Wednesday	8:00-9:00	8:00-9:00
Aug 30	Wednesday	8:00-9:00	8:00-9:00

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Follow us on Twitter @futureer and Facebook /futureer

Registration: call 225-389-2344 or email info@futureer.com

Future provides your input!

5 COMMUNITY IMPROVEMENT PLANS

EAST BATON ROUGE REDEVELOPMENT AUTHORITY

myCATS Capital Area Transit System

5,000+ OPPORTUNITIES



MARMILLION COMPANY
strategic communications

FRANKLIN INDUSTRIES, LLC

human
element

3 important points

understand the
community

understand the community

fears
history challenges
barriers values

engage
the community

engage the community

surveys

exercises

markers

stickers n' dots

clear communication

promise the process

promise the process

FAIR EQUITABLE

who can make that promise?

who can make that promise?

you

thank you.



www.franklinindustries.net