

FACILITATOR SLIDES

# Meaningful Engagement for Infrastructure Delivery

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Alaska Infrastructure Development Symposium

Workshop Session | 75 Minutes

Not a lecture. A practice session.

# What We're Doing Today

10 min

## Welcome & Framing

Pulse poll · Engagement spectrum

20 min

## Activity 1: Stakeholder Mapping

Small groups + full-room debrief

30 min

## Activity 2: Comment Response Roleplay

Draft · Compare · Debrief

15 min

## Closing: Commitments & Takeaways


Popcorn share-out · Resources

# The Engagement Spectrum

## IAP2 Spectrum of Public Participation



IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

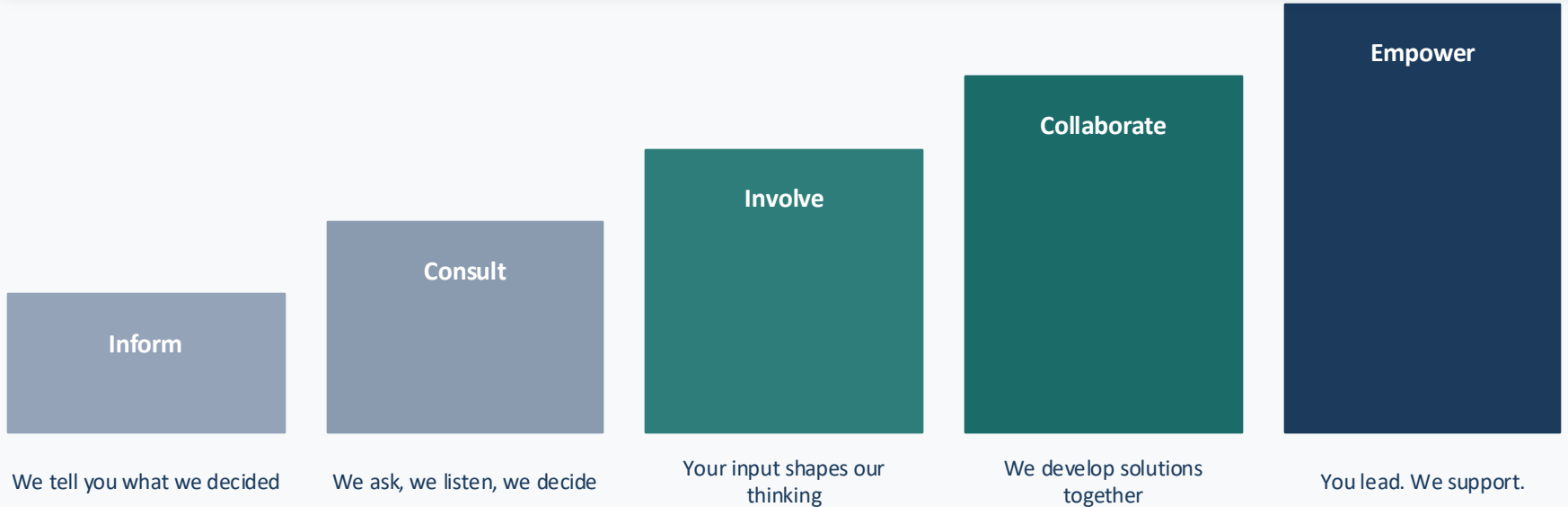
INCREASING IMPACT ON THE DECISION 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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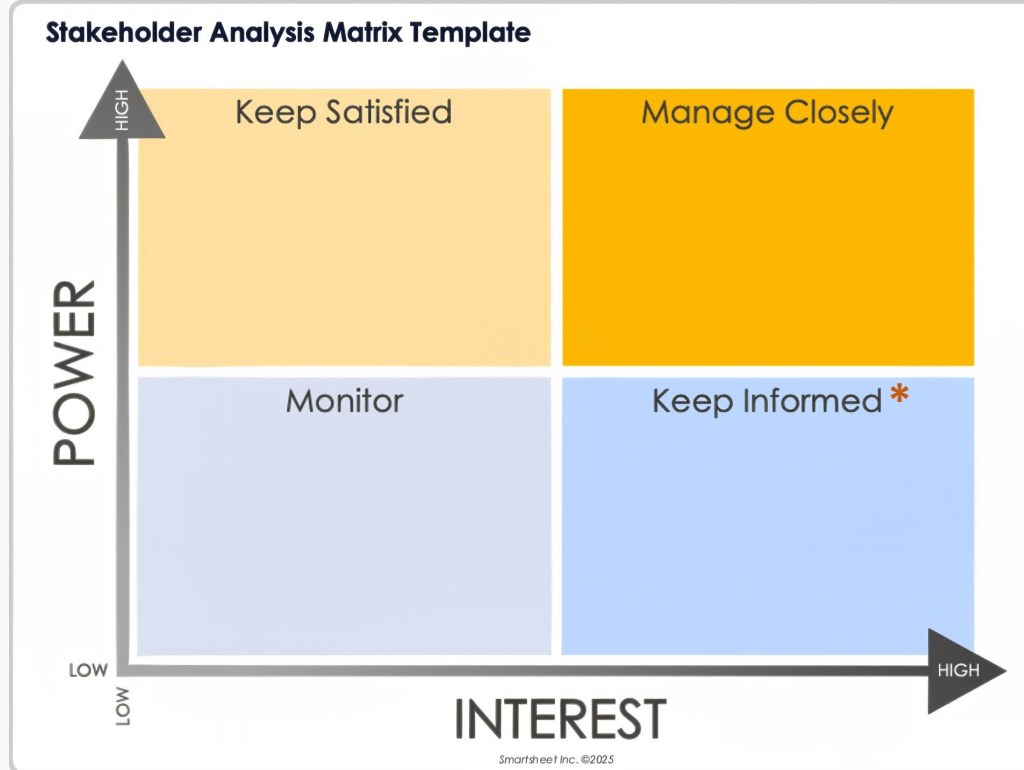
# The Engagement Spectrum

## PULSE POLL

Thinking about your current work, where do most of your stakeholder interactions fall on the spectrum?



# Stakeholder Identification & Planning



# Why Does This Matter?

*The goal is NOT to make everyone happy — it's progressing projects that better meet your needs more efficiently.*

01

## Grant Compliance & Regulatory Requirements

DOT, FTA, HUD, EPA, NEPA, Section 106, etc. — many funders/processes require PIP or public/Tribal engagement.

04

## Better Community Relationships

Build trust and credibility through transparent project development and evidence of intentional pre-planning.

02

## Stronger Grant Applications

Funders often look for evidence of public engagement as part of scoring because it documents need and readiness/feasibility.

05

## Improved Project Outcomes

Ground-truth your project meets real needs and identify constraints or opportunities you many have missed.

03

## Reduced Friction

Catch issues early — before costly redesigns or legal challenges. Odds of public buy-in improve with more ownership.

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ACTIVITY 1

# Stakeholder Mapping

20 minutes | Small groups → Full room debrief

# Your Mapping Task

## SCENARIO

A rural Alaska community (~800 residents, 40% Alaska Native) is upgrading a 12-mile gravel road connecting to the regional highway. The project includes drainage improvements, permafrost stabilization, and seasonal maintenance upgrades. It affects subsistence areas, emergency access, drainage near homes, and will require a staging area near the school.

1

**List the obvious stakeholders first — who's on every list?**

*~2 min*

2

**Push deeper — who's affected but won't show up at a public meeting?**

*~4 min*

3

**Map by power vs. interest — draw two axes, place each stakeholder**

*~4 min*

*Extension: For each stakeholder — which project phase (pre-dev, design, permitting, construction, operations) should pull them in?*

# Full Room Debrief

*Each group shares — 10 minutes*



One stakeholder that surprised you — or that others might have missed.



One 'blind spot': a group or voice that standard outreach routinely misses.



Did your influence/impact map change who you'd prioritize and how?

## ACTIVITY 2

# Comment Response Roleplay

30 minutes | Draft → Small groups → Full room debrief

Sit in the community's seat.

## Your Task

You have 3 public comments from an Alaska road improvement project. Write a response to each — what you would actually send, not what you wish you could say.

10 min

### Read & Draft

Work individually or in pairs. Draft a real response to each comment.

10 min

### Small Group Compare

Share your drafts. Where did you diverge? Where did defensiveness show up?

10 min

### Full Room Debrief

Facilitator draws out patterns — tone, commitments, and follow-through.

#### REMEMBER

The goal is practice, not perfection. Even "we can't commit to that" is a useful response — what matters is whether the commenter would feel heard.

## The Three Comments

### Skeptical

*"We've been through this before. The agency held a meeting, we showed up, we said what we thought, and nothing changed. Why would this time be any different?"*

### Technical Concern

*"The drainage changes on the east side are going to flood my property. I've lived here 22 years. Nobody from the agency has walked that section. Talk to people who actually live here."*

### Cultural / Subsistence

*"The staging area is right next to where we pick berries every fall — three generations. Did you consult the tribe about subsistence areas? Or did you just draw a line on a map?"*

## What Did We Notice?

1 Did you acknowledge the underlying concern before responding to the surface complaint?

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2 What specific commitments did you make? Are they realistic and deliverable?

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3 How many words did you spend defending the process vs. addressing the person?

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4 Would the commenter feel heard after reading your response?

*OPTIONAL · Who has a story about a time engagement significantly changed a project outcome? Take 2–3 short ones.*

CLOSING

# Takeaways

15 minutes | Small groups → Popcorn share-out → Facilitator close

## What kind of community engagement support or resources would help you the most?

Go around the room.

If your idea's been said — add to it or go deeper.

*Facilitator: capture commitments visibly (flip chart or shared screen)*

**5 minutes**

# Key Takeaways

## **Engagement is an asset.**

For your projects, your grants, and your community relationships.

## **The hardest voices to reach may be the most important ones.**

That's the work. Standard processes aren't designed to find them — you have to design for it.

## **It's a practice, not an event.**

Meaningful engagement gets better with intention and repetition.

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*Start with one thing. Then do it again on the next project.*

## Where to Go From Here

### IAP2 Spectrum of Public Participation

[iap2.org](http://iap2.org)

### Alaska Municipal League Planning Resources

[akml.org](http://akml.org)

### HUD Community Engagement Toolkit

[hud.gov](http://hud.gov)

### EPA Environmental Justice Resources

[epa.gov/environmentaljustice](http://epa.gov/environmentaljustice)

### NEPA & Section 106 Consultation Guides

Agency-specific — see your project docs

# Thank you.

The communities most affected by this infrastructure  
are counting on you to do this well.

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