

# Preparing for Public Hearings

## Opportunities for Input: Meetings and Letters

There are a number of ways to share your views with decision-makers. One is to participate in public hearings or other kinds of gatherings during which public input is sought. Another is to send letters and other written materials in advance of a meeting.

### General Communications Tips

#### Focus Your Message

You may have lots of concerns. See if they can be grouped into categories or themes. Choose two or three of your most important themes or concerns to emphasize. Otherwise, you risk overloading your listeners and possibly diminishing your effectiveness. It's not how *much* you say, it's how well you say it.

Start with your basic position (for example, "I support the proposed specific plan"). Then explain your connection to the issue (for example, "I live in the neighborhood covered by the plan"). Then explain the reasons for your position. It can be persuasive to think about the values underlying these reasons. ("I believe the plan fairly balances the need for affordable housing with the need for urban open space."). Tie your position to larger community interests. ("For our businesses to thrive, we need workforce housing.")

#### Organize Supporting Materials

You may have written materials you want to share with decision-makers. Generally, written materials must be submitted one week in advance of the meeting for inclusion in the agenda package. Make sure that you have at least enough copies for each member of the decision-making body plus one for staff. If you have a lot of documentation, think about submitting it well in advance. A page explaining what a larger packet contains can be helpful.

### To Participate in a Meeting

#### Get the Agenda and Other Information

The meeting agenda explains what issues are up for discussion and provides other useful information. Agendas usually are prepared three days (72 hours) in advance of a meeting. Many agencies post agendas on their websites. Another option is to ask that an agenda be sent to you. You can also pick a copy up. Staff reports are another helpful source of information.

Staff may be able to tell you at what point public input will be sought at the meeting and what you need to do to be recognized to speak. Be prepared to wait until the item you are interested in is called.

### About Public Hearings

A public hearing is a relatively formal proceeding. A typical one involves:

- A report to decision-makers, given by a staff member or consultant who has been working on the item;
- A statement by the project applicant or proponent (the person asking for the decision); and
- Statements from members of the public who may 1) support the proposed action, 2) have concerns that they would like decision-makers to address, and 3) oppose the action under any circumstances.

The decision-making body will then decide what to do by voting. If it needs more time to get more information or think about the issues raised at the hearing, the body may postpone a decision until another meeting.

### A Note about Civility

Your goal is to persuade decision-makers to see the issue your way. Focus on the merits of your position. Even if you disagree about what's best for the community in this situation, it doesn't mean someone is a bad person. Questioning others' motives or intelligence, being hostile, engaging in name-calling or making threats will not reflect well on you or the position you are urging.

No matter how passionate you are about an issue, conduct yourself in a way that will add to your credibility and standing as a thoughtful member of your community.

#### Indicate You Want to Speak

The presiding official will generally ask for people who want to speak to come forward. Some agencies use a speakers list to help the presiding official manage the meeting better (for example, if lots of people want to speak, there may be time limits for each speaker).

#### Make Smart Use of Your Time

Listen carefully to what others say. Try to find common interests and values. Try to not repeat their comments (although you may want say if you agree what someone else said). If you are part of a group, coordinate your remarks to avoid repeating each other.

#### Be Prepared for Questions.

Answer as best as you can. It's okay to say that you don't know or that a given question would be a good one to research.