



PUBLIC PARTICIPATION PROCEDURE MANUAL

V.3

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The Public Participation Procedure Manual serves to provide guidance to municipal officials when giving effect to the Public Participation Policy of the Nelson Mandela Bay Metropolitan Municipality (hereinafter referred to as the “Municipality”).

1 INTEGRATED APPROACH TO PUBLIC PARTICIPATION

Public office bearers and municipal officials must work together to successfully maximise community engagement opportunities. It requires a clear understanding of the roles and responsibilities ascribed to each key role-player and/or structure during the various phases of preparation, engagement and review as depicted herein.

1.1 PUBLIC PARTICIPATION COORDINATING TEAM (PPCT)

Once the need for direct public engagement, in the form of public meetings has been identified, an *ad hoc* **Public Participation Coordinating Team (PPCT)** must be established. The PPCT must consist of at least the following representatives:

- 1x Portfolio Councillor
- 1x representative from the Championing directorate
- 1x representative from the Communications sub-directorate
- 1x representative from the Integrated Development Plan sub-directorate
- 1x representative from the Public Participation Unit
- 1x representative from the Budget and Treasury Directorate
- 1x representative from any other appropriate Directorate

1.2 ROLES AND RESPONSIBILITIES

1.2.1 Public Participation Coordinating Team

The PPCT will be responsible for:

- developing a Public Participation Action Plan (PPAP) (as per Tables 1-3). The PPAP should detail the relevant dates, timelines, and lines of responsibility and actions such as communication, printing, notices, placement of adverts, venue bookings, hiring of equipment, compilation of attendance registers, placement of media equipment, secretariat duties, and so forth.
- nominating a Public Participation Action Team to give effect to the PPAP and assigning individual responsibility to each team member.

1.2.2 Portfolio Councillor

This political office bearer should attend and chair all public meetings and generally champion the objectives of the public participation exercise.

1.2.3 Championing Directorate

It will be the responsibility of the championing directorate, i.e the directorate that wishes to engage in a public participation process or series of events, to:

- coordinate the public participation planning exercise;
- ensure that all other support directorates are brought on board at the outset. This may be achieved by holding a meeting or a series of meetings in preparation for the actual public participation event or proceedings;
- fund the public participation event(s); and
- ensure that the PPAP is actioned.

1.2.4 Office of the COO: Communications

The Communications Sub-directorate within the Office of the Chief Operating Officer, will be responsible for assisting the public participation champion in developing an appropriate Communications Plan. The Communications Plan must take into account other existing or planned public participation processes and their likely impact on the envisaged process(es).

1.2.5 Budget and Treasury: Revenue Management and Customer Care

The Revenue Management and Customer Care Sub-directorate within the Budget and Treasury Directorate is responsible for printing and distributing consumer bills. This facility may also be utilised by other Directorates in order to sensitise billed consumers to a particular matter that needs their attention and/or to create awareness around a particular issue. The Sub-directorate is also responsible for making printed documents available to customers via customer care centres and for collecting submissions from the public at said centres.

1.2.6 Corporate Services: Public Participation Unit

The Public Participation Unit (PPU) has a close working relationship with Wards and Ward structures. The PPU serves as a link between Ward structures and the Municipality. Its expertise is called upon when Wards or Ward Structures are required to participate in public participation exercises. The PPU provides municipal officials vital information, such as the best location for public meetings and the most effective ways of communicating with the residents of a particular Ward. It is typically the role of the PPU to ensure that Ward Committees and Ward Councillors are informed of public participation events or meetings, and that an attendance register is circulated at the proceedings.

1.3 COMMUNICATION AND LANGUAGE

All communication must comply with the Council's Communication and Language policies.

Communication Policy: In terms of the Communication Policy, communication with the public should be done in a manner that demonstrates sensitivity to the needs of the receptive audience and strive to promote the image of the Municipality.

Language Policy: In recognition of language diversity as a developmental resource and in order to give effect to the constitutional language provisions and

to promote the main languages spoken in Nelson Mandela Bay. The NMBMM's Language Policy is designed to:

- promote the equitable use of the official languages of the Municipality and prevent discrimination on linguistic grounds;
- support, develop and sustain the practice of multilingual communication between the Municipality and the residents;
- redress the previous marginalisation of IsiXhosa as official language of the Municipality;
- protect language diversity and promote knowledge of and respect for persons who use other languages; and
- promote good language management for cost-effective and efficient public service administration in accommodating the needs of the residents.

To ensure uniformity of approach, all public participation processes must strive to give effect to the goals and objectives of the aforementioned policies.

STEPS TO FOLLOW DURING PHASES OF DRAFTING THE IDP AND BUDGET

TABLE 1: STEPS TO FOLLOW DURING PHASES OF DRAFTING IDP AND BUDGET						
Phase 1: Pre-drafting						
Step	Description	Details	Timeline	Responsible	Comment	Budget
1.1	Ward-based planning	Consult with Ward Councillors to determine ward-based priorities	Oct-Nov	PPCT	May not be necessary i.r.o. policies and by-laws.	
1.2	Workshops, Izimbizo and other outreach programmes.	Develop plan to action public participation process.	Throughout the year.	Champion together with Communications Sub-directorate.	Consult community engagement plan to avoid clashes. Creating confusion among the public must be avoided at all cost.	
Phase 2: Post-drafting						
1. Preparing for Public Meeting						
2.1.1	Engage relevant directorates.	Meet with all relevant stakeholders to allocate roles and responsibilities in line with Public Participation Policy	Once approval for public participation is granted in principle by Mayoral Committee .	Champion.	To avoid duplication and clashes and ensure a uniform approach.	
2.1.2	Translation	Translate summary from English into the other official languages- isi-Xhosa and Afrikaans.	Before documentation printed and made available to public.	Communications.	To contain: Background/Introduction; Objectives; Instructions; Contacts (names, numbers, etc.).	
2.1.3	Public Participation Action Plan (PPAP).	Develop PPAP taking into consideration annual public participation schedule.	As soon as PPCT is established.	Champion together with PPCT.	Consult community engagement plan to determine that no clashes are likely to occur. Creating confusion among the public must be avoided at all cost.	

TABLE 1: STEPS TO FOLLOW DURING PHASES OF DRAFTING IDP AND BUDGET						
Phase 2: Post-drafting						
1. Preparing for Public Meetings						
Step	Description	Details	Timeline	Responsible	Comment	Budget
2.1.4	Bookings.	Book venues, equipment, transportation, translator, etc.	As soon as action plan is finalised and adopted.	Champion.	Ensure that the venue is central to the majority of people within ward clusters and big enough to host the anticipated number of community members. Stagger times to allow sufficient coverage of the majority of community.	
2.1.5	Security.	Determine whether safety and security risks exist and make the necessary arrangements to eliminate or mitigate risks.		Champion, together with Safety and Security Directorate.		
2.1.6	Develop cover page.	Draft cover page to attach to draft policy/by-law explaining the process and inviting public for comment.	Before documents are printed	Champion together with Communications sub-directorate within Office of the Chief Operating Officer.		
2.1.7	Draft notice to the public.	Inform public of: date, time & venue of meetings (if any), and where to obtain copies of documents.				
2.1.8	Print documents.	Print sufficient number of copies of the cover letter, policy/by-law and/or summary.		NMBMM printers or external printers.		
2.1.9	Distribute documentation.	Distribute documents to Customer Care Centres, libraries, Ward offices, municipal buildings and/or clinics.	At least one week before public meetings are held.	B&T (CC centres) EDRS (Libraries) PH (Clinics) CS (municipal buildings & Ward Councillor offices)	Phone to make sure that documents have reached all destinations and that a sufficient amount of documents have been delivered.	
2.1.10	Notify public.	Publish notice in local newspapers, municipal buildings, broadcast over the radio, loud-hail.	At least seven days before the meeting.	Communications sub-directorate		

TABLE 1: STEPS TO FOLLOW DURING PHASES OF DRAFTING IDP AND BUDGET continued....						
Phase 2: Post-drafting						
2. Proceedings - At Public Meeting where draft IDP/Budget will be presented						
Step	Description	Details	Timeline	Responsible	Comment	Budget
2.2.1	Attendance registers.	Record attendance of public office-bearers, municipal officials and members of the public.	Upon arrival.	CS: Constituency Services.		
2.2.2	Time.	Start and end the proceedings on time.	No later than 15 minutes after the stipulated time.	Chairperson (Portfolio Councillor).	If late - tender an apology to the community.	
2.2.3	Scribe/Secretary.	Record the oral and/or written comments of the public.	During proceedings.	COO: IDP Champion assigns task or obtain services from Corporate Services.		
2.2.4	Protocol.	Follow public speaking/meeting protocols.		Champion and all public office bearers and officials present.		
2.2.5	Language.	Proceedings may be conducted in any of the official languages, i.e. English, Afrikaans or IsiXhosa.		CS: Constituency Services sub-directorate.	Preferably in language common to most members from the community. Provision must be made for translation into the other two main local languages where possible.	
3. Public Comments - After Public Meeting						
2.3.1	Capture comments in a manner that facilitates reporting w.r.t. progress.	Submit oral and written comments to relevant decision-making structures for consideration and comments.	After the public participation process is concluded.	Champion / IDP / Public Participation Unit		
4. Feedback to Public – After Public Meeting						
2.4.1	Inform public.	Inform the public of the outcomes of public participation processes.	At least 14 days after process concluded.	Champion / IDP / Public Participation Unit.	Statutory requirement.	

3 CHECKLIST FOR ENGAGING PUBLIC IN THE FORMULATION OF POLICIES AND BY-LAWS

TABLE 2: CHECKLIST FOR ENGAGING PUBLIC IN FORMULATION OF POLICIES AND BY-LAWS						
Step 1: Preparing for the public participation process						
Step	Description	Details	Timeline	Responsible	Comment	Budget
1.1	Engage relevant Directorates.	Meet with all relevant stakeholders to allocate roles and responsibilities.	Once approval for public participation is granted in principle by Mayoral Committee.	Champion.		
1.2	Translation	Translate summary of policy/by-law into official languages- English, Afrikaans, IsiXhosa	Before going to printing.	Champion together with COO: Communications sub-directorate		
1.3	Develop communication plan.	Develop plan to action public participation process. Develop public participation schedule.	As soon as PPCT is established.	Champion together with COO: Communications sub-directorate	Consult community engagement plan to determine that no clashes are likely to occur. Creating confusion among the public must be avoided at all cost.	
1.4	Bookings.	Book venues, equipment, transportation, translator, etc.		Champion.	Ensure that the venue is central to the majority of people within ward clusters and big enough to host the anticipated number of community members. Times should be staggered to allow sufficient coverage of the majority of community members.	

TABLE 2: CHECKLIST FOR ENGAGING THE PUBLIC IN THE FORMULATION OF POLICIES AND BY-LAWS

Step 1: Preparing for the public participation process						
Step	Description	Details	Timeline	Responsible	Comment	Budget
1.5	Security.	Determine whether safety and security risks exist and make the necessary arrangements to eliminate or mitigate risks.		Champion together with Safety and Security Directorate.		
1.6	Develop cover page.	Draft cover page to attach to draft policy/by-law explaining the process and inviting public to comment.		Champion together with COO: Communications Sub-directorate.		
1.7	Draft notice to the public.	Inform public of: <ul style="list-style-type: none"> • date, time and venue of meetings (if any), • place to obtain copies of documents. 				
1.8	Print documents.	Print sufficient number of copies of the cover letter, policy/by-law and/or summary.		Champion with assistance of Printers.		
1.9	Distribute documentation.	Distribute documents to Customer Care Centres, libraries, Ward offices, municipal buildings and/or clinics.		Champion with assistance of B&T (CC centres) EDRS (Libraries) PH (Clinics) CS (municipal buildings & Ward councillor offices).		
1.10	Notify public.	Publish notice in local newspapers, municipal buildings, and/or broadcast over the radio, and/or do loud-hailing.	At least seven (7) days before the meeting.	COO: Communications Sub-directorate.		

TABLE 2: CHECKLIST FOR ENGAGING PUBLIC IN FORMULATION OF POLICIES AND BY-LAWS						
STEP 2: Public Meeting						
Step	Description	Details	Timeline	Responsible	Comment	Budget
2.1	Attendance register.	Record attendance of public office-bearers, municipal officials and members of the public.		CS: Constituency Services.		
2.2	Time.	Start and end the proceedings on time		CS: Chairperson.		
2.3	Scribe/Secretary.	Record the oral and/or written comments of the public.		Champion assigns task or obtain services from Corporate Services.		
2.4	Protocol.	Follow public speaking/meeting protocols.		Champion and all officials present.		
2.5	Language.	Proceedings may be conducted in any of the official local languages, i.e. English, Afrikaans or Isi-Xhosa.		Champion assisted by Communications expert.	Preferably in dominant cluster language. Provision must be made for translation into other two main local languages where possible.	
STEP 3: Public Comment						
3.1	Oral comments.	Consider the comments made by the public and determine whether these may be incorporated into the policy/by-law.	Within 14 days after public participation process concluded.	Champion.		
3.2	Written comments.		Within 14 days of deadline for inputs by the public.	Champion.		
STEP 4: Feedback to the Public						
4.1	Inform public.	Inform the public of the outcomes of public participation processes – notice in the local newspaper; on public notice boards; public meetings (which ever is more appropriate).	No more than thirty (30) days after first engagement with the public.	Champion.		

5 PUBLIC PARTICIPATION TOOLS AND THEIR DEGREE OF PARTICIPATION

Communication Medium/Tool	Passive	Active			Comment
	Inform	Consult	Partnership	Empower	
Flyers	•				
Posters	•				
Billboards	•				
Loud-hailing	•				
Adverts (radio/paper)	•				
Press releases	•				
SMS's	•				
Municipal accounts	•				
Breakfast	•	•			
Market research	•	•			
Documents at libraries and other municipal offices	•	•			
Radio interviews	•	•			
Phone-in	•	•			
Public Meeting	•	•			
Council Meeting	•	•	•		
Public Hearing	•	•	•		
Workshops	•	•	•	•	
Ward Forum Meeting	•	•	•	•	
Ward-based projects	•	•	•	•	Projects that allow members of the community to plan, coordinate, execute and own a project