

TAMALPAIS LANDS COLLABORATIVE

COMMUNITY ENGAGEMENT AND PUBLIC PARTICIPATION

OLD APPROACH	NEW APPROACH
Transactional	Transformational
Procedural	Adaptable
Legally required	Proactive / Value-Added / Enriching
One-time, short-term	Continual engagement, long-term
Formal setting / Agency-centered	Informal setting / Constituent-focused
Regulatory / Institutional	Personal connection / Inspirational
Project-based	Relationship-based
Managing competing interests & opposition	Uncovering common interests & opportunities

