

PROJECT Citizen

Identifying Public Policy Issues

TRIGGERING MECHANISMS Indicators for Determining Issues

Scope: How widespread is a Problem?

- how many individuals are connected or effected by the problem
- can be "numbered" based BUT also relative to location/geography
- head count

How many people care?

Intensity: How troublesome is a Problem?

- amount of *bothersomeness*
- bold/immediate reaction
- shockingness

How MUCH do people care?

Duration: How LONG a Problem?

- time

Will it just go away?

Resources: Costliness of the Problem?

- real costs \$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$
- loss of something else-values, morals, ideals, loyalty

Is the cost of fixing it more than the cost of living with it?