



Washington Infrastructure Assistance Coordinating Council-

Building Public Support for Infrastructure Projects

Presented by: Jim Wilson
Rural Community Assistance Corporation

The RCAP Network



Western RCAP
Rural Community Assistance Corporation
916/447-2854
www.rcac.org

Midwest RCAP
Midwest Assistance Program
862/755-4334
www.mcap-rc.org

Community Resource Group
478/443-2700
www.crg.org

RCAP Solutions
800/488-1969
www.rcapsolutions.org

WSOS Community Action Commission
800/775-9767
www.gfacap.org

Southeast Rural Community Assistance Project
866/928-3731
www.southeastrcap.org

Rural Community Assistance Partnership
800/321-7227 www.rcap.org



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About RCAC Who We Serve How We Can Help Programs and Services Work With Us

RURAL COMMUNITY ASSISTANCE CORPORATION (RCAC) provides technical assistance, training and financing so rural communities achieve their goals and visions.

Technical assistance to develop affordable housing | Water, wastewater or solid waste assistance | Project Financing | Resources for Native Americans | Green services

QUICK LINKS:
 - Rural Advocacy
 - RCAC Loan Applications
 - SURVEY RCAC publications

PRESS RELEASES:
 - Times-Charter "Groundwater Leases" to Protect Las Vegas Water Rights
 - RCAC in the news after recovery of a million for small business lending
 - Public comment date scheduled for Southern Nevada Water Authority water rate increase
 - Urge Your Legislator to Support Clean Water Act

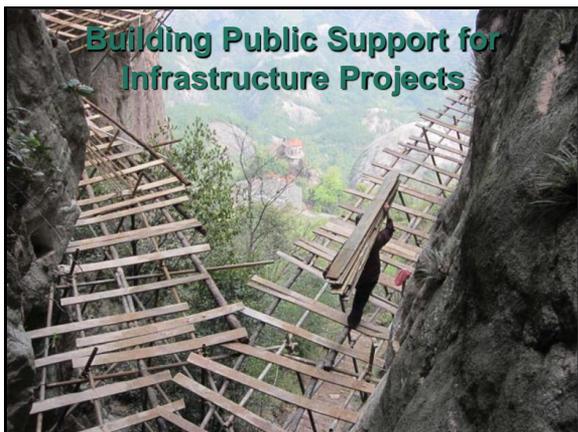
RCAC SOLAR SAVINGS
 RCAC installed a photo voltaic system at its corporate office. The system's real-time energy production and the related energy savings can be viewed by clicking the graphic below.

FEATURED NEWS:
 04/18/2013 Health and economic assistance program to expand
 04/17/2013 Nevada energy program

What will we discuss today?

Goal: This session will discuss why and how to engage the public in capital infrastructure projects in new and different ways:

- What is minimum required and by who?
- Why should you do it?
- How is it done a little differently in other states?
- What are some tools you can use?



Why should you engage the public?

- Better identification of the public's values, ideas and recommendations
- To increase "buy in" to any decisions that are made
- More informed residents about issues and about local government
- Decision-makers will make better & more easily implementable decisions
- Communities develop better long-term capacity by building citizen capacity for participation
- Enabling the council/board to better reflect the breadth communities values in decision-making
- Decision-makers have more complete information and will allow them to understand a broader range of potential impacts
- Stakeholders within your community with different needs
- More trust in each other and in local government

What are the minimum requirements? Is that enough?

Goal: To engage the public to get meaningful input that shapes the policy and enhances the outcome on capital infrastructure projects:

- The minimum required depends on the funding agencies involved?
- CDBG has the most rigorous.
- Most state funding (SRF) focusses on Section 106, and the environmental review process.
- If rates to go up, 1 public meeting minimum.

Other States-- Idaho

■ Article VIII, Section 3 of the Idaho Constitution

- Public Vote - Any debt obligation taken on by a unit of government that will exceed 1 year must either go to a public vote or have a Judicial confirmation (Court hearing and process).
- Judicial Confirmation – “Any expense that is ordinary and reasonable” may be approved by a court. This still involves public comment periods and public hearings.
- Environmental Reviews for most state (SRF) or federal projects

Public Engagement – Oregon

- Environmental Reviews for most state (SRF) or federal projects
- Revenue Bond – Public vote optional unless contested. If Revenue bond must be read in Public Meeting and time for comments (60 days). If >5% of registered voters request are against bond, then the revenue bond must be put to a public vote.
- General Fund – Requires a public vote to incur tax obligation from property taxes.

What do you want from citizen and stakeholder involvement?

- What issues do they have control over?
- Are community values and long term planning besides financial implications known?
- There are a variety of issues where elected representatives have no choice (compliance, public health)
- Determine the issues at each stage where public input is needed.

Public Engagement

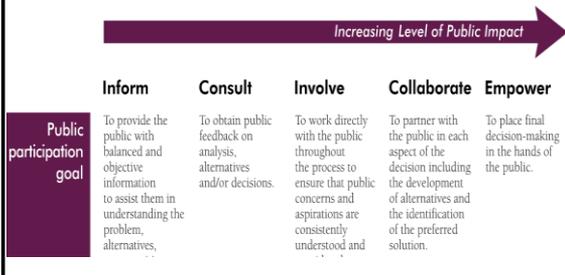
Who best represents a community?

One of the challenges of community engagement is identifying who in the community best represents the community. Individuals with the time, energy and motivation to participate in focus groups or work sessions may not represent or understand the issues as experienced by those most needy in the community.

Beware of the dominant minority. Explore a mix of strategies to identify and engage those most affected by the issue you are dealing with.

IAP2 Spectrum

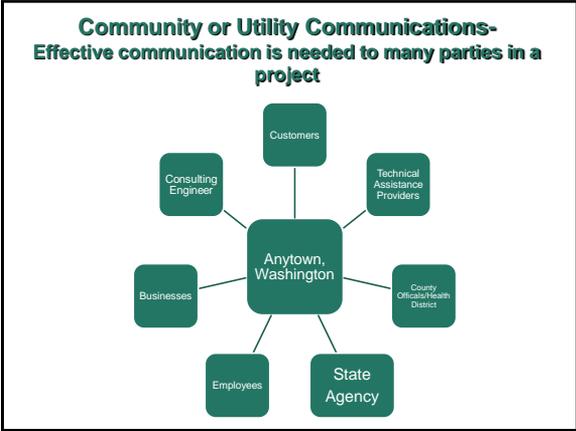
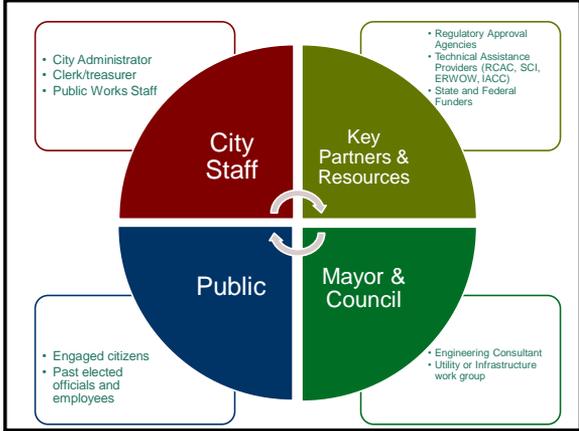
of Public Participation



Identify all of your stakeholders and reach out to them.

Who are your stakeholders?

Who shapes the community debate?



Build In

Who will be involved in the decision making process?

- Who will be involved in the decision making process?
- Pillars of the project

How do you reach them? Focus Group, Public Meeting, Social Networking?

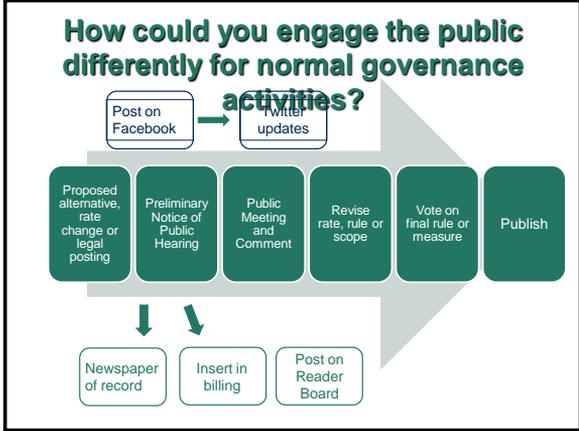
- The traditional communication strategy of small rural communities and water and wastewater utilities:
 - Coffee shop- the old timers club
 - The Bar
 - Church
 - Bill stuffers
 - Reader boards
 - Telephone



Public Outreach and Education – Inform, Include, and Educate

Share Reasons for the Project

- Educate customers on cost and benefits of use
- Value of water, public, and environmental health
- System is outdated and needs repair
- Cost of providing service is accelerating
- System service is not adequate or at risk
- Community is expected to grow by ...
- Compliance with public health standards
- Trends for funding – get it while you can.
- You cannot over communicate to the public**

Project Development 10 Steps to Success

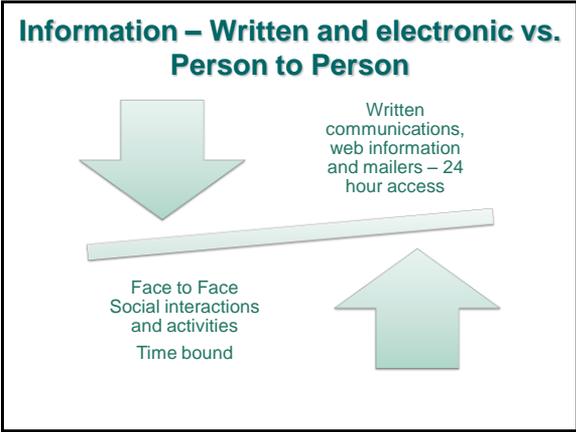
1. Identify problem and need for project
2. Target resources for assistance
3. Planning and coordination
4. Environmental Review
5. Assess alternatives
6. Select preferred alternative
7. Budgeting
8. Water and Wastewater Rates
9. Project Financing
10. Project Management

Public Education and buy-in is critical at all steps.

1. Identify Problem and Need

Give them the why?.....Reasons for water or wastewater project ...

- Currently no community system...need a plan
- System is dated, leaks, treatment capacity
- Compliance with public health standards
- Economic development and growth
- System components not adequate (i.e. asset management and system replacement)



- ### Top 10 To Do's for Public Meetings
1. Investigate all issues (thoroughly research invitees, concerns, etc.)
 2. Set the stage (carefully choose location, arrange the room)
 3. Rehearse roles (leader, “cop”, hard questions, placement, signals)
 4. Greet guests (graciously, as if it were your home)
 5. Airtight agenda (posted in plain sight, to the minute if necessary)
 6. Go over ground rules (get group agreement, then stick to ‘em)
 7. Express empathy (show it, say it, “I see why some people are upset.”)
 8. Resist resistance (stay soft, not defensive)
 9. Be fair, open and honest (even if you shut it down and regroup)
 10. Serve sweets or food treats

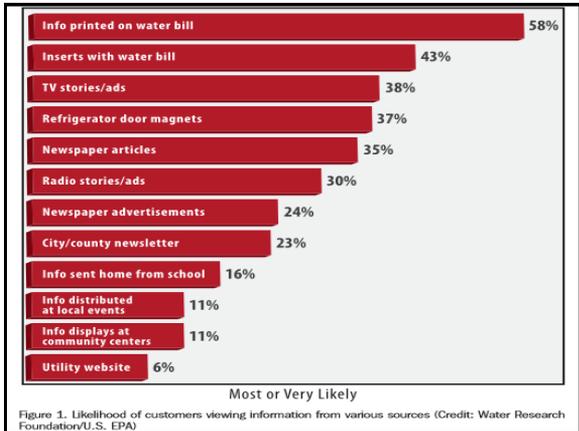


Figure 1. Likelihood of customers viewing information from various sources (Credit: Water Research Foundation/U.S. EPA)

Getting Your Project to Flow Smoothly
A Guide to Developing Water and Wastewater Infrastructure

RCAP
 RURAL COMMUNITY ASSISTANCE PARTNERSHIP
 an equal opportunity provider and employer

Communications, Customer Service, Social Networking

- What makes Facebook, Linked in or Twitter, You Tube or other new media useful for a water or wastewater utility?
 - Ease of starting and maintaining a communication portal.
 - Access to info & resources 24/7

Learn more about the Lincoln County Fire District 1 Emergency Response Center Project

Help build a new Emergency Response Center to save our most lives that travel on Interstate 90 or live in the vicinity of Spangle in the event of an accident or a medical emergency. Lincoln County Fire District 1 has received a one million dollar grant from FEMA to build a multi-use Emergency Response Center in Spangle, Washington. We must raise \$333,000 in matching funds - otherwise, we will lose the multi-million grant. We are asking you to partner with us and bring this new Emergency Response Center to the area.

Lincoln County Fire District 1 is a volunteer fire district providing first response and ambulance services to all fires, accidents or medical emergencies that happen in the area of the City of Spangle, including service for Interstate 90. Additionally, the ambulance provides service to a greater area which affects parts of three counties. If the first responders were not there, people would have to wait for an emergency response from Spokane or Libby, which could take as much as an additional 20 to 25 minutes to arrive.

THANK YOU

Top 5 things should you do?

1. Develop multiple ways for people to get the information.
2. Move the process upstream! Get people involved early.
3. Be transparent. Let people know how their input will be used and what decisions they will have control over?
4. For every meeting, forum or organized discussion have a clear purpose of what you want input on and what decisions will be made.
5. Adapt your outreach strategy to your community needs.



IAP2's PUBLIC PARTICIPATION TOOLBOX			
TECHNIQUES TO SHARE INFORMATION			
TECHNIQUE	THINK IT THROUGH	WHAT CAN GO RIGHT?	WHAT CAN GO WRONG?
BILL STUFFERS			
Information flyer included with monthly utility bill	Design bill stuffers to be eye-catching to encourage readership	Widespread distribution within service areas Economical use of existing mailings	Limited information can be conveyed Message may get confused as from the mailing entity
BRIEFINGS			
Use regular meetings of social and civic clubs and organizations to provide an opportunity to inform and educate. Normally these groups need speakers. Examples of target audiences: Rotary Club, Lions Clubs, Elks Clubs, Kiwanis, League of Women Voters. Also a good technique for elected officials.	<ul style="list-style-type: none"> KISS! Keep it Short and Simple Use "show and tell" techniques Bring visuals 	<ul style="list-style-type: none"> Control of information/presentation Opportunity to reach a wide variety of individuals who may not have been attracted to another format Opportunity to expand mailing list Similar presentations can be used for different groups Bulks community goodwill 	<ul style="list-style-type: none"> Project stakeholders may not be in target audiences Topic may be too technical to capture interest of audience
CENTRAL INFORMATION CONTACTS			
Identify designated contacts for the public and media	<ul style="list-style-type: none"> If possible, list a person not a position Best if contact person is local 	<ul style="list-style-type: none"> People don't get "the run around" when they call Controls information flow 	Designated contact must be committed to and prepared for prompt and accurate responses

Additional Resources

Websites and Resources for Public Engagement
 IAP2 – The International Association for Public Participation - <http://www.iap2.org/>
 ILG - Institute for Local Government - <http://www.ca-ilg.org/public-engagement>

Website Development
 Wordpress.com
Web Hosting:
<http://www.bluehost.com/cgi/info/wordpress>
<http://dreamhost.com/wordpress-695/>

Social Media –
<https://twitter.com/>
<www.facebook.com>

Social Media Policies
<http://www.ca-ilg.org/post/sample-social-media-policies>

Newsletters
<http://mailchimp.com/>

Surveys
<http://www.surveymonkey.com/>

Blast Notifications
<http://www.call-em-all.com/>
<http://www.dialmycalls.com/>



For more information visit
www.rcac.org

RCAC | ENVIRONMENTAL PROGRAMS

■ **Event:**

□ IACC Session S 3 Building Public Support for Infrastructure Projects

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