



THE LEGACY OF CHICKEN DINNER ROAD

A practical guide for City staff to
gain support of elected officials



T·O ENGINEERS

An  **ARDURRA** Company



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I'm good
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THE LEGACY OF CHICKEN DINNER ROAD



CHICKEN DINNER RD.

HWY 55



GOAL FOR TODAY

Discuss practical ways city staff can work with elected officials to gain support and funding for their projects.



THE CHALLENGES



CHALLENGE #1

The people who work on the system are not the same people that make the decisions to spend money.



CHALLENGE #2

Maintenance projects are
sexy.



CHALLENGE #3

Most of your time and money is spent putting out fires.



CHALLENGE #4

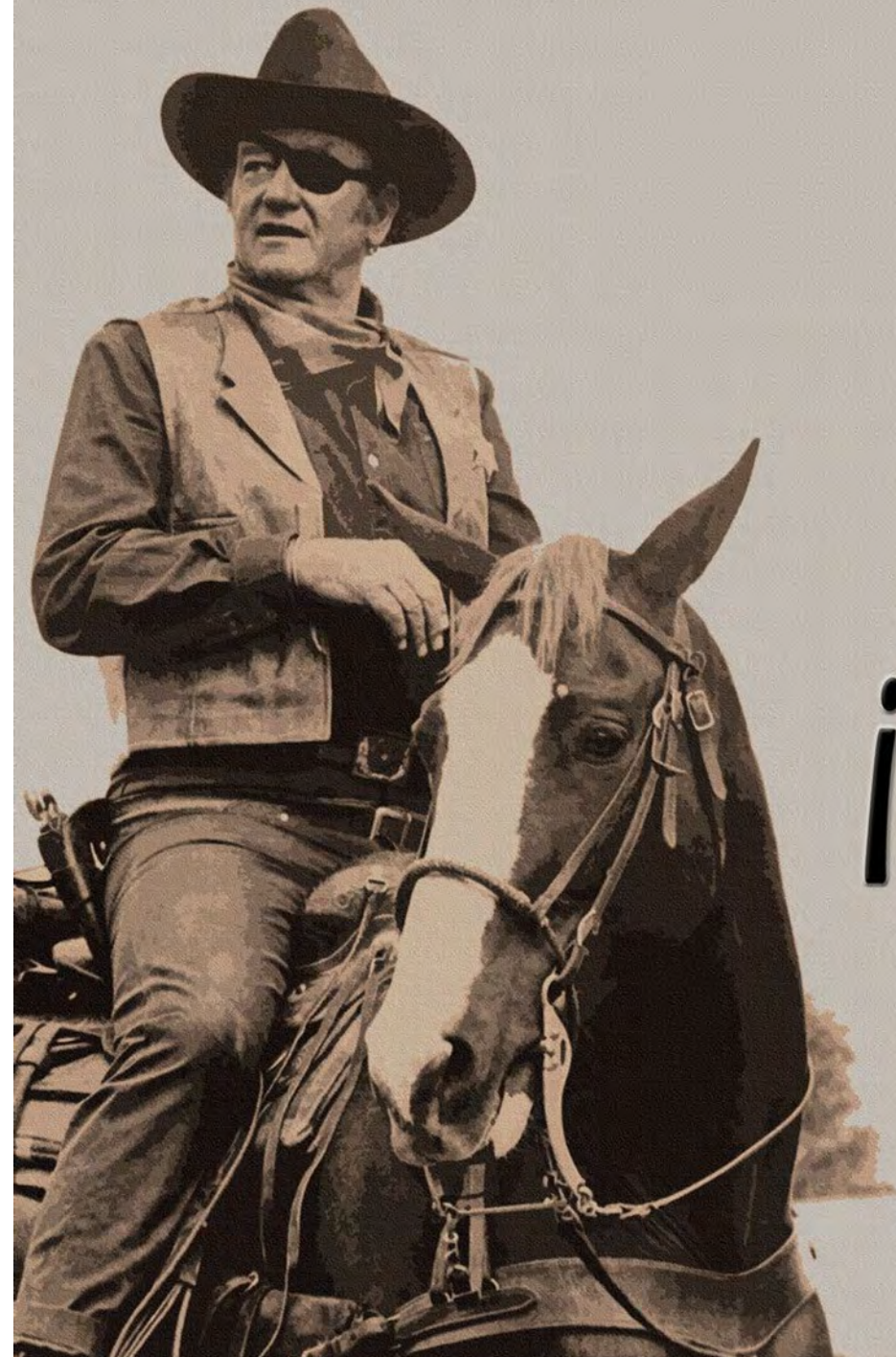
Rates are often too low to fund the system needs.





SUMMARY OF CHALLENGES

- **Challenge #1** – The people who work on the system are not the same people that make the decision to spend money.
- **Challenge #2** – Maintenance projects aren't sexy.
- **Challenge #3** – Most of your time and money is spent putting out fires.
- **Challenge #4** – Rates are often too low to fund the system needs.



*"Life is hard;
it's harder
if you're stupid."
- John Wayne*

WHAT ARE WE GOING TO DO ABOUT IT?

- You can take a passive role... and become everyone in town's pool boy
- You can complain constantly, feel mistreated, and eventually cycle out.
- Or... You can determine that you are going to take responsibility and lead your community.

JOB SECURITY

Remember, no matter how bad the economy gets...

Nobody is every too poor to poop.



5 PRACTICAL STEPS TO GAIN SUPPORT



- Planning Matters
- Site tours and photographs
- Show me the money
- Engage in the budget workshops
- Use your professionals

PLANNING MATTERS



**"EVERYBODY HAS A PLAN UNTIL
THEY GET PUNCHED IN THE MOUTH"
-MIKE TYSON**

PLANNING MATTERS: EDUCATE

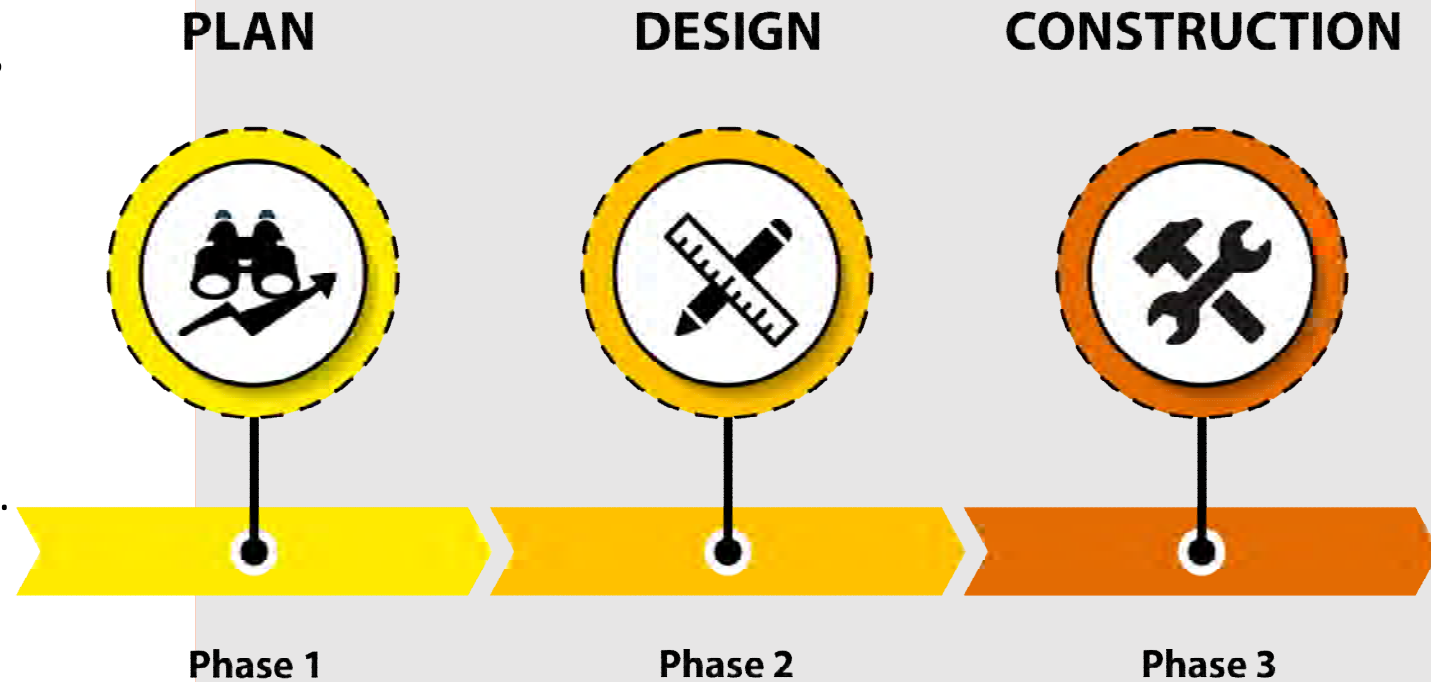
- Most elected officials do not know about the backlog of work that is needed.
- You need to educate them on the needs of each of your utilities.



PLANNING MATTERS

CAPITAL IMPROVEMENT PLAN

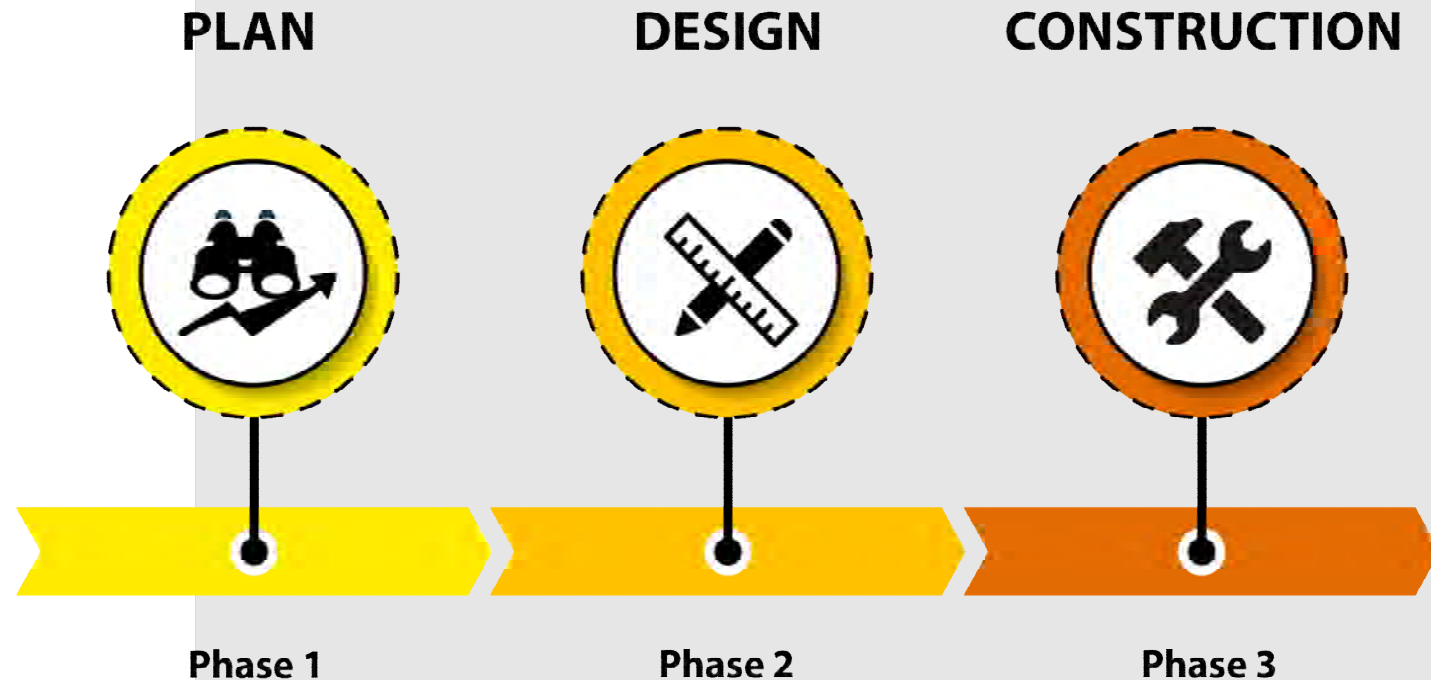
- Line out the current needed projects in your system.
- Identify why they are needed (capacity issues, pressure, aging infrastructure, potential failure, etc.).
- CIP's are only useful if they also include cost estimates.



PLANNING MATTERS

CAPITAL IMPROVEMENT PLAN

- Can be used to justify funding applications.
- Are your argument for a higher budget (let the plan speak for itself).
- Don't have to be political.
- Help put responsibility/blame on your elected officials.



PLANNING MATTERS SHARE THE LOVE

- Present the needs to the leaders.... Then have them help you prioritize.

This increases buy-in from the leaders and helps protect you as staff.



PLANNING MATTERS: TIMELINE

- *Know the City needs on a timeline*

This year, next year, within 5 years, etc.

No timeline = not going to get prioritized



SITE TOURS AND PHOTOGRAPHS



SIGHT TOURS AND PHOTOS: GET THEM ON SIGHT

- *Urge every elected official to take a tour with you.*
- *Show them what you are working with (challenges)*



SIGHT TOURS AND PHOTOS: GET THEM ON SIGHT

- *Show them your capital improvement projects.*
- *Every time you build a large project, convince the leaders to take a tour.*



SIGHT TOURS AND PHOTOS: ALWAYS BRING PHOTOS

Always bring Photos to the Council Meeting

- *Showing the group a picture is WAY easier than trying to describe it.*
- *You don't need to exaggerate if you have a picture.*



SIGHT TOURS AND PHOTOS: SHOW AND TELL

- *Bring samples to the meeting.*
- *Show them how the new equipment works.*
- *Park the new Vac Truck in the parking lot and have the council step outside to see it.*
- *If you pull a lead joint, bring it to the meeting to show them why removing these joints needs to be a priority.*



SHOW ME THE MONEY



SHOW ME THE MONEY: UNDERSTANDING FUNDING

Understand your Funding Options and Timelines

- *Start talking to your council early enough to fill out applications.*
- *Work with your engineer to get things submitted on time.*



SHOW ME THE MONEY: KNOW WHAT THINGS COST

- *You need to know the cost of needed projects.*
- *It is hard to ask for money....when you don't know how much you need.*
- *Make sure your CIP process includes cost estimating.*



SHOW ME THE MONEY: BRAG A LITTLE

- *Let the council know that you are making good choices.*
- *If you change chemicals and it saves money, let them know.*
- *If you helped clear a site or remove something for a contractor to save money, let them know.*



SHOW ME THE MONEY: SPEND YOUR BUDGET

- *If the council gives you a budget, you should spend it.*
- *The budget should be based on actual system needs.*



ENGAGE IN THE BUDGET WORKSHOPS



ENGAGE IN BUDGETING: THEY NEED YOUR HELP

- *Most elected officials have no idea what things cost.*
- *If you can put the City's needs into dollars, the chance it gets funded goes up.*
- *Come to the workshops with facts and figures.*
- *Get estimates from suppliers and provide full project estimates.*



ENGAGE IN BUDGETING: CREATE GOOD HABITS

- *Plan to spend your budget, this become the expectation.*
- *Create an annual expectation.*
- *Develop some rotating expenses.*
 - For example, if a meter last 10 years, you should budget to replace 1/10 of all meters every year.*



ENGAGE IN BUDGETING: MAKE IT THEIR PROBLEM

- *They got elected to fix things....so here's your chance.*
- *Let them know the size and scope of your needs and then ask them what they want to do.*



**VOTE
FOR
PEDRO**

USE YOUR PROFESSIONALS



USE YOUR PROFESSIONALS: ENGINEERS ARE MOTIVATED

- *Like you, engineer's reputation is affected if your system is failing.*
- *If they can help you get your projects funded, they may get to work on them.*
- *Use this to your advantage.*



USE YOUR PROFESSIONALS OTHER CLIENTS

Engineers often have other clients

- *Get advice on how they are doing this in other areas.*
- *Have them explain this is being done in other cities.*
- *FOMO (Fear of Missing Out)*



USE YOUR PROFESSIONALS

Engineers can be convincing

- *Let them help you convince the council of the real need for the project.*
- *If you hate presenting in public, let an engineer do it on your behalf.*



USE YOUR PROFESSIONALS

Engineers can be the Bad Guy

- When you need to share bad news about the system with your Council, let your engineer help you.
- His/her explanation may be better received as science rather than complaining.



FINAL THOUGHTS

Most Elected officials want to do the right thing.

- You just need to help them know...
 - The right priorities
 - You have a plan
 - What it costs
 - How to fund it
 - How to get it done

A well managed City is the greatest legacy an elected official can leave behind.



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THANKS

