



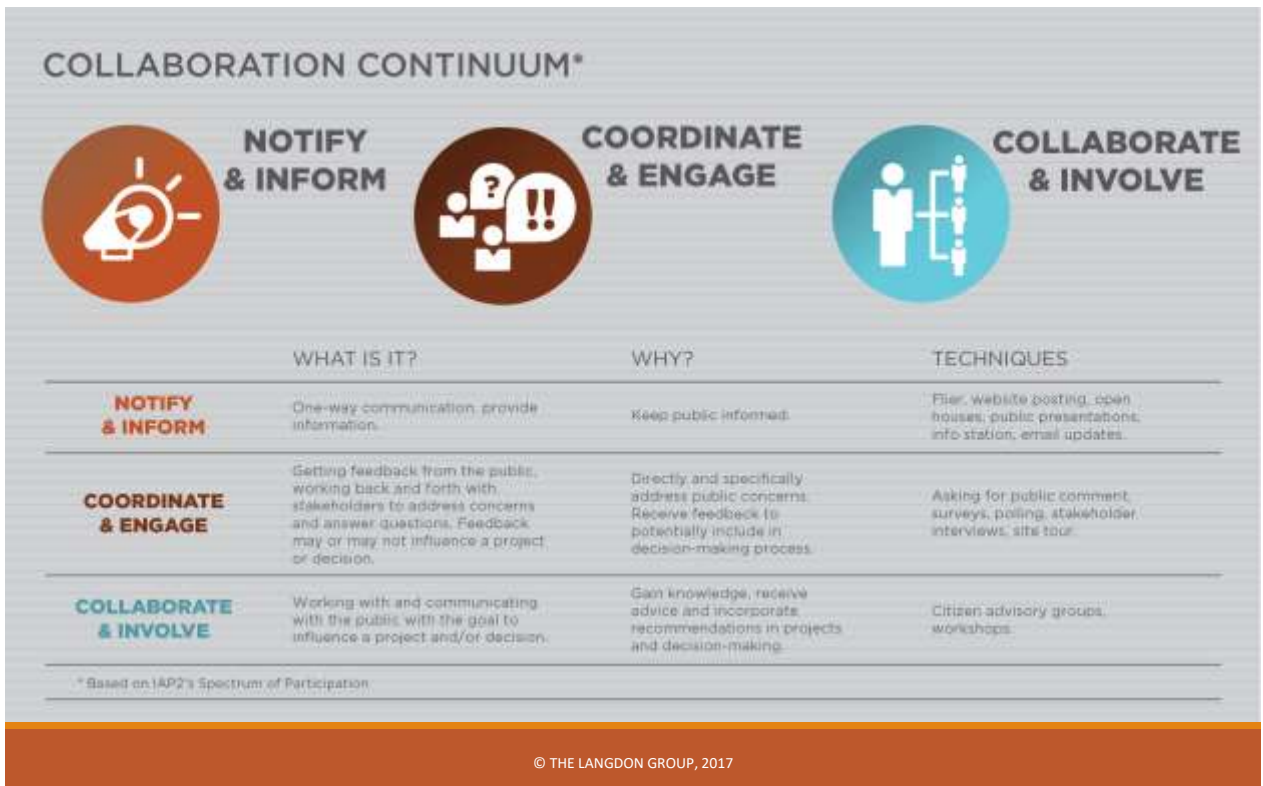
Best Practices for Public Communication



Joshua F. King
Marcus Murdock



Levels of Communicating with the Public, Stakeholders & Teams



Why Communicate with the Public, Stakeholders, & Teams?

- It's expected
- Builds public trust
- Help to explain complex concepts to the public
- Proactive vs. Reactive
- Buffer between you and trouble

Why Communicate? Additional Considerations

- Educate, understand, gain support
 - Rate increases
 - Bond issues
 - Projects and programs
- Learn and understand
 - Decision-making
 - Opportunities
- Future funding

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When you think of communicating...



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When you think of communicating...

- Open Houses
 - Fliers
 - Costly
 - Unnecessary
 - Stirs up problems
- What Can It Be?
- Cost Saving
 - Keep projects on schedule
 - A partnership tool
 - The right thing to do
 - Keeps your experts doing their jobs

Getting the Right Communication is a Process



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Awards & Presentations

Awards

- *2014 Idaho Gem Award* – American Planning Association
- *1st place, Planning Category*– ITD 2014 Excellence in Transportation Awards
- *1st place Idaho Engineering Excellence Award* – ACEC 2013 (Studies, Research and Consulting category)
- *National Recognition Award* - ACEC 2013 Engineering Excellence Awards
- *IMPACT Award* - Capital City Communicators



Presentations

- 2014 WASHTO, Albuquerque, NM
- 2014 APWA – Washington Chapter, Tacoma, WA
- 2013 Transportation Research, Washington DC
- 2013 IAP2 North American, Salt Lake City, UT



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Determining Level of Communication and How to do it Most Effectively

☰ **STEP ONE:**

Answer the worksheet questions as they pertain to your project. There are no right or wrong answers.

📁 **STEP TWO:**

Check your POP score against the [Typical Project Descriptions](#) and determine what level of outreach and communication best fits your project from the Collaboration Continuum.

🔧 **STEP THREE:**

Review our [Recommended Tools and Techniques](#), customized for your project.

Step One

1. What is the anticipated project duration? <input type="button" value="CLICK TO SELECT"/>	7. How much media attention do you anticipate? <input type="button" value="CLICK TO SELECT"/>
2. How would you define the impacted community? <input type="button" value="CLICK TO SELECT"/>	8. What level of impact do you anticipate to minority or low-income populations? <input type="button" value="CLICK TO SELECT"/>
3. Historically, how has the public reacted to similar issues or impacts? <input type="button" value="CLICK TO SELECT"/>	9. What is the anticipated level of interest or involvement from aboriginal people? <input type="button" value="CLICK TO SELECT"/>
4. What is the potential for stakeholder conflict surrounding this project? <input type="button" value="CLICK TO SELECT"/>	10. What is the potential impact to natural resources during the project and after its completion? <input type="button" value="CLICK TO SELECT"/>
5. What is the anticipated level of interest from government elected officials or influential appointed government officials? <input type="button" value="CLICK TO SELECT"/>	11. What is the potential impact to structures and property during the project and after its completion? <input type="button" value="CLICK TO SELECT"/>
6. How much agency and special interest involvement do you anticipate? <input type="button" value="CLICK TO SELECT"/>	

Step 2

PROJECT RESULTS

POP SCORE
3.3

POP LEVEL
4

[Clear Form](#)

[Print this worksheet](#)

Next steps

- Typical Project Descriptions**
Based on your POP score, check your project against corresponding typical project descriptions to ensure that your project is on track with your POP level.
[Learn More](#)
- Recommended Tools & Techniques**
Once you have your POP score and confirmed your typical project description, now you can review a customized list of recommended tools and techniques to effectively involve the public.
[Learn More](#)
- Contact Us**
Now that you have discovered your POP Score and recommended tools and techniques, drop us a note or give us a call. We're here to help!
[Learn More](#)

Step 3

SELECT LEVEL 	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
<p>POP Level 4 Possible tools:</p> <ul style="list-style-type: none"> • Files • Lead agency webpage posting or project specific website updates • Social Media updates • News Release • Letters to Key Stakeholders • Agency/Municipal NotifiPOPPlan • Impacted/Interested Stakeholder Contacts • Newsletter updates (print and/or electronic) • Media Relations • High-Visibility Paid Media • Event Sponsorships • Agency/Municipal Leadership Updates • On-site, high traffic area information station/kiosk 		<ul style="list-style-type: none"> • Policy-level decision making group presentations • Civic Organization Center presentations • Agency/Stakeholder Coordination • 24-Hour Stakeholder Availability • Online Surveying • Outreach to Environmental Justice populations • Targeted Special Interest Group outreach • Public Open House meetings/Public Hearings • Deliberative Polling • Scientific Surveying • Specific Stakeholder Group Outreach • GIS integrated information gathering (3P Visual) • Site Tours 		<ul style="list-style-type: none"> • Situational Assessments • Pre-Project Conflict Assessment • Process Evaluation • Stakeholder coordination team or advisory committee • Multi-Agency/ stakeholder Kick-Off Partnering meeting 	

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Case Study: Woods Cross The Situation



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How Did City Respond?

Key Decision:

Media Attention was Faced Head On

- Fact sheets were immediately updated (within 24 hours) and posted to City website
- All City staff had the same fact sheets
- Next round of open houses was scheduled quickly to **capitalize** on the media attention

The Message was Clear and Concise

Dear Woods Cross City Citizens,

We encourage you to attend one of the three scheduled public open houses addressing the presence of PCE in some of the City's wells as advertised on the back page of this flyer. We value your feedback. We also encourage you to visit our website, www.woods-cross.com, for the most updated information. We invite you to take a brief survey to give us your feedback.

<http://www.surveymonkey.com/j/vwwater>

What is PCE, and how does it affect Woods Cross City water?

Woods Cross City currently produces more than 90 percent of its drinking water supply from groundwater wells located throughout the community. The City collects and tests samples from these wells on a regular basis. Among the more than 80 contaminants sampled, the presence of a contaminant called perchloroethylene also known as "Perc" or "PCE" has been discovered. The wells containing PCE are only used when absolutely necessary.

PCE is a manufactured organic chemical typically associated with the dry cleaning industry or other companies where organic solvents are used. PCE may enter a water supply through leaking pipes, underground storage tanks and sewer drains. Small traces of PCE can contaminate large volumes of groundwater. The EPA has established the Maximum Contaminant Level (MCL) for PCE as 5 micrograms per liter also known as 5 parts per billion. The EPA periodically reviews new data on health risks and periodically revises MCL levels for various contaminants. We have provided a link to more detailed information about PCE from the EPA on our website.

Is the water safe to drink?

Yes. Water currently being provided by the City comes from an uncontaminated well. When the wells containing PCE are used, during the summer months when demand for water is highest, the PCE levels are below the Maximum Contaminant Level.

Yes. You are safe to use Woods Cross City water in the same way you have always used it.

Is the water safe for bathing, washing clothes, etc.?

Yes. You are safe to use Woods Cross City water in the same way you have always used it.

Is there a chance that someone I know is sick because of PCE?

We don't know; however, the City has never delivered water that exceeds the state and federal limits for PCE.

How many Woods Cross wells test positive for PCE?

Four of the five Woods Cross City wells have tested positive for low levels of PCE. The amount of PCE detected in all four of the wells is under the Maximum Contaminant Level.

What is the City doing about PCE contamination?

Woods Cross has been proactive to ensure PCE contamination does not affect the quality of the City's drinking water that is used by the community.

Woods Cross routinely is taking many things in making process on the experts, analyzing our Cross Citizens.

1. Do nothing/Use existing wells and state and federal wells and up to future contamin
2. Abandon well w from Weber Sta
3. Treat the Well if constructs treat prior to distrib

When will this cost \$0?

1. Do nothing/Use per month. This term, but might wells exceed the
2. Abandon Wells i \$12 more per cc
3. Treat the Well if connection, per


Who will pay?

City staff members are to minimize the more order to execute some between \$2 and \$12 v which option is chose

Will the treatment op besides PCE?

Yes. The treatment re remove a wide range PCE. This treatment is Technology" by the EPA.

Continues to next page for PCE Open House Information



Woods Cross City PCE Contamination Public Open Houses

Wednesday, March 6 4 p.m. - 8 p.m.	Saturday, March 9 10 a.m. - 2 p.m.	Wednesday, March 13 9 a.m. - 1 p.m.
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Woods Cross City Municipal Building
1555 South 800 West (Enter on East End)

Woods Cross City invites you to attend one of the three scheduled open houses to discuss perchloroethylene (PCE), an industrial contaminant found in some of the city's wells. The same information will be presented at all three open houses.

We look forward to getting your feedback!

Multiple Open Houses. Advertised. Online.




Woods Cross City PCE Contamination Public Open Houses

Wednesday, March 6 | **Saturday, March 9** | **Wednesday, March 13**
4 p.m. - 8 p.m. | 10 a.m. - 2 p.m. | 9 a.m. - 1 p.m.

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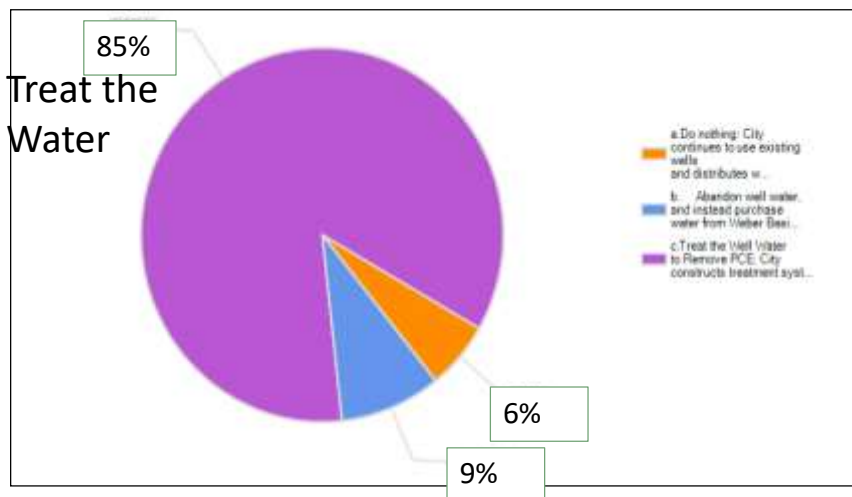
We look forward to getting your feedback!



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Feedback Results

Which alternative do you feel would be best for the City to pursue in order to provide water sustainability in Woods Cross?



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Woods Cross



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Outcome



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Supplemental Materials

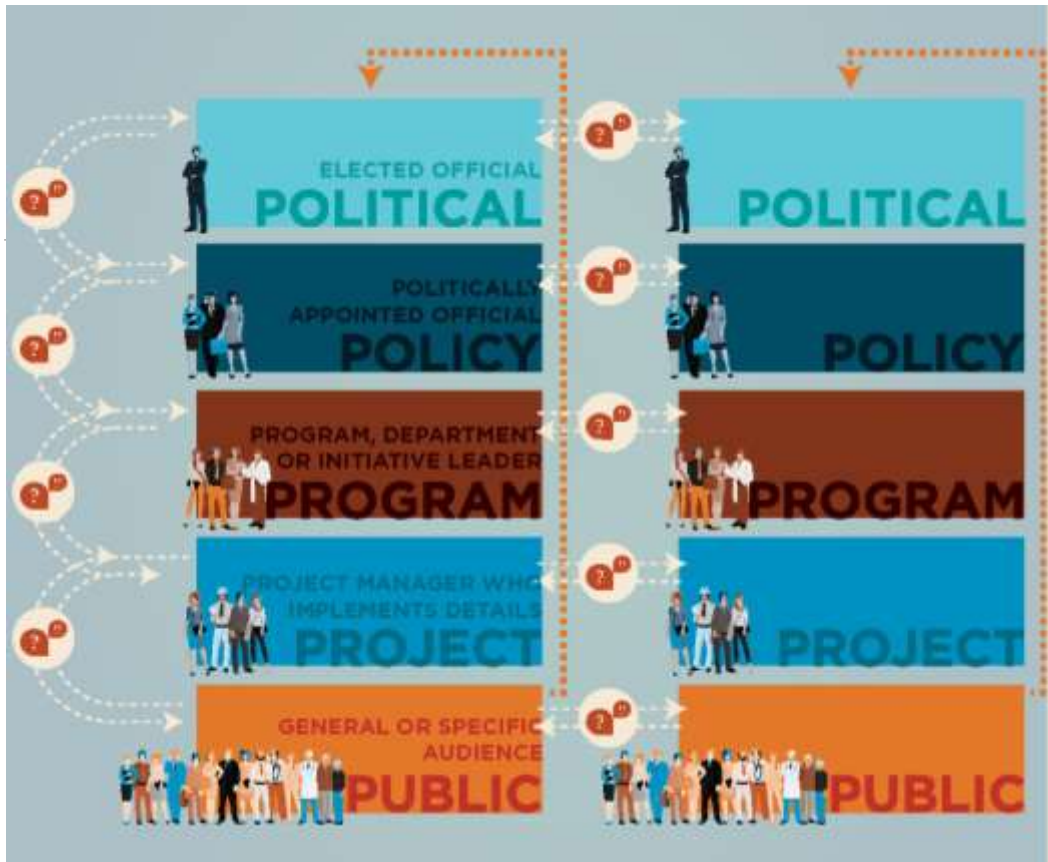
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Responding to Conflict



Negotiation Styles





Results

- Built public trust
- Help to explain complex concepts to the public
- Proactive vs. Reactive
- Buffer between you and trouble

Results

- Educated, increased understanding, gained support
 - Rate increases
 - Bond issues
 - Projects and programs
- Learning and understanding led to:
 - Decision-making
 - Opportunities



Monroe to Harrison Storm Drain Project Update

Dear Jackson Street Resident,

As you are aware, the city has increased the park strip area in front of your house. We will be restoring and improving the landscape in this area, and we would like to know your preference. You can provide your feedback by filling out the form below, cutting it out, and mailing it into us. Alternatively, you can fill out the form online at: www.surveymonkey.com/JacksonParkStrip. An overview of your landscaping options is provided below.

? Should you have questions about this questionnaire, you may contact our team at 801-419-8786 or jking@langdongroupinc.com.

Best Regards,

Monroe to Harrison Water Project Team

! **Please note these considerations in making your decision:** The city will restore irrigation systems impacted by the project construction. The city will not install new irrigation systems for properties that did not have them before construction. Maintenance of the park strip area is the obligation of the fronting property per city ordinance; since the landscaping has been installed, each resident is responsible for its upkeep.

The first 5 ft beginning at the sidewalk, measured towards the roadway, will be restored to what it was prior to construction.

You have two options for the remaining 8.5 ft of the park strip extending to the curb. The options are sod or a geotextile grid with gravel (six inches of gravel that is suitable for off street parking).



Please cut here & mail back to us ✓

PARK STRIP QUESTIONNAIRE

Name: _____

Address: _____

Phone Number: _____

E-mail: _____

Signature: _____

Please check your preference:

- Topsoil and sod
- Geotextile grid with gravel

Comments: _____
