LAYING THE GROUNDWORK FOR POSITIVE PUBLIC ENGAGEMENT

IT'S ALL ABOUT …

The Langdon Group

- Public Involvement
- Facilitation
- Strategic Planning and Communication
- Situational Assessments
- Conflict Management and Resolution

What We'll Cover in this Session

- What is public engagement?
- Why is it important?
- How might it be done? (More in next session)
- Examples / Case Studies (More in next session)

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Why Public Engagement?

What happened to the times when we just did the work?

- It's expected
- Builds public trust
- Creates opportunities for future funding
- Proactive vs. Reactive (control the message)
- Buffer between you and trouble

When you think of public engagement …

- 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

Additional Considerations

- Help to explain complex concepts to the public
- Rate increases
- Bond issues
- Locate new facilities
- ROW and land acquisition
- Communicate public feedback to decision makers
- Build public support for future projects and programs

Levels of Engaging the Public

	INFORM	ENGAGE	EMPOWER
GOAL	To provide balanced and objective information in a timely manner.	To work with the public to make sure that concerns and aspirations are considered and understood.	To place final decision-making in the hands of the public.
PROMISE	"We will keep you informed."	"We will work with you to ensure your concerns and aspirations are directly reflected in the decisions made."	"We will implement what you decide."

Public Engagement is a Process

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Take Initiative and Understand

What are we dealing with?

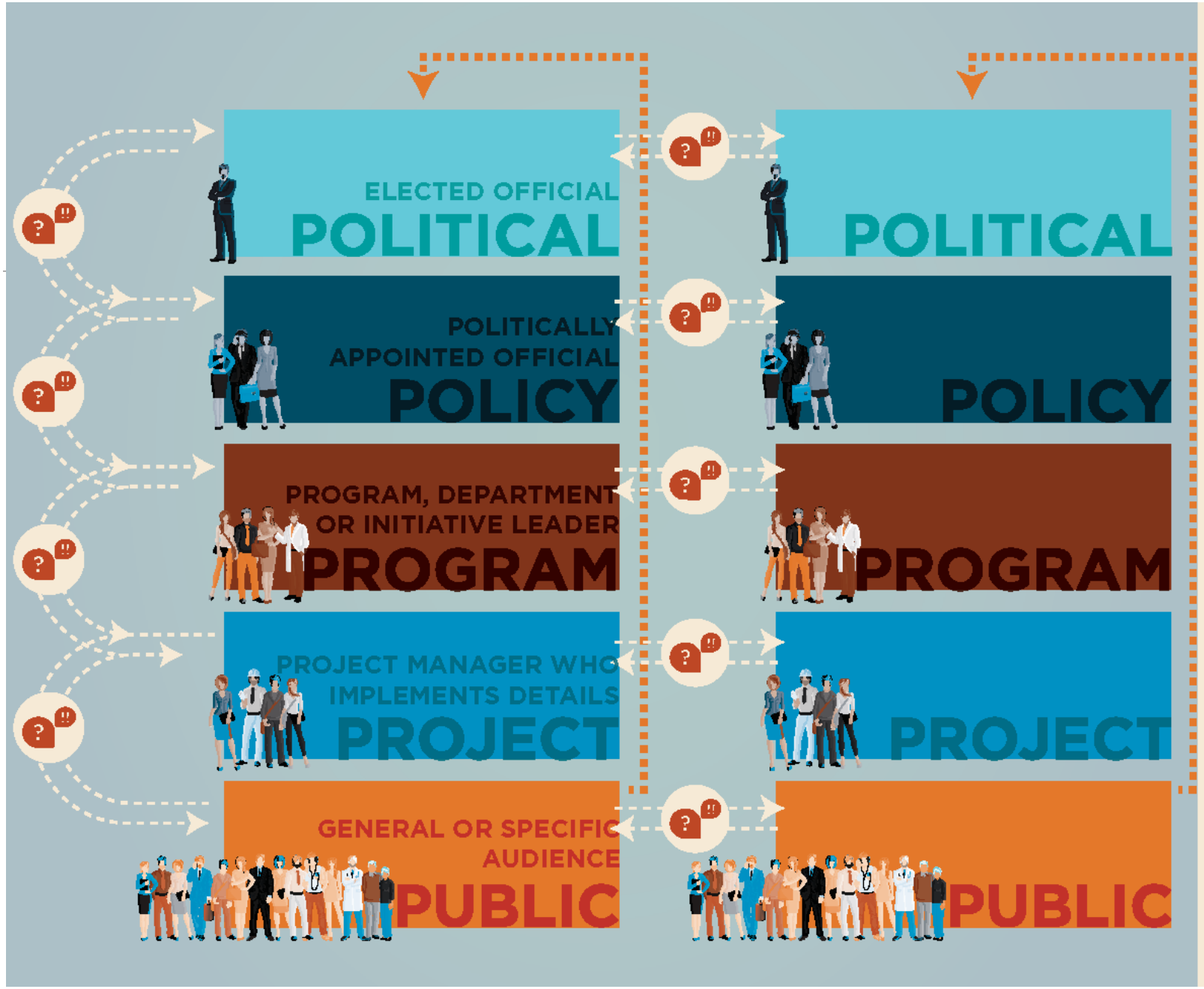
What are we dealing with? (Assessment)

- **Context**
  - Issue
  - Challenge
  - Problem
  - Concern
- **People**
  - Agency (City)
  - Stakeholders
  - Decision Makers
  - Public
- **Data**
  - Existing Inventory
  - Condition

The People

Stakeholder: Anybody who can affect or is affected by an organization, strategy or project.

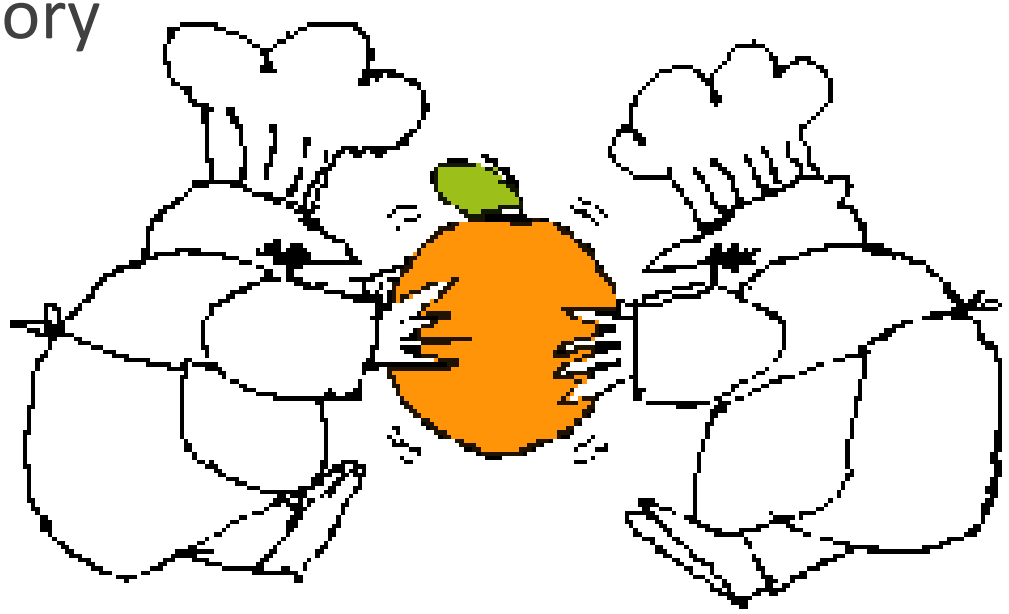
- People are Stakeholders
  - Emotions
  - Values
  - Experiences


ELECTED OFFICIAL
POLITICAL
POLITICAL
POLITICALLY APPOINTED OFFICIAL
POLICY
POLICY
PROGRAM, DEPARTMENT OR INITIATIVE LEADER
PROGRAM
PROGRAM
PROJECT MANAGER WHO IMPLEMENTS DETAILS
PROJECT
PROJECT
GENERAL OR SPECIFIC AUDIENCE
PUBLIC
PUBLIC

Benefits

- Understanding Positions vs. Interests

- “The Orange” Story



Positions vs. Interests

- A position is WHAT you want.
- An interest is WHY you want it.

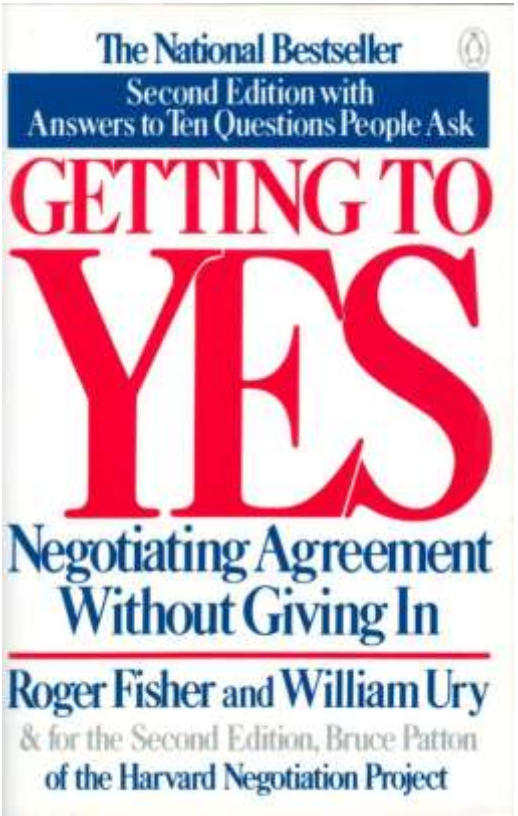
Positional Negotiation

- Positions are presented as the solution to the problem.
- People engage as opponents who bargain rather than individuals who discuss.
- Claim value for yourself while defending against the efforts of an opponent to do the same.
- There is a “win-lose” approach to resolving an issue or conflict.

Interest-Based Negotiation

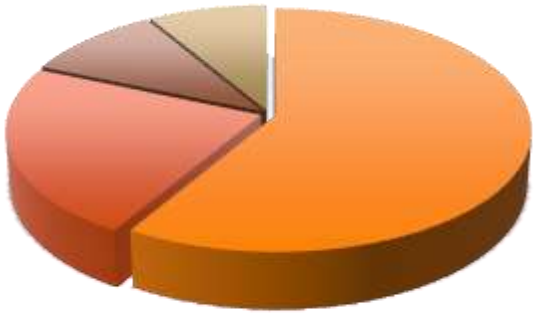
Process of creating value & opportunity

- Joint problem-solving
- Uncover interests
- Generate options
- Search for commonalities
- Win-win potential



Positions vs. Interests

Fixed Pie



Expandable Pie

Positional	Interest
Behavior Change	Attitude Change
Does not address underlying issues	Addresses underlying issues
Settles Issues	Resolves Issues
Does not address relationships	Builds relationships
Focus on positions	Focus on interests

Separate the people from the problem

Focus on interests rather than positions.

TRIANGLE OF SATISFACTION

- PROCEDURAL
  - Desire for participation.
  - Preferred processes and pace for thinking through issues and making decisions.
- PSYCHOLOGICAL
  - How we want to be treated.
  - How we want to feel about ourselves and the other persons.
- SUBSTANTIVE
  - Tangible, measurable outcomes or results.

Application: Positions vs. Interests

- Who likes buttermilk?
- Who doesn’t like buttermilk?

Implementation and Action

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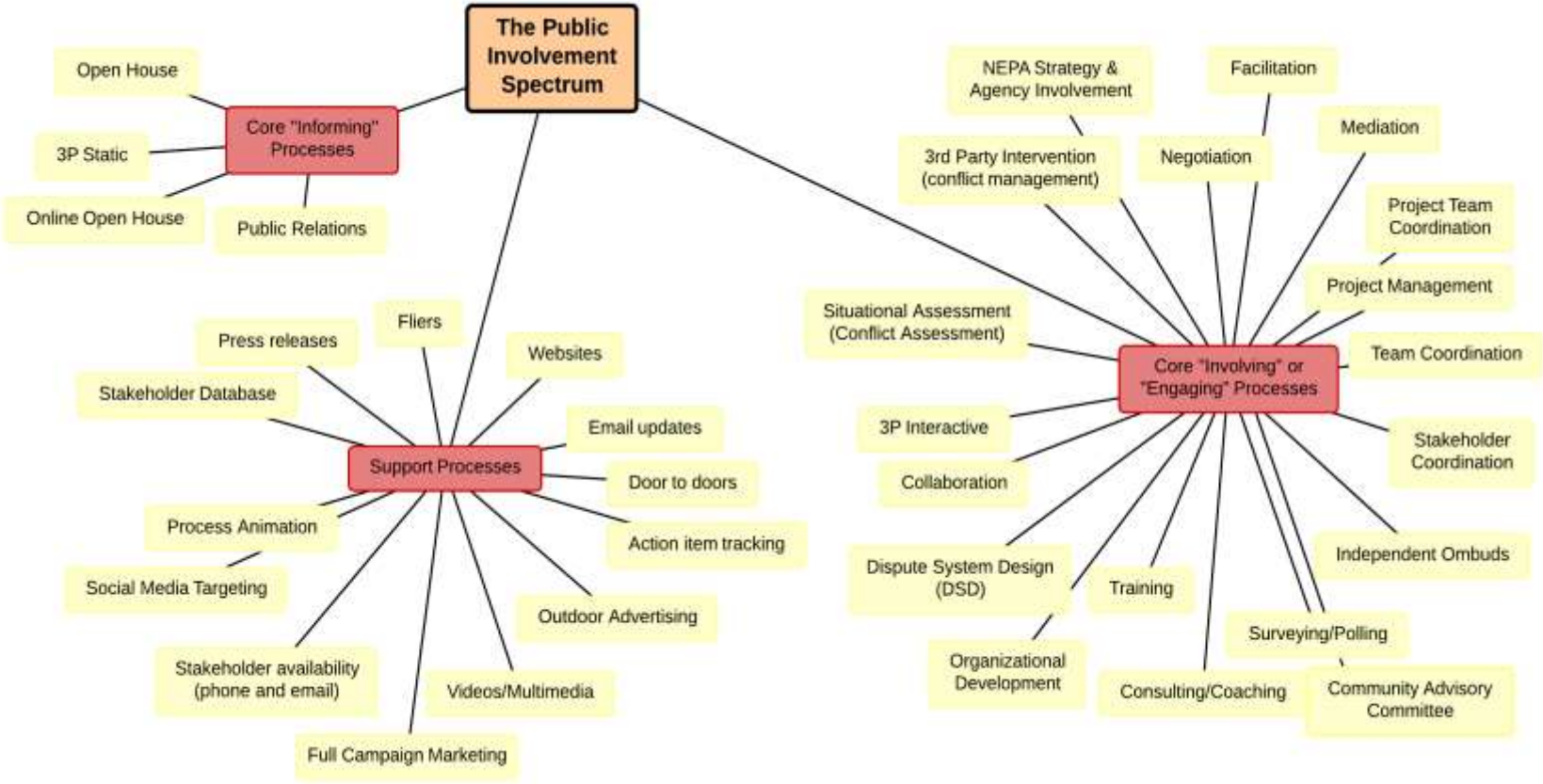
Public Engagement Spectrum



Spectrum of public involvement

Activities

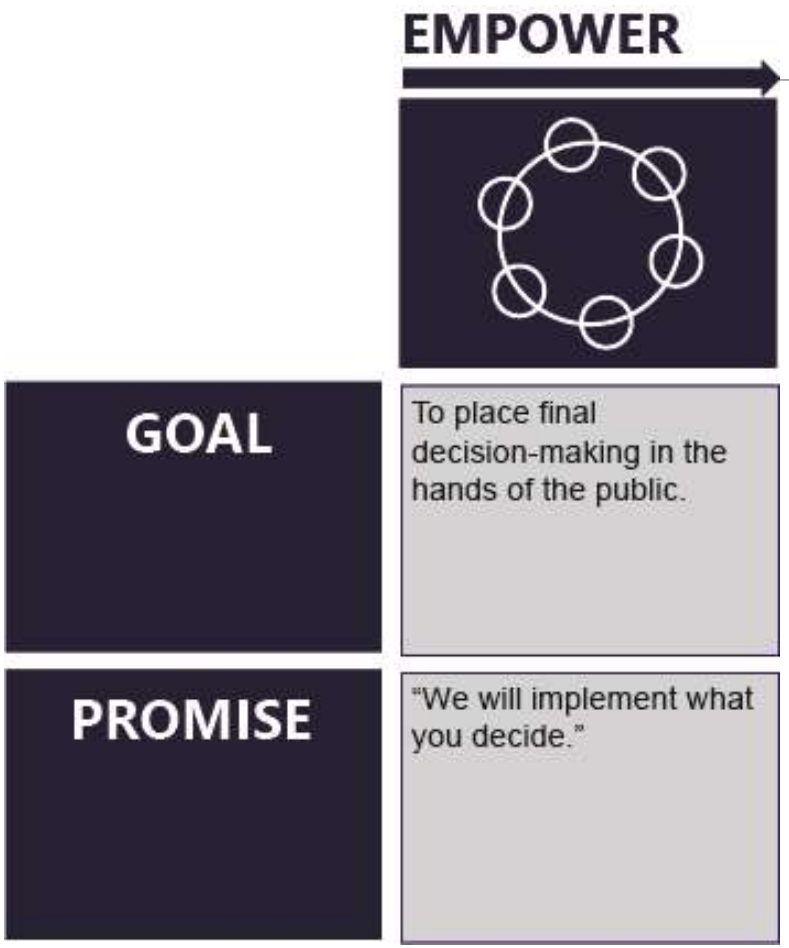
- Open Houses
- Fliers
- Fact Sheets
- Web Sites

Spectrum of public involvement

Activities

- Workshops
- Polling
- Surveys
- Focus Groups
- Public Meetings

Spectrum of public involvement



Activities

- Work Group
- Facilitation
- Citizen Advisory Committees
- Delegated decision-making group
- Mediation

“How” is a Process

- Determine the level of public involvement that is needed to address the context challenge.

- Determine what activity will lead to a resolution of the problem or issue between the various stakeholders.

Public Involvement: It's All About …

Questions?

Contact Information

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Marcus Murdock
mmurdock@langdongroupinc.com – 801-499-7377

J-U-B ENGINEERS, INC.
www.jub.com

THE LANGDON GROUP
www.langdongroupinc.com

Examples (Next Session)

- Wood Cross

Activities: Tools, Techniques and Technology

- Social Media
- GIS Issue Tracker
- Videos
- Online Open House
- Phone automation

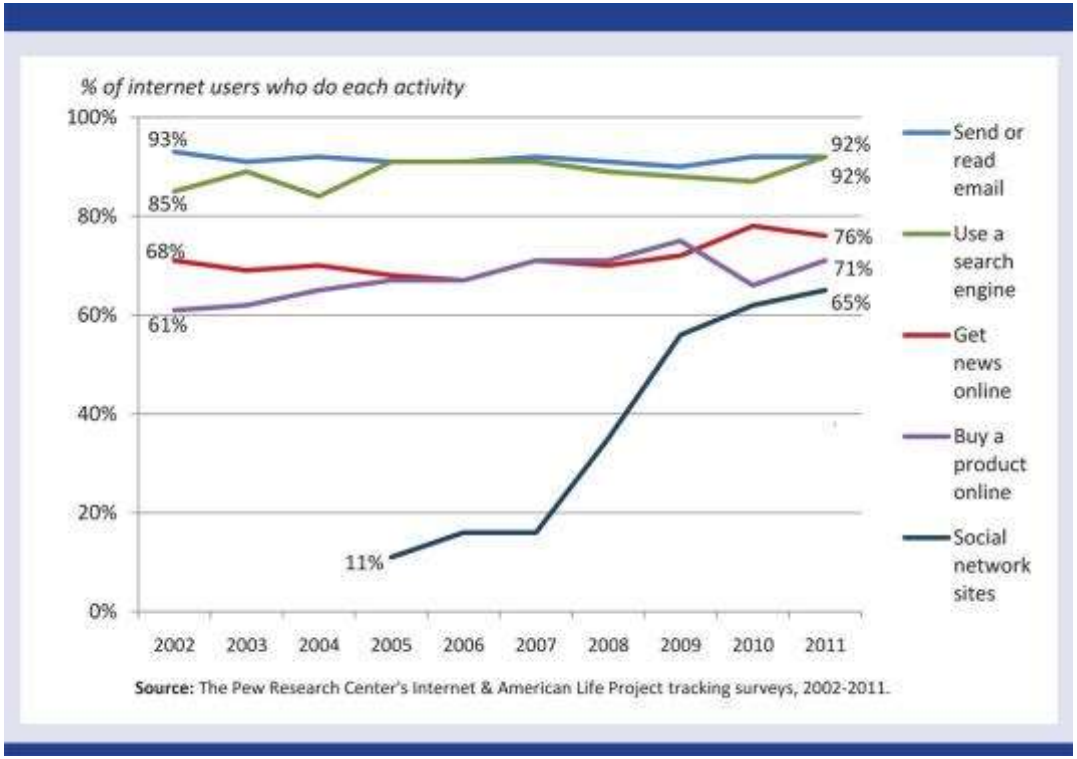
Why technology matters when engaging the public

- More Americans get their news from the Internet than from newspapers or radio, and three-fourths say they hear of news via e-mail or updates on social media sites.
- 91% of American adults own a cell phone (58% are smartphones).
- **61 percent** of Americans said they get at least some of their news online.
- Almost all respondents, **92 percent**, said they get their news from more than one platform.
- **75 percent** of respondents said they get news forwarded through e-mail or posts on social networking sites, while 37 percent of online users said they've reported news, commented on a story or shared it on sites like Facebook and Twitter.

Pew Research Center

Social Media

- Cost effective
- Engaging of silent majority
- Quantifiable
- Reaches generations X, Y, Z



Social Media

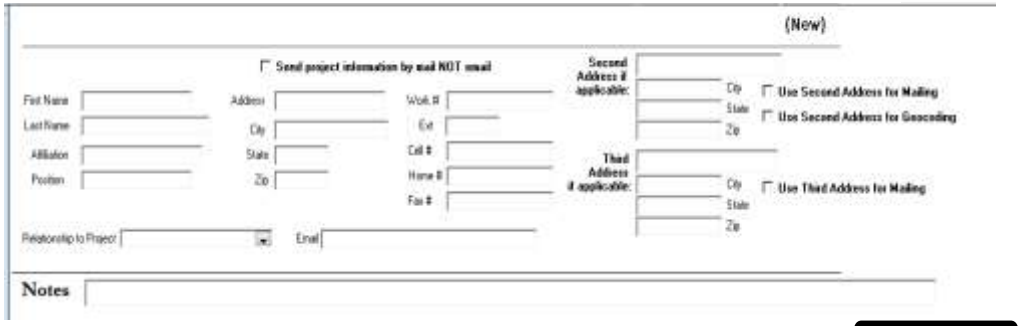
- State agencies and municipalities are using social media
- Project-specific social media
- Other tools: e-newsletters, websites, online surveys

GIS Issues Tracker

- You know what they are saying, but where are they saying it?
- Public involvement database + GIS Technology
  - Geographically defined conflict
  - Helps determine future communication tactics
  - Streamlines processes

GIS Issues Tracker

Public Information Database Source



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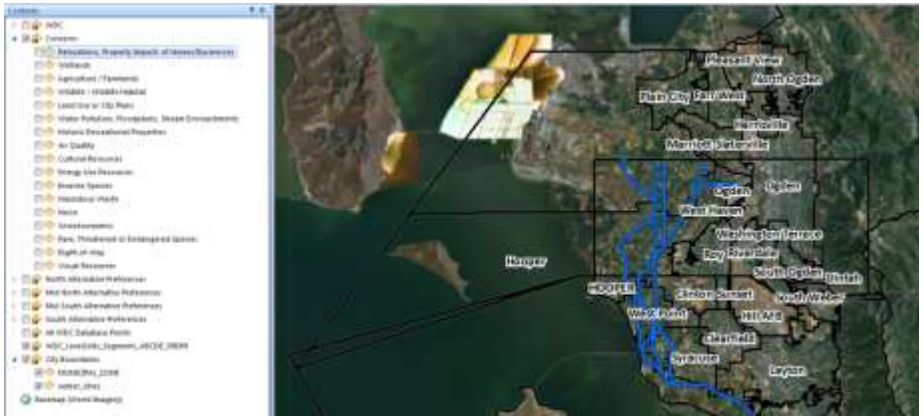
GIS Technology

=

Public GIS Tool



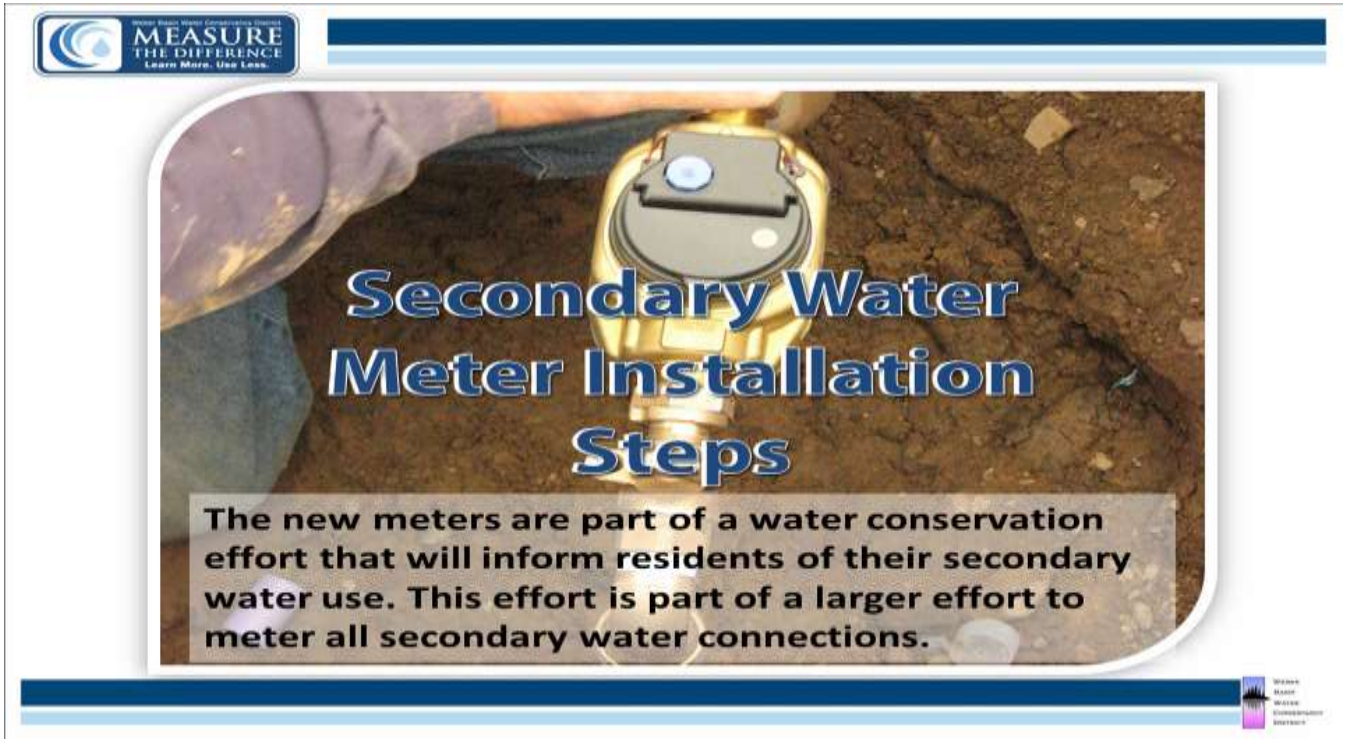
GIS Issues Tracker

Construction impact concerns

PI Tools: Videos

- Easy for stakeholders to access and share
- Cost-effective
- Gives you the opportunity to reach and educate more visual and auditory learners
- Can use for a variety of purposes
  - Construction and/or installation impacts, demonstrations, project overviews, informational videos

Videos

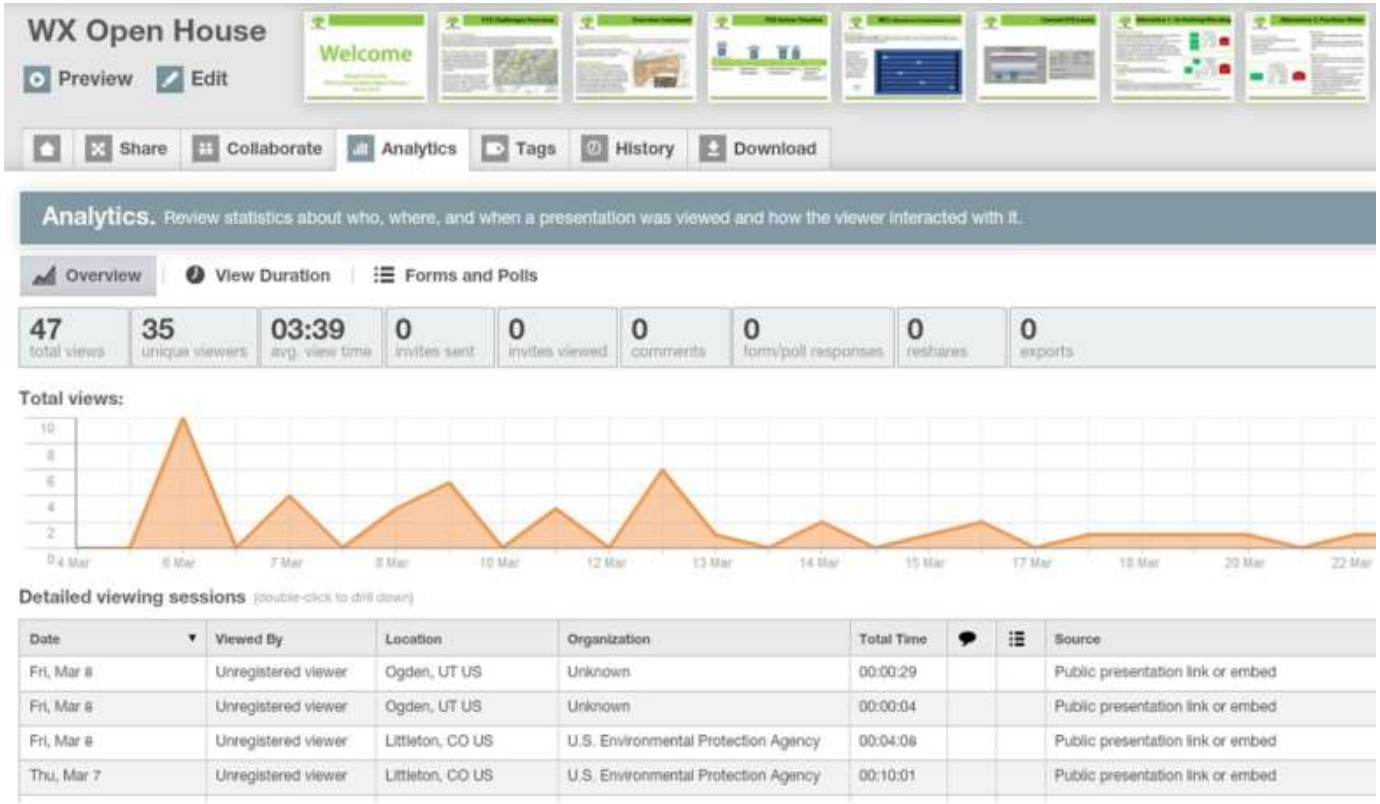

MEASURE
THE DIFFERENCE
Learn More. Use Less.
Secondary Water Meter Installation Steps
The new meters are part of a water conservation effort that will inform residents of their secondary water use. This effort is part of a larger effort to meter all secondary water connections.

Online Open House

- Very effective for reaching those who cannot attend physical open house
- Often more people access the electronic open house than physical open house
- Decreases of silent majority more of a voice
- Interactive

Online Open House

Analytics


WX Open House
Preview
Edit
Welcome
Share
Collaborate
Analytics
Tags
History
Download
Analytics. Review statistics about who, where, and when a presentation was viewed and how the viewer interacted with it.
Overview
View Duration
Forms and Polls
47 total views
35 unique viewers
03:39 avg. view time
0 invites sent
0 invites viewed
0 comments
0 form/poll responses
0 reshares
0 exports
Total views:
Detailed viewing sessions (double-click to drill down)
Date
Viewed By
Location
Organization
Total Time
Source
Fri, Mar 8 | Unregistered viewer | Ogden, UT US | Unknown | 00:00:29 | Public presentation link or embed
Fri, Mar 8 | Unregistered viewer | Ogden, UT US | Unknown | 00:00:04 | Public presentation link or embed
Fri, Mar 8 | Unregistered viewer | Littleton, CO US | U.S. Environmental Protection Agency | 00:04:08 | Public presentation link or embed
Thu, Mar 7 | Unregistered viewer | Littleton, CO US | U.S. Environmental Protection Agency | 00:10:01 | Public presentation link or embed

Lessons Learned and Recommendations when using digital outreach tools (PlaceMatters)

- Confirm key objectives you hope to achieve through the use of these tools
- Establish a systematic approach to evaluation with minimum standards to be incorporated into all public engagement efforts (e.g., ease of use, usage, efficiency, effectiveness)
- Establish a central repository of public input
- Dedicate staff and resources for PI (in house or consultant)
- Share practices and results

Lessons Learned

- Partner with or designate and train a person to be your online lead
- If you build it, they will come. So so it well! If you don't do it well, don't do it
- New technology often requires partnership with people outside the "field"
- Cost: New technology might mean that you have to foot the bill to test and show value of tool

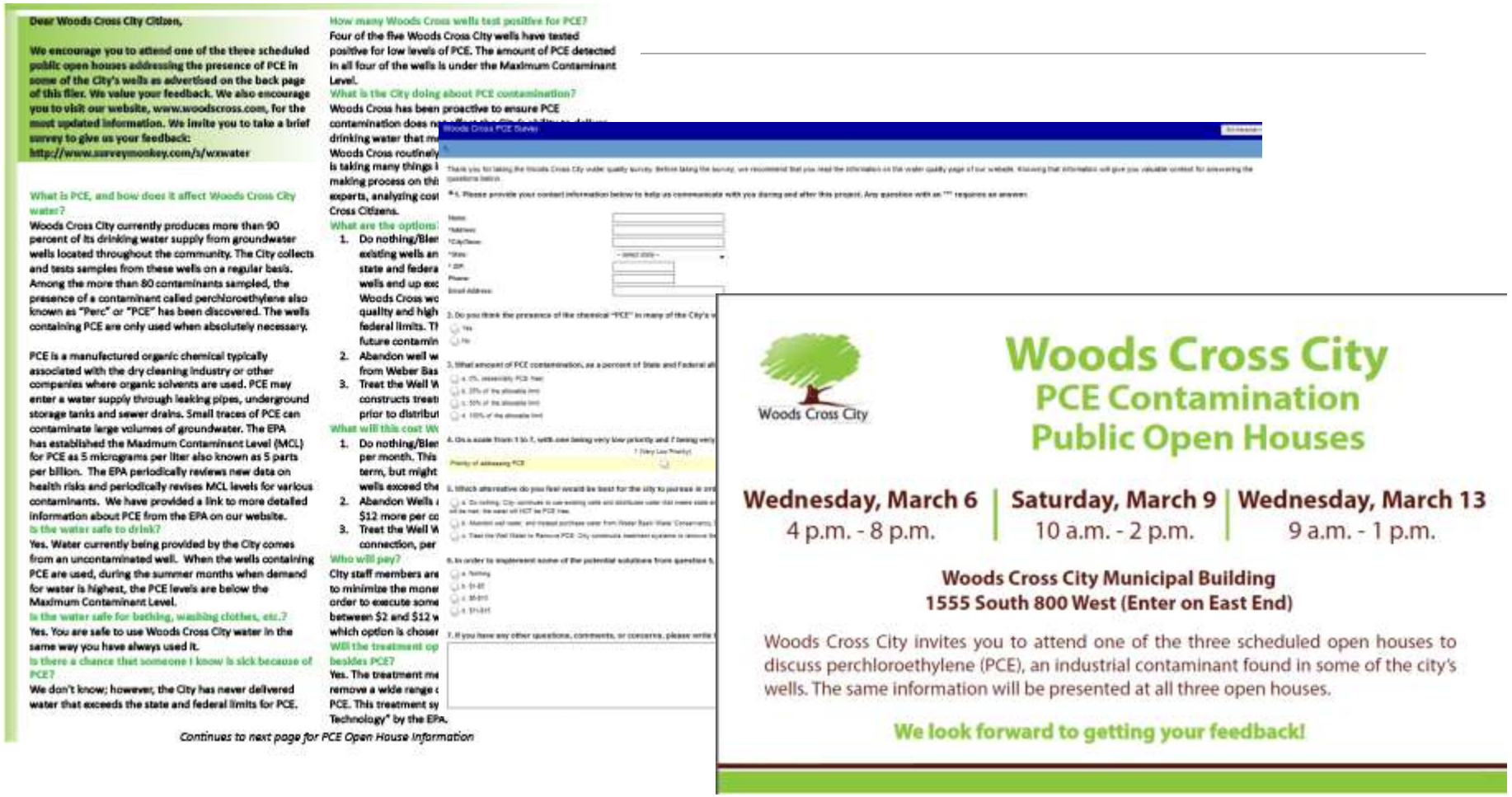
Case Study: Woods Cross
The Situation

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 Citizen,

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 flier. We value your feedback. We also encourage you to visit our website, www.woodscross.com, for the most updated information. We invite you to take a brief survey to give us your feedback: http://www.surveymonkey.com/s/wxwater

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.

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 n
drinking water that m
Woods Cross routinely
is taking many things
making process on thi
experts, analyzing cost
Cross Citizens.

What are the options

1. Do nothing/Blee existing wells an state and federa wells and up exc Woods Cross wo quality and high federal limits. Th future contamin
2. Abandon well w from Weber Bas
3. Treat the Well W constructs treati prior to distribut

What will this cost W

1. Do nothing/Blee per month. This term, but might wells exceed the
2. Abandon Wells $12 more per co
3. Treat the Well W connection, per

Who will pay?

City staff members are to minimize the mone order to execute some between $2 and $12 w which option is choser

Will the treatment op besides PCE?

Yes. The treatment me remove a wide range PCE. This treatment sy Technology" by the EPA.

Continues to next page for PCE Open House Information

Woods Cross PCE Survey

Thank you for taking the Woods Cross City water quality survey. Before taking the survey, we recommend that you read the information on the water quality page of our website. Knowing that information will give you valuable context for answering the questions below.

* 1. Please provide your contact information below to help us communicate with you during and after this project. Any question with an "*" requires an answer.

Name
*Address
*City/Town
*State
* ZIP
Phone
Email Address

2. Do you think the presence of the chemical "PCE" in many of the City's w
Yes
No

3. What amount of PCE contamination, as a percent of State and Federal al
a. 0%, essentially PCE free
b. 25% of the allowable limit
c. 50% of the allowable limit
d. 100% of the allowable limit

4. On a scale from 1 to 7, with one being very low priority and 7 being very
1 (Very Low Priority)
Priority of addressing PCE

5. Which alternative do you feel would be best for the city to pursue in ord
a. Do nothing. City continues to use existing wells and distribute water that meets state and federal standards even though some wells may exceed the allowable limit for PCE. Water will NOT be PCE free.
b. Abandon well water, and instead purchase water from Weber Basin Water Conservancy
c. Treat the Well Water to Remove PCE. City continues treatment systems to remove the

6. In order to implement some of the potential solutions from question 5,
a. Nothing
b. $1-$5
c. $5-$10
d. $10-$15

7. If you have any other questions, comments, or concerns, please write t

Woods Cross City

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.

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.

facebook

Woods Cross City

Woods Cross City
PCE Contamination
Public Open Houses

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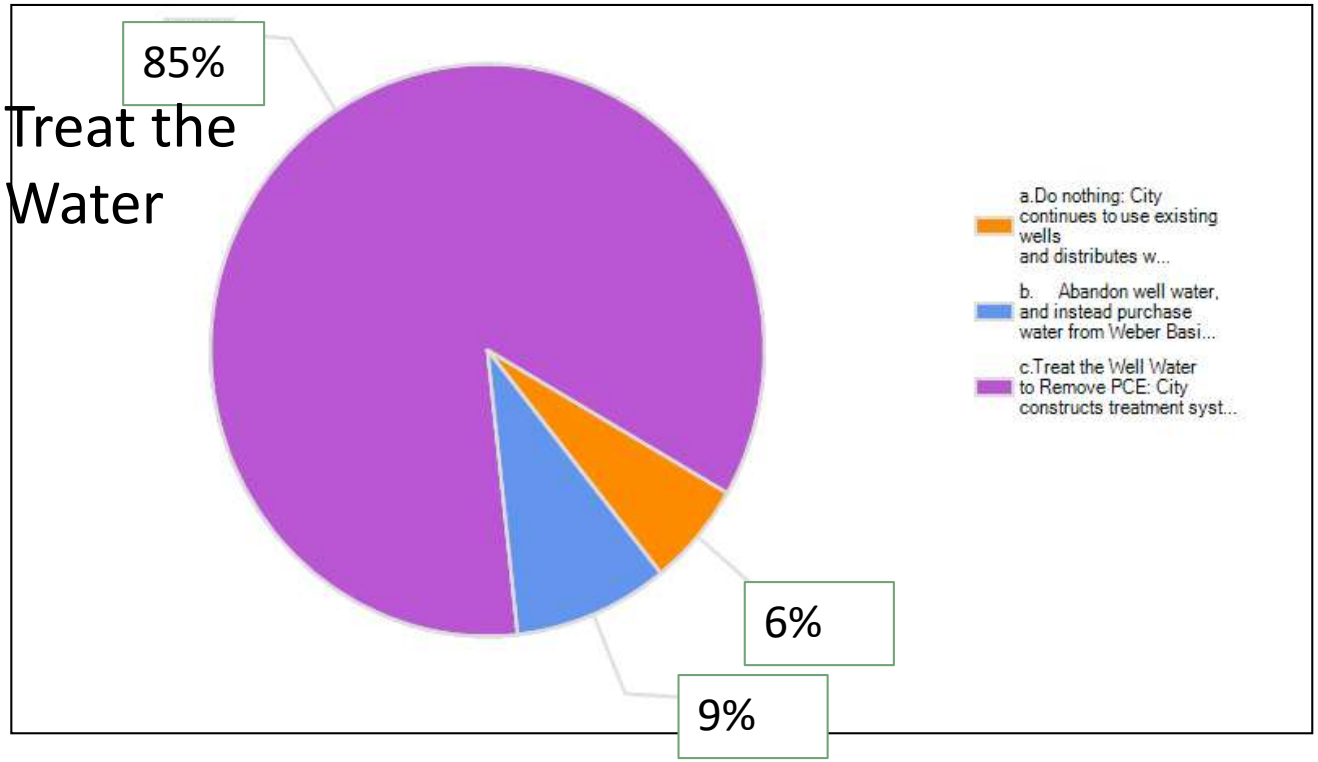
Feedback Results

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



City Council Action

Result – Happy Citizens

Lessons Learned

- Public Involvement –a good investment
- Consistent messaging
- Feed the Media with the facts
- Don’t guess or conjecture
- Transparency
- Media can be an asset
- Avoid “bunker mentality” with the public

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; once the landscaping has been installed, each resident is responsible for its upkeep.

The first 9 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: _____

THANK YOU!