

REQUEST FOR PROPOSALS

RFP 8059 0 2010/SK

Engineering Services for East Side Water Supply Planning and Project Development
City of Madison, Wisconsin

D. Task 4: Public Participation Program

1. Task Objective: Engage the public in a comprehensive public participation program experience which will involve and educate the public on the need and justification dynamics of recommended various Utility capital and operational improvements and capital expenditures. The program will be designed so as to solicit provide for and address community members to weigh in on their thoughts concerns regarding long-term water supply to Zone 6-East. Public participation initiatives will conform to the requirements of the Utility's standard procedure Standard Operation Manual / Procedure for public participation. The program shall also be modeled after the requirements of 40 CFR Ch. 1 Part 25 – "Public Participation in Programs under the Resource Conservation and Recovery Act, the Safe Drinking Water Act, and the Clean Water Act."

2. A 'standing' or 'umbrella' Citizen Advisory Panel (CAP) will serve the Utility's staff, board, and various consultants on the front end of any project involving public engagement; including the writing of the Request for Proposals (RFP) for any such project. The Panel will itself be created using public engagement principles.

3. Consultant(s) will assist the Utility to form and administer the necessary project Citizen's Advisory Panel(s) (CAPs) for the project. CAP organization and function will vary throughout the project and will be dependent upon project needs, specifics, and objectives. Such variations will be determined in consultation among and between the CAP, The Utility and the consultant(s).

4. Consultant(s) will draft a formal public participation plan for the project. Said plan shall itemize the organization and recruitment for the CAP(s). It shall establish project public participation goals and objectives. It shall itemize general communication protocols. And, it shall lay the framework for disseminating information on the project to the general public. The plan will include critical milestones for neighborhood and public information meetings and will identify critical items to be addressed in written communication. The Public Participation Plan draft will be subject to review and improvement by the CAP(s) and Utility staff.

5. Consultant(s) will work with the Utility and the CAP(s) to identify, categorize and prioritize citizen needs/preferences, concerns, and issues as they apply to specific project objectives and proposals. Working with identified project issues, consultant will engage the public, facilitate meetings, and administer programs to develop satisfactory solutions/options.

4. Consultant(s) will work with CAP(s) and the Utility to develop effective and efficient means of communicating project information to the public, to answering questions, and to fostering public understanding of the justification and need for of any of the recommended projects.

Comment [bs1]: The idea of 'need and justification' is antithetical to 'public engagement.' It implies 'selling' something to the public. Public engagement is about 'involving' the public in choices and conclusions.

Comment [bs2]: A 'program' cannot solicit.

Comment [bs3]: The word 'concerns' establishes a negative base which will influence the tenor of all further conversation. The word 'thoughts' establishes a neutral base.

Comment [bs4]: Spell out 'CFR' ... This RFP will be improved in terms of 'public participation' to the degree that it is made more easily readable and understood by members of the community who may want to peruse it.

5. Consultant(s) will aAssist Utility in developing, preparing, and distributing project information to the public as necessary to convey proposed project informations.

6. Consultant(s) will aAssist Utility in organizing and facilitating project meetings.

7. Consultant(s) aAssist the Water Utility in preparation of exhibits for press releases and for public meetings.

8. Consultant(s) will assist the Water Utility in dDocumenting meetings and public comments and concerns and publish results.

9. Consultant(s) will assist the Water Utility in dDeveloping a project web page to disseminate information, meeting announcements and minutes, press releases, and provide a forum for public comment and input into the process.

10. Consultant(s) will pProvide other assistance as deemed necessary to achieve the project objectives, engage the public and gain acceptance of the proposed capital improvement planfacilitate participant generated advisories as to public preferences regarding the capital improvement plan.

11. Schedule: Work under this task will continue throughout the full term of the study.

12. Products: a) Written Public Participation Plan

b) Informational publications and exhibits as necessary

c) Required mailings

d) Publish meeting minutes and document public comments

e) Project web page development and maintenance

f) Printing and postage costs will be covered directly by the Utility.