

Community Outreach & Communication

Madison Water Utility

Why Communicate?

Good
Government

Transparent

Gives people information they
need to make decisions

Creates an opportunity for
dialogue

It's expected

Effective Communication

Effective Communication

Communicate with people where they are.

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- 87% of American adults are online
- **79% of online adults (68% of all Americans) use Facebook.**

Effective Communication

Communicate with people where they are.



Effective Communication

Communicate in more than one way.

Effective Communication

Communicate in more than one way.



Communication Tools

- Website
- Press Releases
- Community meetings
- Email lists
- Social Media
- Video (YouTube)
- In-person outreach (facility tours, events, school visits)
- Community Partnerships
- Text Alerts
- Bills
- Advertising
- Mailers

Community Advisory Process

- Passed by the Common Council in 2014
- An evolution of the Citizen Advisory Panel process (2008)
- Relies on technology (emails, website, social media) to engage people in facility projects as well surveys, mailers and public meetings/public hearings.
- Built around key project decision points.
- Projects with the Community Advisory Process:
 - Lake View Reservoir
 - Paterson St. Operations Center
 - Well 31
 - Blackhawk Water Tower

Community Advisory Process

Goals

- Inclusive: Not limited to certain people
- Equitable: Recognize barriers to public participation exist, particularly requirements for in-person participation, and work to make our process accessible to everyone.
- Values all voices: Recognize that input given via survey, email, phone call, letter, etc. has as much value as input given at an in-person meeting.
- Open: Allow participants to access information and give feedback according to their own schedules.
- Transparent: Ensure everyone has equal access to clear and current information.
- Has purpose: Demonstrate responsiveness to feedback and highlight ways that public participation impacts our projects.

Community Advisory Process

Four Phases

PHASE 1 – Establish Public Outreach Budget, Public Notification, and Project Plan

PHASE 2 – Site Selection (if applicable)

PHASE 3 – Facility Design (if applicable)

PHASE 4 – Groundbreaking, Construction, Completion

Community Advisory Process

Four Phases

PHASE 1 – Establish Public Outreach Budget, Public Notification, and Project Plan

Establish public outreach budget

Initial Outreach

First Public Meeting

Gather Feedback

Water Utility Board Public Hearing

Web Updates

Community Advisory Process

Four Phases

PHASE 2 – Site Selection (if applicable)

Gather Feedback

Public Meeting

Water Utility Board Public Hearing

Web Updates

Community Advisory Process

Four Phases

PHASE 2 – Site Selection (if applicable)

Gather Feedback

- Update website with relevant site selection information.
- Provide participants with potential sites via email or regular mail and solicit other site recommendations.
- Rank potential sites on website based on public feedback and other criteria, and distribute ranking to email list. Mail information to those who do not have access to email.

Public Meeting

- Review potential sites and site ranking based on public feedback and other criteria.
- Answer questions and solicit feedback from attendees.

Water Utility Board Hearing

- Presentation by staff of recommended site(s).

Web updates

- Revise site selection as required by Water Utility Board.
- Post final site selection on project web page, and note any impact public input may have had on site selection decisions.
- Send an email update to project email list. (Mail information to those who do not have access to email.)

Outreach & Engagement Practices

- Creating and continually updating subject-specific web pages
- Reaching out to neighborhood associations, alders, listservs
- Creating subject-specific email lists
- Using social media platforms
- Keeping information clear and relevant
- Taking information to people
- Timely information turnaround
- Respond to questions, concerns, media inquiries

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