

Challenges of Public Participation in Project Development



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Discussion topics

- What did we promise to cover?
 - Challenges of PI in engineering projects
 - Benefits to the community of PI
- Examples
- How do you calculate outreach?
- Take aways / reminders

Challenges

- Misconceptions
- It's not broke ...
- NIMBY
- We didn't know you were planning ...
- Fear of change
- Conspiracies



Times have changed

Engineering is complicated, so here's a flowchart to help you out.

Engineering Flowchart



(H/t Andrew Rader)

Benefits

- Solicit input on things the public cares about
- Remind public the importance and value of the infrastructure
- Add something the public wants
- Minimize neighborhood impacts
- Create project support



Examples

Powell Butte Reservoir 2

- LU Type II & III CU EN, & appeals
- Extensive outreach betw 1995-2003, 2009-2011
- List of amenities to build with the project

Kelly Butte Reservoir

- LU Type III EN
- Limited stakeholders
- Minimal outreach wanted
- 1 amenity requested



Examples continued

Tabor Reservoir Adj

- LU Type II & III HR EN & appeals
- Small project, large perceived impacts
- Extensive outreach



Wash. Park Res Imp.

- Large regional project
- Extensive outreach 2yrs +
- LU Type III HR EN CU, and IV demo
- List of amenities, historic restoration & preservation

What are other utilities doing?

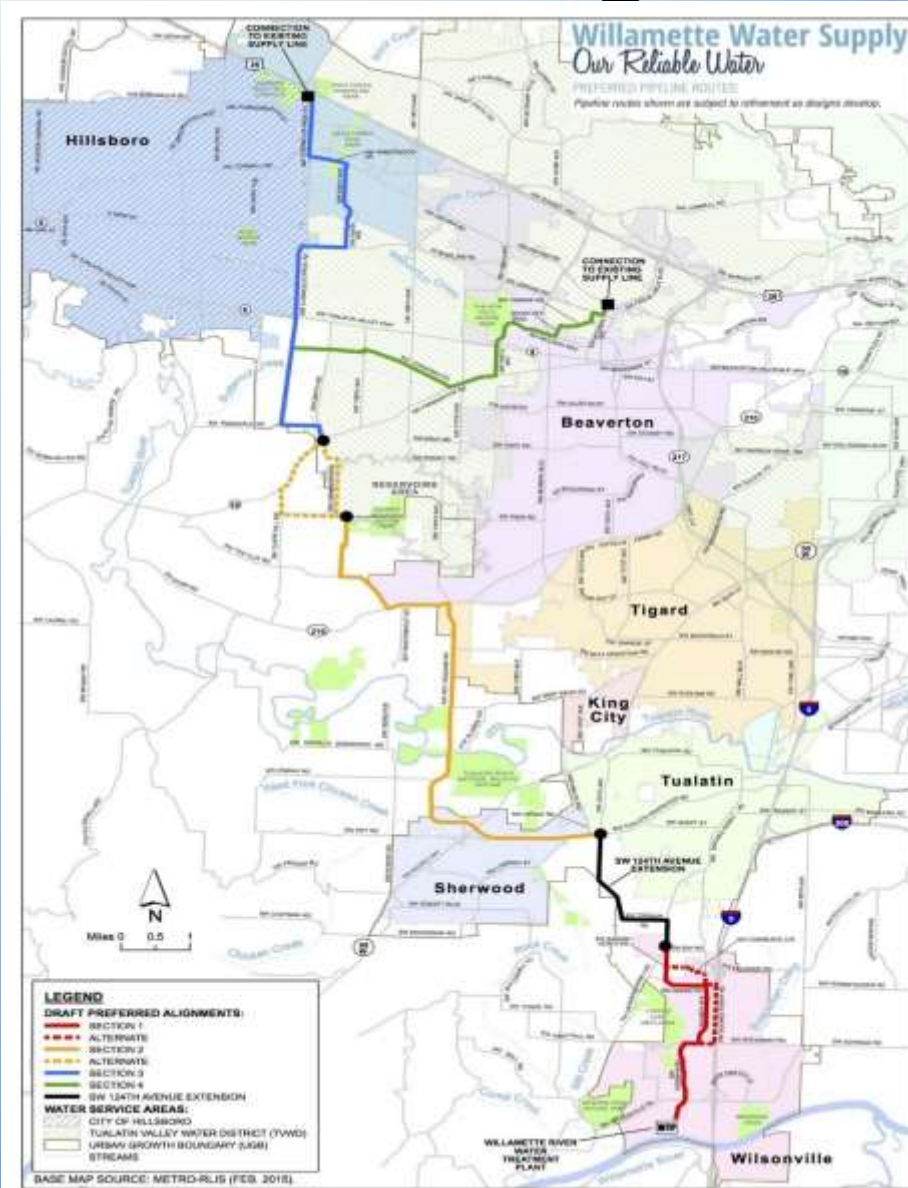
Tualatin Valley Water District
& Hillsboro

Willamette Water Supply

Board and City Council buy-in

Early and often outreach

Unknowns



How do you calculate or decide how much public outreach to do?



How do you measure outreach

- Is it measured by:
 - # of public information requests you fill
 - # of people vocally speaking out
 - # of public meetings held
 - # of mailers sent out
 - # of people reached
 - \$\$ money spent on PI



How do you measure success

- Is it when you get the answer you want?
- Do you set an amount of \$ for outreach and only go up to that line?
- Is it when the construction starts?
- When it's complete?

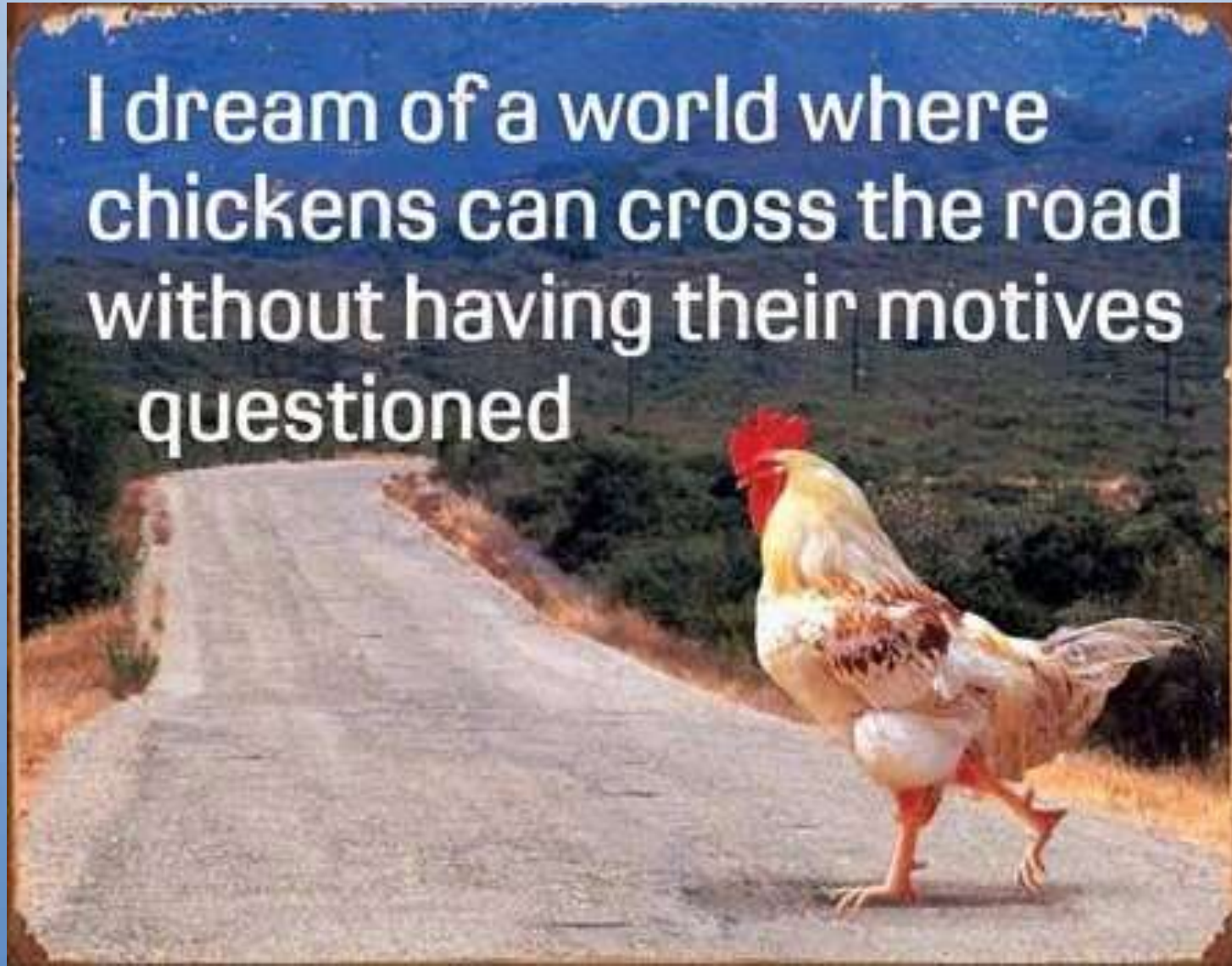


Stakeholders



When is enough enough

I dream of a world where
chickens can cross the road
without having their motives
questioned



How do you reach the silent majority?

- Walking tours
- Virtual open houses



Take aways / reminders

- Know your project boundary
- Be upfront with answers
- Plan ahead for election upheaval
- Don't forget the silent majority
- Reach accord where you can
- You won't reach everyone
- Take your floggings and move on

Take aways / reminders

- Engineers need to be engaged in the PI – don't pass it off
- It's a credibility issue – the public wants to hear from you, and they want real answers
- Don't dumb down the message – educate
- Be honest



Questions?

Sorry for the inconvenience



SuperValu
HILL VALLEY HUBBY



If Rome was
built in a day
we would have
used the same
contractor