

**ESWS CAP**  
**Participation, Communication, and Recruitment Committee**  
**10 February 2011 Meeting Notes**

1. Items of interest that Bert and Mark created for the meeting
  - a. Questions to consider in developing a participation plan:
    - When will the project be ready for public participation?
    - What will be involved?
    - What is the purpose?
    - What will be the take-away?
    - What is the intended outcome?
    - How will you capture feedback?
    - What will you do with the feedback?
    - Are you intending to provide weighted preferences, i.e. tracking feedback to cite numbers of responses associated with a particular item?
  - b. Establish date windows
  - c. Reserve the space (preferably the Goodman Center)
  - d. Communication Element
    - Need to get the word out
    - Need a solid turnout at each event so that our engagement and resulting recommendations to the MWU Board have substance
2. Guiding Documents
  - MWU SOP for Public Participation
  - Draft Public Participation & Communication Plans from
    - Zone 4
    - Harbor Hills
3. Public Participation Plan will be driven by five project decision points with the following elements:
  - a. CAP Meetings
  - d. Public Engagement from which the CAP incorporates feedback
  - e. Presentation of recommendations to the water board
4. Estimated End Date for ESWS Project: April 2012
5. Timeline of the project drives the timeline of the Public Participation and Communication Plans
6. Q&A:

Q: Has anything ever changed the plans for Water Utility projects?  
A: The MWU changed the design of the pumping station at Arbor Hills
7. Information involved in this project requires a fair amount of educating to bring the 'public' up to speed. This is best accomplished through a combination of communication and public meetings.
8. Public meetings:
  - a. Invitations
    - 1) general invitation
    - 2) invitations targeted individuals and groups with known interests in the project outcome

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- b. Make some presentations to neighborhood associations and organizations to provide project introduction and basic information, e.g., hydro-geology of the Isthmus, leading up to the larger, public participation event.
  - c. We want the larger, public participation event to include the project introduction and basic information as well as the technical information generated in the project
    - 1) Use posters, pamphlets, presentations, other communication and feedback tools
    - 2) Write recommendations that incorporates feedback from public meetings
    - 3) Conduct follow-up public meetings that include information and opportunity for feedback on the CAP's recommendations to the Water Utility Board
  - d. We need to conduct a public meeting as soon as possible, demand and conservation may be good places to start
  - e. How do we build in opportunities for participants to share their appreciations, concerns, ideas, and feedback?
9. Public Participation Plan
- a. PCR Committee would like Beth Foy to follow through with her offer to add substance from the B&V project proposal to Mark S's draft outline for the Public Participation Plan
  - b. The also want her to include headers that lay out the structure of the plan and indicates additional information needed in the plan.
  - c. The committee wants to include a process for evaluating our public participation that includes some description of what "success" looks like.
  - d. We need to coordinate the calendar for meetings and presentations with the calendars for other Water Utility and CAP activities (the current WU Web calendar goes two weeks out)
    - 1) Well 15 CAP introduction meeting is likely to be the week of the 28<sup>th</sup>
10. Communication ideas
- a. Web site
  - b. Face Book:
    - 1) Need to keep Facebook page separate from MWU. If CAP wants a Facebook page, it either needs to be cleared by the city attorney or it needs to be operated separately and distinct from the MWU and its Web site
    - 2) Need to establish rules and criteria for moderation of the page
      - a) When a moderator deletes a post, that moderator will send an E-mail to the author providing the rationale for deletion
  - c. Use Weblogs and E-mail list serves to spread information and stimulate engagement
  - d. Maps and basic information
  - e. Get FAQs on line
  - f. Press releases
  - g. How do we market this project? How do you get people excited and involved in the largest project the Water Utility has undertaken in the 10 years that AI has been on the staff?

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- h. Messaging
  - i. Radio and TV spots and interviews
    - 1) public radio
    - 2) commercial radio
    - 3) Sea Grant radio program
  - j. Incorporate evaluation elements in the Communication Plan
  - k. The timing of information bursts can help improve awareness and participation
11. How do we use people's concerns constructively to encourage engagement? We could get call data from the Water Utility to identify the areas of water concern and the number people concerned.
12. Water Utility can provide support services and resources, e.g.
- a. Press-release E-mail list (Gail Gawenda)
  - b. Color printing up to 42"X30"
  - c. Data on the number of calls received by the Water Utility by topic category (Al thinks this can be done. He's not the person in the Water Utility who can provide this information.)
13. Tasks and Responsibilities
- a. Mark
    - 1) E-mail to Beth with information on PCR Committee request for her contribution to drafting the public participation plan
    - 2) Put out Doodle poll to schedule the next committee meeting
  - b. Jill
    - 1) Set up Facebook page for ESWS CAP
    - 2) Draft ESWS Communication Plan by the end of next week (20 February)
  - c. Al
    - 1) Provide list of MWU resources and services available to PCR Committee
    - 2) Identify the Water Utility points of contact for resources and services
  - d. PRC Committee
    - 1) Synchronize ESWS CAP participation and communication calendars with the calendars of other CAPs and Water Utility activities
  - e. Unassigned
    - 1) Call city attorney to check about any restrictions and requirements for CAP-created Facebook page about the ESWS project