The Art and Science of Construction Outreach

Michelle Perdue – Education & Outreach Coordinator

Tim Beachy – Project Manager

Clean Water Kitsap
Partners in Stormwater Solutions
What do we want?

We want to get the job done

No conflict

Sometimes we want input
What do they want?

- Efficiency
- Honesty
- To feel heard
Project outreach is like dating
You don’t get a second chance to make a first impression

It’s a relationship

Based on communication

Comprised of give and take
A tale of two projects
The toolbox

• Letter to surrounding property owners
The outcome

Project failed at this site
Manchester
The toolbox

- Kiosks
- Handouts
- Direct mailers
- Signage
- Social media
- GovDelivery
- Public meetings – citizens and local groups
The outcome
How do we get there?
Decide how much participation you want from the public

IAP2’S PUBLIC PARTICIPATION SPECTRUM

The IAP2 Federation has developed the Spectrum to help groups define the public’s role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

<table>
<thead>
<tr>
<th>PUBLIC PARTICIPATION GOAL</th>
<th>INFORM</th>
<th>CONSULT</th>
<th>INVOLVE</th>
<th>COLLABORATE</th>
<th>EMPOWER</th>
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</thead>
<tbody>
<tr>
<td>We will keep you informed.</td>
<td>To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.</td>
<td>To obtain public feedback on analysis, alternatives and/or decisions.</td>
<td>To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.</td>
<td>To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.</td>
<td>To place final decision making in the hands of the public.</td>
</tr>
<tr>
<td>PROMISE TO THE PUBLIC</td>
<td>We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.</td>
<td>We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.</td>
<td>We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.</td>
<td>We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.</td>
<td>We will implement what you decide.</td>
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</tbody>
</table>
Know your group
I WANT A SAFE PLACE for my child to grow.
I DON’T LIKE PEOPLE TO KNOW that I don’t read well.
ANY KIND OF CHANGE is confusing to her now.
I wrote the book on what you’re trying to explain to me.
I LOVE THIS PLACE for the view.
I just came home - loud noises are an issue for me.
I’m a third generation resident of this town...
This place is our home.
Make a roadmap

Identify your key messages early

Write an outreach plan

Think ahead – if X happens, then Y
Develop trust relationships

How???
Identify your best messenger

Agency

Construction manager

Community groups

Contractor
Choose your tools

- Postcards
- Fact sheets
- Signage
- Door hangers
- Letters
- Advertising
- Community groups
- Meetings
Consistent messages

The Manchester Stormwater Park
The Final Design Is In...

The Stormwater Park
The Community Commons Area provides a unique opportunity for public input on amenities and functions.

A blank slate
Once the stormwater treatment areas are installed, a Community Commons Area remains in the central zone of the park. Citizens have the opportunity to provide input about the appearance and function of this space. These photos show just some of the many ideas that could be considered for this community space.

Gitsap County’s first stormwater park will be constructed at the corner of Colchester Drive and Main Street.

Gitsap County Public Works invites community members to the design workshop for the Manchester Stormwater Park, currently scheduled to begin construction in 2014 and 2015.

A blank slate
Once the stormwater treatment areas are installed, a Community Commons Area remains in the central zone of the park. Come provide your input on how this space may look and function. We will discuss design options such as: open space, multi-levels, park themes, and educational opportunities.

Manchester Public Library
8067 E. Main St, Manchester
Tuesday, October 22 - 6:30 to 8:00 p.m.

Stay Involved:
www.kitsapgov.com/swmp/Kitsap_SW_Retrofit
Click on “Sign Up for Electronic Notifications” and choose “Manchester Stormwater Park” under Public Works.

You’re Invited
BUCKLIN HILL BRIDGE PROJECT

ROAD CLOSURE
JULY 2015

BUCKLIN HILL BRIDGE PROJECT
ROAD CLOSURE

Estuary Enhancement, Roadway Widening, and Bridge Construction Project

Contractor: Granite Construction Company

Construction: June 2015 - August 2016
Road closure: July 2015 - August 2016

More information: BucklinHill.com or 360.337.5777

Project Partners:

Road NW is closed between Blaine Avenue NW and Road NW. Scout an alternate route to avoid

Stations - See What’s Happening On-site

PROJECT DETAILS
HISTORY & GOALS
STATUS & SCHEDULE
SCOUT YOUR ROUTE
MEDIA & SUPPORT
STAY INFORMED

Get Ready! Readyp
Manchester Stormwater Park Timeline

- Stormwater Retrofit Plan started: 2011
- Stormwater Retrofit Plan finished: 2012
- Meeting with Manchester Stormwater Committee: Aug. 23, 2013
- Presentation to Port of Manchester: Sept. 9, 2013
- Public design workshop: Oct. 22, 2013
- Parking design concept presentation with MCC: Nov. 5, 2013
- Public concept presentation on MCC: Dec. 12, 2013
- 60% design: Feb. 2014
- Presentation to Port of Manchester: Apr. 14, 2014
- 90% design: May 31, 2014
- Final design presentation: May 27, 2014
- On schedule for construction: Fall, 2014
- Projected completion: Early 2015

Manchester Stormwater Retrofit Project

Status: Active (Construction) Start Date: 1/1/2012 End Date: 12/31/2016
Communicate

Communicate

Communicate

Communicate
Gov Delivery

Kitsap County
Published by GovDelivery Other July 17 at 12:39pm -

Stay ahead of summer delays and detours. Follow the link below for The Road Report and learn where work is happening on County roads.

The Road Report for July 17-24
County crews are chip sealing at several locations all week. Traffic is restricted to one lane in the immediate vicinity of the work. Flaggers direct motorists through the work area and moderate delays of up to ten (10) minutes can be expected in the immediate vicinity of

KITSAP COUNTY
WASHINGTON

Click here to receive updates by email or text message

Contact Information
Project Contact
Tim Beachy

Education and Outreach
Michelle Perdue

Bucklin Hill Bridge Project Updates
With the road closed and the weather perfect, construction is in the air, as is the County’s signal technician. Crews switched out the signal head at the intersection of Bucklin Hill Road and Mickelberry Road prior to the July 1 road closure.

KITSAP COUNTY
WASHINGTON
Manchester Stormwater Retrofit Project

This project will provide water quality treatment of stormwater for approximately 80 acres of the Manchester community. The project will also provide pedestrian and traffic safety improvements, roadside rain gardens, a stormwater park, and a new outfall at the beach.

Project update: Nordland Construction crews will begin mobilizing equipment and materials on site beginning the week of July 19 as they begin phase 2 of the project. In this phase, the crews will be constructing a new stormwater outfall structure adjacent to the Port of Manchester Boat Launch, including a new fixed pier that provides access to the floating pier at the park. This work will include limiting access to a portion of Pomeroy Park and minor traffic delays to the Port of Manchester Parkinglot and boat launch. Work is expected to last

Map of Kitsap County showing locations.
Social media
Kiosks

• Prominent location
• Current information

The Manchester Stormwater Retrofit Project
Kitsap County's first stormwater park will be constructed at the corner of Colchester Drive and Main Street.

The perfect intersection of form and function

This groundbreaking new project will provide water quality treatment for approximately 100 acres of urban runoff in downtown Manchester.

The stormwater park design combines stormwater treatment areas to improve water quality in Puget Sound with a new public space showcasing amenities that will enhance the quality of living for the Manchester community.

DESIGN AND CONSTRUCTION REQUIREMENTS

Stormwater Park Key Elements
- Maximize water quality treatment per WDOE grant
- Minimum 7,000 sq-ft of stormwater treatment system required
- Periodic equipment access for maintenance
- Stormwater treatment area located on site perimeter

Colchester Stormwater Criteria
- Back in angle parking on east side of Colchester Drive
- Pedestrian walkways and street designed per Kitsap County Road Standards and Manchester Community Plan

Phased Construction to Reduce Community Impact

- Phase I (2014): Stormwater Park, Outfall, Spring Avenue, Lower Main Street and Colchester Drive
- Phase II (2015): Main Street, Madrone Avenue, Beach Drive and Residential Streets

Stay Involved
Sign up for updates at kitsapstormwater.com. Click on "Sign up for Updates" and choose "Manchester Stormwater Project" under "Public Works."
Print media
Neighborhood meetings

• Show your face!
• Be real
If one tool fails, what will you use next?
The power of a smile
What went wrong?

• Tool was wrong – too impersonal
• Did not identify the audience
• Did not identify barriers/impacts
• Residents resisted
• Project failed at this site
What went right?

• Identified the audience
• Identified barriers/impacts
• Chose the right tools
• Chose the right messenger
• Lots of communication
The toolbox

• Kiosks
• Handouts
• Direct mailers
• Signage

• Social media
• GovDelivery
• Public meetings – citizens and local groups
Public participation

Manchester Stormwater Retrofit Project
Concept Presentation
December 12, 2013; 6:30 p.m.
Manchester Public Library

Agenda

6:30  Welcome/Project Goals – Tim Beachy, Manchester Stormwater Retrofit Project Manager

6:45  Presentation of concept drawing for the Stormwater Park

Community-chosen concepts in the proposed design
- Stormwater educational element
- Open space/visibility of design for community events
- Plantings and natural feel
- Seating tied into treatment cells
- Continuity with surrounding design
- Maximize parking to the extent possible

7:00  Concepts requiring further discussion
- Surfaces in central area
- Terraces vs. steps
- Stormwater element area

7:30  Next Steps

Post meeting  Staff will remain to take questions from the group.

Website Address:  http://www.kitsapgov.com/swm/Manchester_SW_Retrofit.htm
Tim Beachy:  (360) 375-4383  tbeachy@co.kitsap.wa.us
Michelle Perdue  (360) 337-5659  mperdue@co.kitsap.wa.us

The Manchester Stormwater Park

Community Commons Area
- a blank slate

Kitsap County’s first stormwater park will be constructed at the corner of Colchester Drive and Main Street.

You’re Invited
Visuals

SILVERDALE LID RETROFIT
SILVERDALE WAY/NW BUCKLIN HILL RD  
LAND USE TYPE: COUNTY RIGHT OF WAY

POTENTIAL LID STRATEGIES:

1. Trees contribute to the control of stormwater runoff in the following ways: capturing and holding (interception) precipitation at the foliage, conveying water to the soil through the tree to the atmosphere (transpiration), and building soil structure through root growth (infiltration) increasing absorption of water in the root zone. Trees provide many additional benefits beyond stormwater mitigation. Common shade and paved areas reduce heat island effect, moderate temperature inside a structure, and set as wind buffers. These trees provide ecological and habitat functions that are vital to wildlife and urban inhabitants. (1)

Kitsap County Low Impact Development (LID) Guidance Manual, p. 42

2. Curb cut to allow stormwater into rain garden. “Curb cut should include rock or other erosion protection material in the channel entrance to dissipate energy.” Low Impact Development Technical Guidance Manual for Puget Sound, p. 34

3. Native/adaptive plant species, “planted appropriately, tolerate local climates and biological stresses and usually require no nutrient or pesticide applications to properly designed soil mixes. Native can be used as the exclusive material in a rain garden or in combination with locally tolerant, that are not invasive and do not require chemical inputs.” Low Impact Development Technical Guidance Manual for Puget Sound, p. 39

KITSAP COUNTY
CLEAN STORMWATER
Our Community, Our Waterways

www.kitsapgov.com/sswm
What we heard

• Open space, *tied with* Farmer’s Market
• Elements complementary to existing style in the area
• Rain garden demonstration, *tied with* Incorporate water feature
• Incorporate seating into the treatment cells
• A blend of natural materials for ground surfaces – i.e.: grass and gravel, etc.
Handling contentious issues

• Identify potential issues early

• Address them early in the process

• Have a subject matter expert there and prepared

• Set limits on discussion

• Be prepared to move the topic on
The Manchester Stormwater Park

The Final Design Is In...

Manchester Stormwater Park Timeline

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- 30% design: Sep., 2013
- Presentation to Port of Manchester: Sep. 9, 2013
- Public design workshop: Oct. 22, 2013
- Parking design concept presentation with MCAC: Nov. 8, 2013
- Public concept presentation: Dec. 12, 2013
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- 90% design: May 14, 2014
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With great power comes great responsibility!
Lessons learned?

Kariotis

Manchester
Questions?