

# **How to Engage the Community in Long Term Control Planning**

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# Nine Elements of an LTCP

- Characterization, monitoring and modeling
- **Public participation**
- Consideration of sensitive areas
- Evaluation of CSO control alternatives
- Cost/performance considerations
- Operational plan
- Maximization of treatment at the POTW
- Implementation schedule
- Post-construction compliance monitoring

# Final Selection of CSO Control Alternatives

**Should be based on:**

Control priorities

Site specific conditions

Protection of WQS and designated uses

**Public input**

Cost-effectiveness of controls

Financial capability

Other considerations

# Public Participation Requirements in Long term Control Planning

- document how the public was informed about alternatives for CSO control;
- document how the public is engaged in the decision process;
- document public participation events, including the number of people attending and a record or summary of participant comment, and
- document decisions or changes made in response to public comments.

# Importance of Public Involvement

Input from the community can help you meet your permit requirements and goals.

Stakeholders can provide:

- knowledge of sewershed;
- location of problems;
- ideas for solutions;
- assistance with implementation under your guidance;
- understanding of alternatives and why an approach is selected, and
- acceptance of project outcome.

# Components of a Successful Communication Effort

- Establish a project team/advisory group
- Assign a project coordinator
- Assign a communication coordinator
- Set project and outreach goals
- Identify key stakeholders
- Identify a local liaison and local networks
- Organize a project meeting
- Explain process, role of the public, role of permit holders, outline tasks, timeline, etc.
- Acceptance of the LTCP solution

# Role of the Project Coordinator

- To establish a project team
- To understand the complexity of the permit process and its requirements and be able to share this information with the project team
- To assign an outreach coordinator
- To determine roles and contributions of each team member
- To determine who and what agencies/NGOs need to be involved

# Tasks of the Outreach Coordinator

- Develop and track the communication strategy
- Coordinate information gathering
- Assist in identifying stakeholders
- Establish roles and responsibilities of participants
- Manage expectations for involvement and decision making
- Suggest communication methods to project team
- Provide access to information
- Help translate technical information to nontechnical audiences
- Incorporate stakeholder concerns into the process
- Implement and evaluate the agreed upon strategy
- Document strategy



But how???

# Outreach Planning Process



# Step One: Identify the Issue

- Long term Control Plan Outreach

# Step 2: Establish a SMART Goal

- State or define the task(s)
- State how you will achieve it
- Determine how you will measure it
- Determine when it will be accomplished
- Don't make it too complicated
- If necessary break down goals into specific objectives with measurable results-think short-term, mid-term and long-term intervals

# Step 3: Case Record of Issue, Audiences and Sewershed

- What do you need to learn?
- What do you need to share?
- What are the likely concerns of stakeholders?
- Who is impacted?
- What do we already know about fulfilling the requirements of the LTCP?
- How can the public help us?
- What are the resource constraints, e.g., time, capacity, etc.

# Step 3, cont: Identify Your Stakeholders

- Who is likely to be affected directly by the your action?
- Who was previously involved in this issue?
- Who might have important ideas, information, or opinions?
- Who are important community leaders?

# Suggested Key Stakeholders

- rate payers
- industrial users of the CSS
- persons near impacted waters
- persons who use the impacted waters
- municipal officials
- municipal stormwater coordinators
- residents who will be impacted by construction projects

# Step 4: Audience Assessment

- How do the stakeholders perceive the issue?
- What information do they want?
- What information do you need to provide? - process, timelines, constraints, available resources, etc.
- What local communication systems can be used for a continuing dialogue?

# Step 5: Identify Your Messages

- What information must be conveyed?
- What information do you need?
- Does it include stakeholder suggestions?
- Are roles and responsibilities clearly explained?
- Do messages reflect the goals of the LTCP?

# Step 5: Identifying Methods

- Public meetings
- Focus groups
- Media
- Displays
- Conferences
- Workshops
- Availability sessions
- Surveys
- Phone interviews



# Step 6: Implement Strategy

## Develop a timeline with needed tasks

- How long will tasks take to complete?
- What information must be collected and how will it be documented?
- Who is responsible for each task?
- What constraints may emerge in completing tasks?
- How will the effort be coordinated?
- How will outcomes be evaluated?

# Step 7: Evaluation

- Did the public participation process involve rate payers and users of receiving waters?
- Were they briefed on characterization, CSO impacts, control alternatives and costs?
- Were their needs and concerns incorporated into the plan?
- How were they involved?
- Was the public participation process documented?
- Are there questions which require a follow up?