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## **City/County Water and Wastewater Study Oversight Committee**

### **Follow Up Discussion PUBLIC OUTREACH PROCESS April 23, 2008**

Enclosed:

- Status Report on Menu of Options for Public Participation (Summary of Input Received / Research Results)
- Initial Stakeholder Mailing List
- Draft Outline: Public Participation Report and Schedule

## **MENU OF PUBLIC PARTICIPATION OPTIONS**

*Themes and suggested methods gathered through public input received to date and research on other public processes*

*April 23, 2008*

### **PUBLIC MEETING NOTIFICATION, LOCATION AND ACCESS**

- Increase opportunities for attendance by stakeholders and the general public.
- Make all Oversight Committee meetings open and accessible to public
- Increase opportunities for citizens and neighborhoods to participate including representatives from under served populations
- Schedule meetings during evenings and/or weekends
- Piggy-back on existing notification networks wherever possible such as the City of Tucson Neighborhood Resources.
- Place public meeting notice display ads in newspaper
- Place public meeting notices in libraries
- Ensure meeting locations are ADA accessible and convenient for the general public
- Notify the media of upcoming public meetings
- Put email addresses on sign-in sheet
- Change meeting locations and lengthen the time of meetings as needed to allow for meaningful deliberation and outcomes

### **DISTRIBUTION OF DOCUMENTS FOR PUBLIC REVIEW**

- Full disclosure of information at all stages
- Place documents at other public locations in the community such as:
  - √ Ward Offices
  - √ Public Libraries
  - √ Tucson Water Main Office
  - √ Regional Wastewater Reclamation Dept. Main Office
- A Project Website was recommended and is being created which will house documents handed out at meetings, under review and/or being acted upon. The website will also include a list serv to allow people to add themselves to the mailing list and a comment form for public input.

### **PUBLIC PARTICIPATION METHODS**

- Advisory / Steering Committees / Task Forces
- Stakeholder Committees
- Goal setting retreats / visioning / planning charettes
- Interviews
- Peer and professionally facilitated small group discussions
- Focus Groups
- Work Groups
- Educational sessions

- Surveys
- On-line questionnaires / comment forms
- Public hearings
- Public meetings
- Open Houses
- Neighborhood meetings
- Dedicated phone lines for receiving comments / questions
- Professionally facilitated meetings / policy dialogues
- Field trips / site tours
- Comment cards at public meetings
- Neighborhood contact teams (door to door)

### **PROCESS DOCUMENTATION / PUBLIC INFORMATION METHODS**

- Present information in a factual way such that it serves an educational purpose – not a public relations purpose. Cite references for all documents and statements of fact.
- Provide a clear understandable document which presents the range of scenarios the region might face, articulate holistic and humanitarian values related to water and solutions in and clearly and transparently evaluate high tech solutions in terms of their potential social, environmental and economic costs needs.
- Present information to the public in a variety of media
- Provide an on-line archive of all documents submitted to the Oversight Committee and a list of meeting attendees, especially all of the people who speak
- Provide electronic recording of meetings for download (off the internet)
- Provide individual blogs for the Oversight Committee members
- Variety of public information documents tiered to different audiences: brochures, newsletters, newspaper inserts, op ed pieces, fact sheets, videos, issue papers, frequently asked questions, PowerPoint presentations, analytical reports, summaries of public comments, public service announcements, bill inserts, earned media, consumer panels, kiosks, consistent messages in all materials
- Direct mail
- Track meeting participation / stakeholder involvement
- Issue tracking sheets

## **CONSIDERATION AND RESPONSE TO PUBLIC COMMENTS**

- Report to community (Newsletter on Results and how public input was used in decision making)

## **COMMITTEE COMPOSITION**

- Consider expanding the committee membership to reflect a broader cross section of the regional community such as other area water utility representatives (e.g. SAWUA), members of the public, technical experts
- Include members of the public and experts on sub-committees of the Oversight Committee
- Involve other representatives on the Oversight Committee from surrounding communities (e.g. Marana, Oro Valley, Sahuarita, Tribal nations).
- Broad representation on Oversight Committee critical to gaining community consensus
- SDCP Model: Everyone who requested to be on steering committee was accepted; Use of a paid facilitator; No Chair person; no subcommittees until the last six months

## **SCOPE / ROLES AND RESPONSIBILITIES**

- Clearly define roles and responsibilities of each of the Oversight Committee members and define terms (e.g. regional / community)
- Clearly define goals of Phases I and II and who needs to be involved at various stages
- Provide a peer process for the outcomes of each phase of the Water Study which would include other municipalities
- Consider incorporating Phase V, articulation of shared values, in to Phase I

## **STAKEHOLDER IDENTIFICATION**

- An initial stakeholder mailing list of approximately 2000 groups and individuals has been created. An email list of meeting attendees is being incorporated into the mailing list. The mailing list will be updated with email addresses of meeting attendees on an on-going basis. The website also will include a listserv to allow people to add themselves to the mailing list.

## **LESSONS LEARNED FROM OTHER PUBLIC PARTICIPATION PROCESSES**

- Having a highly inclusive public input opportunity at beginning and end of process sends message that the process is open.
- Keeping everyone informed and involved at the desired level is a critical and challenging task

- Ensuring that data, accurate information and expertise is brought to bear on the public discussions
- Determine what you want to learn from audience and what you want them to take away and target information and outreach process accordingly
- Generate enthusiasm among staff critical – public processes are timely and expensive:
  - √ Minimize impacts to core functions of the organizations impacted
  - √ Train staff in both subject matter and public interaction
  - √ Consider timing issues (avoid Holidays and extended hours)
- Use simple messages and graphics
- Providing regular feedback to participants promotes credibility
- Need to allocate sufficient time for dialogue on alternatives
- Strong commitment of a diverse group of participants to keep moving forward and reach common ground
- Having deadlines helps keep the process moving efficiently forward
- Better turn out at neighborhood meetings than at open houses
- Staff and leadership must commit to support true public involvement – not just public information
- Important to respond to public input received
- Bringing in unaffiliated experts helps build credibility
- A facilitator is helpful in assuring high functioning meetings, recording of and response to action items, and taking and distributing minutes, and incorporating participant issues in future agendas
- Transparency on what is and is not possible and follow through on the possible is critical to building trust

**INVITATION TO PARTICIPATE/MEETING NOTICE**  
**April 18, 2008 Meeting**  
**City/County Water and Wastewater Study Oversight Committee**

**Distribution List**  
**(2,000<sup>+</sup> Individual Invitations)**

Jurisdictions

Pima County  
City of Tucson  
City of South Tucson  
Town of Oro Valley  
Town of Marana  
Pascua Yaqui Tribe  
Tohono O'odham Nation

Water Providers

Business Groups

Tucson Regional Economic Opportunities, Inc. (TREO)  
Southern Arizona Home Builders Association (SAHBA)  
Tucson Association of Realtors  
Tucson Chamber of Commerce  
Tucson Utility Contractors Association  
Southern Arizona Leadership Council  
Metropolitan Pima Alliance  
Alliance of Construction Trades  
Tucson Hispanic Chamber of Commerce  
Tucson Black Chamber of Commerce  
Northern Pima County Chamber of Commerce

Civic Organizations

Green Valley Coordinating Council  
League of Women Voters

Neighborhood Groups

Pro Neighborhoods  
City of Tucson Neighborhood Associations  
Pima County Home Owner Associations  
Tucson Mountain Association

Professional Groups

Consultant Firms  
Professional Organizations (Arizona Public Works Association, Arizona Society of Civil Engineers, and others)

### Water Groups

Water Resources Research Center (WRRC)  
Southern Arizona Water Utilities Association (SAWUA)  
Pima Association of Governments Committees (Environmental Planning Advisory  
Committee, Land Use Planning Group, and Watershed Planning Group)  
Arizona Department of Water Resources (ADWR) Groundwater Users Advisory Council  
Arizona League of Conservation Voters  
Safe and Sustainable Water Committee  
Water Conservation Alliance of Southern Arizona (CASA)  
Pure Water Coalition  
Sonoran Desert Conservation Plan, Technical Advisory Committee

### Environmental Groups

Sonoran Institute  
Rincon Institute  
Coalition for Sonoran Desert Protection  
Tucson Audubon Society  
Sierra Club  
Sky Island Alliance  
Center for Biological Diversity  
Defenders of Wildlife  
The Nature Conservancy  
Arizona Open Lands Trust  
Tucson Botanical Gardens  
Arizona-Sonora Desert Museum  
Buffers Committee  
Desert Watch  
Pima Trails Association  
City of South Tucson Weed and Seed Program

### Other

Planning and Zoning Commissioners, City of Tucson and Pima County



## City/County Water and Wastewater Study Oversight Committee



### Draft Outline Report on Public Participation *April 23, 2008*

**Goal:**

Ensure a broad-based, and transparent public process for engaging the community in the study.

**Scope:**

City and County staff, working with the City/County Water and Wastewater Study Oversight Committee (Oversight Committee) shall prepare a report to the Mayor and Council and Board of Supervisors with a summary of efforts to solicit public comment, a summary of public comment received, and recommendations on the public participation process for the study. The public participation process will address the following:

- Procedures for receiving input from all interested parties, including organizations that have expressed interest in the study to date, regarding the study process;
- Public involvement options;
- Documents produced in Phases I and II;
- An invitation, through Pima Association of Governments to other jurisdictions and other water/wastewater utilities to conduct their own Phase I and II inventories concurrent with the City/County Phase I and II.

**Proposed Schedule and Action Items**

Date	Action Item
4/18/08	Oversight Committee meeting with focus on soliciting public input on the public participation process
4/23/08	Oversight Committee meeting to <ul style="list-style-type: none"> <li>a) Provide an update including a summary of key themes stemming from public input received to date; progress on website development; mailing list database development; evaluation of Public participation processes</li> <li>b) Solicit input from Oversight Committee members and members of the audience on procedures for receiving input from all interested parties and options for involving the public in the study process</li> <li>c) Identify next steps</li> </ul>
Week of 4/28	As needed, conduct follow up interviews with technical experts and key stakeholders who have expressed interest to further flesh out suggestions for how and when they would like to be involved.  Meet with Pima Association of Governments to solicit input on options for involving other regional water utilities in the Phase I Inventory



## City/County Water and Wastewater Study Oversight Committee



Date	Action Item
5/7/08	Oversight Committee meeting to a) Follow up on action items from previous meetings; b) Provide an update on input received to date and review and discuss the evaluation of public participation processes document c) Review and discuss draft report outline (detailed) d) Solicit additional input from members of the Oversight Committee and stakeholders
5/21/08	Oversight Committee meeting to review and finalize draft report
5/22/08	Submit final report, reflecting comments received at Oversight Committee to City Manager and County Administrator for transmittal to the Mayor and Council

### Deliverables

Product	Estimated Due Date
Interactive Website (tucsonpimawaterstudy.com)	April 30, 2008
Phone Line	May 2, 2008
Business cards with website address and phone number printed on them	May 14, 2008
Stakeholder mailing list database	April 30, 2008
Progress reports on public comments received, action items from meetings	May 7 and 21, 2008
Final Report with Recommendations for Public Participation Process	May 23, 2008

### Final Product

A written report approved by the Oversight Committee will be submitted to the City Manager and County Administrator for transmittal to the Mayor and Council and Board of Supervisors. The report shall include but not be limited to:

- A summary of steps taken to solicit public input to date;
- A summary of public input received;
- Response to public input received;
- Recommendations on the procedures for receiving input from all interested parties, and options for involving the public, technical experts, and other regional water utilities.