



TELL IT TO AUNT BESSIE

PNCWA Communications Camp Workshop
Olympia, Washington
April 15, 2011

Presenting Technical Concepts
to the General Public

Projects and the Public

- Budget pressures put project costs under a higher degree of scrutiny
- Today's public is better informed about public process and expects to fully understand where the money goes
- This can require explanation of technical concepts to satisfy questions



Public Meeting Challenges

- Time constraints
- Diverse backgrounds and understanding
- Heightened emotions
- Fear
- Individual agendas
- Misinterpretation



Goals

- Your goals:
 - ▣ Messages – Project status, need, background
 - ▣ Technical concepts – How the project will work
 - ▣ Feedback – Inform the process
- Their goals
 - ▣ Scope – What is the project?
 - ▣ Costs – How much will it cost me?
 - ▣ Impacts – Schedule, long-term and short-term impacts



The Approach

- Approach the discussion from a fundamental starting point
- Maintain people's sense of understanding without being too basic – Don't insult their intelligence
- Consistently refer to “touch points, or goals”



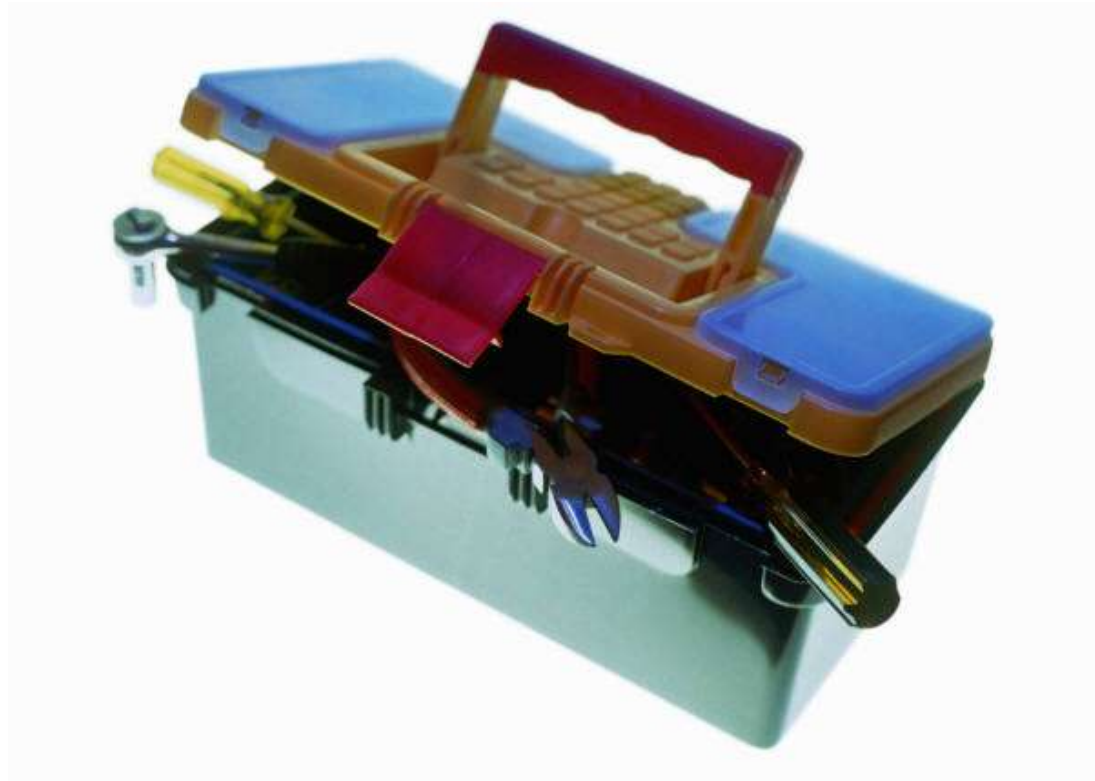
The Approach

- Message organization – Ensure your information is ordered in sequence
- ‘Step out’ of your understanding of the project
- Question your assumptions about the audience’s knowledge
- Does your information support the goals of the presentation?

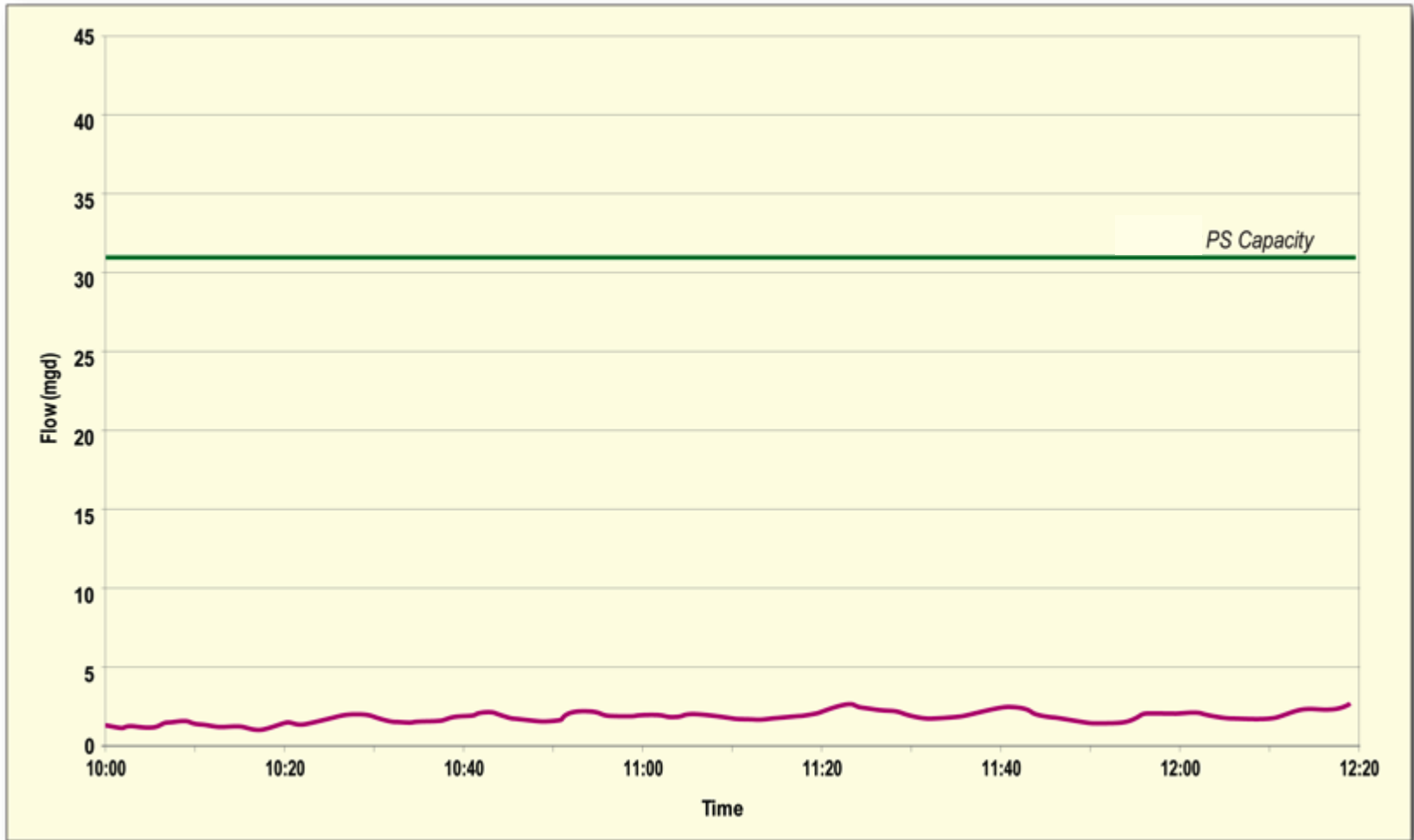


Tools for Communicating Concepts

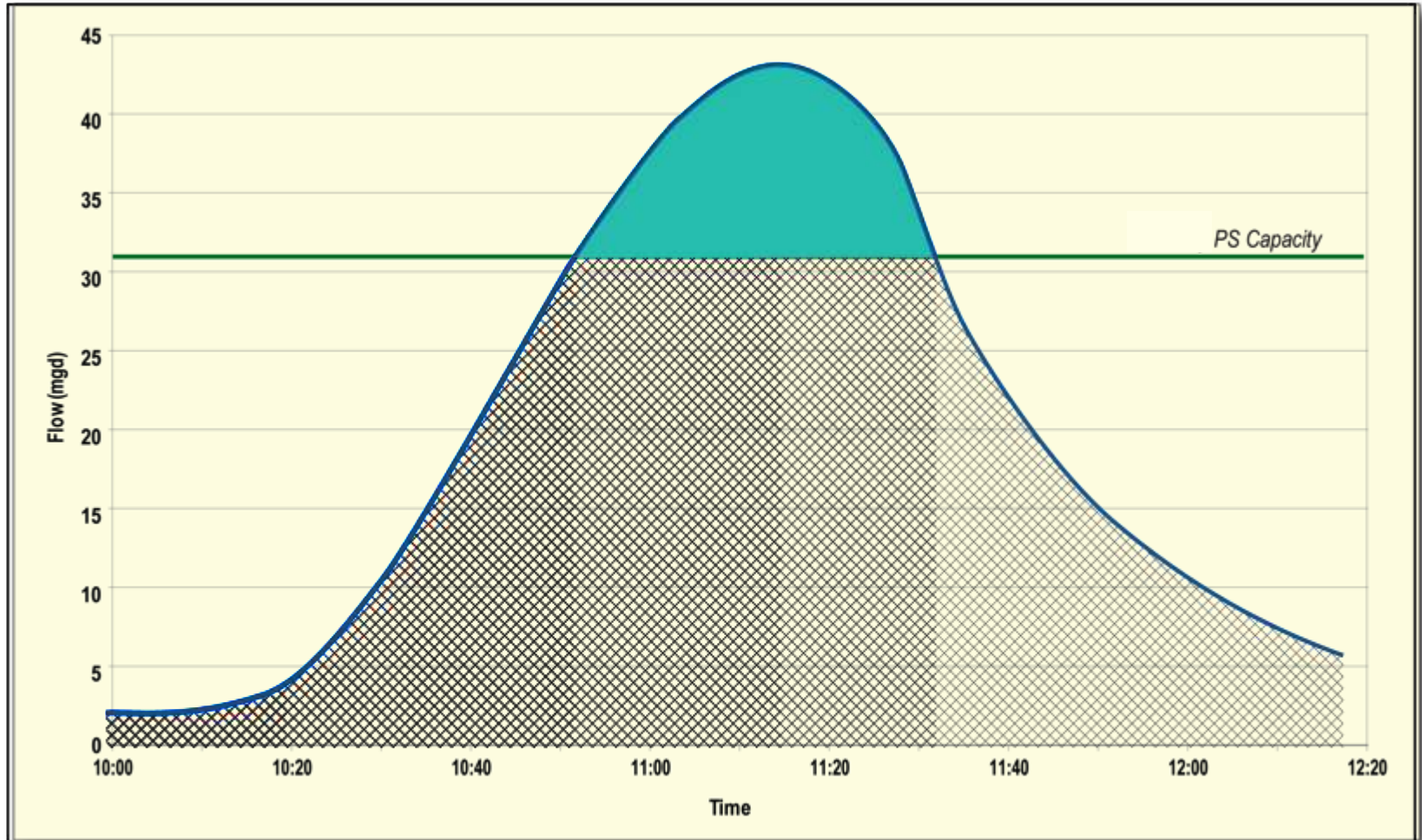
- Charts & Graphs
- Photos
- Progressive Sequence Animation
- Full Animation



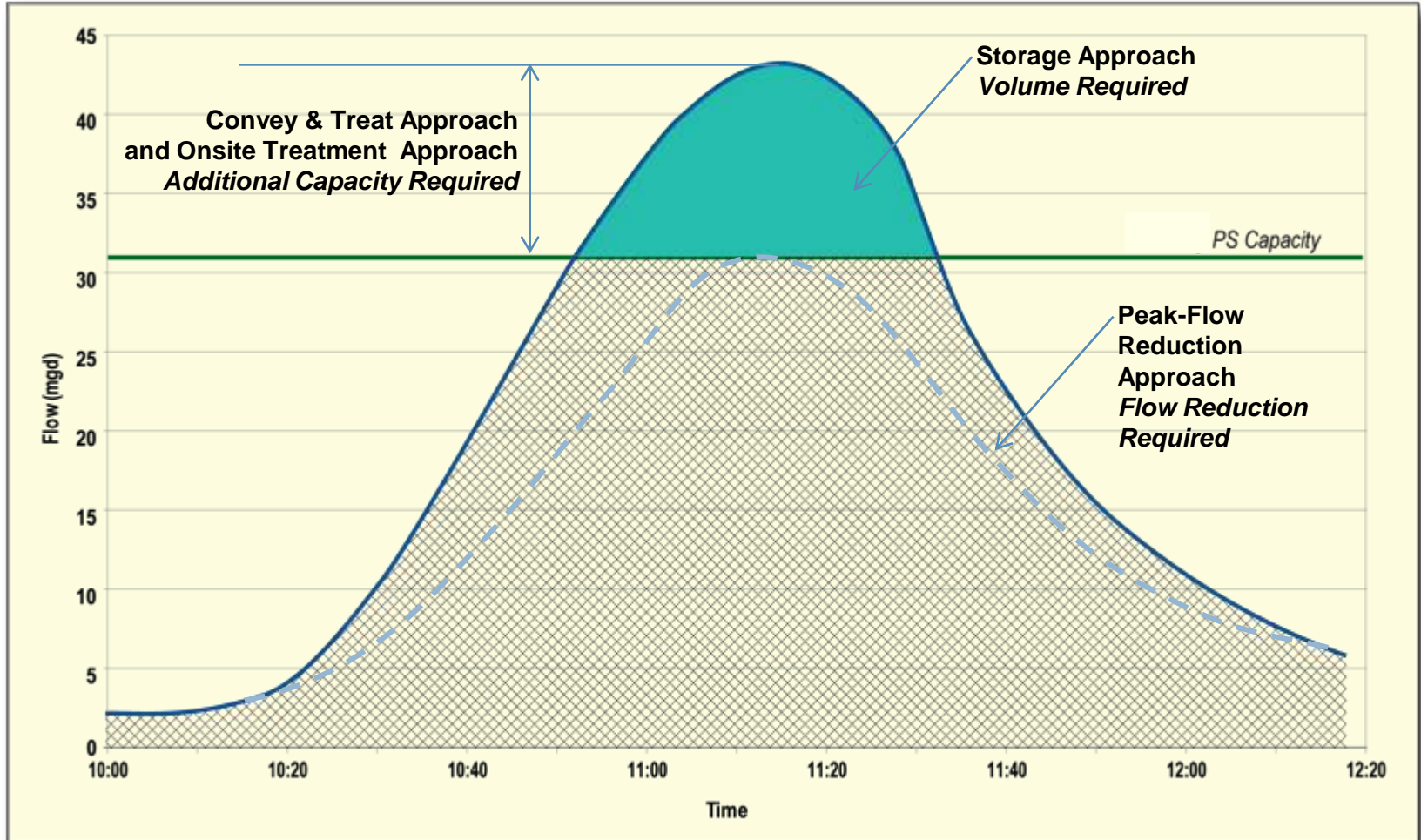
Progressive Sequence - Dry Weather Hydrograph



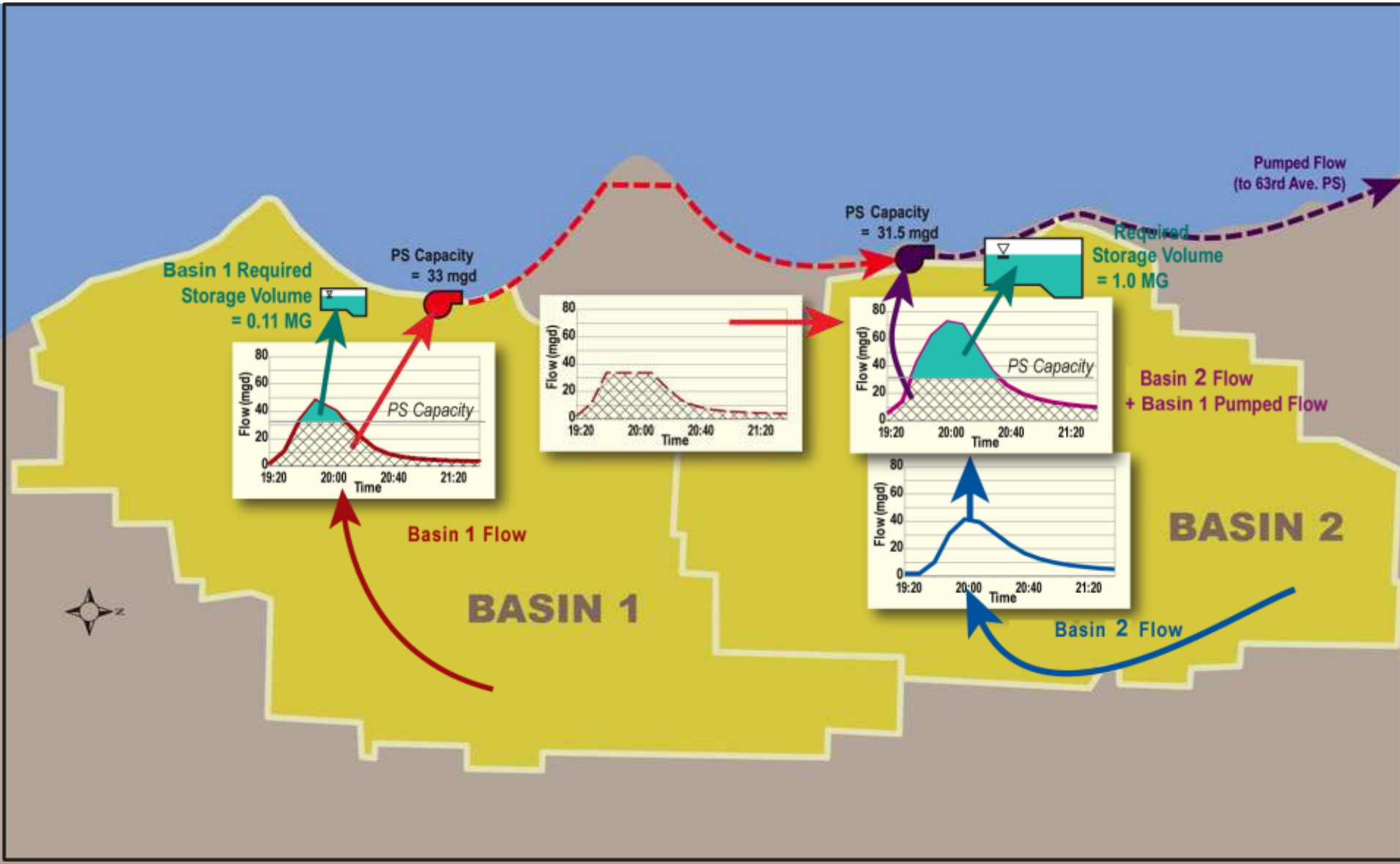
Progressive Sequence - During a CSO Event



CSO Control Needs Determined From Hydrograph

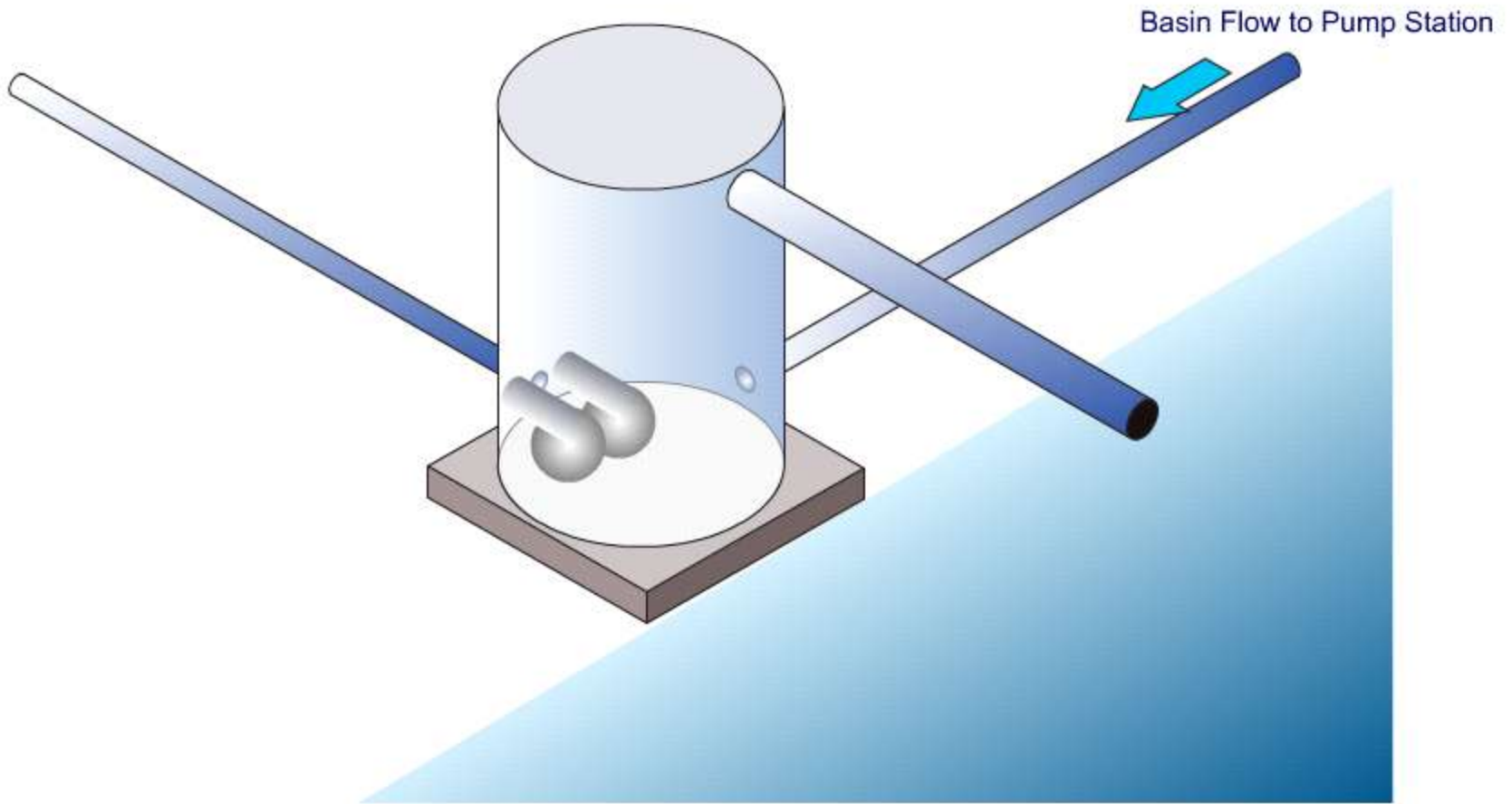


Progressive Sequence - Hydrographs in CSO Basins



Observations

- Shows sequence and direction of flows
- Highlights complexities of a conveyance system
- Shows how hydrographs are managed
- Highlights how changes in one wastewater basin effects the other



Observations

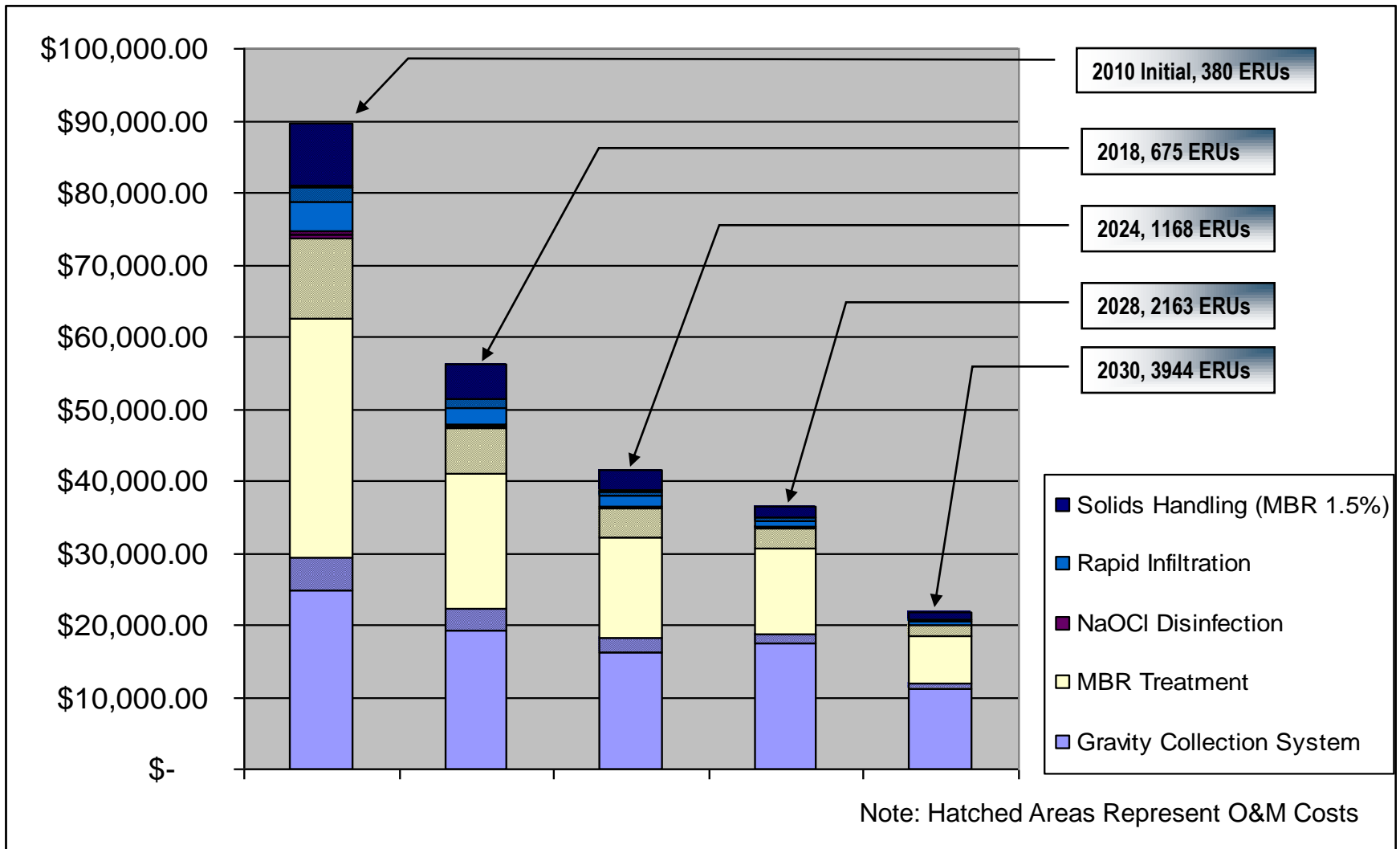
- Explains concept of storage volume
- Public often does not get connection between volume of storage required, flow rates, and total volumes of CSO per year
- Explains how and when storage is used

Misinterpretation

- Important to think about how your message could be misunderstood/misinterpreted
- Think about how it could be deliberately misrepresented to meet a specific agenda

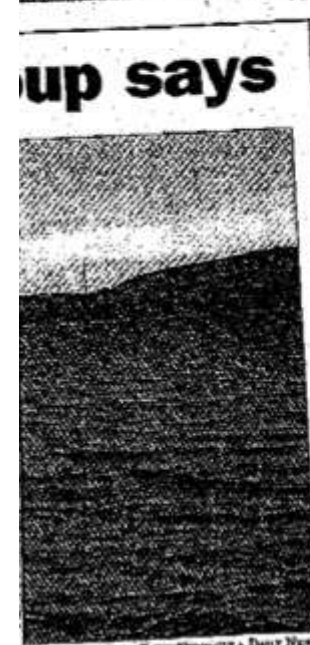


Graph – Cost per ERU



...the next day

- Technically correct
- Information was hand-picked from the graph
- Lesson: Always consider how visual information can be misused



JEFF CREE/PENINSULA DAILY NEWS
Fecal coliform pollution in development threatens

where several state water-quality tests this year have turned up evidence of elevated fecal coliform levels.
Findings led to the state downgrade in water quality in the area between the northern edge of the community's commercial center to near Trendwest's time-share condominiums, Woolrich said.

Tri-Area sewer plans to be costly

Hookup could be \$90,000 per household over 20 years

BY EVAN CAEL
PENINSULA DAILY NEWS

PORT HADLOCK — A consulting group working for Jefferson County to establish plans for a Tri-Area sewer system says hooking up would cost between \$22,000 and \$90,000 per household — depending on the amount of units hooked to the sewer — over a 20-year period.

Seattle-based Tetra Tech/KCM, working under a \$424,110 county contract, delivered this news to an audience of about 40 at a public workshop at Jefferson County Public Library on Wednesday.

"By the year 2030, we're assuming everyone will be off their septic tank and using the sewer," said Kevin Dour, senior project manager of Tetra Tech/KCM.

The initial cost is expected to be around \$30 million to get the sewer up and running.

Once it has been built out in entirety, it will come with a price tag of about \$85 million.

Many in the audience were outraged, but representatives of Tetra Tech/KCM reiterated that the costs are only preliminary and various options such as grants would be explored to lessen the cost to residents.

Some at the workshop who own large amounts of land in the Tri-Area figured out loud that they would be paying approximately \$1.5 million over 20 years to hook up to the sewer.

Recommended Wednesday was a gravity sewer system as opposed to one with pumping stations.

Better - Rolled Up Cost per ERU

Ongoing O&M with Admin.

\$60 per ERU per month

ERU includes up to 4,500 gallons of water per month

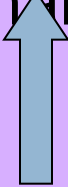
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Est. Capital Costs

? “Art” of financing

\$12,850 with 45% grant

\$20,500 without grant



Questions and Discussion

