

Engaging the Community Around Water: Philadelphia's Story



Green City, Clean Waters

- Philadelphia's 25-Year Long Term Control Plan
- Three Pipelines- Public Projects, Private Projects, Incentivized Retrofit Projects
- Over 350,000 people engaged

FY18 Summary of Public Green Stormwater Infrastructure

	End of FY18			Cumulative
Project Phase	In Design	In Contract Development	In Construction	Completed
Number of Projects	189	49	54	178



Public Engagement Goals

To **generate public support** for PWD's *Green City, Clean Waters* investments.

To **inform, involve, and inspire** citizens to become PWD **advocates and ambassadors**.



Public Engagement | Dual Approach Overview

Project Notification & Outreach Process

- Formal process for notifying communities about each GSI project
- Primary goal is to inform and educate



Wrap-around Programs

- Programs and tools that reach a broader audience
- Primary goal is to inspire and encourage action



Public Engagement Goals | Notification

1. Inform
2. Address major concerns
3. Cultivate understanding
4. Provide resources for people inspired to take action
5. Develop partnerships



Public Engagement | Communities

Community
Organizations



Faith
Communities



Neighbors

Block Captains



GSI Notification Process

Planning

- Notify community stakeholders and solicit feedback on site usage, request locations, meet with policymakers
- Facilitate public meeting to present design

Design

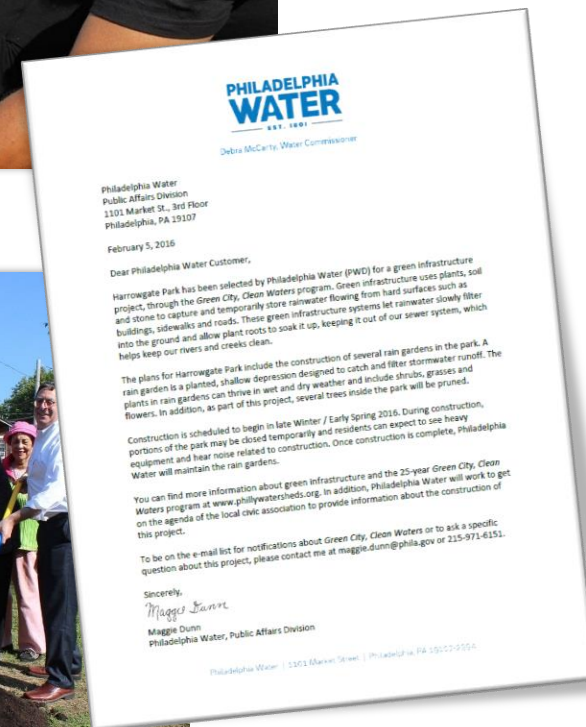
- Notify community via letters, digital media, robocalls and through community groups
- Facilitate meeting to solicit feedback
- Develop public friendly maps, renderings and graphics to convey project locations and types

Construction

- Formal letters to all previous participants in community engagement, nearby residents, City Council and community leaders
- Automated calls to residents
- Present at neighborhood meeting to provide construction notice and answer key questions

Post Construction

- Ribbon cutting event
- Soak it Up Adoption
- Continue education and partnership



Goals | Wraparound Programs



Point Breeze Build Day



Heston Mural Paint Day

- 1) Inspire
- 2) Connect people to resources to take action
- 3) Cultivate understanding
- 4) Address a broad audience

Residential Program | Rain Check



Rain Barrel



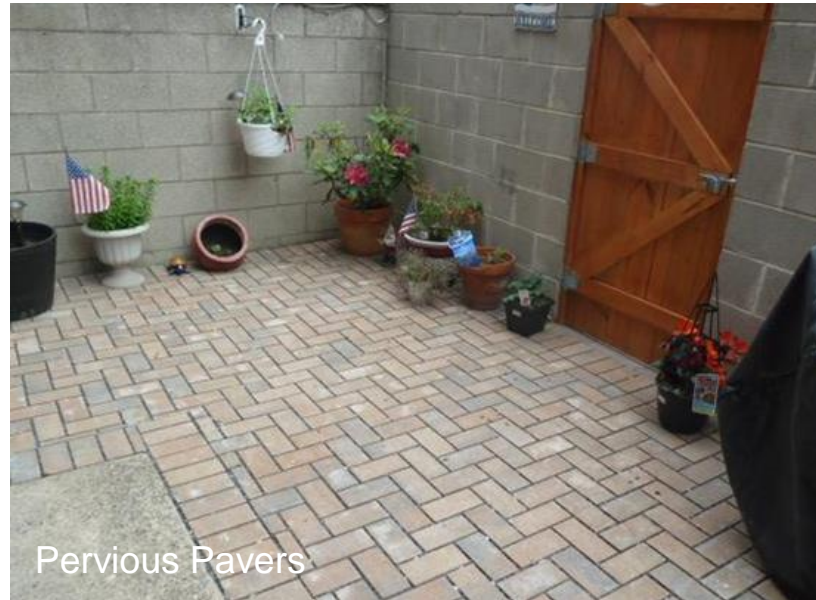
Downspout Planter



Depaving



Rain Garden



Pervious Pavers

Community Program | Soak it Up! Adoption

The Soak It Up! Adoption Program provides grants to civic organizations to help maintain the beauty and functionality of green stormwater infrastructure in Philadelphia's neighborhoods.

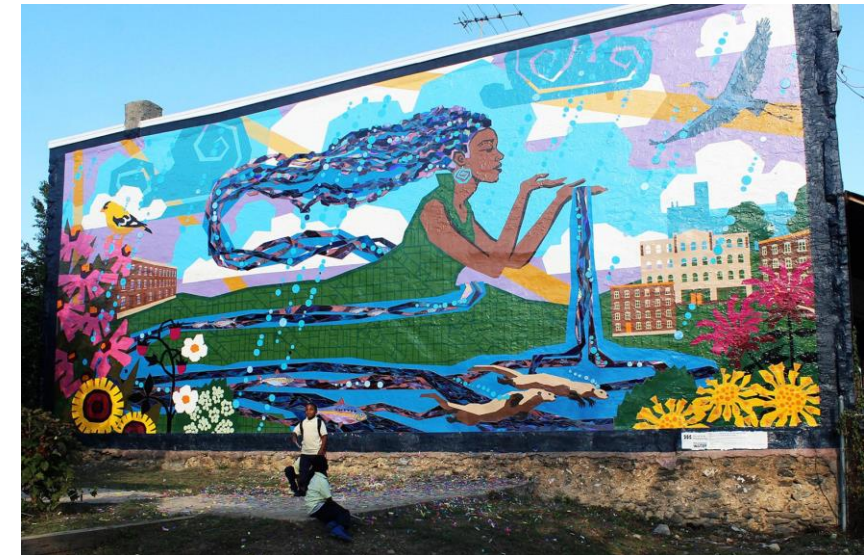
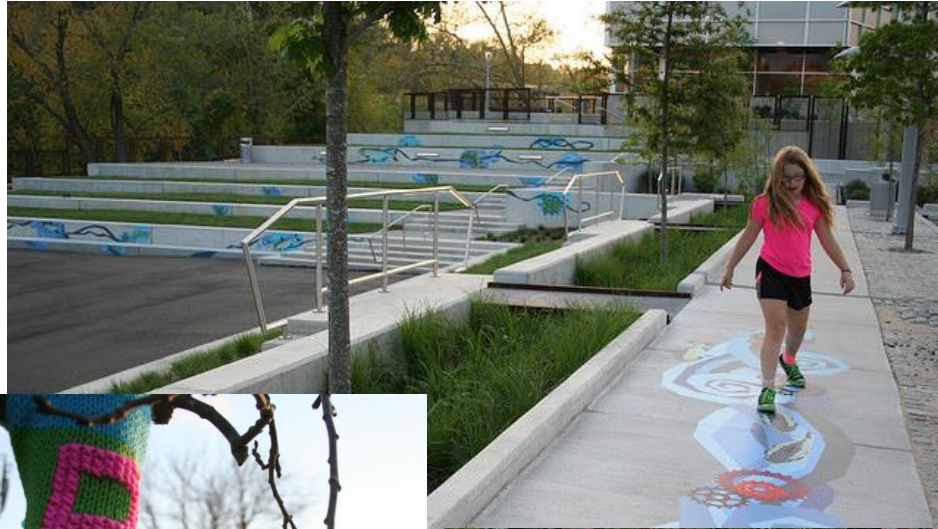


Community Program | Art and Interpretation

Purpose:
Inspire and
engage the
public.

Examples:

- Murals
- Street art
- Stormdrain markers
- Interpretive signage



Public Engagement | Dual Approach

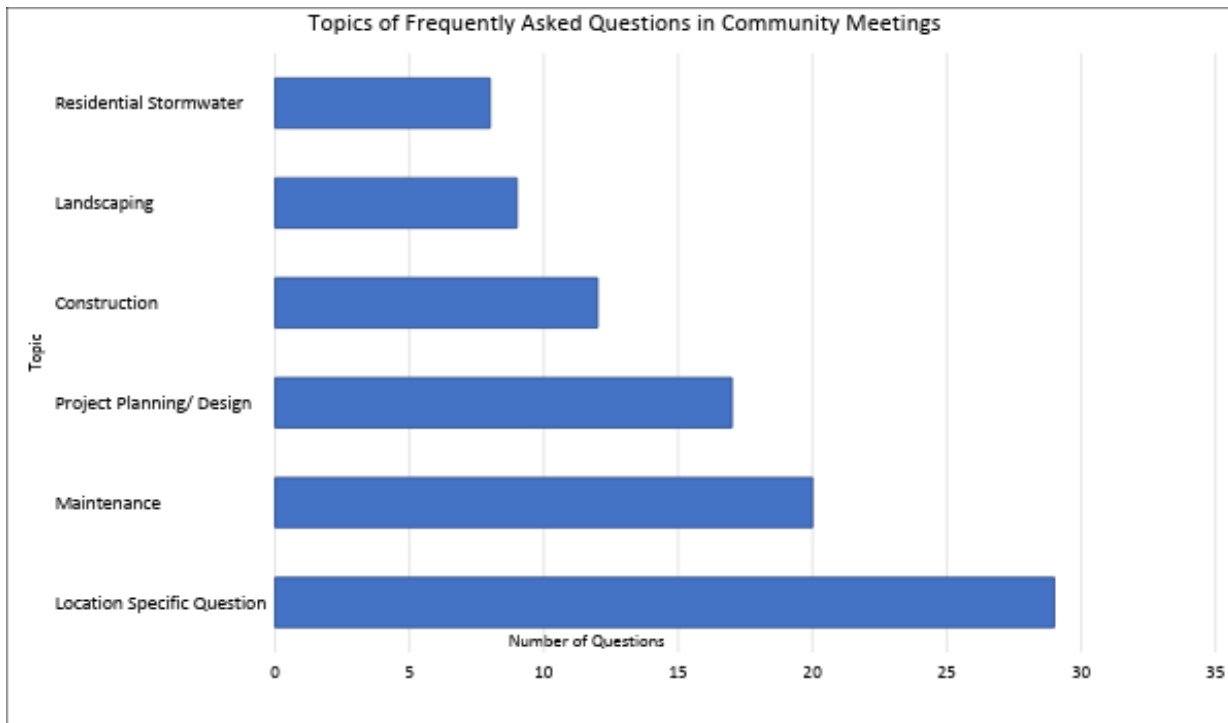
1. They reinforce each other
2. Engage different audiences
3. Wrap-around programming provides space for experimentation
4. Allows program flexibility and ability to scale up



Communications | Research and Implementation

Frequently Asked Question Analysis

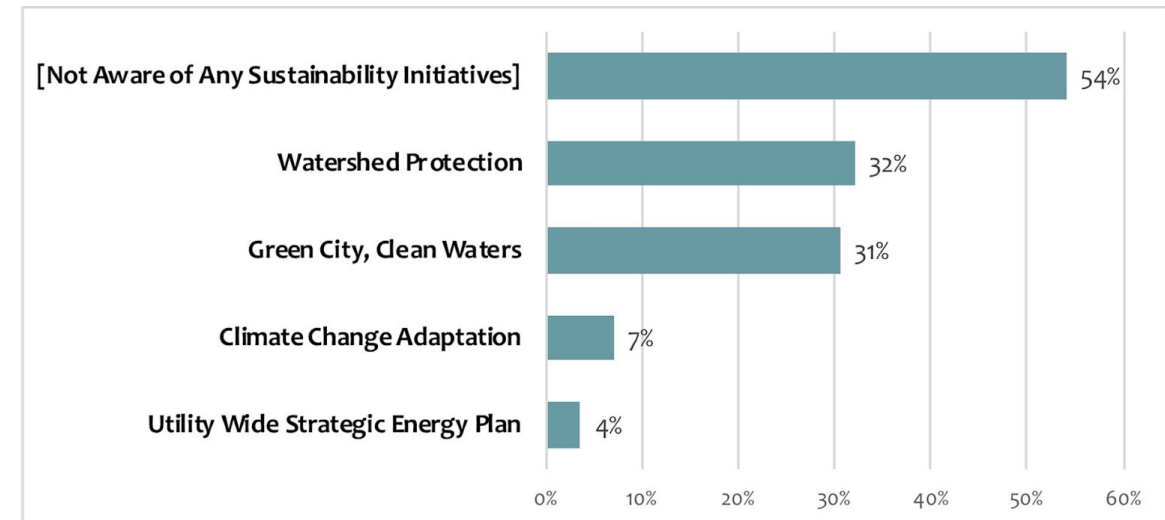
- Easy tool to analyze presentation and materials
- Incorporate community feedback into collateral



Annual Customer Satisfaction Survey

- Incorporate communications and notification preferences into annual surveys
- A lot of feedback is easy to implement
- Support for sustainability programs is linked to higher satisfaction with PWD

Awareness of PWD Sustainability Initiatives (2018 Annual Customer Satisfaction Survey)

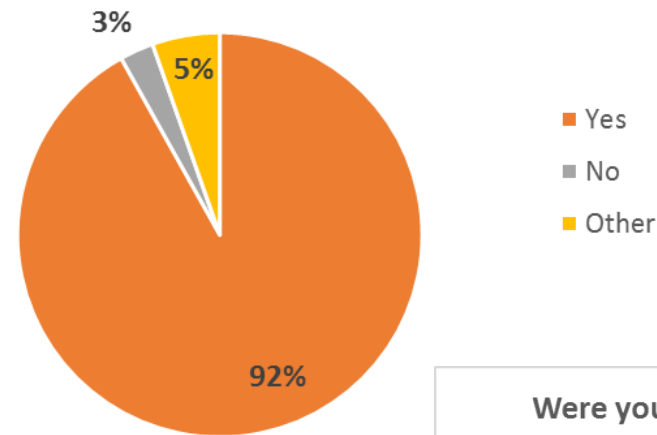


Other Engagement Tools

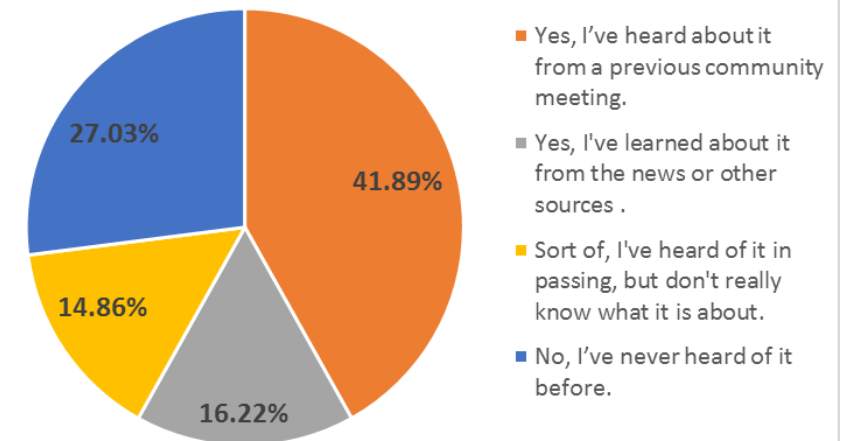
Community Meeting Surveys

- Collect feedback about projects
- Evaluate outreach efficacy
- Implement community comments and criticism

Do you support Green City, Clean Waters overall after seeing this presentation?



Were you familiar with Green City, Clean Waters before this meeting?



50% of community meeting attendees are concerned about long term maintenance



Expansion of adoption program, coordination with GSI Maintenance team

39% of community meeting attendees want to manage stormwater on their property



Integration of Rain Check program into community meeting presentation AND presenting projects at workshops



Thank you!

Questions?