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

<table>
<thead>
<tr>
<th>Project Phase</th>
<th>End of FY18</th>
<th>Cumulative</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Design</td>
<td>189</td>
<td>178</td>
</tr>
<tr>
<td>In Contract Development</td>
<td>49</td>
<td></td>
</tr>
<tr>
<td>In Construction</td>
<td>54</td>
<td></td>
</tr>
<tr>
<td>Completed</td>
<td></td>
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</tbody>
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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.
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
1. Inform
2. Address major concerns
3. Cultivate understanding
4. Provide resources for people inspired to take action
5. Develop partnerships
# 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
1) Inspire
2) Connect people to resources to take action
3) Cultivate understanding
4) Address a broad audience
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.
Purpose: Inspire and engage the public.

Examples:
• Murals
• Street art
• Stormdrain markers
• Interpretive signage
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
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

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

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

- Yes: 92%
- No: 5%
- Other: 3%

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

- Yes, I've heard about it from a previous community meeting: 41.89%
- Yes, I've learned about it from the news or other sources: 27.03%
- Sort of, I've heard of it in passing, but don't really know what it is about: 14.86%
- No, I've never heard of it before: 16.22%
Thank you!  

Questions?