

# Project Team Public Outreach Guidelines

FOR CSO PROJECTS  
AS OF SEPTEMBER 4, 2020

# Overview

**Community acceptance is one of the three primary goals of Clean Solutions for Omaha (CSO!) Long Term Control Plan (LTCP) implementation, along with Regulatory Compliance and Affordability. Public outreach is a key process for gaining community acceptance.**

The Long Term Control Plan includes a variety of CSO control projects, ranging from sewer separation to high-rate treatment facilities, all implemented under the oversight of the City and Program Management Team. The public outreach element, also termed public involvement or public engagement, is aligned with CSO Program's communications strategies and its community enhancement efforts. Public outreach is also required by the CSO permit.

The goal is to ensure consistent communication and strategies across both the Program and Projects. This guidance document will assist Project Teams with the implementation of their public outreach responsibilities as well as clarify the Program Public Outreach Facilitator's interaction with the Projects.

# Table of Contents

4		<b>Program Public Outreach Facilitator (PPOF) Resources</b>
5		<b>Guidance for the Project Team Outreach Facilitator (PTOF)</b>
6		Guidelines for Selecting a Public Outreach Facilitator
7		Planning Guidance
8		Public Meetings/Open House Guidance
		<b>DESIGN PHASE</b>
9		Design Phase Guidance
10		Project Kickoff Public Meeting
11		30% Milestone Public Meeting
12		60% Milestone Public Meeting
13		90% Milestone Public Meeting
14		Pre-Construction Public Meeting
		<b>CONSTRUCTION PHASE</b>
15		Construction Phase Guidance
16		Stakeholder One-On-One Meetings
17		Stakeholder Meeting Guidance
18		<b>Public Meeting Checklist</b>
22		<b>News Media Guidance</b>
23		<b>Contacts for the City of Omaha and Program Leads</b>
24		<b>Addendum: Pandemic Outreach Opportunities</b>
26		<b>Addendum: Public Outreach Template Examples</b>
30		<b>Addendum: iap2 Spectrum</b>

# Program Public Outreach Facilitator (PPOF)



## Points of Contact for the PPOF and Team:

### Linda Lovgren

531-222-8316

lovgren@emspacegroup.com

### Elizabeth Murphy

531-222-8301

elizabeth@emspacegroup.com

### Brian Kaminski

531-222-8311

brian@emspacegroup.com

### Tom Nemitz

531-222-8318

tom@emspacegroup.com

**The PPOF and team for Clean Solutions for Omaha (CSO!) help ensure that the Program is meeting the goal of Community Acceptance. They are a key resource for Projects and Project Team Outreach Facilitators.**

### The PPOF will:

- Manage the CSO! brand
- Review and offer input on each Project's public outreach plan
- Review and approve public-facing communications
- Monitor consistent implementation of public information
- Review and monitor implementation of public and stakeholder meetings
- Manage all news media interaction
- Provide resources to complete public outreach
- Provide access and assistance on the **CSO Brand Board**

This guidance document provides a "playbook" for effective outreach during the Project's design and construction phases.

# Guidance for CSO Project Team Outreach Facilitator (PTOF)

Public outreach is an important aspect of the CSO Program. As a long-term infrastructure initiative by the City of Omaha, the impact of the Program will be felt directly or indirectly by every resident who uses the regional sewer system. Local, elected officials, as well as state and federal regulators, are highly involved.

**As the Project Team Outreach Facilitator (PTOF), it is your responsibility to proactively plan, communicate to and engage the community in the specific area impacted by your project.**

The outreach goals are to educate stakeholders, build confidence in the Project work, promote Project benefits, listen and respond to questions and proactively anticipate and respond to issues.

Each project is unique. It has unique goals, geography, target audiences, solution strategies, timeline and budget. This guidance is intended to outline actions necessary to consider based on the Project and its characteristics. The PTOF should be considered a key member of the Project's team and have planned briefings with the Project Manager and/or attend Project progress meetings as appropriate in order to proactively identify outreach needs and public information.

The Program Public Outreach Facilitator (PPOF) provides guidance, resources and reviews and approves all public-facing communications. The PTOF focuses on the goals and communication needs of the Project.



## Project Points of Contact

**Provide Project Team contacts to PPOF**

**Provide Project Outreach Facilitator Contact to PPOF**

# Guidelines for Selecting a Public Outreach Facilitator

Community acceptance is one of the three CSO Program goals. Public outreach is the strategy for reaching the community acceptance goal. Just organizing a public meeting is not enough to meet the expectations of public outreach for the CSO Program. This public outreach guidance document will assist you with developing and executing a plan that fits your CSO Project and meets the needs of the Program.

To accomplish effective public outreach, you should also consider the qualifications of the individual or team who will be responsible. The person or team proposed for this role is subject to approval by the Program Management Team. Your public outreach facilitator should have as many of these attributes/skills as possible:

- Be experienced and good at communicating with external audiences
- Seeking the most value from stakeholders input, have experience organizing and facilitating public meetings, managing disruptive, dominating or upset individuals, understanding how to include differing opinions
- Demonstrate strong verbal communications to articulate project benefits and information in one-on-one meetings or in public situations
- Have strong writing skills for responding to email messages and for developing handouts, website content and other materials
- Be a patient listener
- Enjoy building trusted relationships with neighbors, community members, and the project team
- Understand how to explain complicated ideas or information without using technical language or relying on acronyms

You may also need your facilitator or team to have access to a graphics specialist to help develop meeting handouts, community information, and visuals (Posters, PowerPoint) to create interest at the public meetings.

# Planning Phase



## Planning Guidance

*Planning for the public outreach effort during the various phases of the project*

### SCOPE AND FEE PLANNING

- Meet with the PPOF to discuss the project and the plan phases as part of the scope and fee development.
- Identify public outreach activities to be included in the scope of work

### THE PROJECT PUBLIC OUTREACH PLAN

- Develop a public outreach plan, which includes but is not limited to:
  - Project background
  - Public outreach objectives
  - Type of public outreach

*(Use the **iap2 spectrum in the appendix** to determine if you want to Inform, Consult, Involve, Collaborate or Empower at your meeting)*

  - Public outreach tactics
  - Stakeholder list to include: neighborhoods, businesses, elected officials and other stakeholders based on the project boundaries
  - Coordinate stakeholder lists with the PPOF to identify lists that might overlap with other Projects to avoid confusion or duplication
  - Proposed public meetings
  - Proposed stakeholder meetings
  - Proposed project materials
  - Implementation timelines
- When neighborhoods and stakeholders overlap, coordinate with other projects to avoid meeting fatigue or conflict



## Action Items

- Submit the Public Outreach Plan to the Project Manager and Program Public Outreach Facilitator, City Project Manager, and PMT Project Manager
- Develop a project database spreadsheet representative of the neighborhoods, key neighborhood leaders, businesses and other stakeholders that includes, names, addresses, phone numbers and emails
- Build a calendar/timeline of anticipated public interaction based on the Projects' proposed timeline
- Request a new GIS\* database prior to each use if more than a year has transpired since its last use
- Sort the database for duplicate addresses/owners and revise as appropriate
- A complete meeting plan guide can be found on pages 16-19

*\*Geographic Information System (GIS) which can provide name and address information for land parcels*



## Resources

- Purchase a mail or email list by the Project Team
- <https://dogis.org/omahana> has a free list of all neighborhood associations and alliances and their leadership, as well as a downloadable parcel database
- Program Public Outreach Team is available for assistance
- A list of business addresses and business owners is available through the GIS program and the Secretary of State's office
- Branding and templates for materials available **on the CSO Brand Board:** PowerPoint templates, mailers, newsletters and project sheets



## Public Meeting Milestones/Formats

*Public meetings are more formal events for larger audiences that include a presentation, while open houses are informal events for smaller groups designed for one-on-one interaction.*

*Coordinating meetings with neighborhood association meetings is often a good approach.*

### REQUIRED:

- Project Kickoff Public Meeting after notice to proceed (NTP)
- Design public meetings or open house-style meetings at these milestones based on the size and detail of the Project:
  - 30% milestone
  - 60% milestone\*
  - 90% milestone (*if needed*)
  - Pre-construction



### \* 60% Milestone Action Items

- Project team notifies the PPOF of an interested person for community enhancements, and the PPOF, along with Project Team and PMT/City, develops a plan to engage the community champion
- The PM, PTOF and PPOF utilize the Community Enhancements process to help the neighborhood create a plan.

**If community enhancements are appropriate, the Project Team would identify, by the 60% meeting, interested parties who would champion community enhancement neighborhood coordination.**



# Design Phase



## Design Phase Guidance

*During project scope development, use this list as a guide for developing a public outreach plan*

- Determine appropriate number and timing for public meetings (*see specific guidance for public meetings*)
- Determine need and timing for special stakeholder outreach (*small groups or one-on-one interaction*)
- Develop touchpoints with the PPOF for Project updates
- Request the project description and project boundary map from the PMT and PPOF
- Communicate with the public prior to field investigations and use Program signage
- Determine if a sewer backup questionnaire is appropriate and should be mailed
- Prepare public meeting presentations and materials with the PPOF
- Develop any media notifications or story opportunities and provide to the PPOF
- Implement the plan actions approved by the PPOF, and designated PMT and City contacts
- Update the Public Outreach Plan semi-annually or as appropriate
- Update the Public Outreach Facilitator of any public meetings or activities
- Assist the Project Team to identify and establish key advocate relationships in the Project area



## Action Items

- Complete the public meeting information form and submit to the PPOF, Project Manager, PMT, and City Project Manager
- Create a doorhanger or area yard signs to notify neighborhoods of meetings or field investigations as needed
- Notify stakeholders in advance if you will be on their property or if there is an impact to their property
- Request the project description and map from the PMT and PPOF. These will be posted to the website. These are typically available for project design kick-off and updated as appropriate at 30%, 60%, 90% (before bid) and pre-construction
- Adapt the template for the cover letter on the sewer backup questionnaire
- Review the public meeting guidance for preparation of all meetings
- Review the Program Crisis Communications Protocol on the Portal
- Identify community champions for the Project area
- PTOF will maintain the contact list for attendees at public and stakeholder meetings and provide copies to the Project Team for distribution



## Resources

- Templates for doorhangers and signs available **on the CSO Brand Board**
- Templates for project descriptions, brand/logo usage, Program slides and slide templates available **on the CSO Brand Board**
- Neighborhood resources/names available at **<https://dogis.org/omahana>**
- Business contact information assistance through the Omaha Chamber of Commerce

# Project Kickoff Public Meeting



## Meeting Description

- Project Team will conduct a public meeting with the stakeholders in/near the project boundaries
  - Open houses with or without a presentation
  - Inform and educate about the need and benefits of the project
  - Encourage feedback from the stakeholders
- The Project Team will identify key stakeholders
- The PTOF will assist with coordinating meeting attendee schedules
- Number of Project and Program attendees should be limited to those necessary to effectively carry out the meeting
- The PTOF will coordinate all logistics, handouts, agenda, sign-in sheets or materials necessary for a successful meeting
- The Project Team will provide comment forms and responses to questions



## Key Invitees

### REQUIRED

- Project Team Manager
- Project Team Outreach Facilitator
- Key Project Team Members
- Program Public Outreach Facilitator
- City Project Manager
- PMT Coordinator
- PMT Compliance Coordinator

### OPTIONAL

- City Council Member
- City Right-of-way Representative (*if applicable*)
- City Traffic Representative (*if applicable*)
- Utility Company Representatives (*if appropriate*)
- City or PMT person to present any Program specific information or presentation (CSO 101)
- Meeting invites should also be extended to additional individuals identified by the Project Team



## Meeting Content

Representatives of the City, Project Team and PMT will be introduced. During the meeting, the following will be discussed:

- Project purpose and scope, including the project's role as part of the CSO Program or RNC Program
- Key Program/Project contacts (*provide contact list*)
- Tentative Project design and construction timelines
- The meeting should be general with diplomatic responses (i.e. no firm promises made at this stage)
- The Project Team will provide, at minimum, a map of the project area, boundaries and location of facilities (if applicable).
- Pending field investigations (*as required for Project*)
  - Surveys
  - Geotechnical investigations
  - CCTV inspections
  - Smoke and dye testing
  - Manhole inspections
  - Private property investigations
  - Potential water and gas main replacements
  - Miscellaneous potential disturbances
- A questionnaire (typically sewer backup & drainage issues) may be included with this mailing if needed (to save postage and/or second mailing).

\* Disclaimer: "The information shown herein is conceptual in nature. All proposed facilities, including sewer pipe sizes and specific locations, are subject to change during more detailed planning and design."

# 30% Milestone Public Meeting



## Meeting Description

- The Project Team will plan an informational public meeting with neighborhoods, businesses and others affected by the project and with any volunteers identified at the preliminary design meeting who expressed interest
- The Project Team will provide all necessary updates of maps and exhibits for the meeting
- Held when design is completed to the 30% stage
- Number of Project and Program attendees should be limited to those necessary to effectively carry out the meeting
- The PTOF will coordinate all logistics, handouts, agenda, sign-in sheets or materials necessary for a successful meeting
- The PTOF will assist in coordinating the attendance of those required for the meeting and their role in the meeting



## Key Invitees

### REQUIRED

- Project Team Manager
- Project Team Outreach Facilitator
- City Project Manager
- PMT Coordinator
- Program Public Outreach Facilitator (PPOF)
- PMT Compliance Coordinator
- Others as needed

### OPTIONAL

- City Right-of-way Representative *(if applicable)*
- Utility Company Representatives *(if appropriate)*
- City Traffic Representative
- Parks, Recreation and Public Facility Representative *(if appropriate)*
- City or PMT person to present any Program specific information or presentation (CSO 101)
- Meeting invites should also be extended to additional individuals identified by the Project Team



## Meeting Content

City and PMT Project Representatives will be introduced. During the meeting, discuss:

- Project purpose and progress
- Key project contacts *(provide list)*
- Overview of the project, including proposed facilities, sewer separation, green solutions and ideas proposed by stakeholders
- Updated design and construction timeline
- Any required reconstruction, including potential street enhancements if necessary to comply with Complete Streets requirements
- Summary of green infrastructure being considered and their benefit to the Program
- Where residents can find more information on the CSO! website

# 60% Milestone Public Meeting



## Meeting Description

- The Project Team will conduct a meeting with affected neighborhoods and stakeholders. An “open house” format is recommended since this is not the first time the public has been engaged on the project. Generally, this includes a few minutes of presentation at the start to give the meeting context
- Number of Project and Program attendees should be limited to those necessary to effectively carry out the meeting
- Held when design completed to the 60-85% stage (main alignment and location set and enough plan detail to discuss items listed)
- The PTOF will coordinate all logistics, handouts, agenda, sign-in sheets or materials necessary for a successful meeting
- The PTOF will assist in coordinating the attendance of those required for the meeting and their role in the meeting



## Key Invitees

### REQUIRED

- Project Team Manager
- Project Team Outreach Facilitator
- Key Project Team Members
- City Project Manager
- Program Public Outreach Facilitator
- PMT Coordinator
- PMT Compliance Coordinator

### OPTIONAL

- City Right-of-way Representative (*if applicable*)
- City Traffic Representative (*if applicable*)
- Utility Company Representatives (*if appropriate*)
- City or PMT person to present any Program specific information or presentation
- City Construction Manager
- Meeting invites should also be extended to additional individuals identified by the Project Team



## Meeting Content

During the meeting, discuss:

- Proposed facilities, sewer separation or green infrastructure and their impact on adjacent property owners
  - Road closure and detour routes, impacts to driveways and sidewalks
  - Potential impacts to school bus routes, Metro bus routes, etc.
  - Updated plans for project design and construction timeline
  - The potential for community enhancements applicable to the project
  - Identified enhancements that can be funded by the City, if any
  - Identified potential outside funding sources for other opportunities
  - Community enhancements, beyond necessary replacement of infrastructure, are not funded through the RNC or CSO Programs
  - Potential outside funding sources for community enhancements that are compatible with the Project
  - Community enhancements incorporated, if applicable
  - Anything else that needs to be considered in the design and construction planning, such as neighbors with disabilities who may need special access during construction, etc.
- The Project Team shall provide all necessary project maps, exhibits, plan/profile sheets and contact information for the meeting.**

# 90% Milestone Public Meeting



## Meeting Description

- The Project Team will conduct a meeting with affected neighborhoods and stakeholders. An “open house” format is recommended since this is not the first time the public has been engaged on the project. Generally, this includes a few minutes of presentation at the start to give the meeting context
- Number of Project and Program attendees should be limited to those necessary to effectively carry out the meeting
- Held when design completed to the 60-85% stage (main alignment and location set and enough plan detail to discuss items listed)
- The PTOF will coordinate all logistics, handouts, agenda, sign-in sheets or materials necessary for a successful meeting
- The PTOF will assist in coordinating the attendance of those required for the meeting and their role in the meeting



## Key Invitees

### REQUIRED

- Project Team Manager
- Project Team Outreach Facilitator
- Key Project Team Members
- City Project Manager
- Program Public Outreach Facilitator
- PMT Coordinator
- PMT Compliance Coordinator

### OPTIONAL

- City Right-of-way Representative (*if applicable*)
- City Traffic Representative (*if applicable*)
- Utility Company Representatives (*if appropriate*)
- City or PMT person to present any Program specific information or presentation
- City Construction Manager
- Meeting invites should also be extended to additional individuals identified by the Project Team



## Meeting Content

During the meeting, discuss:

- Proposed facilities, sewer separation or green infrastructure and their impact on adjacent property owners
  - Road closure and detour routes, impacts to driveways and sidewalks
  - Potential impacts to school bus routes, Metro bus routes, etc.
  - Updated plans for project design and construction timeline
  - The potential for community enhancements applicable to the project
  - Identified enhancements that can be funded by the City, if any
  - Identified potential outside funding sources for other opportunities
  - Community enhancements, beyond necessary replacement of infrastructure, are not funded through the RNC or CSO Programs
  - Potential outside funding sources for community enhancements that are compatible with the Project
  - Community enhancements incorporated, if applicable
  - Anything else that needs to be considered in the design and construction planning, such as neighbors with disabilities who may need special access during construction, etc.
- The Project Team shall provide all necessary project maps, exhibits, plan/profile sheets and contact information for the meeting.**

# Pre-Construction Public Meeting



## Meeting Description

- The Project Construction Management Team will conduct a meeting with affected stakeholders
  - Includes a brief project update and overview through either an “Open House” style format or formal presentation
- Held after the Project is bid, but before construction starts, and often incorporates the community enhancements
- Number of Project and Program attendees should be limited to those necessary to effectively carry out the meeting
- The PTOF will coordinate all logistics, handouts, agenda, sign-in sheets or materials necessary for a successful meeting
- The PTOF will assist in coordinating the attendance of those required for the meeting and their role in the meeting



## Key Invitees

### REQUIRED

- Project Team Manager and PTOF
- Contractor Representatives
- Program Public Outreach Facilitator
- City Project Manager (*design*)
- Construction Manager  
(*City or Consultant, as applicable*)
- PMT Compliance Coordinator
- PMT Coordinator
- CM Contact
- Utility Company Representatives  
(*if doing relocation or new facility work*)

### OPTIONAL

- City Right-of-way Representative (*if applicable*)
- City Traffic Representative (*if applicable*)
- City or PMT person to present any Program specific information or presentation
- Parks, Recreation and Public Property Representative (*if applicable*)
- Meeting invites should also be extended to additional individuals identified by the Project Team



## Meeting Content

During the meeting:

- Contractor, Utilities and City Construction representatives will be introduced
- Public contact information for these representatives will be provided in handout form and updated on the public website
- The final project will be explained
- The proposed construction schedule and phasing/sequencing will be reviewed, including utility work and construction impacts on neighbors
- Stations with the plans and maps will be available for the public to reference and ask questions



## Construction Phase Guidance

- Follow the public meeting protocol
- Develop communication strategies as necessary to enhance public outreach during the Construction phase
- Provide an updated public outreach plan to the PPOF, PMT and Project Management for approval
- Provide notification of street closures, or other neighborhood disruptions in coordination with the Construction Manager
- Provide regular progress updates to neighborhoods, businesses and organizations (usually quarterly unless construction is moving quickly, time as appropriate)
- Coordinate elected official communication with and through the City of Omaha Public Works Assistant Director - Environmental Services
- Attend project construction update meetings on an as-needed basis (usually monthly is enough)
- Coordinate a regularly scheduled update with the Construction Manager



## Action Items

- Provide a project update to the PPOF monthly for use in multiple communications, such as the quarterly reports and the website
- When appropriate, develop and get approval from the PPOF and City for e-mail updates to key project area stakeholders using an e-mail service with an opt-out feature
- Plan and budget updated newsletters and meetings with approvals by the PPOF, PMT and City
- Refer to the public meeting guidelines if a public meeting is necessary



## Timeline/Resources

- Over project duration as dictated by the project schedule
- Timeline is dependent on project development and complexity
- Templates are available on **CSO Brand Board**

# Stakeholder One-On-One Meetings



## Meeting Description

- The Project Team will conduct one-on-one meetings (with City and PMT approval) with key stakeholders affected by the project, when applicable
- These meetings can be held throughout project design and construction as necessary
- Meetings are intended to proactively communicate with stakeholders who have specific concerns or will be impacted individually or in smaller groups
- Meetings should be held at the stakeholders place of business whenever possible
- PTOF will coordinate logistics and schedules as requested
- PTOF will keep a database of stakeholders contacted and a summary of the conversations
- PTOF will help develop relationships with stakeholders to build advocacy for the project



## Key Invitees

### CONSIDER

#### Potential Attendees

*(Limit to 4 or fewer if possible)*

- Project Team Manager
- Project Team Outreach Facilitator
- Key Project Team Members to address specific issues
- City Construction Manager
- City Project Manager
- PMT Coordinator
- PMT Compliance Coordinator
- City Right-of-Way *(if applicable)*

### STAKEHOLDER EXAMPLES

- Businesses
- Churches
- Leadership of large organizations
- Neighborhood Alliances
- Residents impacted
- Institutions
- A specific demographic or geographic segment



## Meeting Content

- Priority content appropriate to the subject matter
- Project plan that might have larger coordination concerns than the average resident
- Proactive engagement of potentially difficult stakeholders or stakeholders who need longer lead time to prepare for construction activities





## Stakeholder Meeting →

### Guidance

- Meet as necessary to keep dialogue open with the community during design and construction

### Stakeholder Group Meeting (5-10 attendees)

- Follow the procedure for design and construction meetings
- Adapt the level of work and notification to the situation

### One-On-One or Small Meetings (5 or fewer attendees)

- Follow the procedure for notifications and approvals outlined in the design and construction procedure. Adapt to level of situation



## Action Items

- Send meeting notices per the Design Meeting Process (Page 6)
- Plan these meetings/discussions based on need
- Notify the PPOF to post the meeting notice, handouts, and/or PowerPoint on the CSO public website *(if appropriate)*
- Mail or email meeting notices to group
- Prepare meeting information and provide to affected stakeholders, if applicable
- Coordinate the meeting with the PM, PMT and City as needed to handle the meeting
- Project Team will develop project-specific meeting communication materials such as plans, timeline illustrations, PowerPoint, handouts and follow approval procedure
- Document the meeting and provide the update to the PMT, City and PPOF as appropriate
- The Project Manager and PTOF should determine responses to inquiries and comments and respond within 24 hours



## Timeline/Resources

- Request website notification posts for meetings
- Templates are available on the **CSO Brand Board**

- Meeting materials, outlines and agendas should be shared with the PPOF, PM, PMT and City as needed 1 week in advance of the meetings
- Template for meeting summary is available on the CSO Portal

# Public Meeting Checklist



## Public Meeting Steps



## Timeline/Resources

- |   |  |
|---|--|
| <input type="checkbox"/> <b>STEP 1:</b> Determine a potential date for the meeting and consider availability of an existing neighborhood association or community meeting already occurring for the outreach                | <ul style="list-style-type: none"><li>• Schedules must be coordinated with designated City, PMT, Project contacts, PPOF and presenters before finalizing a date 4-6 weeks in advance</li></ul>   |
| <input type="checkbox"/> <b>STEP 2:</b> Check the availability of Project Team, PMT Representatives, City Project Representatives and PPOF  |  |
| <input type="checkbox"/> <b>STEP 3:</b> Secure a location with parking and handicap accessibility   | <ul style="list-style-type: none"><li>• Date and place should be confirmed at least 4-6 weeks in advance</li></ul>   |
| <input type="checkbox"/> <b>STEP 4:</b> Complete the meeting information form and submit it to the PPOF, PMT and Project Team   | <ul style="list-style-type: none"><li>• Establish a budget for printing, postage and mailing expenses when submitting your facilitator budget if you plan to mail meeting notices or use other strategies that require budget money</li></ul>  |
| <input type="checkbox"/> <b>STEP 5:</b> Acquire the necessary mailing or emailing list(s) and contact area neighborhood associations, neighborhood alliances and stakeholder organizations to provide meeting notifications | <ul style="list-style-type: none"><li>• This process should start at least 4-6 weeks in advance of the meeting</li><li>• Contact the PPOF if you need assistance with locating neighborhoods or organizations<ul style="list-style-type: none"><li>◦ These groups will often send your electronic notification to their members on your behalf</li></ul></li></ul> |



## Public Meeting Steps



## Timeline/Resources

**STEP 7:** Develop a meeting notice. Typical notification would be mailing a postcard. Other effective options are listed below with approval of the PPOF. Determine if this notice needs to be bilingual based on the stakeholder population. Allow 3-5 working days for review by:

- PROJECT Manager
- PPOF
- PMT Coordinator
- PMT Compliance Coordinator
- CITY Project Manager

### Must get final approval of public-facing materials from the PPOF.

- Additional and alternative notification options:
  - Posters
  - Email blasts
  - Door hangers
  - Facebook posts
  - Flyers
  - Yard signs
  - Message boards

- A mailing should be approved 3-4 weeks in advance and mailed 2 ½ weeks in advance
  - Printing takes about 1 week
  - Bulk mail takes about 3-5 days for delivery
  - It is recommended you use a printer/mail house for larger quantities
  - Printco is a recommended printer experienced with the CSO Program (Contact Pam Tourek: 402.593.1080 or pam@printcographics.com)
- Templates for the meeting notice letters, and other notification options, are on the **CSO Brand Board**
- The PPOF can assist with acquiring multi-lingual translation services
- The PPOF will provide the meeting notice to the PMT Two Week Look-Ahead
- Post the meeting on the CSO Portal Project Calendar
- The PPOF or City Project Manager can coordinate with the City Construction Manager for use of message boards

**STEP 8:** The Program Public Outreach Facilitator will contact the area City Council Member, other elected officials as needed and the officials' staff assistant.

- City Council information is available at **CityCouncil.CityofOmaha.org**
  - Consider asking if the council member wants to make any comments during the meeting



## Public Meeting Steps



## Timeline/Resources

**STEP 7:** Assist Project Team with content for agendas, PowerPoint, handouts and sign-in sheets using templates provided in the Program brand document, which meet both regulatory and brand requirements. The Program overview slides, which are required, are also on the brand pages

- **Templates for agendas, PPT, meeting notices, sign-in sheets and meeting summary are here**

- The PPOF has the following items for Project Team use: CSO Program brochures, CSO Program display (8'X10') or (3'X4'), CSO magnets, CSO shower timers, CSO activity books with crayons appropriate for children under 10
- Design assistance for meeting materials can be requested from the PPOF team but will be paid for by the Project budget
- These materials must be reviewed by the City, PMT and PPOF at least 1 week in advance

**STEP 8:** Request a City, PPOF or PMT member to present the CSO Program Overview at the meeting

- Determine this presenter at least 2 weeks in advance
- Finalize this preparation 1 week in advance

**STEP 9:** Contact the City Construction Division to request electronic signs be displayed for a week in advance of the meeting to reinforce the meeting date, time and location

- Make this request 2-3 weeks in advance
- Provide the preferred intersection location(s)



## Public Meeting Steps



## Timeline/Resources

**STEP 10:** Write a media alert for review and distribution by the PPOF

- Provide the media release to the PPOF **2 weeks** in advance
- The PPOF will distribute the release **1 week** in advance
- The PPOF will provide the release to the website team

**STEP 11:** Confirm with the meeting location to arrange for audio/visual equipment availability

- Finalize this preparation **2 weeks** in advance

**STEP 12:** Acquire directional signage for the meeting location

- The PPOF team has directional yard signs that can be borrowed for use at your public meeting. Request 1 week in advance to pick them up and schedule a return

**STEP 13:** Attend the public meeting and assist with sign-in, greeting, meeting set-up, presentation and photos

- The PPOF team can help with these tasks by request 2 weeks in advance

**STEP 14:** Send the PowerPoint and handouts to the PPOF for the website, and return directional signage

- Materials should be provided and/or returned within 2-3 days to the PPOF

**STEP 15:** Follow up with responses to comment forms or questions from the meeting

- Send the follow up within 3-5 days
- A summary of the Q&A's should be compiled
- A list of contact information from comment forms should be documented

# News Media Guidelines



## Guidance

- **Advise the PPOF of any news media interview requests or on-site visits – these require approval at the Program level**
- Provide the Program Public Outreach Facilitator with newsworthy ideas for the Project
- Provide a release for meeting notifications
- Provide a release or advisory regarding construction issues
- Advise the PPOF of any crisis situations with the Project



## Action Items

- Prepare news releases as appropriate for:
  - Public meeting notifications
  - Construction notifications
  - Project highlights or information
- Route the release/alert to the PPOF, PM, PMT and City Project Manager
- PPOF will provide information to CSO website team
- PPOF will approve and distribute all news releases to the media outlets
- **Releases or ANY media contact are to be approved and distributed by the PPOF**



## Resources

- A format for full news releases and for media alerts are included in the online CSO Brand Board
- The Program Public Outreach Facilitator will assist with talking points or strategy for any news interviews conducted by the Project

# Contacts at the City of Omaha and Program Leads



## Points of Contact

### **Jim Theiler**

**City of Omaha Public Works – Assistant Director Environmental Services**

402-444-5225

[James.theiler@cityofomaha.org](mailto:James.theiler@cityofomaha.org)

### **Adam Wilmes**

**City of Omaha Public Works – City CSO Coordinator**

402-444-3819

[adam.wilmes@cityofomaha.org](mailto:adam.wilmes@cityofomaha.org)

### **Tom Heinemann**

**CSO Program Manager**

402-444-5455

[tom.heinemann@jacobs.com](mailto:tom.heinemann@jacobs.com)

### **Pat Nelson**

**CSO Program Management Team – Compliance and Green Infrastructure**

402-444-5456

[pat.nelson@jacobs.com](mailto:pat.nelson@jacobs.com)

### **Scott Aurit**

**CSO Program Management Team – Major/Facility Projects**

402-444-5461

[scott.aurit@hdrinc.com](mailto:scott.aurit@hdrinc.com)

### **Vince Genco**

**CSO Program Management Team – Sewer Separation Projects**

402-742-2934

[vincent.genco@hdrinc.com](mailto:vincent.genco@hdrinc.com)

### **John Joiner**

**Communications Specialist**

402-444-5220

[john.joiner@cityofomaha.org](mailto:john.joiner@cityofomaha.org)

# Addendum: Pandemic Outreach Opportunities

Whether our community is pivoting through a pandemic or managing through a weather crisis, the public still expects transparent engagement and decision-making processes.

**The CSO Program has multiple projects in all stages of design and construction. Public outreach should not stop, in fact, it should expand. We need to consider how to execute public education and interaction that is thorough, interesting, inclusive and nimble.**

## Virtual Meetings

- This is a good meeting alternative, as many people have computers, tablets or mobile phones. For best results:
  - Utilize publicly available tools, such as Zoom
  - Provide multiple opportunities/channels to contribute (monitored email, a chat room or surveys within the application)
  - If you want to record the session, be sure you have participant permission (you can do this by asking them to accept recording in the chat room)
  - Provide notice and instructions for accessing the meeting through multiple channels
- Instruct participants on how to identify themselves
- Increase participation through creative content and interaction options (there are some fun survey tools that can be used on the shared screen with participants)
- Consider a recorded presentation to provide a project status with graphics. Provide it through email lists, request it to be pushed out through neighborhood associations/alliances, area community organizations. Provide contacts for Q & A.



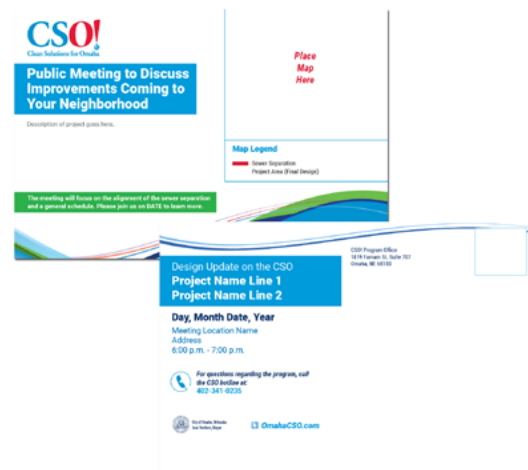
## Other Opportunities

- **Utilize neighborhood websites and neighborhood alliance websites** if the project is residential in nature
- **Postcards and mail can also be effective** to explain a project and point the community to ways they can interact and get information
- **Provide posters with key information** and distribute to area businesses where foot traffic is allowed (grocery stores, salons, dental/physician locations)
- If it is an area with businesses, **contact the business by phone and follow-up with email details** or schedule a virtual meeting with the Project Team
  - Create a mini-video presentation of the project to share the information on virtual formats or through email
  - Email readable PowerPoint presentations. Be careful to keep the files small so they can be opened on multiple devices
- **Post-meeting follow up is critical** and can be done through:
  - Website postings to the project page
  - An email survey of participants
  - Providing the video or slide deck for review
  - Always provide feedback mechanisms through email or phone access
- **Project summary or project page information can be turned into a handout** for the Construction Manager or Contractor if someone would come onsite and need information or additional contacts for the project

# Addendum: Public Outreach Template Examples

Here are some examples of templates that can be used during public outreach. Please note that all these tactics are not necessary for every project, and it's best to analyze and customize what would make the most sense for any given situation. Consider these a flexible template to implement consistent, professional public outreach efforts.

**Oversized Postcard Template:** Use these to notify stakeholders who live or work in a project area. They can be used as invites to public meetings or updates on construction as needed

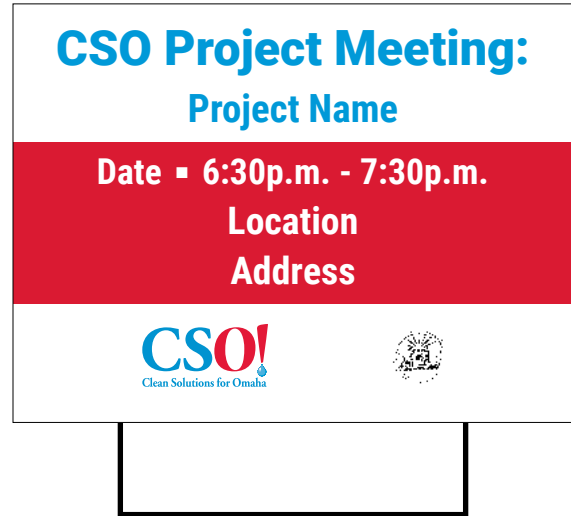


**Directional Signs:** The PMT has an inventory of directional signs that can be borrowed for public meetings or events. Arrange sign pick up by contacting [brian@emspacegroup.com](mailto:brian@emspacegroup.com)



You can also print additional 11 x 17 directional signs to hang up in large facilities to provide guidance from the entrance to your room


**Yard Sign Template:** These signs are a great way to disseminate specific information in a given area. They can be used to advertise an upcoming public meeting or announce a time frame when crews will be in the area



**Comment Card Template:** It is mandatory to provide comment forms for attendees to leave optional feedback after public meetings or events

The image shows a comment card template. At the top left is the CSO! logo (Clean Solutions for Omaha) and at the top right is a circular seal. Below the logos is the heading "MEETING COMMENTS" in bold, underlined text. A list of fields follows: Project Name, Public Informational Meeting, Meeting Date, Meeting Location, Meeting Address, and Meeting Time. Below this list is the instruction "Please PRINT all information" in red. There are three lines for contact information: "Name \_\_\_\_\_ Phone (402) \_\_\_\_\_", "Address \_\_\_\_\_", and "Email Address \_\_\_\_\_". Below the contact information is the question "What comments would you like to share with the City about this project?" followed by a table with 8 empty rows for writing. At the bottom, the return information is provided: "Return to: Jami Cerone, P.E., Meeting Coordinator, HDR, Inc., 8404 Indian Hills Drive • Omaha, NE 68114, [jami.cerone@hdrinc.com](mailto:jami.cerone@hdrinc.com)".

**Sign-in Sheet Template:** It is mandatory to provide a sign-in sheet at public meetings and events. Although it is not mandatory for attendees to sign, it's highly recommended



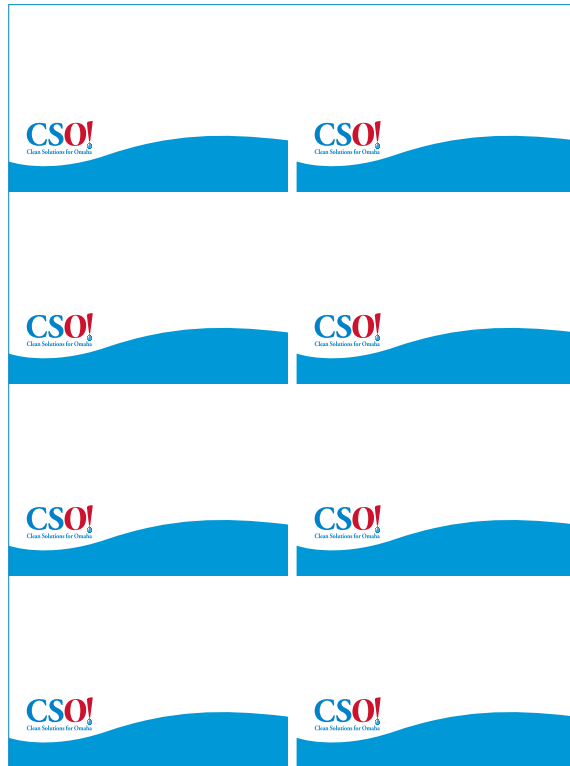
Leavenworth Lift Station Site Preparation • CPW 52199  
St. Joseph Assisted Living Tower  
December 19, 2011 • 7:00 p.m.

**Public Meeting**



Your attendance and participation is appreciated.  
The following information will be used for future meeting notifications and administrative action purposes, as specified by law.

Name (Please Print)	Contact Information	Interest (Property Owner, Government Official, or Interested Citizen)	Please Check Appropriate Boxes		
			Notification	Sex	Ethnicity
Email Address City/ZIP			<input type="checkbox"/> Mailing <input type="checkbox"/> Friend <input type="checkbox"/> Newspaper <input type="checkbox"/> Other <input type="checkbox"/> Website	<input type="checkbox"/> M <input type="checkbox"/> F	<input type="checkbox"/> White <input type="checkbox"/> Latino <input type="checkbox"/> Black <input type="checkbox"/> American Indian/Alaskan Native <input type="checkbox"/> Asian/Pacific Islander <input type="checkbox"/> Other
Email Address City/ZIP			<input type="checkbox"/> Mailing <input type="checkbox"/> Friend <input type="checkbox"/> Newspaper <input type="checkbox"/> Other <input type="checkbox"/> Website	<input type="checkbox"/> M <input type="checkbox"/> F	<input type="checkbox"/> White <input type="checkbox"/> Latino <input type="checkbox"/> Black <input type="checkbox"/> American Indian/Alaskan Native <input type="checkbox"/> Asian/Pacific Islander <input type="checkbox"/> Other
Email Address City/ZIP			<input type="checkbox"/> Mailing <input type="checkbox"/> Friend <input type="checkbox"/> Newspaper <input type="checkbox"/> Other <input type="checkbox"/> Website	<input type="checkbox"/> M <input type="checkbox"/> F	<input type="checkbox"/> White <input type="checkbox"/> Latino <input type="checkbox"/> Black <input type="checkbox"/> American Indian/Alaskan Native <input type="checkbox"/> Asian/Pacific Islander <input type="checkbox"/> Other
Email Address City/ZIP			<input type="checkbox"/> Mailing <input type="checkbox"/> Friend <input type="checkbox"/> Newspaper <input type="checkbox"/> Other <input type="checkbox"/> Website	<input type="checkbox"/> M <input type="checkbox"/> F	<input type="checkbox"/> White <input type="checkbox"/> Latino <input type="checkbox"/> Black <input type="checkbox"/> American Indian/Alaskan Native <input type="checkbox"/> Asian/Pacific Islander <input type="checkbox"/> Other
Email Address City/ZIP			<input type="checkbox"/> Mailing <input type="checkbox"/> Friend <input type="checkbox"/> Newspaper <input type="checkbox"/> Other <input type="checkbox"/> Website	<input type="checkbox"/> M <input type="checkbox"/> F	<input type="checkbox"/> White <input type="checkbox"/> Latino <input type="checkbox"/> Black <input type="checkbox"/> American Indian/Alaskan Native <input type="checkbox"/> Asian/Pacific Islander <input type="checkbox"/> Other
Email Address City/ZIP			<input type="checkbox"/> Mailing <input type="checkbox"/> Friend <input type="checkbox"/> Newspaper <input type="checkbox"/> Other <input type="checkbox"/> Website	<input type="checkbox"/> M <input type="checkbox"/> F	<input type="checkbox"/> White <input type="checkbox"/> Latino <input type="checkbox"/> Black <input type="checkbox"/> American Indian/Alaskan Native <input type="checkbox"/> Asian/Pacific Islander <input type="checkbox"/> Other
Email Address City/ZIP			<input type="checkbox"/> Mailing <input type="checkbox"/> Friend <input type="checkbox"/> Newspaper <input type="checkbox"/> Other <input type="checkbox"/> Website	<input type="checkbox"/> M <input type="checkbox"/> F	<input type="checkbox"/> White <input type="checkbox"/> Latino <input type="checkbox"/> Black <input type="checkbox"/> American Indian/Alaskan Native <input type="checkbox"/> Asian/Pacific Islander <input type="checkbox"/> Other
Email Address City/ZIP			<input type="checkbox"/> Mailing <input type="checkbox"/> Friend <input type="checkbox"/> Newspaper <input type="checkbox"/> Other <input type="checkbox"/> Website	<input type="checkbox"/> M <input type="checkbox"/> F	<input type="checkbox"/> White <input type="checkbox"/> Latino <input type="checkbox"/> Black <input type="checkbox"/> American Indian/Alaskan Native <input type="checkbox"/> Asian/Pacific Islander <input type="checkbox"/> Other

**Name Tag Template:** All of the CSO! team members and participants should wear a name tag during public outreach events



# Public Outreach Meeting Information Form: TBD



### CSOI! PUBLIC OUTREACH MEETING INFORMATION

Please provide the following public meeting information to the CSOI Public Outreach Facilitator 4-6 weeks in advance of a planned public meeting or presentation, whether in person or virtual. Send this completed form to: [csopublicoutreach@emspacegroup.com](mailto:csopublicoutreach@emspacegroup.com).

CSOI Project Name:

CSOI Project Contact:

Name:

Email:

Phone Number:

Meeting Purpose:

**What Type Of Meeting Is Planned?**

Open house with no formal program; presentation with audio/visual

Presentation with stakeholder interaction and participation

Meeting Date:

Meeting Time:

Meeting Place:

Meeting Address:

Who Will Be Presenting For The CSOI Program?

Who Will Be Presenting For The Project?

Do You Need A Translator At The Meeting?  Yes  No

Do You Need Someone To Sign For Hearing Impaired?  Yes  No

Who Is The City Councilperson In The Project Area?

The Program Public Outreach Facilitator will contact the councilperson and/or their representative.

**In addition to sending this form 4-6 weeks in advance of the meeting, please provide the following to the program public outreach facilitator 2 weeks in advance of the meeting for review and distribution:**

1. Media release if you are using one
2. Website meeting notice information (post card invite, letter or email notice)

[SUBMIT FORM NOW](#)

Omaha CO Program • 1819 Farnam St., Suite 707 • Omaha, NE 68103 • (402) 341-0235 • [www.omahasoi.com](http://www.omahasoi.com)

# Addendum: iap2 Spectrum

**INCREASING IMPACT ON THE DECISION**

	<b>INFORM</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<b>PUBLIC PARTICIPATION GOAL</b>	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
<b>PROMISE TO THE PUBLIC</b>	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.