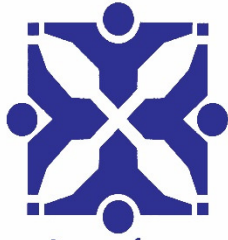




Columbia Wastewater and  
Stormwater IMP

**Attachment I**

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*Our Columbia Waters*  
Integrated Management Plan  
Wastewater & Stormwater

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# Community Outreach Plan

Columbia Wastewater and  
Stormwater Integrated  
Management Plan

*Columbia, Missouri*  
September 13, 2016



Shockey  
Consulting  
Services, LLC

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## Table of Contents

Section 1. Plan Purpose.....	1
Section 2. Project Overview .....	1
Section 3. Objectives for Community Outreach.....	2
Section 4. Key Messages.....	3
4.1 Vision Statement.....	3
4.2 Outcomes .....	3
4.3 Approach.....	3
Section 5. Project Identity .....	4
Section 6. Topics Where Input is Needed .....	5
Section 7. Targeted Audiences .....	6
7.1 Project Team .....	6
7.2 Key Stakeholders.....	6
7.3 City Officials, City Committees & Key Staff .....	1
7.4 Other Government Agencies.....	1
7.5 Economically and Socially-Disadvantaged Populations .....	1
7.6 Environmental and Conservation Groups.....	2
7.7 Business and Development Community.....	2
7.8 Nonprofit Organizations and Other Community Groups .....	2
7.9 Large Impervious Surface Property Owners.....	2
7.10 Property Owners Who Have Experienced Chronic Backups into Buildings .....	2
7.11 General Public/Ratepayers .....	2
7.12 Media.....	2
Section 8. Methods .....	3
Section 9. Anticipated Timeline .....	4

## Section 1. Plan Purpose

The Community Outreach Plan for the Integrated Management Plan for Wastewater and Stormwater (IMP) defines the process to involve the community in the decision-making process. The approach is to bring people from the community together, educate them regarding the various issues and gather input in a structured, inclusive and transparent process.

A variety of methods for communicating with the community are described and will be coordinated appropriately with ongoing technical activities.

This document includes:

- an overview of the project
- the objectives for communication and public involvement
- key messages
- the strategic approach for communication and public involvement
- methods of communications

## Section 2. Project Overview

The process will result in an IMP that provides a means to implement currently planned, critical infrastructure projects over the next five years and sets the City up to successfully plan for and meet long-term environmental and infrastructure goals.

**Desired Outcome:** An adaptive and flexible plan that provides regulatory certainty and prioritizes affordable investments, which are supported by community stakeholders.

## Section 3. Objectives for Community Outreach

Early and continuous community outreach brings diverse perspectives and values into the decision-making process. The objectives for communication and public involvement include:

- *Develop* an informed group of stakeholders that understand the benefits and strategies of implementing available wastewater and stormwater management strategies.
- *Inform* the stakeholders by providing balanced and objective information to assist them in understanding the problems, alternatives, opportunities, and solutions.
- *Consult* the stakeholders by obtaining feedback on water quality and infrastructure priorities and desired outcomes.
- *Involve* the stakeholders by working directly with them throughout the process to ensure that concerns and aspirations are consistently understood and considered, ensuring stakeholder groups are included and consulted.
- *Build* partnerships with other agencies and stakeholders, recognizing the effect this effort has on the community and other sustainable infrastructure initiatives.

Community input will be solicited on public health and safety concerns in addition to environmental issues. Outreach efforts will focus on getting high-level, value-based input from the community. The process will result in an Integrated Management Plan that incorporates the community values and is accepted by the public.

## Section 4. Key Messages

A primary component of our approach is to craft consistent messages to engage community stakeholders throughout the course of the process. The project team will work with City staff to review and approve the messages.

The messages will explain the Vision, Outcomes and Approach for the plan to create understanding and encourage participation.

### 4.1 Vision Statement

The stormwater and wastewater Integrated Management Plan is a community-driven, affordable infrastructure plan that enhances human health, safety, water quality, economic vitality and environmental resources by leveraging our existing assets and implementing innovative solutions.

### 4.2 Outcomes

The IMP will detail how the community will, through targeted investments in the wastewater and stormwater programs:

- Improve water quality
  - Mitigate human activity on the environment
- Protect public health & public safety
  - Reduce sanitary sewer overflows
- Reduce property damage due to backups into buildings.
  - Targeted investment improves reliability of system
- Connect people to their environment
  - Create and protect wildlife habitat and recreational amenities
- Protect investment made by properly maintaining system (address aging infrastructure)
- Develop sustainable and affordable infrastructure for future generations

### 4.3 Approach

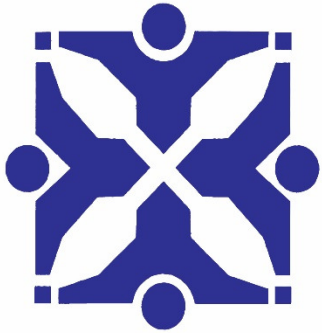
During the development of the Integrated Management Plan, stakeholders will take the following approach:

- Innovate – explore ways to use the latest technology & create multiple benefits for each dollar invested
- Collaborate – build partnerships and community support
- Prioritize – develop priorities for scarce community resources & create an affordable plan
- Plan – be forward thinking and create solid capacity to accommodate redevelopment and growth
- Reinvest – renew existing system through strategic investments



## Section 5. Project Identity

To maintain continuity and recognition, the project will have a unique identity but follow the brand guidelines for the City of Columbia.



*Our Columbia Waters*  
Integrated Management Plan  
Wastewater & Stormwater



*Our Columbia Waters*  
Integrated Management Plan  
Wastewater & Stormwater

## Section 6. Topics Where Input is Needed

The technical team will evaluate and present information about the questions below in order to develop the IMP. They include:

1. How do we want to use our water bodies?
2. What are our water quality priorities? What are the highest priority water quality and regulatory issues?
3. What issues are important to the community? (septic systems, backups into buildings, streambank degradation, flood damage reduction, street flooding, sanitary sewer overflows, neighborhood appearance, property values)
4. How do the potential investments impact user rates and are the impacts equitable?
5. What investments are the highest priority to achieve goals while maintaining affordable rates? What does the City need to do to be sustainable?

## Section 7. Targeted Audiences

The following is a listing of the audiences to involve in the IMP development. See Appendix A for a complete list of stakeholder groups.

### 7.1 Project Team

The Project Team will include staff from the City of Columbia, Missouri, the technical team (led by HDR), and the community outreach team (led by Shockey Consulting Services).

### 7.2 Key Stakeholders

Key stakeholders from a balance of interests will consider technical information from a community perspective to develop a set of recommendations. These recommendations will guide the Project Team in the creation of the Integrated Management Plan.

The proposed stakeholders below reflect neighborhood, environmental, social, and business-oriented groups that could be included to get a wide variety of input in the process. Specific organizations include:

- Missouri Department of Conservation
- Columbia Audubon Society
- Missouri River Relief
- Sierra Club
- Hinkson Collaborative Adaptive Management Stakeholders
- Friends of Rockbridge Memorial State Park
- PedNet
- Downtown Columbia Leadership Council
- Columbia Chamber of Commerce
- Lawn Care Companies
- Local Industry
- Local Developers and Construction Companies
- Local engineers
- Central Missouri Community Action Center
- Churches
- Central Missouri Opportunity Council
- University of Missouri
- League of Women Voters of Columbia-Boone County
- Neighborhood Associations and Home Owners
- Columbia Housing Authority
- US EPA
- MDNR
- Boone County Regional Sewer District
- Boone County Health Department
- NAACP
- MODOT Diversity Council
- MS4 Coordinating Committee
- Downtown Infrastructure Council

These proposed stakeholders will be invited to participate in a series of community workshops. Fact sheets will be distributed to them to share with the groups they represent. A community questionnaire will be included to gather further input. The project team will offer to give presentations at the regular meetings of these groups asking for input into the plan and letters of support for the draft plan.

### **7.3 City Officials, City Committees & Key Staff**

The Columbia Mayor & City Council will ultimately approve the Integrated Management Plan. At the request of City staff, they will be briefed throughout the process so they can be informed about the planning process and speak with their constituents about it.

Fact sheets will be provided to all City Council members regarding the project. The Columbia City Council will be notified about community workshops and public meetings via the council Current Events email, so that they can listen to the discussions if interested. Meeting agendas and summary notes will be provided to them as well, to keep them informed.

Other City of Columbia committees will be briefed as needed. City of Columbia staff members and/or project team members will make presentations to these groups at their regular meetings. Members of key City committees will be invited to attend the community workshops and public meeting, take the community questionnaire online and receive the fact sheets via email.

Key staff members from the City Manager's office, Development & Planning, the City's Sustainability Officer and others in addition to staff from the wastewater and stormwater programs will be invited to participate in the planning process.

### **7.4 Other Government Agencies**

The Environmental Protection Agency and the Missouri Department of Natural Resources are the regulatory agencies for water quality and therefore, have an interest in the outcome of this work.

The Missouri Department of Conservation may have an interest because of the Eagle Bluff Conservation Area.

Boone County Regional Sewer District, the MS4 Coordinating Committee, and Boone County Health Department all have an interest in the outcome and may want more information to share and show support for the plan.

### **7.5 Economically and Socially-Disadvantaged Populations**

Economic and socially-disadvantaged populations are typically underrepresented but impacted by public policy decisions regarding water. As a part of the City of Columbia's Strategic Plan for 2016-2019, the City has identified three priority neighborhood areas as a focus for achieving social equity. The Interfaith Council for Social Equality, the NAACP, MoDOT Diversity Council will also be engaged in the process. The Columbia Housing Authority could also help distribute information to their contacts.

The Project Team will work with other city initiatives to use existing communication lines to engage these key stakeholders.

## **7.6 Environmental and Conservation Groups**

There are many environmental and conservation organizations in Columbia. As advocates, they have interested members already working to protect waterways and will provide important input into the community's environmental priorities.

## **7.7 Business and Development Community**

Wastewater and stormwater infrastructure is needed so that business and development can thrive in Columbia. There are many groups in Columbia that represent business and development interests. There are also construction firms and consulting engineers who design and build in Columbia who are knowledgeable about wastewater and stormwater infrastructure.

## **7.8 Nonprofit Organizations and Other Community Groups**

There are many nonprofit organizations and other community and civic groups that represent a cross-section of Columbia's citizenry.

## **7.9 Large Impervious Surface Property Owners**

Institutions such as churches and schools with a large amount of impervious surface generate stormwater runoff and therefore, have an interest in water quality protection and stormwater infrastructure.

## **7.10 Property Owners Who Have Experienced Chronic Backups into Buildings**

There are several areas of town where property owners experience chronic basement backups either from problems on their property or with the public sewer system. They have an interest in investing in the wastewater system.

## **7.11 General Public/Ratepayers**

Any interested party should have the opportunity to become informed about the IMP and provide input into the recommendations. Public notice will be provided prior to the community workshops. Agendas and meeting summaries will be posted on the City's website. Public notices of the community workshops will be posted. The City's Neighborhood Associations and Home Owners Associations leaders will also be notified. Website, social media outlets, and notices on government access channels will be used to notify the general public about the planning process and encourage participation in the community workshops.

## **7.12 Media**

Water quality and infrastructure issues are of major interest to the public and therefore to the news media. Columbia Public Information staff will be the media liaison during the planning process. Stories will be pitched and press releases will be issued regarding progress on the plan and announcements for community workshops. Fact sheets, agenda packets and meeting notes will be provided to beat reporters. The media editors will also be briefed early in the process.

## Section 8. Methods

A variety of methods may be used to communicate our messages to the targeted audiences. Two-way communication methods will allow for stakeholders to provide input. With one-way communication methods, information will be provided with the purpose of informing. Potential communications methods may include, but are not limited to, the following:

- **One-Way Communication**
  - Fact sheets
  - Media releases
  - Materials posted on the City's website & a project website at [ourcolumbiawaters.com](http://ourcolumbiawaters.com).
  - City's newsletter and Community Development's Neighborhood Newsletter
  - City of Columbia television channel
  - Council Current Events email
  - City Source newsletter
- **Two-Way Communication**
  - Community Workshops
  - Stakeholder Interviews
  - Media relations (media briefings & meetings with the editorial board)
  - Presentations to groups at their meetings
  - Online questionnaire
  - Social media posts to keep stakeholders informed and notified of input opportunities

Implementation is a mutual effort with specific responsibilities outlined in consultant scope of work. What is not included in the scope of work is the responsibility of the City staff.

## Section 9. Anticipated Timeline

The stakeholder engagement activities will occur between May 2016 and March 2017.

IMP Step	2016									2017		
	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
1 – Build the Vision	■											
2 – Evaluate Existing System Performance			■									
3 – Community Workshops & Fact Sheets							● ● ●					
3 – Stakeholder Interviews			▲		▲	▲						
3 – Public Meeting (at city council meeting – take public comment)												◆
3 – Online Questionnaire & Social Media Posts					■							■
3 – Presentations to Groups						▱				▱		
3 – Mayor/City Council											▬	▬
4- Evaluate Alternative Solutions					■							
5 – Develop Recommendations and Schedule							■					
6 – Implement and Measure Success										■		

Notes:

Community workshops are scheduled for October 12, October 26 and November 14, 5:30 to 7:30 p.m. at ARC.

Feb 6 worksession with City Council; Feb 24 Draft Plan materials due in Council packet, 2 readings in March 6 & 20. March 20 public comment on draft plan will be solicited.

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