GOOD NEWS

Communicating the Value of Public Works

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Western Engineering Operational Manager | NV5

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Communication & Engagement Director | City of Carlsbad

Highlights

Why is it so hard to get positive attention?
Tips, tricks and techniques for any budget
Case studies and examples
Today’s journey

Why people only care about public works when something is going wrong

How to get your good work noticed

Case study examples
The problem

21 Daily things that are often taken for granted

There are so many things each day to be appreciative of, things within our control and things not within our control.

1. The air you breathe. Be grateful for each new day and the clean air you breathe.
2. Waking up in a comfortable bed. Be grateful for a comfortable bed and a good night's sleep. As there are so many people who don't have this luxury.
3. Having a roof over your head. With so many people being homeless, be grateful to have shelter, a place to call home.
4. You have running hot and cold water. Hot and cold water is a luxury that many parts of the world still don't have. Be grateful for instant access to water.
5. Clean clothes to wear. Open your wardrobe and see lots of clothes. Be grateful that you have a choice and a variety of clean clothes to wear.
6. Opening the blinds to a beautiful day. Every day is a new day. Be grateful for each beautiful day. Some people don't wake up to a new beautiful day.
7. You have food to eat. Be grateful for the wide range of food you have to eat. As, throughout the world,
Things Tina takes for granted until they break

Things the public takes for granted until they break
Why?
Public works stuff people take for granted
Don’t give up.
What do people care about?

But it doesn’t serve my interests. How does it serve my interests?
Public Works affects ...

Property value
Noise
Time
Safety
Aesthetics
Community character
Their kids

Tips, tricks and techniques
FINALLY, WE GET TO THE GOOD STUFF.
Be brilliant at the basics

Project signs
Improving Your Service
LADWP River Supply Conduit Improvement Upper Reach - Unit 7

This water project is funded and constructed by the Los Angeles Department of Water and Power in partnership with the support of the City of Burbank.

Year of Completion: 2021

Eric Garcetti, Mayor
David Ryu, Councilmember 4th District

Project Information:
johnhurmelidoladwp.com
jasonalinettoladwp.com

ladwp.com/rsc7
Effective signs ...

Simple
Large
Focused on the public
Consistent
You will read this first
And then you will read this
Then this one

Road Work
Sept. 1 - 10
Project notices

UPCOMING CONSTRUCTION NOTIFICATION
SAN FERNANDO ROAD REHABILITATION PROJECT (PHASE 3), PUBLIC WORKS YARD RECYCLED WATER MAIN EXTENSION, AND ADJACENT STREETS IMPROVEMENT PROJECT

The project is scheduled to start November 2019 and is anticipated to be completed by March 2020, barring any unforeseen conditions. The project will be completed in 2 phases. You will receive a letter from the contractor 2-3 weeks prior to the start of construction, followed by a door notification 3 days before construction starts.

Scope of work:
- Realignment of the San Fernando Road and Los Angeles Street intersection;
- Installation of landscaping in the new medians at this intersection; Removal of diseased or dying trees and planting of new trees;
- Selective removal/reconstruction/surface grinding of deteriorated pavement and placement of asphalt rubber hot mix pavement (ARHM) over asphalt leveling course;
- Selective removal and repair of broken and damaged sidewalks, curbs and gutters, driveway approaches, local depressions, and alley aprons;
- Installation of new curb ramps meeting current Federal Americans with Disabilities Act requirements;
- Modification of traffic signal at San Fernando Road and Elks Street and San Fernando Road and Riverdale Drive; Installation of new traffic signal at San Fernando Road and Los Angeles Street;
- Removal and replacement of existing traffic striping and installation of new striping;
- New sidewalk construction along the west side of Los Angeles Street between San Fernando Road and East Garfield Avenue;
- New storm drain catch basin construction at the south-west corner of Los Angeles Street and East Garfield Avenue;
- Construction of 8-inch PVC recycled water pipeline to serve the Public Works Maintenance Services Yard from San Fernando Road at Los Angeles Street, along Los Angeles Street and East Garfield Avenue to the Public Works Yard; and
- Installation of three backflow prevention devices on existing potable water and fire supply lines servicing the Public Works Corporate Yard and Fire Training Facilities.

Project updates will be posted on www.GlendalePWProjects.com. If you have any questions, contact Project Manager, Saumil Mody at 818-937-8257 or SMody@GlendaleCA.gov. Contact the Public Works Department at PWProjects@GlendaleCA.gov.

Yarden T. Einav, PE,
Director of Public Works
CONSTRUCTION NOTICE

On Monday, May 13, 2018, construction will begin on the Edgewood (APG South) Wise Road gate. Throughout the first two weeks, traffic will be reduced to one-way operation. During this time frame, there will be no exiting through the Wise Road gate between the hours of 6 a.m. - 3 p.m. each day. From 3 - 6 p.m., the Wise Road gate will be outbound traffic only. If you need to exit before 3 p.m. or enter between 3 - 6 p.m., you must use the Route 24 Gate.

Wise Road gate
Outbound traffic only

May 13
3 – 6 p.m.
CONSTRUCTION NOTICE

Skyline Construction is set to mill and prep Bower Ave on Monday, 4/19/21, and an asphalt specialist will patch and overlay on Tuesday, 4/20/21 - Wednesday, 4/21/21

CONSTRUCTION NOTICE

Bower Avenue
Closed for resurfacing
April 19 - 21

CONSTRUCTION NOTICE

What to expect
• Temporary delays
• Drive slowly in the construction zone
• Watch for workers
• Take alternate routes

INFO LINE
888-313-2200

WORK HOURS
Mon – Fri
6 am – 6 pm
Effective notices ...

Simple
Focused on the impacts
Highlight benefits
Less is more

Maps
GUARDRAIL REPLACEMENT
Nighttime lane closures planned on Ramona Expressway during the week of Aug. 16, 2021

The guardrail replacement project is expected to be completed within the week.

FOR MORE INFORMATION
City of Glendale
357933.204
info@projects.org/Ramona

CITY OF GLENDALE CACTUS ROAD RECONSTRUCTION
CONSTRUCTION NOTICE

CACTUS ROAD, 51ST AVENUE TO 59TH AVENUE
The City of Glendale is constructing the Cactus Road Reconstruction project between 51st and 59th Avenues, using a modified design and variable lane closures. The construction area is approximately 4.5 miles, from 51st Avenue to 59th Avenue.

For more information contact the project hotline at 623.241.5936.
Effective maps ...

Let the visual do the communicating
Simplify
Community involvement
Finding resources
Resources for communication

Develop relationships in your organization
Networking in the community
Build into project budget
Require subs
Provide templates
Summary
Be strategic
High impact, low cost
Brilliant at the basics
Find creative ways to fund communication
Think in terms of a long-term relationship

Putting Practice Into Action
Case Studies
Carmen Kasner
Western Engineering Operational Manager
NV5
Maps

FY 2019 / 20 FORCE MAIN APPURTENANCE PROJECT

Consistent Branding

Ross Valley Sanitary District
Lateral Replacement Grant Program is easier than ever!

[Map of the project areas and work areas with legends and annotations]

[Consistent branding images and examples of maps with the district's logo and name]
Simple Materials

Personal Outreach – When? How?
Direct Engagement

Take a Water Survey!
Take the survey by April 30, 2019 and earn the chance to win a giftcard or Green Oceanside kit which includes a shirt, compost bin, water bottle and other eco-friendly tools.

Experience
Dates NOW Available to learn about a new source of water coming to Oceanside!

Multi-Language Outreach Aided by Images

Your New El Cajon Sewer Bill
Goodbye bi-monthly sewer bills
Hello annual bill + savings

REMEmber: Set aside funds for the annual bill.
More information at www.cityofelcajon.us/sewer.

FEWER BILLS AND MORE PAYMENT OPTIONS

City of El Cajon
Do you have questions about recent changes to the sewer bill? Find FAQs, a sewer billing lookup tool, information for HOAs and renters, and much more at www.cityofelcajon.us/sewer.
Video in Arabic: https://youtube/DexxWjl
Video in Spanish: https://youtube/DexxWjl
Simple Metrics

Daily Users To Your Site

Creative Swap

Measuring Effectiveness

Please take a moment to provide feedback to help us improve our efforts.

How informative was the tour?
- Not Informative
- Informative
- Only Informative

Before the presentation, how would you rate your understanding of the advanced water treatment process?
- Poor
- Fair
- Good
- Excellent

After the presentation, how would you rate your understanding of the advanced water treatment process?
- Poor
- Fair
- Good
- Excellent

What level of support do you currently have for including advanced purified recycled water in the drinking water supply?
- Strong
- Somewhat
- Fairly
- Weak
- Support

What was the most valuable information you gained from the tour?

Additional Comments/Feedback:

[Survey form]

Thank you for your feedback!

Video/Tour Effectiveness Survey

Public Acceptance BEFORE

Public Acceptance AFTER
Public Works can be fun!
All-inclusive Special Events

A fun and educational day!
EAST COUNTY Water FESTIVAL

Tech, Economic Development Links
Questions & discussion