
Public and Regulatory Participation Plan

Prepared for
Evansville Water and Sewer Utility

City-County Administration Building
1 Martin Luther King Blvd.
Evansville, Indiana 47708

Prepared by
CH2MHILL

915 South Main Street
Suite 406
Evansville, IN 47708

December 2010

Submittal Authorization

Approved By:  Dec. 30, 2010
Jim Garrard, Interim Director of Utilities *Date*

I certify under penalty of law that I have examined and am familiar with the information submitted in this document and all attachments and that this document and its attachments were prepared under my direction or supervision in a manner designed to ensure that qualified and knowledgeable personnel properly gather and present the information contained therein. I further certify, based on my inquiry of those individuals immediately responsible for obtaining the information, that I believe that the information is true, accurate, and complete. I am aware that there are significant penalties for submitting false information, including the possibility of fines and imprisonment.

Contents

Submittal Authorization	iii
Acronyms and Abbreviations	vii
1. Introduction	1-1
1.1 Purpose and Overarching Objectives of the Public and Regulatory Participation Plan	1-1
1.2 Assumptions Utilized in Preparation of the PRPP	1-2
2. Public Education, Outreach, and Involvement Approach to Achieve the IOCP	2-1
2.1 Identify the IOCP Stakeholders for Targeted Outreach.....	2-1
2.2 Public.....	2-1
2.3 Property Owners and Homeowners.....	2-1
2.4 Government Agencies and Elected Officials	2-2
2.5 Non-governmental Organizations and Advocacy Groups	2-2
2.6 Restaurant and Commercial Food Preparation Industry	2-3
2.7 Architecture and Engineering, Construction, and Real Estate Industries.....	2-3
2.8 Evansville and Specifically EWSU Employees.....	2-4
2.9 Schools	2-4
3. Education, Outreach, and Engagement Strategy	3-1
3.1 Overview	3-1
3.2 Strategic Messaging.....	3-2
3.3 Link Surface Water Issues with SSO and CSO issues	3-4
4. Detailed Approach	4-1
4.1 Develop Strategic Messages.....	4-1
4.2 Prepare Outreach Materials	4-1
4.3 Prepare and Conduct Interviews with Opinion Leaders	4-2
4.4 Revitalize and Facilitate the Citizen Advisory Committee	4-2
4.5 Participate in Fairs and other Public Events.....	4-3
4.6 Update Web Site	4-3
4.7 Develop Media Outreach, PSAs, and Paid Advertising	4-4
4.8 Prepare Brochures, Fact Sheets, and Bill Inserts	4-4
4.9 Regulatory Notification	4-4
4.10 Public Legal Notifications	4-5

Attachments

- A Proposed Schedule for Detailed Approach

Acronyms and Abbreviations

CAC	Citizen's Advisory Committee
CSO	combined sewer overflow
EPA	Environmental Protection Agency
EWSU	Evansville Water and Sewer Utility
FOG	fat, oil, and grease
IDEM	Indiana Department of Environmental Management
I/I	infiltration and inflow
IOCP	Integrated Overflow Control Plan
LTCP	Long Term Control Plan
NGO	non-governmental organizations
NMC	Nine Minimum Controls
NPDES	National Pollutant Discharge Elimination System
PNP	Public Notification Plan
PRPP	Public and Regulatory Participation Plan
SSO	sanitary sewer overflow

Introduction

1.1 Purpose and Overarching Objectives of the Public and Regulatory Participation Plan

This newly developed Public and Regulatory Participation Plan (PRPP) provides a solid foundation for the public involvement strategy that will be used during the development and implementation of an Integrated Overflow Control Plan (IOCP). The strategy is being developed, in part, to comply with regulatory requirements for IOCP development. The City of Evansville is committed to facilitating a process to engage and receive input from the ratepayers, special interests, and the general public on the IOCP in support of the decisions that will be made as the program proceeds.

The previously developed 2006 Public Notification Plan (PNP) defined Evansville's public notification program consistent with the requirements of the seventh and eighth controls listed within the Combined Sewer Overflow (CSO) Operations Plan: Nine Minimum Controls (NMC), which required public notification of CSO occurrences and impacts and pollution prevention education. The 2006 PNP included:

- Location of CSO outfalls
- Overflow detection methods
- Potentially affected parties to be notified when overflows occur
- Notification methods
- Notification and education task responsibilities for the Evansville Water and Sewer Utility (EWSU) and its contractors

Concurrent with the development of the 2006 PNP, a Citizen's Advisory Committee (CAC) was established. The public notification and participation process initiated in 2006 will be continued during the IOCP development effort, and the CAC will be engaged throughout.

This PRPP is specific to Evansville, as with the previously developed PNP. The current strategy and plan expands the scope to comply with the legal requirements as established in Appendix C of the Consent Decree. It is critical that the plan be based on assumptions and actions that will inform, engage, and motivate the Evansville community. Therefore, though the PRPP is written in a manner to ensure compliance with the IOCP, it does not require public knowledge of this acronym or the specific terms. Based on research completed in other CSO control strategies around the United States, it is known that the public has very little understanding of the terms "combined sewer overflow" or "sanitary sewer overflow." Research has shown that the word "sewer" is negatively charged and not likely to be a catalyst for engagement. Consequently, one of the first steps of the plan will be to develop a message to encourage engagement.

The PRPP will use language, images, and ideas that will both inform and engage. The content and approach of the PRPP achieves all the regulatory requirements.

1.2 Assumptions Utilized in Preparation of the PRPP

The PRPP is a strategy to engage and inform the targeted public and regulatory agencies as required by the Consent Decree between the federal government, the State of Indiana, and the City of Evansville. The PRPP is based on the following assumptions:

- Maintenance of a strong commitment to citizen involvement, which was initiated in the 2006 PNP.
- A commitment to show measureable environmental and community benefits for the public funds that have been and will be invested.
- A drive to seek out and develop alternatives that achieve compliance and enhance the environment, economy, and livability.
- A commitment to engage public and regulatory communities in discussions of proposed CSO and sanitary sewer overflow (SSO) solutions.
- A drive to develop an understanding that Evansville citizens have a responsibility for water quality stewardship options that are within their control.
- A commitment to prepare the community for the fact that compliance with regulatory requirement and the concurrent community benefits will cost money and that construction will be disruptive.

An integrated public education, outreach and participation plan is required to implement both CSO and SSO control programs for the following reasons:

- The public has a right to know if overflows are occurring or will occur, the location of the overflows, and potential public health, environmental, and recreational impacts of the overflows. Notification of overflows is required by the CSO Policy (NMC 8), the National Pollutant Discharge Elimination System (NPDES) permit, and the Consent Decree.
- The development of an integrated overflow control plan will have long-term impacts and consequences for the citizens of Evansville, and they should have the opportunity to be informed about and provide comments on the plan as it is being developed.
- The infrastructure cost of overflow control demands a public education, outreach, and involvement program to ensure understanding, acceptance, and willingness to support the investments that are required.
- Even a multi-million-dollar infrastructure program will not eliminate all future overflows that will reach surface waters.
- Behavior changes related to commercial and individual housekeeping (such as control of fat, oil, and grease [FOG]), gardening, and drainage and consumer practices can maximize the potential for the infrastructure to abate overflows and minimize the impact should an overflow occur. These projects require an informed and engaged community willing to make behavior changes to enhance the effectiveness of the Control Strategies where possible.

- Social change indicators are a direct result of the public's perceptions of a positive vision of a sustainable community. It is critical that the plan messages focus more on the positive aspects of the program (water quality and sustainability), and less on the negative (the possibility of overflows), through the following activities:
 - Preparation of a positive message that can brand and identify the program
 - Proactive education and stewardship opportunities, to create a sense of ownership, that will help to identify how the entire community can partner with the city to address water quality issues compliant with regulatory requirements (such as the NMC, SORP, and LTCP)
- A carefully planned strategy is needed to support the IOCP capital plans and initiatives.

SECTION 2

Public Education, Outreach, and Involvement Approach to Achieve the IOCP

The following section defines how the public and the regulatory agencies will be educated, informed, and involved in the development and implementation of the IOCP.

2.1 Identify the IOCP Stakeholders for Targeted Outreach

Over time, the strategy will target and prioritize specific audiences that will be reached with specific key messages. Targeting is intended to enhance the effectiveness and retention of the message and to encourage a specific behavior. The IOCP has the following targeted audiences:

- Public
- Property owners and homeowners
- Public and elected officials
- Non-governmental organizations and advocacy groups
- Restaurant and food preparation industry
- Architecture and engineering, construction, and real estate industries
- City of Evansville and EWSU employees
- Schools

EWSU believes that focusing our resources and our messages on these specific audiences will produce the best rate of return over time.

2.2 Public

The general public is everyone who lives and works in Evansville. Any member of the general public can be exposed to the messages of the IOCP public program through print, radio, TV, and Web-based media and by seeing the overflow notification signs along the creeks and along the Ohio River. The brand messages and project identification graphic will be designed to be widely recognizable.

In addition to general public involvement, Evansville will target specific groups for key messages to encourage behaviors that would be associated with the specific groups. The three major groups of – property owners and homeowners, restaurants and the commercial food preparation industry, and the construction industry – are especially important for delivering key messages along with requests, or, in some cases, demands for behavior modifications.

2.3 Property Owners and Homeowners

All key messages apply to property owners and homeowners. Property and homeowners are the foundation of the EWSU customer base, and they provide the greatest amount of

financial support for the utility budget. Property and homeowners themselves have a major financial investment in the quality of life and the effectiveness of the overflow control system. This group can be reached through media including Web sites, blogs and other emerging social media, meetings, bill inserts, and special mailings.

In addition to ensuring that there is complete and timely notification of overflows, and the progress and content of the IOCP, EWSU will include an outreach component that will focus on behavior modification, such as the following:

- Disposal of FOG
- Prevention or disconnection of illegal connections
- Repair of broken laterals
- Pet waste management
- Landscaping with fewer toxic pesticides and fertilizers
- Guidance on how to build your own rain garden
- Pool and spa maintenance

Based on the outcome of the development of the **key messages**, EWSU will develop a series of outreach mechanisms to target property and homeowners and to accomplish the following:

- Provide information about the development of the IOCP at appropriate intervals
- Solicit comments
- Provide specific feedback on how the IOCP is changing as a result of comments and input

In addition to the requirement that this process take place, EWSU understands that the public understanding, approval, and financial support of the IOCP is critical to successful implementation. Outreach related to behavioral modifications is considered a key implementation activity.

2.4 Government Agencies and Elected Officials

The Evansville Water and Sewer Utility will be the city government agency that implements the PRPP and develops the IOCP. There are other departments within the City and County government that have an interest and will be engaged in the planning of the IOCP. For each phase of the technical planning, EWSU and its consultants will identify which specific government departments and who within these departments will need to be engaged.

Additionally, in Evansville and Vanderberg County elected officials are community and opinion leaders. It is critical that EWSU's PNPP inform and engage these elected officials at an early stage and maintain the outreach and engagement through the entire development of the IOCP. It is anticipated that affirmative engagement will provide EWSU with critical public acceptance feedback and provide long-term support for rate increases and implementation of the IOCP.

2.5 Non-governmental Organizations and Advocacy Groups

Non-governmental organizations (NGOs) and advocacy groups will be either included in the CAC (discussed later) or will be included in specific outreach for the IOCP. If they are

included in the CAC, they will be part of the regular information and comment process as the IOCP is developed. If they are not included in the CAC, EWSU will consult with the CAC about the appropriate time to inform and involve specific interest groups in the review and comment on the purpose and development of the IOCP. Outreach to NGOs and advocacy groups will be specific and individual to the groups, but could involve:

- Attending a regular or several regular meetings of the group to provide information and feedback
- Face-to-face meetings with one or more representatives of the group to discuss the development and content of the IOCP
- Reaching out to all, or specific, advocacy groups and asking that they attend a meeting or event at which information about the purpose, development, and content of the IOCP will be presented and feedback welcomed
- Other forms of communication, such as phone calls, e-mail, mailing brochures, or other methods of outreach and communication

2.6 Restaurant and Commercial Food Preparation Industry

The IOCP program will have a specific component related to cleaning and maintenance of the sewers, both separate and combined. Public information to this specific industry is critical to the overflow abatement program to ensure that the control of FOG and other specific best management practices are followed for this specific industry. To date, EWSU has implemented the pretreatment and food industry FOG requirements by stating that control of FOG is not merely a regulation to be followed, but that it is intended to prevent overflows. In the future, EWSU intends to modify the way this message is delivered to be more positive and ensure that this particular industry can be a vehicle for outreach, education, and feedback on the development of the IOCP and the long-term support of the program.

2.7 Architecture and Engineering, Construction, and Real Estate Industries

The EWSU program will provide jobs in the planning, design, and construction of the IOCP facilities. Some of the sewer facilities are not publicly owned but are private sewer laterals that are owned by the property owners. Although it is not defined as yet how EWSU will address the infiltration and inflow (I/I) problems related to private sewers, reaching out to the real estate industry in Evansville will be part of the IOCP outreach. By engaging these three additional segments of Evansville commerce, we expect to reach the broader and potentially impacted public, extend the message and receive targeted feedback, and have a better sense of the impacts on this part of the Evansville economy. As with the NGOs and advocacy groups, the outreach to these segments of Evansville can be accomplished in a variety of ways. Outreach will include presenting the purpose and benefits of the IOCP, and educating this group on the specific sections and content of the IOCP that will make up the full plan, including the broad implementation, schedule, and cost of the plan. All outreach will encourage feedback and comment.

2.8 Evansville and Specifically EWSU Employees

Evansville employs hundreds of people across our facilities and offices. Each one of these employees is an ambassador for the City and for the IOCP. EWSU will make a concerted effort to include in regular employee training not only the specifics of the Consent Decree, but also the key messages that are developed for the general public. EWSU will use any existing internal information mechanisms (such as internal meeting update lists) to inform employees of the scheduled public meetings.

2.9 Schools

EWSU will invest in formal public education of primary and secondary level students through a variety of programs to ensure the delivery of information about our environment, and two key messages:

1. Value of clean water and our natural environment
2. Personal responsibility for protecting the rivers and streams of Evansville

Evansville will rely on materials already prepared by Water Environment Federation and other readily available materials and provide this information to the schools. Special care will be devoted to any schools nearby planned IOCP construction activities. The EWSU investment is intended to prepare its students to be active public participants and environmental stewards of tomorrow.

Outreach flyers about safe water quality practices also are useful for students, and we know they will also be ambassadors taking home information about the housekeeping, gardening, and consumer behavior changes that must target property and homeowners.

Education, Outreach, and Engagement Strategy

3.1 Overview

There are 11 key components that will form the community participation and agency interaction. The components are introduced in this summary section and defined in greater detail later in the PRPP.

1. **Prepare outreach materials** that elevate the motivation to be informed and encourage involvement for those who wish to engage. This work will involve preparation of a graphic identity and brand. Illustrated outreach materials will be prepared to address issues such as:
 - What is a combined sewer overflow, and why does Evansville have one?
 - What do I need to know about CSOs?
 - What is in an overflow?
 - How will the problem be addressed?
 - How will the community be involved?
2. **Prepare and conduct interviews with opinion leaders** and other stakeholders to facilitate public comments. These one-on-one meetings will ensure that key leaders know of the plan, strategy and public process that are anticipated. The meetings will target audiences such as business leaders, the environmental community, media, neighborhood associations and schools. The goal of the meetings is to ensure broad knowledge of the plan. These meetings will also be a way to solicit involvement for the CAC and to make it clear that the public will be informed during planning and construction activity and progress. We will be able to find out how the public may be directly involved while construction activity is underway.
3. **Prepare a supportive press strategy**, including preparation of press releases, meetings, editorial boards, and articles for the newspaper.
4. **Expand the Evansville Citizens Advisory Committee** that was initially established in 2006, and reinvigorate and expand it for support through the PRPP and the technical aspects of the IOCP. Original members of the CAC will be contracted to determine if they are still interested in assisting the city with this Public and Regulatory Agency Participation strategy. New members will also be solicited from key stakeholder groups to ensure that the CAC is widely representative of various stakeholders in Evansville. The CAC will be briefed and consulted at regular intervals as the IOCP is developed, and key milestones will be identified for community consultation. For example, during the early stages of the Field Data Collection and Monitoring phase, the CAC will be consulted in order to develop an effective and targeted public outreach program for the condition assessment and sanitary sewer evaluation studies activities. The CAC's most significant involvement will occur during the alternatives analysis and selection process. EWSU will request that the CAC assist the City and its consultants to provide guiding

principles to be used as building blocks for the approaches and technologies selected for the IOCP.

5. **Encourage the CAC to host a community workshop** with members of the general public and stakeholders who are interested in elevating the discussion of stewardship for Pigeon Creek, Bee Slough, and the Ohio River, and what the community can do to be a part of the solution.
6. **Document compliance with the IOCP public information, notification, and outreach program** to include public information about CSO and SSO overflows. This will provide information about overflows when they occur through:
 - An IOCP Web site
 - Signage in known overflow locations about the IOCP not just about overflows
 - A Twitter and/or Facebook site for overflow notification and other outreach strategies and strategic messages
 - Notification of workshops hosted by the CAC and CAC meetings in general
 - Other creative ways to encourage participation such as the use of electronic media
7. **Prepare a speakers bureau outreach program** and prepare an illustrated PowerPoint presentation outlining the components of CSO and SSO overflow compliance.
8. **Frequent and scheduled regulatory agency interaction meetings** designed to encourage open communication between Evansville and the regulators regarding the progress of the IOCP and the compliance with the Consent Decree requirements.
9. **Promote regular participation and presence at local environmental and public events** such as fairs, river celebrations, and tree planting, and provide the EWSU with the opportunity to reach out to and solicit feedback from a self-selected public that is interested in the natural environment of Evansville.
10. **Provide a data tracking strategy** that documents responses to all questions received, whether at public meetings, stakeholder interviews, or on the Web, etc.
11. **Form and invest in a school outreach program.**

EWSU will ensure that the messages and activities of EWSU related to overflow abatement are integrated across these ten component areas in order to maximize the effectiveness of public education, outreach, and engagement. The messages suggested in the following section will be tested in the outreach activities defined above to ensure that the community embraces the messages.

3.2 Strategic Messaging

Strategic messaging includes the drafting and testing of a composite umbrella message that is derived from the meetings and the work of the CAC. The strategic message must embrace the reason for preparing an IOCP and will engage the community in the identification of the benefits to be achieved. The tagline **“Doing Our Part to Improve Water**

Quality for a Vibrant, Livable Evansville is a current working positive brand. A brand and tagline are critical aspects of a strategic message intended to support public willingness to become engaged and involved. Those who do not want to become involved will have a positive association to the phrase and the goals of the program. Positive branding and strategic messaging will mitigate adverse reaction with rate and construction impacts. To the greatest extent practicable, the PRPP will link to other city objectives like neighborhood improvements, flood control, redevelopment projects, and the development of recreation spaces – in essence, livability in Evansville. During the development of messages and the specific technical aspects of the IOCP, EWSU team members will interview other city representatives to ensure that maximum benefits of the project are achieved in the community.

The key messages provide a structure and underpinning for all the outreach, education, and notification program communications. With these in mind, EWSU's interaction with the CAC, NGO, business, commercial, and industrial interests, elected officials, and the general public is focused for the maximum benefit of the overflow control program. Key draft messages will be outlined by the EWSU, tested with community stakeholder through interviews, and reviewed by the CAC when they convene in the first half of 2011. The following are suggested key messages:

1. The IOCP is required by legal and regulatory requirements, but must (will) also incorporate local concerns, maximize beneficial impact and be cost effective.
2. The City of Evansville is working in collaboration with its citizens in an open, participatory process.
3. The City is improving a public asset that was built a century ago, and the new decisions will allow Evansville to keep up with increased growth and environmental requirements.
4. Evansville must play its part in the water quality improvement that others have made for the Ohio River.
5. Promoting a strong and vibrant economy requires the city to have sound infrastructure and make sustainable water quality decisions
6. The City is doing the right thing by preparing a plan to balance environmental, economic, and community concerns, and plans for a sustainable future through investment in infrastructure.
7. The Community must take ownership of the IOCP and support its solutions:
 - The solutions will create construction activity and interim disruption.
 - The solutions will require community investment.

Supporting messages might include the need to:

- Protect public health
- Value clean water and a sustainable environment
- Support investment needs
- Provide community benefits and social equity
- Maintain a sustainable economy

3.3 Link Surface Water Issues with SSO and CSO issues

There may be an implication that once the CSO and SSO problems are addressed to the satisfaction of regulators, there is no creek or river water quality problem to be addressed. Messages on stormwater and CSO/SSO must be provided, and should be done so as part of an integrated program. Pollution prevention includes housekeeping and landscaping best management practices, and will also tie in the watershed issues. There may be a relationship between these programs and watershed management that should be explored. The public has a right to expect that there will be a coordination of messages regarding large infrastructure investments.

Detailed Approach

The following detailed approach describes specific activities that EWSU will implement over the next two years. Attachment A provides a schedule for the timing of these activities.

4.1 Develop Strategic Messages

EWSU will develop strategic messages, taglines, and brands that will be tested and reviewed through interviews, focus groups, and workshops before they are adopted by Evansville. Based on this work, the PRPP may also be revised. This is an essential step that must be completed before the rest of the PRPP can be fully implemented.

4.2 Prepare Outreach Materials

Outreach materials will be designed to dispense information about water quality and safety. These materials will go beyond just fact sheets and newsletters, and will be prepared in such a manner that they can provide lasting benefits. These methods may include using paid advertising and/or public service announcements on radio and television. These announcements will discuss the program in general, but will also talk about citizen responsibility. To the greatest extent practicable, materials produced in other locations will be used to maximize impact and minimize cost.

Project identity and project branding work will form a picture, a graphic vision of the sewer system and the discharge problem, so we can frame a mental model that helps overcome low awareness of underground infrastructure but also does not amplify the problem. We will work to get wide distribution of these materials. It might be helpful to provide a video or an illustrated PowerPoint presentation. All of these materials can have multiple benefits as they can be used in schools, provided to civic organizations, posted on the Web site for any and all to access, and made available through other established channels.

Illustrated outreach materials will be prepared to address issues such as:

- What is a combined sewer overflow, and why does Evansville have them?
- What do I need to know about a CSO?
- What is in an overflow?
- How are we going to address the problem?
- How will the community be involved?

The materials should be straightforward and provide information along the lines of:

- How do the Ohio River and the City sewage system work, why are they constructed the way they are, and why are changes needed?
- Which pollutants are in the river, from what sources, and why are these a problem from a water quality perspective?

- What methods will be provided to provide Evansville citizens with reports on the progress that is being achieved including reports provided by the CAC?

The reports will vary as the ICOP moves from planning and agreements to options and finally to construction. The final reports will be results oriented showing what jobs developed and the results in flooding, overflows and impairments to local waterways.

4.3 Prepare and Conduct Interviews with Opinion Leaders

The stakeholder identification provided above will allow us to target key opinion leaders from each group to ensure that our outreach strategy is inclusive of all interests. It will also enable us to gather and document public comments from stakeholder groups. These one-on-one meetings will ensure that key leaders know of the plan, strategy, and public process that are anticipated. The meetings will target audiences like business leaders, the environmental community, media, neighborhood associations, and schools. The goal of the meetings is to ensure broad knowledge of the plan. These meetings will also be a way to solicit involvement for the Citizens Advisory Committee and to make it clear that the public will be informed during planning and construction activities and progress. We will be able to find out how the public may be directly involved while construction activities are underway.

4.4 Revitalize and Facilitate the Citizen Advisory Committee

The CAC was initially established in 2006. The IOCP CAC will be expanded in 2011. The number of members to be included is yet to be determined, but will include representatives of the key target audiences identified above.

The CAC will meet as needed, but will likely gather once per month for the first six months of 2011 and then every other month until the IOCP is adopted. The projected content of the meetings may include but not be limited to the following activities:

- Review of the Consent Decree and the required and desirable programs that will be developed to complete the IOCP
- Review of the PNP
- Review of the key messages suggested in the PRPP
- Endorsement of the plan and messages
- Expert information about the specific issues related to the development of the IOCP
- Review of the progress of specific aspects of the IOCP and the PRPP
- Review of the comments and feedback received from the segments of the public at developmental stages of the IOCP
- Review of the draft IOCP and comments from other segments of the public and the regulators and approaches to revise the IOCP to prepare a final version

In addition, EWSU will consult with the CAC about hosting listening sessions in especially impacted neighborhoods where localized flooding, basement backups, or other impacts of the wet weather program have been noted. The listening session could also be with

neighborhood associations and trade or commercial area associations. These will be established early in the IOCP development to ensure that we have properly characterized the problems and have heard from the affected public.

4.5 Participate in Fairs and other Public Events

EWSU will participate in public events such as fairs, where a booth can be set up, and other events where public outreach materials can be presented and where interested and casual public participants can be introduced to the IOCP and directed to either a Web site or other place to gain more information. At these public events, EWSU and our knowledgeable consultants will be able to answer questions, discuss the purpose and content of the IOCP, and direct the public to other information. Talking points will be developed for these public events, and brochures and other materials will be available to give to the public. EWSU staff and its consultant will represent the City and the program; they will be ready to engage the public and provide information and direction as to where and how to participate on a greater level.

The fair and other public events provide a venue where EWSU could engage volunteer action in such shoreline cleanup programs as the Ohio River Cleanup, which EWSU has managed in both 2009 and 2010.

Implementation of a storm drain stenciling and tree planting/green streets programs are also means to educate and engage the community. These programs can be advertised on the Web site and can also link to school outreach activities. They are also good ways to garner positive media attention. Children taking part in the storm drain stenciling program can be featured (with permission) on the Web site.

4.6 Update Web Site

The plan relies on the preparation of a project Web site or information to be included on City of Evansville Web site. This site could be modeled after the Evansville Arena link provided by Evansville Mayor Jonathan Weinzapfel. Using the brand logo developed for our project, we can provide a site that establishes the brand and provides notification of CAC Meetings and overflow events, as well as information about listening sessions, engagement opportunities, project information, and even project visuals.

The Web site can be a repository of public documents on the stages of planning, so that any member of the public or the regulatory agencies can find these documents and be informed.

The Web site can offer a range of stewardship options for Evansville citizens to participate in the program beyond the usual public meetings. Suggestions could include linking to the ways that Evansville citizens can help, such as keeping fats, oils, and grease out of the sewer system, using safe alternatives to harsh cleaning chemicals, and properly disposing of pharmaceuticals. Changing behavior in the home or at businesses can reduce the volume and strength of wastewater entering the system and potentially overflowing to the Pigeon Creek and the Ohio River during storm events.

The Web site may be able to offer opportunities for volunteer action such shoreline cleanup programs or storm drain stenciling programs.

4.7 Develop Media Outreach, PSAs, and Paid Advertising

Over the course of this PRPP, there will be times that EWSU will want to reach out to a broader audience with specific information. Using the mainstream media to provide assistance in advertising events and informing the public is often an approach that supports other outreach options. Media outreach can support the PRPP as follows:

- Work with the AM/FM radio and local TV stations to announce the CAC meetings and put them on their own Web sites (this will require constant work with these media).
- Advertise CAC meetings, listening sessions, fairs, volunteer opportunities, etc., in local community papers .
- Obtain interviews with local radio or TV about the IOCP, the PRPP, and the investment in the livability and economic vitality of Evansville.
- Prepare press releases on important activities.
- Engage in editorial board meetings to discuss the program and he benefits and costs for the citizens of Evansville .
- Write op-editorials at critical stages of the program to educate the broader public.

4.8 Prepare Brochures, Fact Sheets, and Bill Inserts

The purpose of the brochures, fact sheets, and bill inserts is to brand and provide information that can be distributed widely in many different venues. Written materials may include the following:

- Public notification of CSO and SSO events, including identification of CSO and SSO signage, temporary overflow warnings, and email notification of events
- Construction area fact sheets
- Cost and benefit fact sheets, including an overview of anticipated costs, revenue sources, and anticipated rate impacts

Usually, mailing brochures or bill inserts once a quarter is sufficient to provide information and not overwhelm with too much information. Fact sheets would be prepared for each individual technical project to provide basic information that answers the why, how, when, and where questions. The fact sheets will be available on the Web site, and as handouts at fairs, events, and public meetings.

4.9 Regulatory Notification

The purpose of the regulatory notification and engagement is to ensure that as the program is developing that 1) all agree that compliance is being attained, and 2) regular feedback from the regulatory agencies is available to guide ensure that there are no surprises when the draft IOCP and final IOCP are developed. To ensure that this regular notification and engagement happens, Evansville will schedule and conduct meetings with USEPA and the Indiana Department of Environmental Management (IDEM), provide regular

correspondence as well as monthly and quarterly reports, and ensure that USEPA and IDEM are invited and have access to the public outreach meetings, listening sessions, and CAC meetings and meeting notes.

4.10 Public Legal Notifications

When the Draft IOCP is available for public review and comment, a specific formal notification of the availability of the IOCP for review will be developed. This phase of the POP will be formal and consistent with legal public hearing, acceptance of comments, and response to comments. The public hearing and acceptance of written and oral comments will be advertised consistent with the Indiana public hearing requirements, and content of the public hearing, the comments received at the hearing and during the comment period, and the response to comments will be consistent with the legal and formal conduct of such hearings.

The public and regulatory participation and outreach program provided is consistent with the requirements of the Consent Decree, and will educate and engage the citizens and the economic interests of the community. The IOCP is a long-term investment in water quality improvements and urban livability. Public and financial support for the IOCP are essential to success.

Attachment A
Proposed Schedule for Detailed Approach

EVANSVILLE PUBLIC AND REGULATORY PARTICIPATION PLAN

Attachment A Proposed Schedule for Detailed Approach	2011				2012			
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Detailed Approach Tasks								
Develop Strategic Messages								
Prepare Outreach Materials								
Prepare and Conduct Interviews with Opinion Leaders								
Revitalize and Facilitate the Citizens' Advisory Committee CAC Meetings								
Participate in Fairs and Other Public Events								
Update Web Site								
Web Site Maintenance for Current Information								
Develop Media Outreach Program PSAs and As Appropriate Paid Advertising								
Prepare Brochures, Fact Sheets, and Bill Inserts								
Conduct Regulatory Notification and Outreach								
Provide Public and Legal Notifications on the Draft IOCP								