



Enhancing Constituent Communications

February 17, 2022

Welcome Our Special Guests!



Keven Lahner
City Administrator



Rebecca Pederson
*Asst. to the Mayor &
City Administrator*

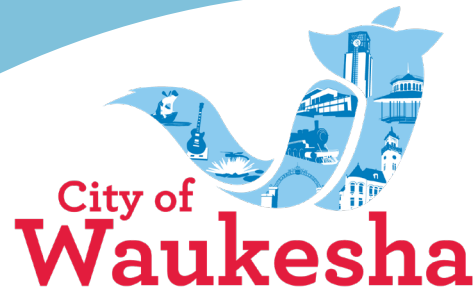
- Self assessment
- Deploying new tools as resources allow
- Evaluating efforts & adjusting tactics
- Reporting
- Best practices
- “The Waukesha Way”

Welcome Our Special Guests!



Ben Wood
Engineer

- Engineering project case studies
- Engagement best practices
- Facing opposition groups
- Lessons learned



Building Your Community Engagement Infrastructure

Kevin Lahner, City Administrator

Rebecca Pederson, Assistant to City Administrator/Mayor

Community Engagement Process



First Step: Self Assessment

- What tools do we have at our disposal?
- Who are we trying to reach?
- Do we need two-way communication? (The answer is YES)
- What resources do we have?
- Do we need outside help to assist?



Second Step: “Just Do It”

- After your assessment, start deploying new tools with the resources you have:
 - Low Inputs, Easy Implementation
 - Social Media (Facebook, Twitter, Instagram)
 - Higher Inputs, Medium-Effort Implementation
 - Electronic Newsletters
 - Hardcopy Newsletters
 - Inserts
 - High Inputs, Highest-Effort Implementation
 - Videos and Streaming
 - Workshops
 - Informational Booths at Festivals
 - Surveys
 - Informational Meetings



Third Step: Evaluate and Adjust

- See what works and what doesn't
 - Create a “Stop Doing” list
 - If Public Works produces a bad newsletter, make them stop
 - Is anyone really watching the slides on your PEG Channel?
 - Track Statistics
 - Users, Impressions, etc...
 - Subscriptions
 - Attendance
 - Feedback from General Public



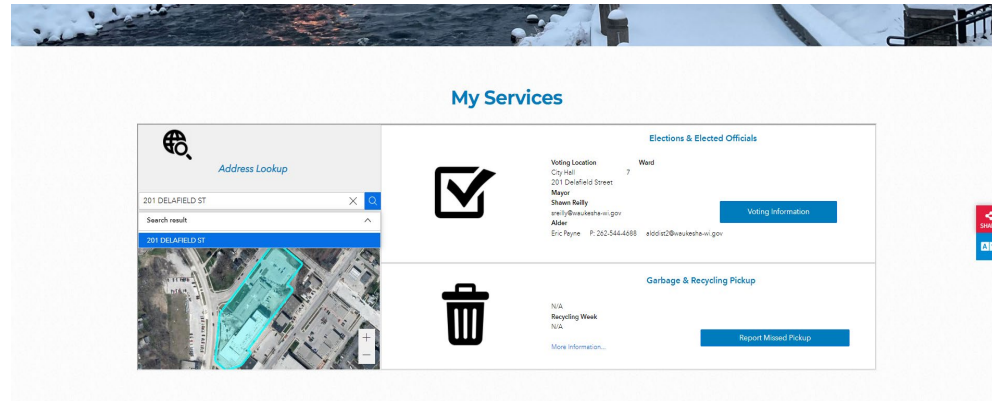
Fourth Step: Report Results

- Report Results Internally and Externally
 - Discuss with Department Directors and supporting staff
 - Hold regular meetings to coordinate messaging
- Present Results to Common Council and Public



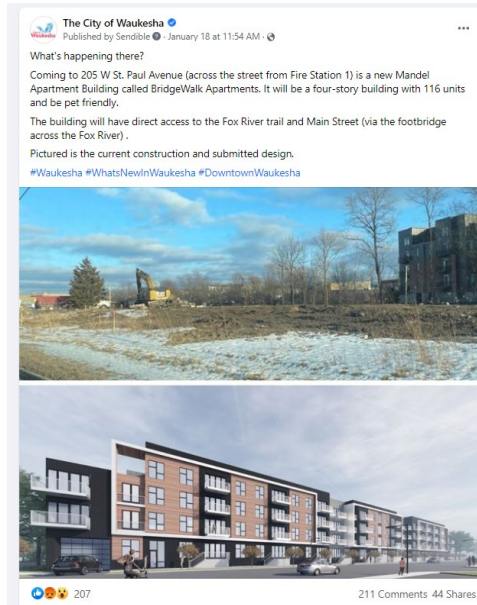
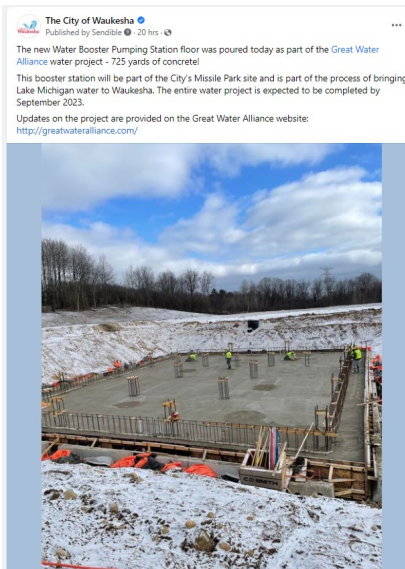
Design is Everything

- Think about Design in all content you release to the public
 - Don't make people "work for" their information
 - Well designed pieces get read, are better understood, provoke dialogue
- Your website is your Window to the rest the of the World
 - Needs to Be Well Designed, Easy to Navigate
- Other Opportunities for Better Communication:
 - Budget
 - Strategic Plans
 - Water Bill Inserts



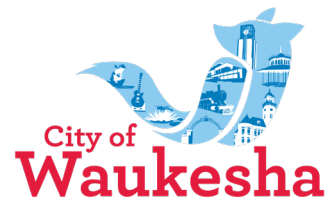
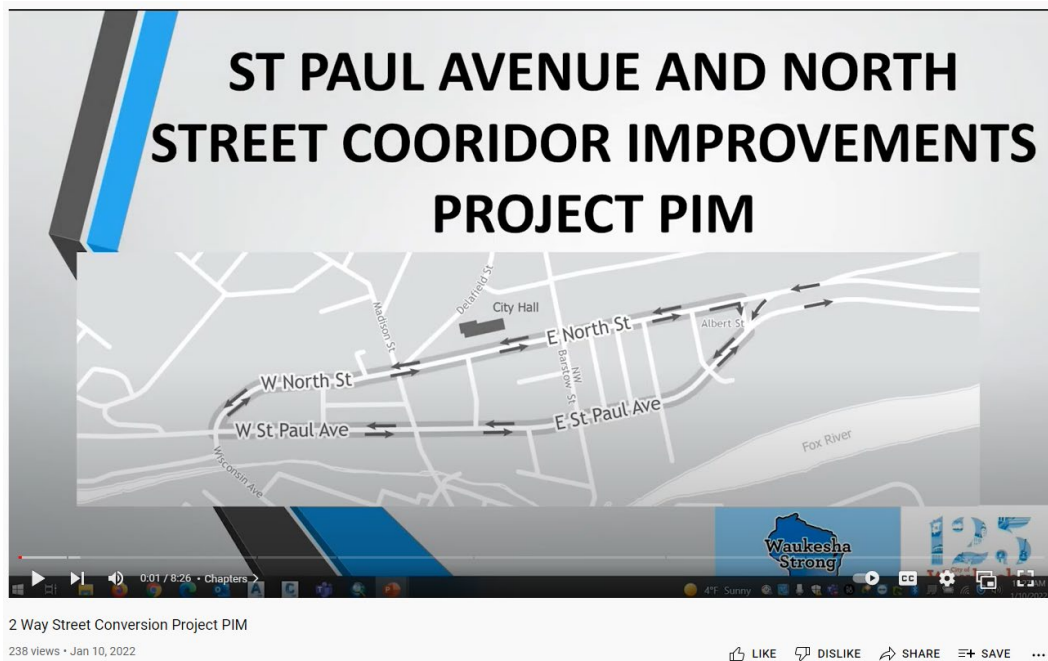
Photos, Photos, Photos

- Show your people, your facilities and what's really happening.....
Instead of using graphics



Power of Video

- Re-Imagined Public Meetings - Recorded Presentations and Video



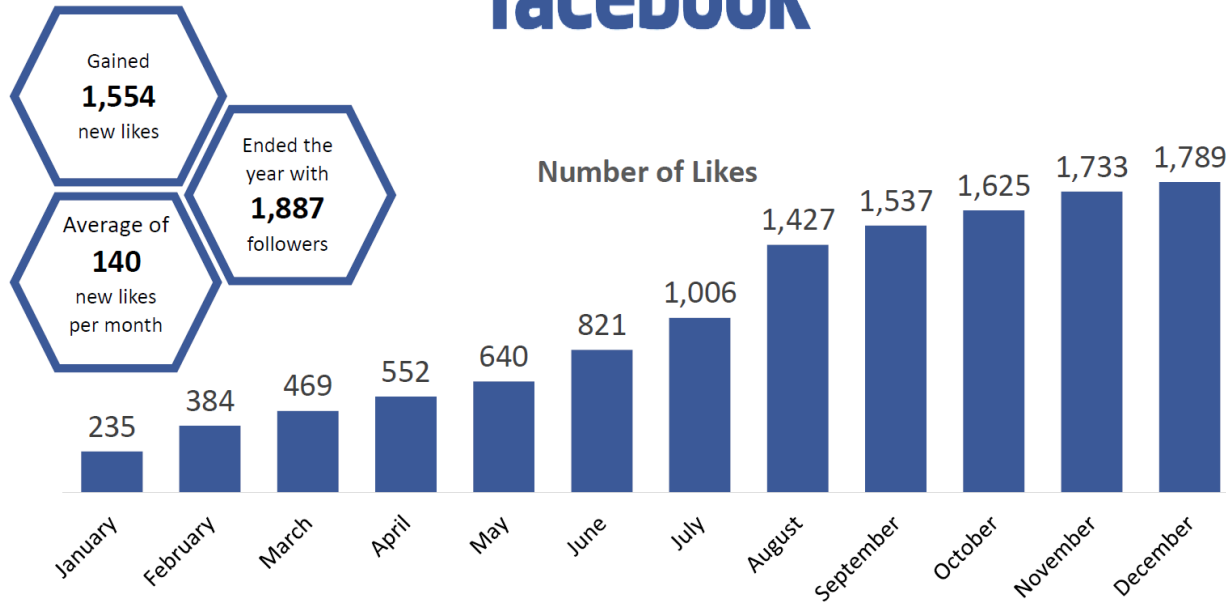
The “Waukesha Way”

- Try Everything Approach
 - Build what works, ditch what does not
- Continue to foster Two-Way dialogue whenever possible
- Not afraid of Social Media trolls
- Well-built Communications Infrastructure is like good Flood Mitigation. When you need it, you need it.

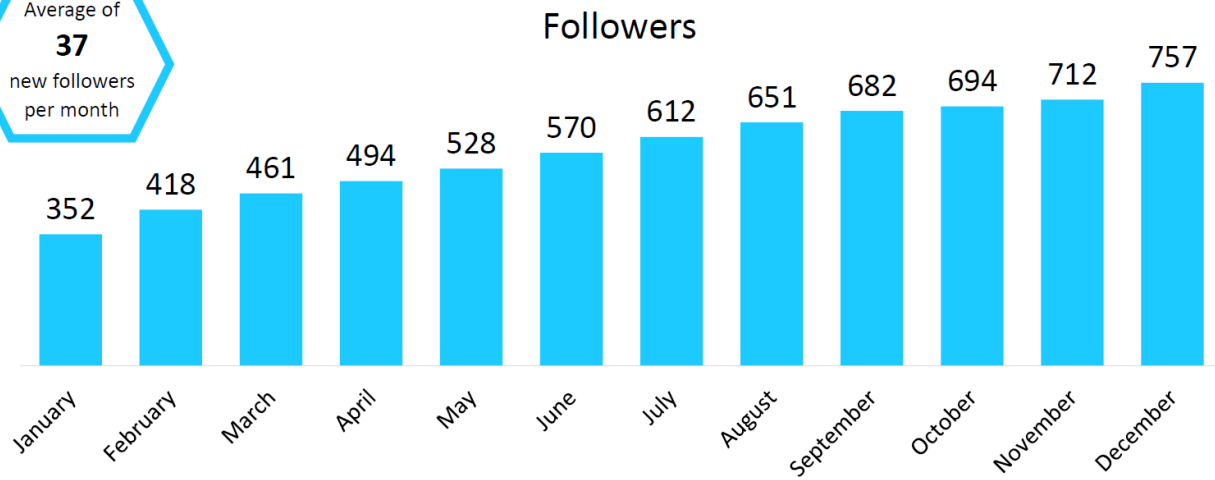
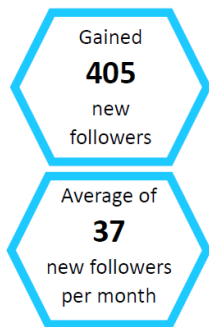


Year 1: 2017

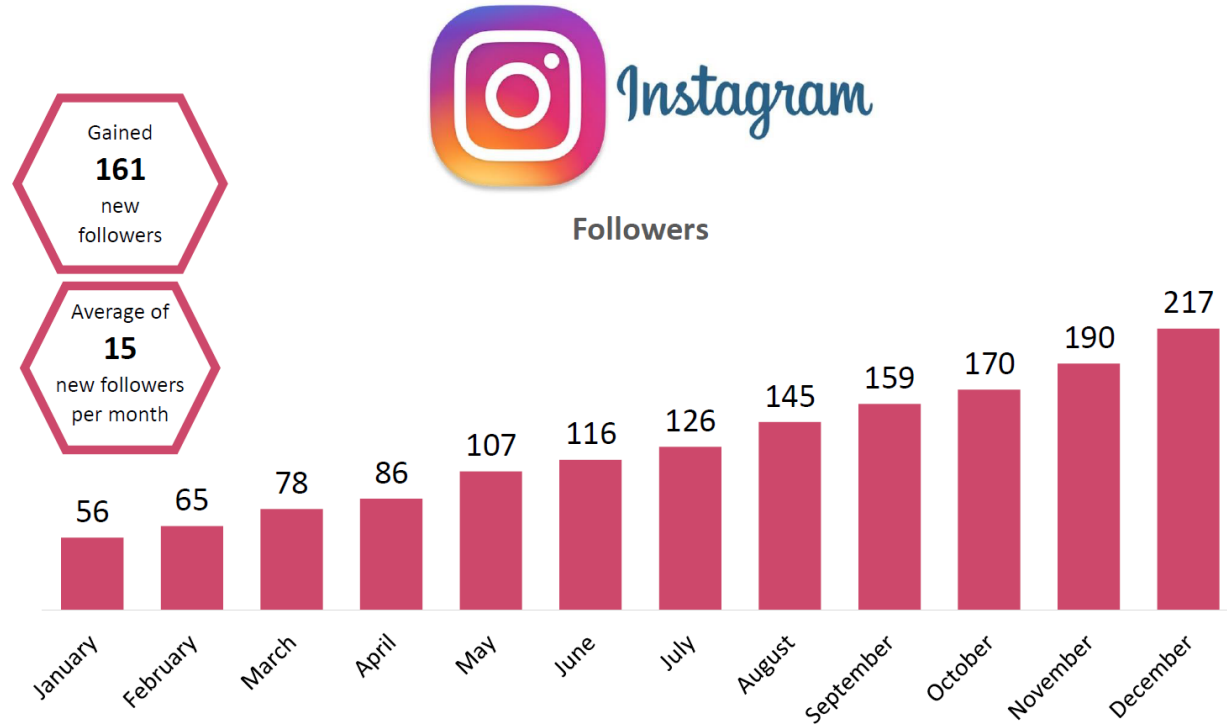
facebook



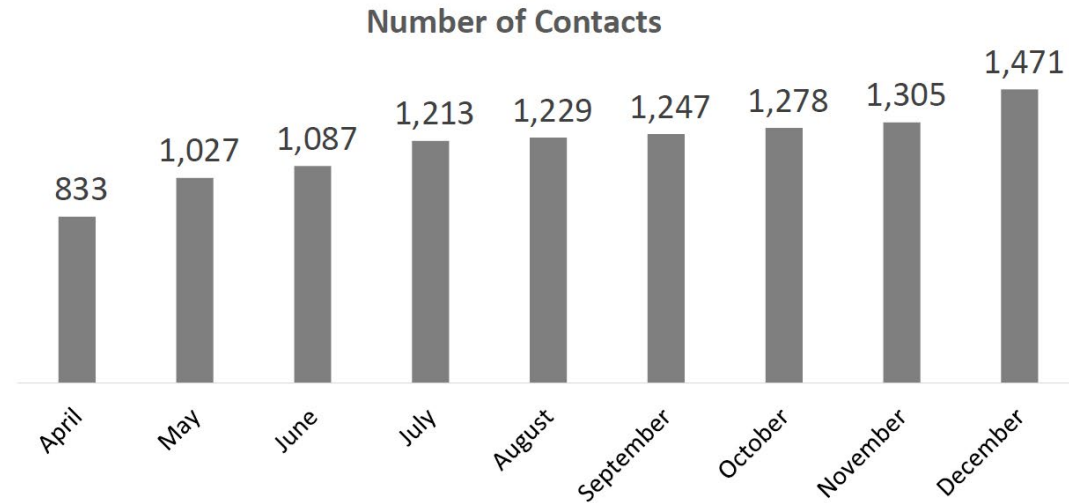
Year 1: 2017



Year 1: 2017



Year 1: 2017



Year 5: 2021

2021

City Communications

A Year In Review

4 Social Media Platforms

- **Facebook** (started in 2016)
- **Twitter** (started in 2016)
- **Instagram** (started in 2016)
- **LinkedIn** (started in 2021)



27,430 Followers



107%
Since 2020



366,345 Engagement



28%
Since 2020



15,832,721 Impressions



234%
Since 2020



It's Not Just Social Media and E-Newsletters

- Celebrate Waukesha Breakfast
 - Quarterly gathering of business/non-profit leaders on topics of City Interest
- Engaging the Community at Festivals
- Fun games like Treasure Hunts
- Creating Positive City-Resident experiences
- If “No News is Good News” is your mantra, you are doing it wrong





The City of Waukesha

January 26 at 2:52 PM · 🌐

More than 150 teams signed up for the #WaukeshaJanBoree Goosechase Scavenger Hunt! They leap frogged, sang silly songs and completed challenges all over the City as they worked toward completing 100 possible missions. Congrats to the winners!

- 1st Place: Pink Penguin Posse
- 2nd Place: Waitingforsummer
- 3rd Place: Kale Krew... See more



Pink Penguin Posse



Waiting for Summer



Kale Krew



Pegisue62



The City of Waukesha

November 9, 2021 · 🌐

Can you guess what park this is? Post your best guess for a chance to win a \$10 gift card courtesy of The Steaming Cup. A winner will be drawn from all the correct answers on Wednesday at 9am.

*Guess the Treasure will take place every week as part of our City's 125th Anniversary celebrations. You can read more about the 125th Anniversary here: [#Waukesha125](https://waukesha-wi.gov/1916/125th-Anniversary-Celebration)



GUESS THE TREASURE



The City of Waukesha

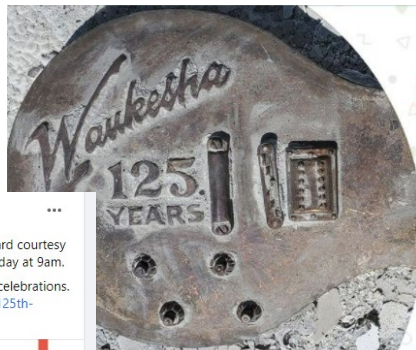
November 13, 2021 · 🌐

Please join us for the City's 125th Anniversary Year-End Celebration on December 7th! Enjoy refreshments, a complimentary 125th Anniversary Ornament (while supplies last), and the opportunity to view the items for the City's time capsule before it's officially sealed for 50 years!

5:30pm- Refreshments and Time Capsule Display

6:15pm - Flag Lowering Ceremony

6:30pm: 125th Anniversary Presentation and Time Capsule Sealing (start of the City Council meeting)... See more



Year-End
Celebration

125
City of
Waukesha
Looking Back - Reaching Forward

December 7, 2021 at 5:30 p.m.
at Waukesha City Hall

When you Need it, You Need It: 2021

Top Post 2021



The City of Waukesha ✓

November 21, 2021 · 🌐



At this time, we can confirm that 5 people are deceased and over 40 are injured. However, these numbers may change as we collect additional information. Many people have self-transported to area hospitals. The Police Department has the person of interest in custody.

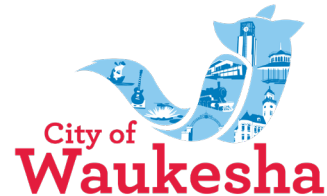
Main Street is closed from Barstow & Main to Wisconsin and Main. The street will not be open before mid-day tomorrow, Monday, November 22nd. Businesses in this area should remain closed as entry and exit from Main Street will not be allowed.

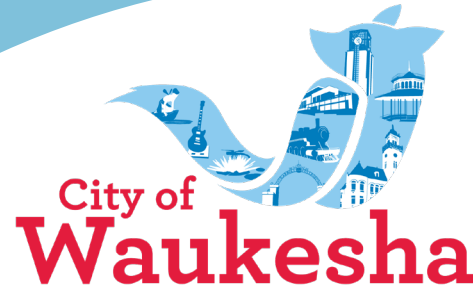
When the area is open, the City is requesting that any items for a temporary memorial be placed at Veterans Park.

Reach 176,207

Benefits of Robust Community Engagement Infrastructure

- Direct, accurate, timely information to those that need it
- Cuts out the middleman (media) in communications
- Creates positive dialogue
- Encourages input through a variety of sources
- Increases Public Awareness in City affairs
- Provides backbone for crisis communication
- Helps dispel misinformation
- Provides “One Voice” for all City information





Building Your Community Engagement Infrastructure

Kevin Lahner, City Administrator

Rebecca Pederson, Assistant to City Administrator/Mayor



STRAND
ASSOCIATES®

Excellence in EngineeringSM
Since 1946

Case Studies in Public Engagement for Infrastructure Projects Provide Lessons Learned

Ben Wood, P.E., Strand Associates, Inc.®

Dedicated to Helping Our Clients Succeed through Excellence in Engineering

- Strand established in Wisconsin in 1946
- Multi-disciplinary engineering firm
- 495 employees
- 12 locations
- Regular recipient of regional and national engineering awards



RANKED 18th
IN THE
MIDWEST
TOP DESIGN FIRM 2021
by Engineering News-Record Midwest

RANKED 178th
IN THE
NATION
TOP 500 DESIGN FIRM 2021
by Engineering News-Record

Speaker Background

- UW-Platteville graduate
- Strand Associates' Milwaukee office for 15 Years
- Water Supply and Municipal Project Manager
- Business development leader
- Resident of City of Milwaukee



UNIVERSITY OF WISCONSIN
PLATTEVILLE

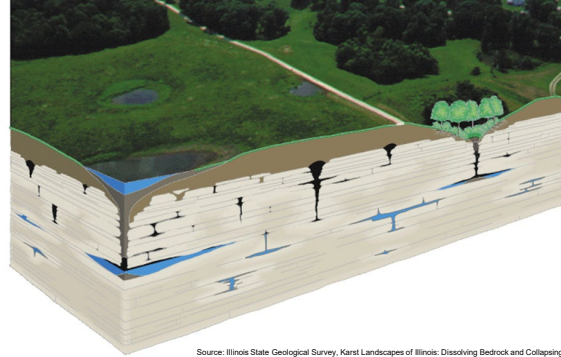


Case Study No. 1 – New Municipal Water Service

- Village of Lannon population: 1,200+
- Median household income: just below state threshold in 2010
- Local geology has historically been a water quality challenge



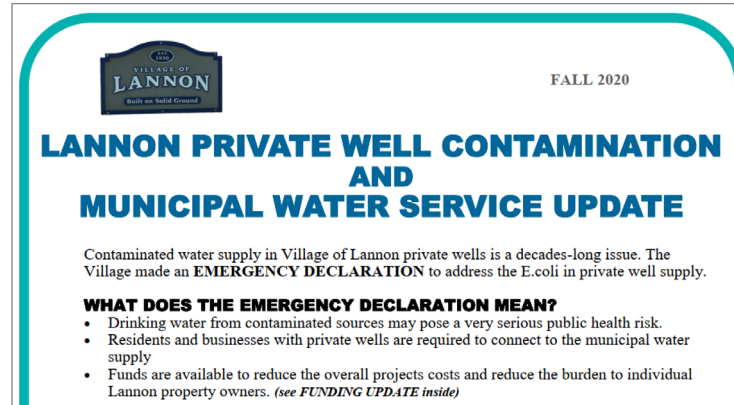
Source: Village of Lannon Historical Society. Used with permission.



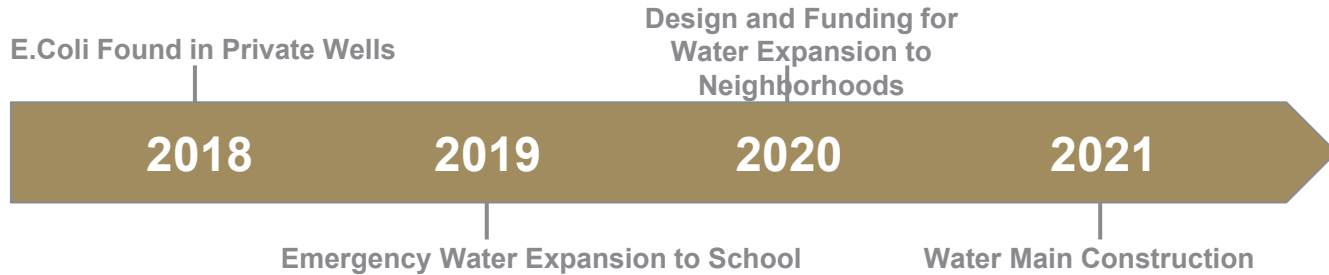
Source: Illinois State Geological Survey, Karst Landscapes of Illinois: Dissolving Bedrock and Collapsing Soil

Many Controversial Factors Required Public Engagement

- Discovery of fecal bacteria in private wells
- Expanded municipal water to 70% of residents
- \$15,000 special assessments
- Mandatory connections and Mandatory well abandonments
- Subcontracted with Beth Foy & Associates, Inc.



Multiple Year Project Required Many Phases of Engagement



- 6 mailers
- 2 public information meetings
- 1 private information meeting
- 1 door-to-door survey
- 4 public hearings
- 24+ Village Board meetings
- Numerous 1-on-1 phone calls
- 1 website, updated weekly

Initial Success from Quick Response in 2018

- County Health Department called to notify of “positive tests in Lannon”
- Village decided within 3 days to hold a public meeting
- Approved emergency project to expand municipal water to school
- Began to study options to expand water to surrounding properties

Private Well Water Quality in the Village of Lannon




Opening Remarks – Tom Gudex, Village President
Facilitator – Ben Wood, Village Engineer
Panelists – Waukesha Co., Hamilton School District, DNR, CTW Corp.
Submit Surveys to Benda Klemmer, Village Clerk

*Public Information Meeting
October 8th, 2018*



Lannon Elementary School
**A MESSAGE
FOR FAMILIES**







September 20, 2018


Dear Lannon families,

I am writing to inform you of the measures the school district is taking to ensure the highest quality of water for our students. We will be conducting regular well-water testing on Monday, September 17, and we encourage all parents to be present in our water supply to share the measures being taken.

Department of Natural Resources is conducting an assessment. The District is taking this situation seriously.

LANNON NEWS
E. coli and coliform bacteria were found in Lannon Elementary's well. Here's what the district did.
Alec Johnson Milwaukee Journal Sentinel
Published 11:39 a.m. CT Aug. 20, 2019

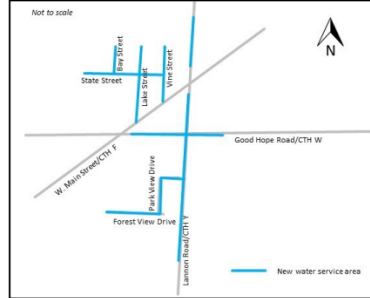
[View Comments](#)    



Lannon Elementary School is now using municipal water from the Village of Lannon. The school was hooked up to the village water system this summer after E. coli and coliform bacteria was found during tests of water samples last fall.
Hamilton School District

Public Information Meeting at the School Updated Residents and Celebrated Early Success Project

New water main - project location map



Notes:
This map illustrates the majority of properties in this program. The location of new water mains are shown.

Additional properties with existing public water main in front of their property will be required to connect.

By the numbers

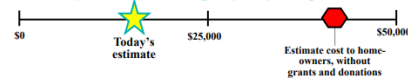
There are many moving parts on this project and the Village will continue to keep you informed. Here is a snapshot on the anticipated costs and offsetting grants and donations.

Anticipated total project (before applying grant funds)	\$6.7 million
USDA grant	- \$1.7 million
Private donation (Lannon Stone Products)	- \$3 million
Resulting project costs	approx. \$2 million

Estimate as of July 22, 2019



Anticipated average property owner costs:



GIS station helped to address property specific concerns

Meeting brochure

Elementary School Public Meeting Staying Nimble was Key to Addressing

Dear Resident of the Village of Lannon,

In an effort to avoid the destabilizing episode surrounding the 1996 Village of Lannon water project, please consider asking questions now. The 1996 water debate turned neighbors against each other and tore the community apart. Village meetings had to be monitored by the police as they descended into chaos. Several of these meetings had to be cut short due to insults being hurled and in one case possibly a chair. A lawsuit was filed by a group of residents to force a referendum. During the process two village board members were recalled and one resigned. Eventually a referendum was held and the water project was defeated. The village and its residents were left on the hook for the work already started and the termination of the signed contracts. If you would like to read the full story of what happened during this period, please search "Lannon water wars" on the internet and click on the article titled "Sewer and Water Wars" from the Sussex-Libon Air Historical Society. Below are five questions that came to my mind after reading the brochure from the village. The time to ask questions is now!

What happens if we do nothing, as was decided over twenty years ago?

Will a referendum be held?

If my water is safe and free, why would I want to connect to municipal water?

Are ALL residences and business in the village required to connect?

Has the Wisconsin Public Service Commission already approved this project?

Is this a formation of a new public water utility?

If this is a formation of a new public water utility, who will monitor and manage it?

Will the project move forward without grants from the USDA and Waukesha County?

What is the amount of the upfront one-time water service fee?

Will the final costs for each parcel be known to the owners before the project starts?

Is there an estimate of how much a quarterly water bill will be?

Is the current well near capacity?

Is it possible that in the future a second well will have to be drilled?

Are there any future plans to construct a water tower?

Are the potential costs of a second well and a water tower known?

Will residents with a fixed or low to moderate income be given any additional aid?

How many wells have issues with unsafe water?

What happens if we do nothing, as was decided over twenty years ago?

In short, if we "do nothing," the Village's water system will continue to only serve primarily new development, leaving residents with existing wells to their own resources to verify that the water they drink is safe. Residents will also be responsible for the safe water quality at the time the home is sold. A contaminated well will inhibit the closing of a house sale and makes the Village as a whole a less desirable place for homebuyers to consider. There are real examples from 2013 of former Lannon residents who wanted to return to Lannon but were unable to do so because their private wells had not been tested for contaminants in consecutive times. New private wells are still at risk because they drill water from the same area of the aquifer as existing wells. Private wells will perpetually be a liability for homeowners. However, new home construction will always be required to connect to municipal water and will not have this issue.

The "Lannon Water Wars" were regarding the issue of whether or not the Village should have a municipal water system at all. As of 2006, the Village does have a municipal water system that serves mostly new development. At issue today is whether that water system will primarily serve new development or if existing residents should also have the opportunity to connect.

In the Fall of 2016, when the Lannon Elementary School well and several other private wells were repeatedly testing positive for E. Coli contamination, the Village Board directed its engineering and financial consultants to research "the best deal possible for municipal water to be extended to existing residents." The purpose of the August 14, 2016 public information meeting is to share those results with the public. Without any funding assistance from State, County, and private partners, the cost to extend municipal water to existing residents would be over \$40,000 per home. The current partnerships bring that cost down to approximately \$12,000 - \$15,000. The Village qualifies for these partnerships because the funding agencies are using the 2010 census information that shows the that Village's median household income level is just barely below the State of Wisconsin's median household income level. The Village is eligible for grants from the State of Wisconsin and the opportunity to connect to municipal water at a reasonable cost may not be available for another 20 years, if ever.

More than 20 years ago, the Village did not have municipal sewer or water. Village residents had private wells (not built to modern standards) and septic systems, which allowed wastewater to leach into the ground. Several private wells were contaminated by bacteria at that time because the septic systems would discharge onto the bedrock and quickly flow toward water wells. The Village contemplated installing both sewer and water to remedy the situation, but the cost was very expensive. The Wisconsin Department of Natural Resources (DNR) allowed the Village to first install village-wide sewer in order to save if that would make the issue, that sewer system was installed in 1987 with the same United States Department of Agriculture (USDA) funding that is available to the Village Board, and the Village residents noticed a difference. Residents were required to abandon their septic systems and connect to the municipal sanitary sewer. The drinking water quality seemed to improve, and the issue was largely forgotten about until the Lannon Elementary School tested positive for E. Coli in the fall of 2016 and could not get its well 6' clean despite several attempts by qualified professionals. The worst of this issue sprang and several Lannon residents tested their wells and found that they also tested positive for coliform bacteria or E. Coli (both of which are forms of fecal bacteria). Because so many wells tested positive, the issue is most likely related to the water quality of the aquifer, and not individual wells. Therefore, the extension of a treated municipal water source to existing residents is once again being contemplated by the Village Board.

In 1997, as the answers were being installed, a trench had to be blasted into bedrock underneath Main Street (STH 74 at the time, now CTH F). The Village authorized the contractor to install an empty water main at the time, anticipating that a municipal water system would shortly follow. Very contentious meetings did indeed ensue, and the water system expansion was stopped. That water main sat empty until 2008 when the Whispering Rock Condominium developer constructed a municipal grade well, treatment system, pump-out, and pumping facility that served the condominiums and was connected to the 1997 water main, and dedicated to the village. The Village passed an ordinance in 2008 that requires that residents whose business are required to connect to that water main if their well fails and the water main is available to the property. In 2015, a developer of a new 60-unit Condominiums project planned to extend the water main to the site. The Village Board is considering the extension of the water system. Many have installed water mains to extend municipal water service to the proposed units. A funding mechanism had in place that will use the tax revenue from that development, and other new developments, to pay for critical water infrastructure such as a water tower and a second supply source.

The water system is and will continue to be viable to serve new development with safe water. The opportunity that lies before the Village now is to extend safe municipal water to the existing residents at a cost that is reasonable compared to the liability of a contaminated private well.

Will a referendum be held?

The next steps for the Village Board are to make a formal application to the USDA for funding assistance and to draft an agreement with Lannon Stone Products so that the cost impacts can be further understood. If USDA assistance does not come to fruition, then the project will likely not move forward. The Village Board will consider this information at Village Board meetings in the coming months before a final decision to do the project is made. There are no plans for a referendum.

If my water is safe and free, why would I want to connect to municipal water?

The shallow aquifer is the water source for private wells. The shallow aquifer is increasingly contaminated with bacteria. Therefore, you only know that your water is safe if you test it regularly or that the water yourself. Your water is not free in that you, or someone before you, made the investment in the construction of a well. The current electrical to operate a private well is approximately \$50 and the cost of a new pump and pressure tank is approximately \$3,000. Keeping your private well as your water source may be an option you are comfortable with now, but will remain a liability should you have to pay \$15,000 to install a new well if you fail.

Are ALL residences and businesses in the Village required to connect?

Everyone who has water main available to their property will be required to connect as a requirement of the USDA funding. This will impact approximately 170 properties. Not every property owner in the Village will receive water main to their property as part of the proposed project. For example, the current cost estimates to extend water to Lannon Village Hills is more than the Village can afford to borrow, even with the level of assistance proposed. Municipal water will likely be extended to Lannon Village Hills in 10 years when The Cowley Farm is developed so that The Cowley Farm developer will bear the cost for extending water main to the property.

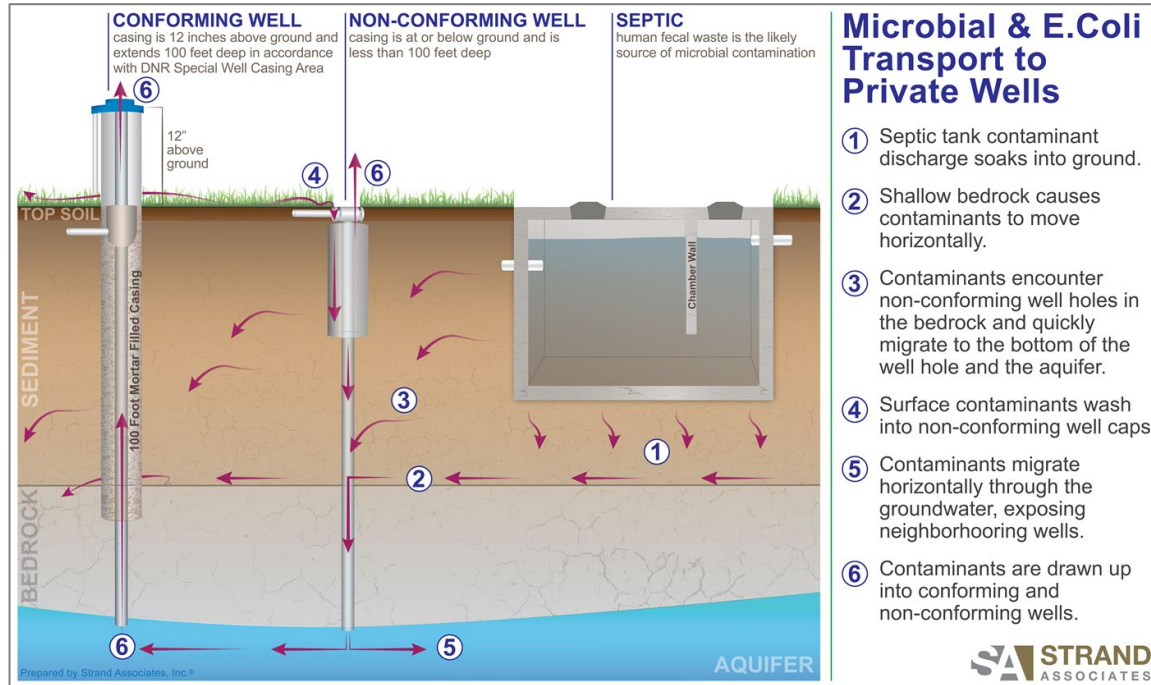
Has the Wisconsin Public Service Commission already approved this project?

No. The Wisconsin Public Service Commission (PSC) will require a construction authorization process before constructing the project. The Village Board is awaiting the results of the USDA funding application before proceeding with that application. The Construction Authorization will be applied for at the appropriate time.

Concerned citizen flyer distributed
24-hrs prior

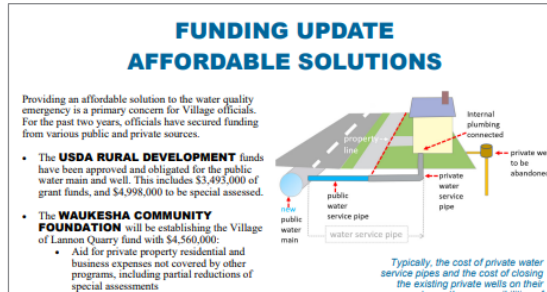
Public involvement meeting exhibit
response to concerned citizen flyer

Graphics Communicate Technical Concepts



Opposition Formed When Special Assessment Notices Sent in 2020

- State-required direct mailer to each assessed property
- Two-step approach satisfied statutory requirement:
 - First mailer was a general update that provided a “head’s up”
 - Second was a property-specific legal notice



Informational brochure



Legal notice

Facilitating Comments at Public Hearing – November 5, 2020

- Answered questions in groups of 5 at a time
- Audience, as expected, gave both positive and negative input



Website Expansion Added Information to Address Open Records Requests

The Village of Lannon

Home Living in Lannon Development Businesses Police & Fire Municipal Court Documents & Forms Water

Municipal Water Service Expansion

Project Background

The Village is extending safe, reliable municipal drinking water in response to a decades long issue with bacteria contamination of private wells

Construction Update – 9/09/21

Questions?

Onsite Construction Representative: Isak Fruchman (Strand), 414.982.2300 x1535

Overall Project Manager: Ben Wood, P.E., (Strand), 414.271.0771

Public Water Main and Well Construction Update

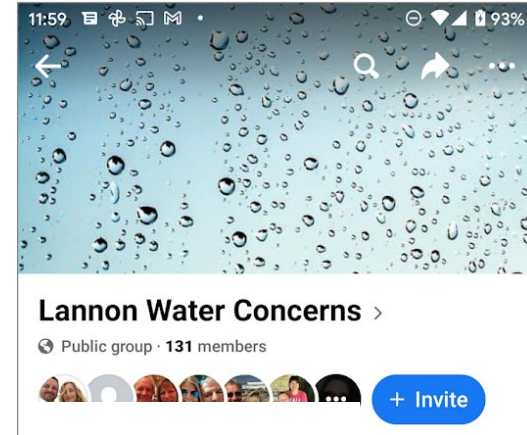
- Main Street will be closed to Westbound traffic through approximately September 20, 2021.
- Town Line Road will be closed to Northbound traffic through approximately September 20, 2021 and closed to all thru traffic through approximately October 22, 2021.
- Restoration in Work Zone C, W. Main Street from Townline Road to Flagstone Pass will be complete

Past Meeting Minutes & Information

MEETING DATE	MEETING TYPE	NOTICE TYPE	WATER SYSTEM TOPICS	ATTACHMENTS
October 2018	Mailer Sent	Post Card–Villagewide zip code mailing	• <i>E. coli</i> outbreak public information meeting notice	• Post Card
October 8, 2018	Public Information Meeting	Post Card–Village zip code mailing	• <i>E. coli</i> outbreak information and resources	• Engineer's Presentation
October 8, 2018	Village Board	Standard	• Public Health Emergency Declaration • Direct Engineer to Initiate Study	• Resolution • Minutes
April 8, 2019	Village Board	Standard	• Engineer Report on USDA Financial Assistance Availability	• Engineer's Materials • Minutes
April 25, 2019	Village Board	Standard	• Hamilton School District Water Main Easement	• Minutes
May 13, 2019	Village Board	Standard	• Presentation of Availability of Water System Financing and Technical and Procedural Challenges related to Water System	• Presentation • Minutes

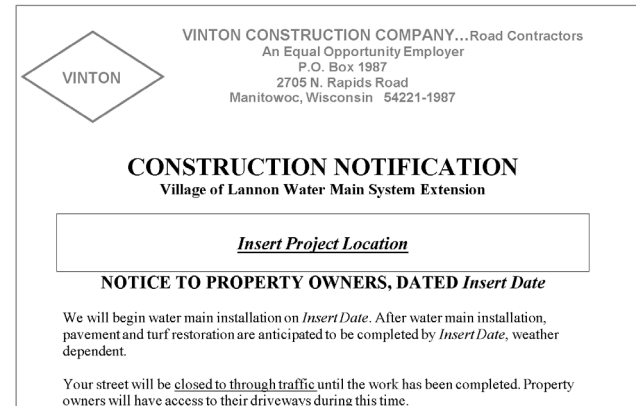
Social Media Campaign Initiated by Opposition in Late 2021 Impacted the Information Flow of Project

- Site initially blocked public officials
- Village decision not to engage
- Village responded by holding small neighborhood meetings



Construction Phase Engagement

- Postcard mailer
- Individual property-specific handouts
- Weekly website updates



Case Study No. 2 – New Water Tower to Address Aging Infrastructure

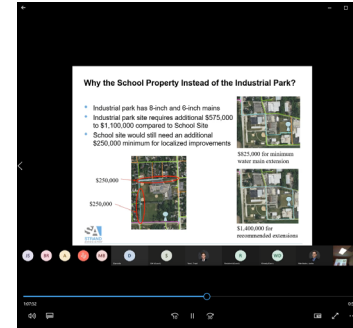
- Village of Bristol population: 5,000
- Median household income above state threshold
- Village has two options for tower location
 - Industrial Park
 - School Property (near residences)

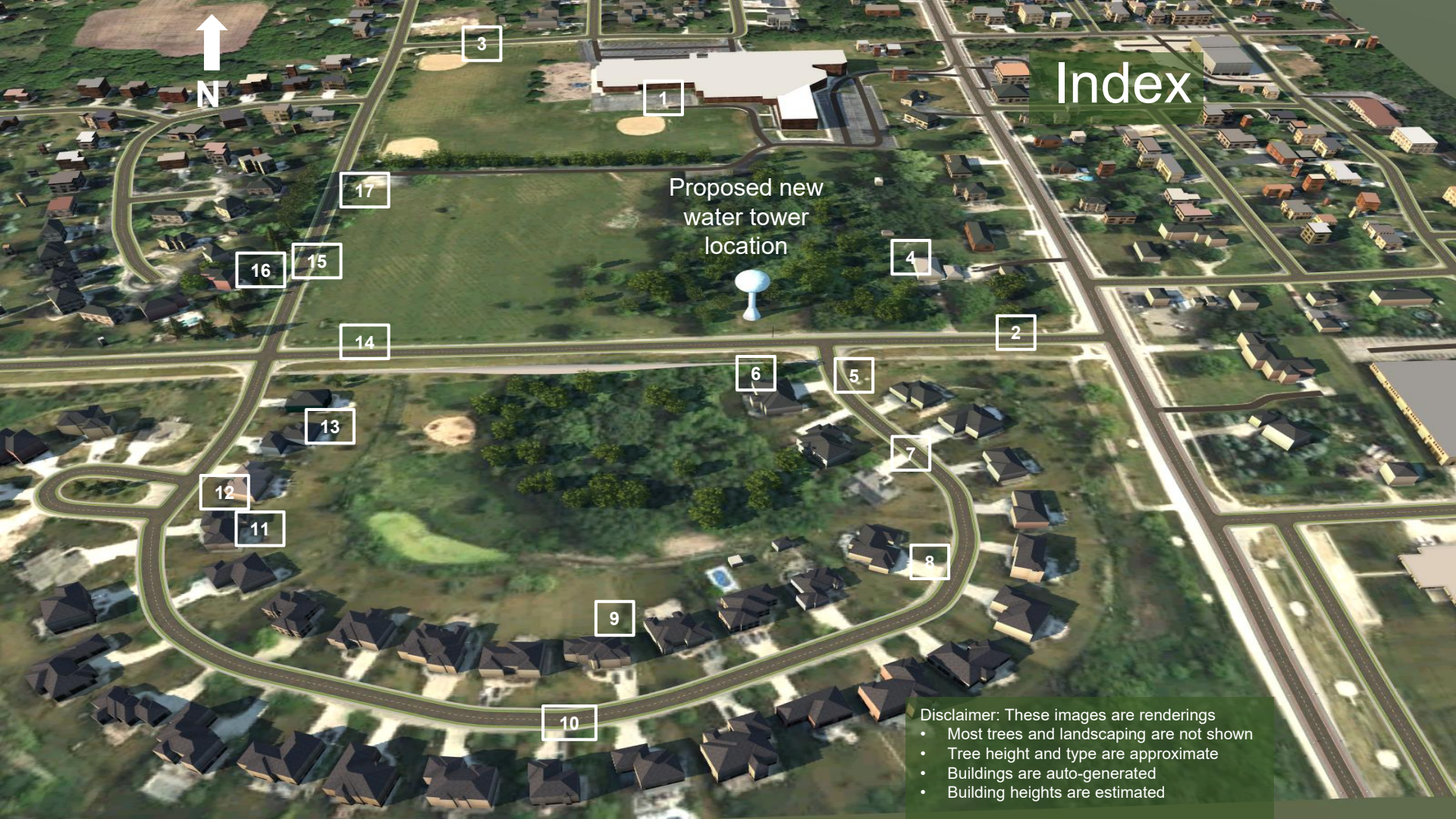


Proven Public Engagement Tools Address Concerns

- Combined in-person/virtual public meeting
- Meeting presentation covered reported concerns
- Expert appraiser opinion of property value impact
- Special graphics to show aesthetics

As a member of IAAO [International Association of Assessing Officers] I checked their research library and found only one study from Texas in 2017 regarding the impact of water towers on residential property values. The general conclusion from the report was similar to my observations over the last seventeen years in that properties located near water towers showed no discernable difference in value than those not located near one. In some instances, the values increased because properties now had access to water and or more pressure etc.





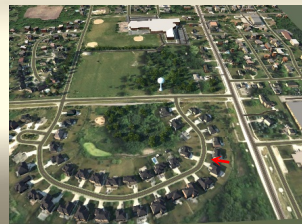
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Proposed new
water tower
location

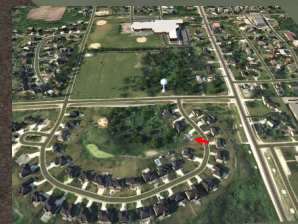
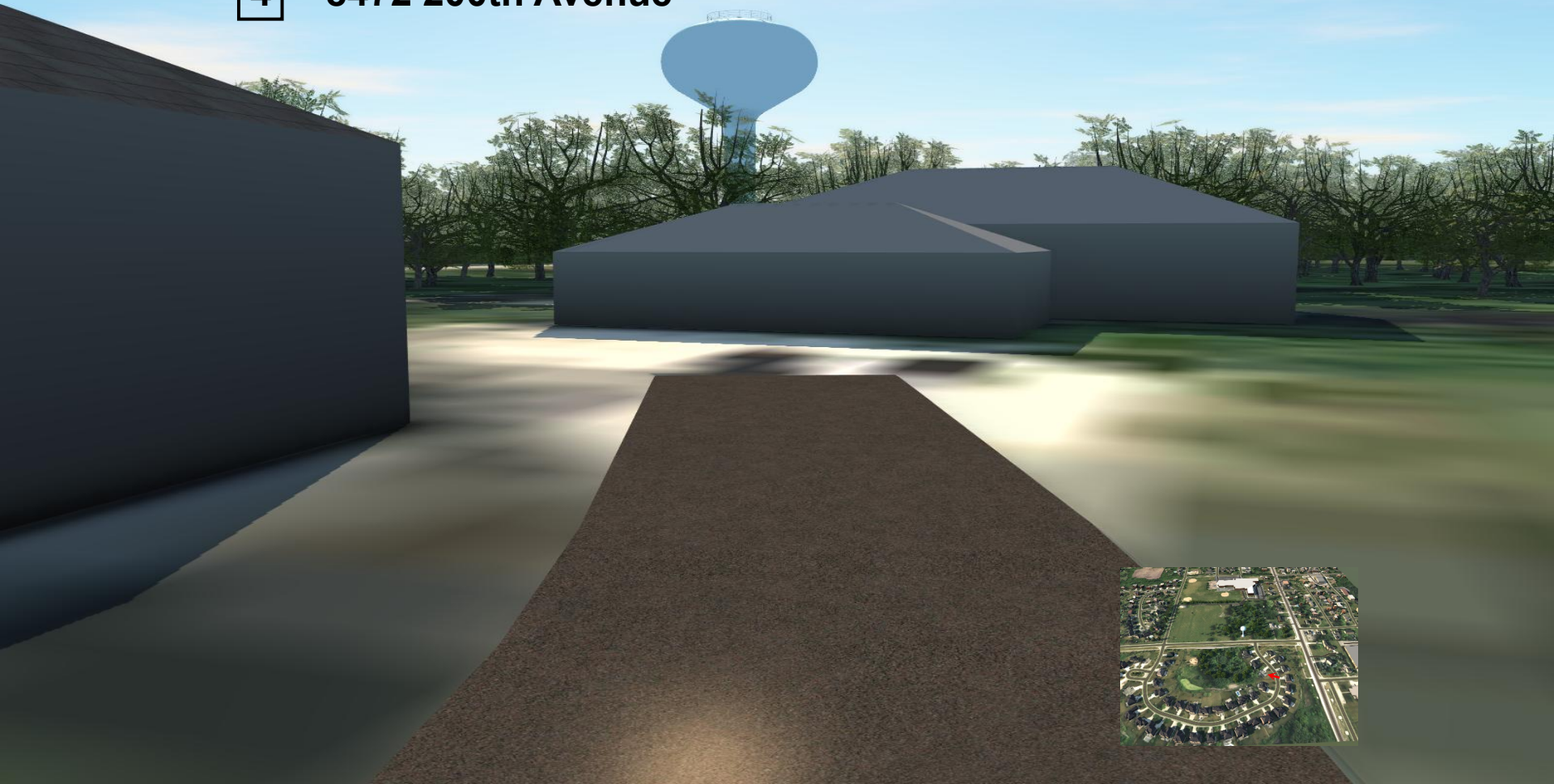
Disclaimer: These images are renderings

- Most trees and landscaping are not shown
- Tree height and type are approximate
- Buildings are auto-generated
- Building heights are estimated

2 – AH and 45



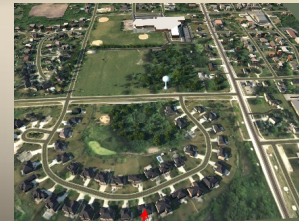
4 – 8472 200th Avenue



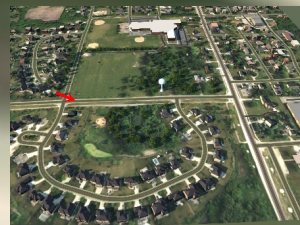
6 – 8506 Chaucer Circle East



9 – 8680 Chaucer Circle East (Backyard)



17 – 8405 204th Circle





Case Studies in Public Engagement for Infrastructure Projects Provide Lessons Learned

- Messaging: start communicating at the beginning, be factual, timely, concise, show clear reasoning, and provide clear graphics
- Quick response time builds trust
- Help people understand scope of impacts to their property and cost of improvements
- Be prepared for adverse reactions
- Approach to public engagement should allow time for individuals to process how the project will impact them

Questions and Answers





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