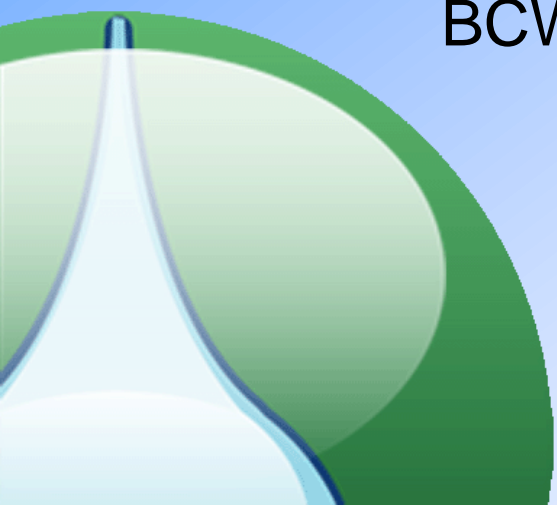


Developing a Stakeholder Communication and Education Program for Infrastructure Renewal

David Main; Chairman;
BCWWA Infrastructure Management
Committee



Outline

- The unique nature of education and consultation with regards to infrastructure renewal
- Using the results of a Top Down study to begin stakeholder and public communication
- Definitions
- Case studies
- Example

Important Definitions

- Education Program
 - One way: You are providing information and are not asking for anything.
- Consultation Program
 - Two way: You are asking for opinions and direction from stakeholders regarding a proposed program or policy
 - This presumes that you have not yet made up your mind
- Communication Program
 - One way: You are providing updates regarding a specific issue or program

How Might an Infrastructure Renewal Program Affect Customers?

Why is Infrastructure Renewal Different than other Capital Projects?

- Why is this different than a new water treatment plant?
- Level of Service
 - You are asking stakeholders to pay more for something they already have.
 - Level of service is unchanged.
- This is really important

It is Not One Dimensional

- Part 1: Educate Stakeholders
- Part 2: Consult with Stakeholders about aspects that you would like input on. What are the policy alternatives?
- Part 3: Communicate with Stakeholders once you have embarked on your selected program

Education Program

- Who do you need to educate?
 - Utility/Town Management (especially the Finance Department)
 - Town Council: You will not succeed without their support. They must become your champions
 - Finally, local customers (residential, industrial and institutional)
- What is Infrastructure Renewal and what is Asset Management?
- Provide education about your community's infrastructure

Consultation Program

- Gathering feedback and input from stakeholders
- Approaches: What will work in your community?
- Keys to success:
 - Determine exactly what aspects of topic you are consulting on
 - Do not ask for input where you have already made up your mind
 - Get input on specific options and alternatives that are truly open for revision
 - Be prepared to listen and to accept the input of stakeholders

Communication Program

- Providing updates and information regarding strategies that have been agreed to
 - Keeping your customers informed and educated
 - Will be critical if you need to revise your strategies
- Infrastructure Renewal is not a one time only program. It is a growing part utility management.
 - Your communication program should also take this approach
 - If you plan to communicate a specific intervals, be sure to follow through.
 - Make sure it is easy to find.

Case Studies

- District of West Vancouver utilities
- Began their Asset Management Program in 2007, mostly due to the implementation of PSAB
- Began developing the Top Down portion of the program in 2009.
- We successful in getting Council to understand the issues, and to become the ultimate champions of infrastructure
- Are they done? No! But they now have funding to begin the heavy lifting.