

AVOIDING THE PITFALLS — STRATEGIES TO INVOLVE THE PUBLIC IN WATER RESOURCE PROJECTS

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YOU NEVER FORGET YOUR FIRST.....



PITFALL?



WE WERE CLUELESS!
WHO ARE THE STAKEHOLDERS?
WHAT ARE THEIR ISSUES?
NO ENGAGEMENT/EDUCATION OPPORTUNITIES
NO TRANSPARENCY IN DECISION MAKING



Safety

advantage

Security



blessing

Good Luck!



Common Pitfalls, Tools and Strategies

Failure to:

- Identify stakeholders
- Recognize and understand others' opinions/issues
- Provide opportunities to participate & educate
- Provide two-way communication

Tools & Strategies

- “Sensing”
- Issue Identification Workshops
- Open Houses
- Project Education
- Project/Issue Round Table
- Websites & Social Media

Understanding WHO and WHAT

- Social Media (<https://www.facebook.com/scnfs>)



Chattanooga Wild and Scenic

2014 · 1 Review

2

What you think



Wildlife Foundation

Like

Off-Road Riders Ass...

Like

Forest Foundation

Like

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Write a comment...

New!
small
to cha



U.S. Forest Service - Francis Marion and Sumter National Forests added 26 new photos.

September 25, 2014 ·

A big shout out to the more than 60 people who came to North Charleston on Tuesday to talk about two key issues facing the Francis Marion National Forest - restoration and prescribed burning. Please stay involved!



Participate and Educate



Visual Tools to Promote Understanding

DURING



BEFORE



1 YEAR
AFTER



Photos courtesy of :

Communicate, Communicate

- Project websites
- Social media
- One on One meetings
- Focus groups
- Expert panels
- Other media

Summary

- Plan and manage from the outset
- Integrate stakeholders
- Develop education process
- Engage public through multiple venues (website, social media, workshops)

TURN THIS.....



INTO THIS.....



Strategies to Involve the Public in Water Resource Projects

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Thank you!