# Blueprint Columbus:

## *Lessons Learned in Public Outreach*

THE CITY OF
**COLUMBUS**
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC UTILITIES

# WHAT IS BLUEPRINT COLUMBUS?

BLUE
PRINT
COLUMBUS
Clean streams.
Strong neighborhoods.

# COLUMBUS' RESPONSE TO SSO & CSO CONSENT ORDERS

*2002 SSO Consent Order; 2004 CSO Consent Order*

*December 2015: Blueprint Columbus Plan approved*

**Blueprint Goals:**
1. **Reduce I/I**
2. **Reduce TSS by 20%**

*January 2013: OEPA approved request for Integrated Planning Process*

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**BLUE PRINT**
COLUMBUS
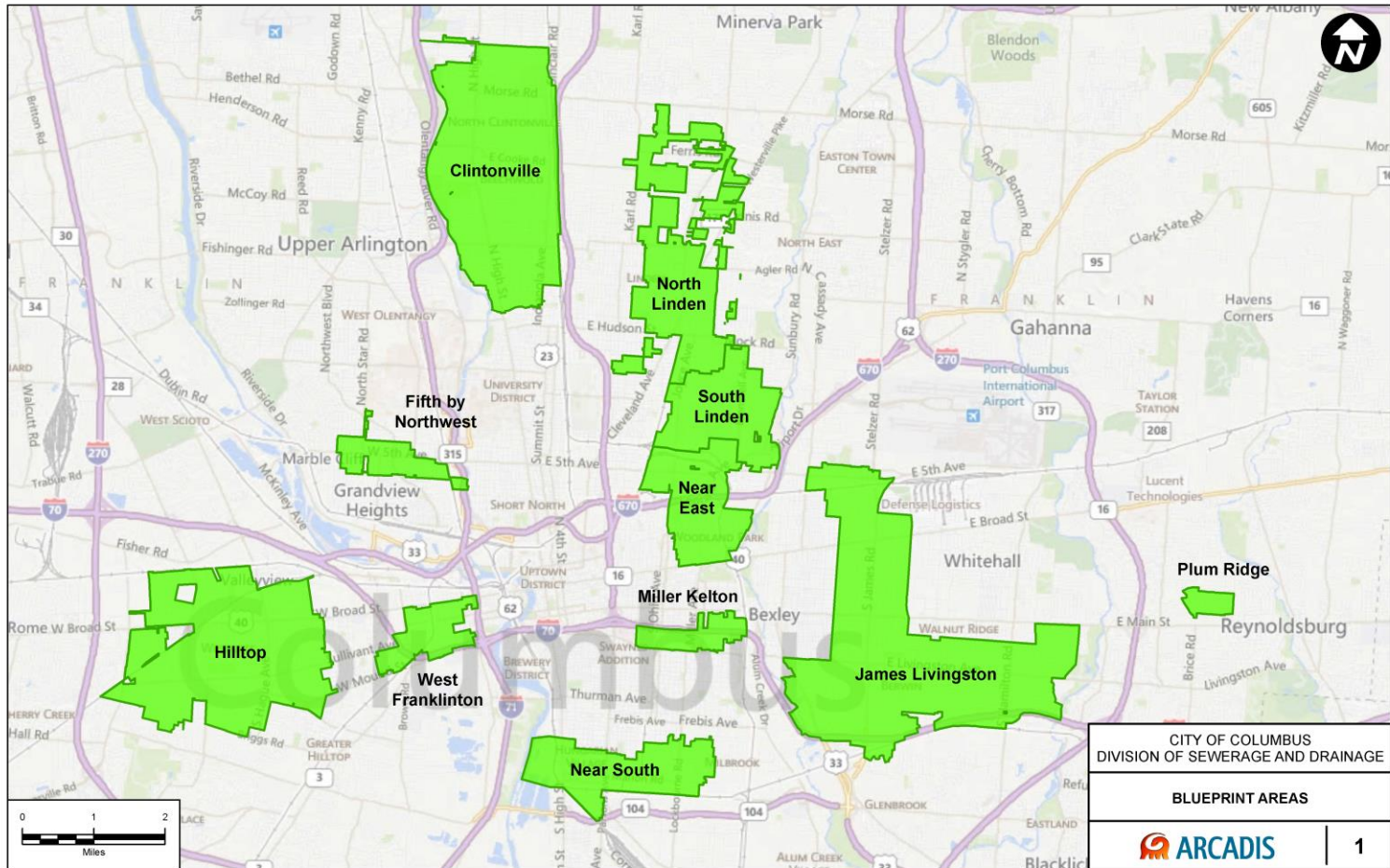Clean streams.
Strong neighborhoods.
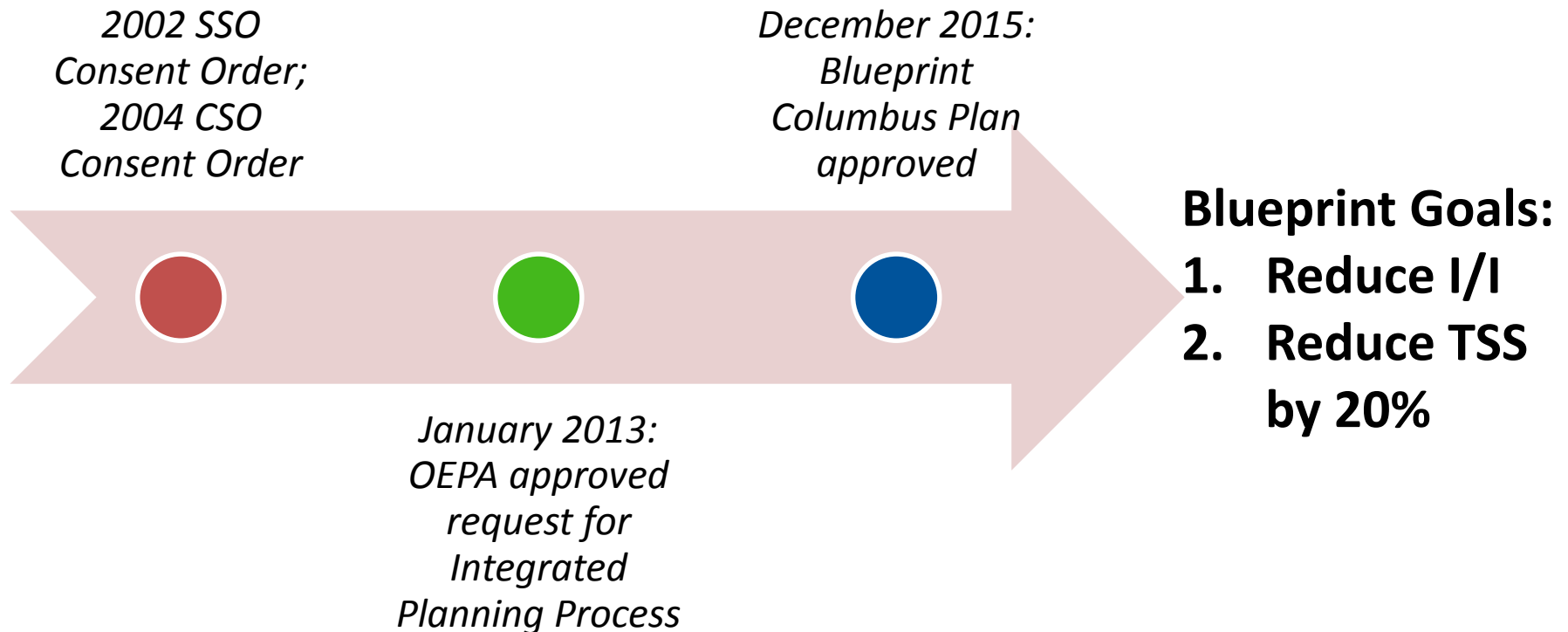
# THE BLUEPRINT APPROACH

- Blueprint has four pillars
  - Lateral Lining
  - Sump Pump
  - Roof Redirection
  - Green Infrastructure
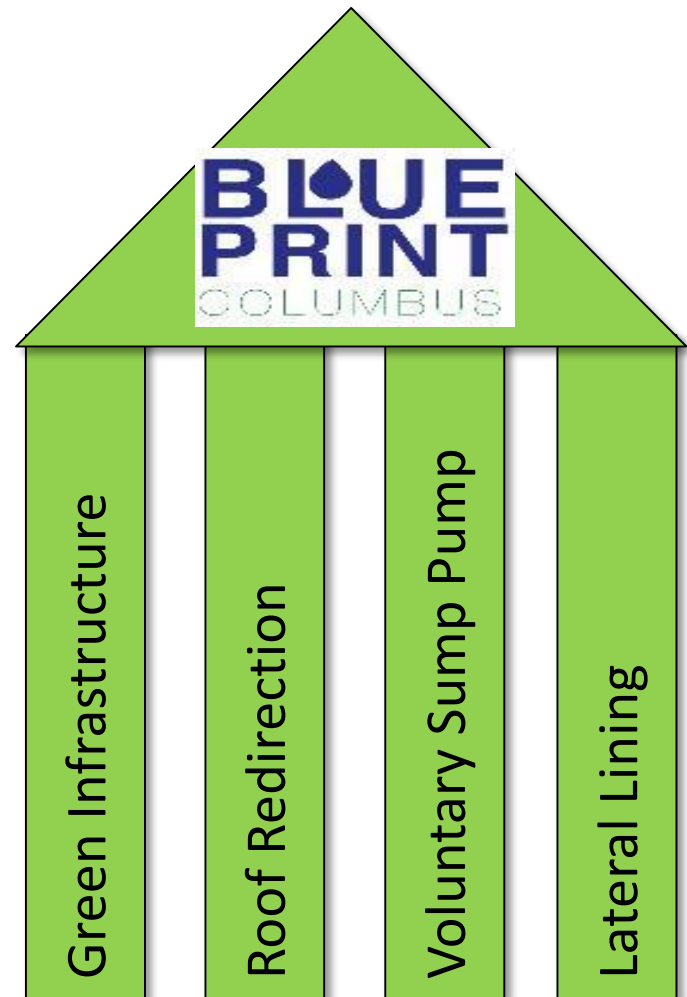
# BLUEPRINT TARGET AREAS

# THE FOURTH PILLAR: GREEN INFRASTRUCTURE

- Included because removing I/I from sanitary may make localized flooding worse

- Installed in ROW – regional basins, bumpouts, or residential "tree lawns"

- Most visible and personal aspect of Blueprint

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# WHY IS PUBLIC OUTREACH IMPORTANT?

# THE VALUE OF A PUBLIC OUTREACH TEAM

1. Reduce burden on PM's/design engineers and construction crews

2. Improve efficiency by providing one communication avenue for residents

3. Counter misconceptions & garner community support

4. Cultivate a sense of ownership in the community



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# PUBLIC OUTREACH STRATEGIES

Blueprint Hotline

(614) 645-1253

Blueprintneighborhoods.com  Website

blueprint@columbus.gov  E-mail

@BlueprintCbus

*Active Canvassing*

*Resident Site Visits*

*Public Meetings*

*Neighborhood Newspaper articles*

*Direct Mailings*

*Direct Email/Text Message Notifications to Residents*

*Social Media Monitoring*

*Neighborhood Events*

*Community Presentations*

*Community Leader Involvement*

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LESSONS LEARNED

# 1. The Outreach Team should be involved early and consistently.

- Information flow is streamlined when the Outreach Team understands design considerations and how the technology will work.

- Feedback from the community is better integrated into design considerations earlier.

- The Outreach Team is a centralized communication hub – they must know about all facets of the project!

**Collaboration**

**Communication**

**Efficiency**
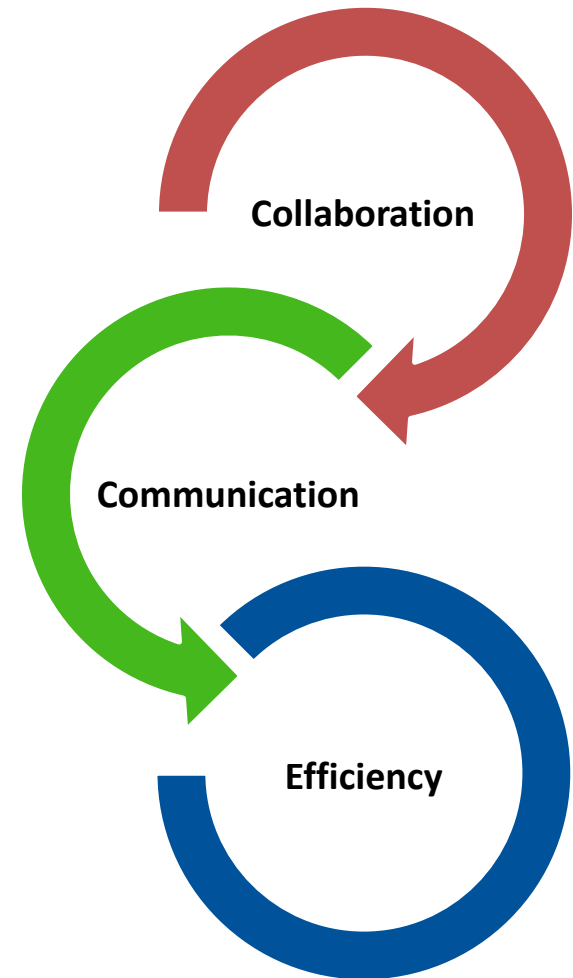
## 2. Outreach is needed at each phase of the design process (you will save time and headaches).

| PROJECT MILESTONE | IMPLICATIONS |
|---|---|
| **Mainline Cleaning/Lining** | *"I don't know what they are doing, but now all my utilities are messed up because of this work."* |
| **Initial Surveying** | *"Why are these people taking photos of my house? They must be trying to rob me!"* |
| **30% Design** | *"If you even THINK of putting a rain garden here, I will make life miserable for you."* |
| **60% Design** | *"Can you shrink the size of this rain garden so there is space to put in a walkway to my house?"* |
| **90% Design** | *"When will construction start and what is that going to look like?"* |
| **Implementation** | *"Hey, your crew is inconveniencing me!"* |

# 3. Allow Opportunities for the Community to Provide Input

- Cultivates a sense of ownership

- Being able to select plants has made a BIG difference in Clintonville

- Creating neighborhood amenities builds public support
  - Barthman Parsons
    - Adding play ground equipment and other park amenities was a modest increase in construction cost but huge win for neighborhood
  - Clintonville
    - Included pervious pavement on a street which neighbors have been asking for sidewalk - was a small investment, but generated a lot of support

# CONTACT US!

**The Blueprint Community Outreach Team**

## Columbus.gov/Blueprint

## Blueprint Hotline: (614) 645-1253

## blueprint@columbus.gov

## Follow us on social media: @BlueprintCbus



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