Blueprint Columbus: Lessons Learned in Public Outreach
WHAT IS BLUEPRINT COLUMBUS?
COLUMBUS’ RESPONSE TO SSO & CSO CONSENT ORDERS

2002 SSO Consent Order; 2004 CSO Consent Order

January 2013: OEPA approved request for Integrated Planning Process

December 2015: Blueprint Columbus Plan approved

Blueprint Goals:
1. Reduce I/I
2. Reduce TSS by 20%
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
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
PUBLIC OUTREACH STRATEGIES

Blueprint Hotline
(614) 645-1253

Blueprintneighborhoods.com
blueprint@columbus.gov

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

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