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Akron Waterways Renewed! (AWR) Public Outreach Program

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2018 Collection Systems Specialty Workshop
Akron CSO Project

Agenda

• Akron CSO Project
  – Facilities Plan
  – Consent Decree
  – Integrated Plan

• AWR Public Outreach
  – Program
  – Project

• Community Involvement

• Lessons Learned
Akron CSO Project

Facilities Plan
Consent Decree
Integrated Plan
Akron CSO Project

Consent Decree

Cuyahoga River Renewed

Combined Sewer Overflow Program
Akron, Ohio
Akron CSO Project
Integrated Plan

• 2012 US EPA Integrated Municipal Storm Water Wastewater Planning Approach Framework

• Akron Integrated Planning Framework Plan
  – Develop Project List
  – Stakeholder Involvement
    – Triple Bottom Line Evaluation
    – Water Quality Activities
    – Financial Analysis
    – Final Integrated Plan
    – Ongoing Plan Improvements
building infrastructure that will protect public health and maintain water of the highest quality in the most cost-effective manner while providing local jobs

achieve greater environmental benefits, earlier, at an affordable cost
Akron Waterways Renewed

Public Outreach:

Program
Project
Akron Waterways Renewed
Public Outreach

- Continue to build awareness around the Akron Waterways Renewed! brand
- Educate the public on the program and its benefits
- Increase social media and web presence
- Inform interested parties about ongoing work and how they’ll be affected
- Establish a rapport with the public, and convey a sense of transparency
- Highlight the program’s cooperation with the EPA
- Convey that the Integrated Planning process continues everyday as we look for ways to make an unaffordable program, less unaffordable.
A distinction is made between “Program’ outreach and “Project” outreach as a Communication Plan was developed. Elements of the two outreach programs are as follows:
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Program – Public Outreach

• AWR Stakeholders Group

• All-Akron Student Engineering Program
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Program – Public Outreach

• Blue Heron Homecoming

• Eco: The Mascot
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Program – Public Outreach

• AWR Construction Trolley Tours

• Rain Barrel Program
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Program – Public Outreach

• Two for One – Tree Program
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Program – Public Outreach

- Social Media
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Program – Public Outreach

• Printed Materials
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Program – Public Outreach

• ARW Hosted Events
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Program – Public Outreach

- Community Events
- Contractor Outreach
- Complaint Hot Line/Log
- Program Talking Points
- Branding
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Project – Public Outreach

- Project Stakeholders
- Community Meetings
- Ward Meetings
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Project — Public Outreach

• Project Signage
• Construction Updates
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Project – Public Outreach

• Mailings
• Project Newsletters
• Construction Site Streaming Video
• Project Talking Points
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Project – Public Outreach

• Fun Stuff
Community Involvement
Akron Waterways Renewed

Community Involvement

• Cuyahoga River Water Trail
• Cuyahoga River AOC Advisory Committee
• Hands on Sustainability
• Gorge Dam Stakeholders
• Summit of Sustainability
• Project Wet/Wild
• Friends of the Crooked River
• STEM Schools / Akron Public Schools / University of Akron
• Akron Urban League
• Akron Zoo
• Cascade Locks Park Association / Ohio & Erie Canalway Coalition
• Ward Meetings
• Area-Wide Planning Agencies (NEFCO)
• Cuyahoga Valley National Park / Summit Metro Parks
• Summit Soil and Water
Lessons Learned
Akon Waterways Renewed

Lessons Learned

- Community Meetings
- Open House Format
- Staff/Consultants
- Suits
- Super Moms/Dads
- Local Attraction
- Streaming/Animations
- Talking Points
- Proactive
Thank You!

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