COON CREEK WATERSHED DISTRICT
Request for Board Action

MEETING DATE: August 22, 2016
AGENDA NUMBER: 13
ITEM: Review of Public & Governmental Relations Program

AGENDA: Discussion

ACTION REQUESTED
Discussion and Direction

BACKGROUND
At the August 15 work shop the Board asked for additional details on the duties and responsibilities of the proposed Outreach Specialist and where or how that position will spend their time.

At the May 23 meeting the Board discussed 2017 Compensation and Staff Plan & Budget. Part of that discussion included a proposal for an additional FTE to deal primarily with the Outreach requirements that are part of the NPDES Permit. A proposal for the new position is attached. Some of the key questions, issues and concerns raised at the August 15 workshop are reviewed below

At the June 13 meeting the Board reviewed and was briefed on the statutory requirements for Public Information, Outreach and Involvement

ISSUES/CONCERNS
Current Situation (What is being done): At present the District funds 1 FTE to pursue the objectives of the Public and Government Relation Program (PGR). The PGR program involves four sub-programs:
   1. Information
   2. Outreach
   3. Involvement

The 1 PGR staff are principally involved with Information, Outreach and Involvement activities. In 2016 it is projected that the District will utilize 1.5 FTEs to respond to the varying demands for these services. In 2017 it will take 1.7 FTEs to address and pursue the PGR goals and objectives at the current level of service.

At present, staff time is allocated as follows:
### Program FTEs

<table>
<thead>
<tr>
<th>Staffing Levels (FTE)</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
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<tbody>
<tr>
<td>Education</td>
<td>0.0</td>
<td>0.1</td>
<td>0.2</td>
<td>0.1</td>
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<tr>
<td>Information</td>
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<td>0.9</td>
<td>0.8</td>
<td>1.0</td>
<td>1.1</td>
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<tr>
<td>Involvement</td>
<td>0.2</td>
<td>0.3</td>
<td>0.2</td>
<td>0.4</td>
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<td><strong>Total</strong></td>
<td><strong>1.0</strong></td>
<td><strong>1.3</strong></td>
<td><strong>1.2</strong></td>
<td><strong>1.5</strong></td>
<td><strong>1.7</strong></td>
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### Information

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<tr>
<td>Planning reports</td>
<td>21</td>
<td>32</td>
<td>33</td>
<td>32</td>
<td>33</td>
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<tr>
<td>Media Relations (contacts)</td>
<td>11</td>
<td>12</td>
<td>11</td>
<td>24</td>
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<tr>
<td>Audio visual (views)</td>
<td>3207</td>
<td>5209</td>
<td>6234</td>
<td>5209</td>
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<tr>
<td>Web Site (Hits)</td>
<td>65119</td>
<td>70120</td>
<td>88185</td>
<td>91889</td>
<td>96483</td>
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<td>Publications</td>
<td>53</td>
<td>61</td>
<td>48</td>
<td>61</td>
<td>69</td>
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<tr>
<td><strong>Number of Reports</strong></td>
<td>68,411</td>
<td>75,434</td>
<td>94,511</td>
<td>97,215</td>
<td>102,843</td>
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### Education

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<tr>
<td>Number of Issue Activities</td>
<td>13</td>
<td>11</td>
<td>22</td>
<td>11</td>
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<tr>
<td>Total Education Efforts</td>
<td>15</td>
<td>21</td>
<td>23</td>
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<td>23</td>
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<tr>
<td>Outdoor Projects</td>
<td>8</td>
<td>7</td>
<td>8</td>
<td>7</td>
<td>8</td>
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<td><strong>Number of Activities</strong></td>
<td><strong>36</strong></td>
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<td><strong>53</strong></td>
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## Involvement

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<tbody>
<tr>
<td>Number of Involvement Plans</td>
<td>19</td>
<td>13</td>
<td>13</td>
<td>15</td>
<td>23</td>
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<tr>
<td>Number of Planning Meetings</td>
<td>13</td>
<td>9</td>
<td>6</td>
<td>6</td>
<td>11</td>
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<tr>
<td>Number of Decision Notices</td>
<td>193</td>
<td>210</td>
<td>255</td>
<td>345</td>
<td>340</td>
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<tr>
<td>Number of Group Activities &amp; Meetings</td>
<td>19</td>
<td>18</td>
<td>19</td>
<td>28</td>
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<tr>
<td>Number of Committee Meetings</td>
<td>33</td>
<td>58</td>
<td>48</td>
<td>51</td>
<td>50</td>
</tr>
<tr>
<td>Number of Reports</td>
<td>277</td>
<td>308</td>
<td>341</td>
<td>445</td>
<td>460</td>
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## Need for Position and What Isn’t Getting Done:

1. At present the District budgets for 1 FTE to address the statutory requirements for public involvement, outreach and information. The District is not meeting those minimums and needs at least 1 additional FTE to meet and report on required progress as well respond to a portion of the demands being placed on the District by HOA and Cities seeking to collaborate and achieve an economy of scale by centralizing these services within the District.
   a. Development and distribution of Outreach materials and/or equivalent
   b. An annual program implementation plan with specific inclusions
   c. Specific Public Outreach and Outreach program documentation

2. The current NPDES Permit under which the District operates as well as the new 'General Permit" recently published by the Federal EPA, has a strong and increasing emphasis on Outreach and measurable outcomes as well as the requirement to develop and implement curricula for all of the District audiences.

3. The District’s current SWPPP and Comprehensive plan identify three primary audiences working in water and related resource management
   a. the general public
   b. elected officials
   c. professionals
   We are not adequately addressing the outreach demands and needs of those audiences.

4. The District needs to make sure that it continues to develop and implement a public Outreach and outreach program that informs the public of the impact of stormwater discharges have on water bodies and include actions that citizens, businesses, and other local organizations can take to reduce the discharge of pollutants to stormwater.
PRIOR DECISIONS
May 23, 2016: Reviewed proposal for Outreach Specialist leaving the proposed position and salary in budget.

June 13, 2016: Reviewed the statutory requirements for information Outreach and involvement program activities. Decided to leave position in Preliminary Rough Draft Budget until Budget Decisions are made.

August 15, 2016: Budget Decision workshop. Chose to leave position in the budget but not hire position until July, 2017 at the earliest there by reducing salary and benefit budget for position to approximately half.

OPTIONS
1. Fund position to begin in July 2017
2. Remove Position from Budget

RECOMMENDATION
Discuss and decide on position prior to approving a budget for public notice.
IDENTIFICATION AND GENERAL INFORMATION

<table>
<thead>
<tr>
<th>Proposed Position Title:</th>
<th>Outreach and Involvement Assistant</th>
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<tbody>
<tr>
<td>Program Name:</td>
<td>Public and Governmental Relations</td>
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<tr>
<td>Supervisor's Name &amp;</td>
<td>Dawn Doering, Public and Governmental Relations Coordinator</td>
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<tr>
<td>Position Title:</td>
<td>Coordinator</td>
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</table>

BRIEF DESCRIPTION OF NEW POSITION

Purpose of the Position: Under the general supervision of the District Administrator and the Public and Governmental Relations Coordinator:

1. Accommodate the public’s desire to know about Watershed District plans and proposals and to obtain the public’s views.

2. Alert people to their dependency on water and related resources and their responsibility for its stewardship.

3. Become aware of and respond to the values expressed by the public.

4. Build relationships with communities of place and interest and develop their trust through cooperative activities of mutual interest and benefit and collaborative management.

5. Encourage public involvement in planning and decision making.

6. Help educators incorporate water resource Outreach processes and concepts into their curricula in various subject areas and grade levels.

7. Improve public understanding of water resource management, protection, and use.

8. Keep groups well informed of and obtain their advice and comments on District plans and decisions.

9. Provide people with the skills needed to make informed decisions about their local water resources.

10. Reach all affected and interested publics.

This is Accomplished By:

1. Assisting agency employees in better understanding Water resource issues.

2. Assisting resource managers in meeting water resource management goals.
3. Creating public interest in and commitment to improvement of water resource quality and wise use of related natural resources.

4. Enlisting the cooperation of institutions and organizations in developing broad public understanding of and support for the wise management and use of water and related resources.

5. Helping the public better understand the factors that influence water resource issues so that members of the public may effectively participate in water resource decision making activities.

6. Improving water and related resources by engaging in cooperative projects and activities with private organizations, groups, and civic organizations.

7. Increasing public awareness of water resource management.

8. Making responsive and courteous service to the public a keystone of all District public contact.

9. Promoting public awareness and understanding of the importance of water resources and call attention to particular issues related to watershed productivity, protection, and use.

10. Providing Outreach opportunities for the public to develop knowledge, interest, and understanding of water and related resources.


**MEASURES OF SUCCESS**

1. Annual facilitation and selection of a high-priority stormwater related issue to emphasize.

2. Annual preparation and implementation of an Outreach plan coordinated with the issuance of District permits.

3. Preparation, update and distribution of informational/Outreach materials on Illicit Discharge recognition and reporting.

4. Keep records of the method(s) and subject of Outreach materials.

5. Keep records of the subjects, information and methods distributed to different audiences.

6. Maintain a log of the date, type of activity and subject held and/or sponsored by the District.
7. Coordinate annual public meeting to receive input on the adequacy of the District’s Stormwater Pollution Prevention Plan (SWPPP).

8. Maintain a log of the date and attendance of the annual public meeting

9. Maintain a separate log of input received regarding the District’s SWPPP and any modification to the SWPPP resulting from that input.

### ESSENTIAL FUNCTIONS OF THE NEW POSITION

**Outreach**

Act as a point of contact for teachers, Outreach and colleagues, responding to requests for Outreach issues and materials

Conduct science-based Outreach activities using appropriate materials to teach hydrologic, ecological, and water resource principles, focusing on K-12th grade students and their educators, through formal and informal venues

Conduct workshops for the public and Watershed District employees to provide the awareness, understanding, knowledge, skill, and motivation needed for making thoughtful contributions to water resource management.

Cooperate with water resource Outreach specialists in carrying out activities with State and local agencies and other cooperators.

Coordinate cooperative water resource Outreach plans and activities with local and state activities within the watershed.

Design water resource Outreach workshops to help participants accomplish defined learning objectives.

Develop media presentations about wise resource management, protection, and use of water and related resources

Develop water resource Outreach content materials: Facts and figures about the watershed or its management, with suggestions for use of the material in ongoing programs

Develop water resource Outreach content materials: Facts and figures about the watershed or its management, with suggestions for use of the material in ongoing programs
Giving talks in schools or to community groups on water resource issues

Liaising with colleagues, teachers and community groups on the design and delivery of Outreach programs

Prepare presentations to educate and inform key audiences on District issues.

Promoting Outreach programs and resources to the target audience through leaflets, newsletters, websites, and in some cases, social media

Recommend applicable topics and research results for use in the Water Resource Outreach Program and participate in program activities on a planned basis.

Research and develop Outreach programs and resources for schools, adults, families, community groups or visitors to sites of special environmental interest.

Teach groups and interpret the water resource for them on-site by leading guided walks and answering questions.

Train facilitators, including teachers, volunteers and other non-Watershed District employees, as necessary, to design and conduct activities related to the Water Resource Outreach Program.

Training others, such as teachers, in the use of resources and in delivering Outreach sessions

Use techniques that help the Watershed District meet its program goals.

| **Cooperative Outdoor Programs** | Provide marketing/promotional support on special District events in cooperation with designated staff  
Recruit and assist local organizations in developing and executing projects |
|-------------------------------|-------------------------------------------------------------------------------------------------|

| **Group Contacts** | Develop cooperative activities and collaborative relationships with external groups, where appropriate and feasible.  
Identify current mutual areas of interest with identified groups. |
Identify officers and key leaders of those groups, organizations, and associations, and update the intranet group contact roster for their staffs.

Identify those groups, organizations, and associations that may be interested in, or affected by, the programs or activities associated with their areas of work, and update the electronic group contact roster for their staffs.

Keep Program Coordinators, City staffs and other appropriate staff informed of potential problems, issues, or cooperative opportunities.

Review group contact activities annually to evaluate the effectiveness of group contact efforts and whether these efforts should be continued.

### History

Coordinate with the records management staff to ensure that historical records are not lost or destroyed.

Gathering and interpreting (and in some cases writing) District history.

Offer orientation to, and interpretation of, the cultural, historical, and water and related resources found within the Watershed District.

Review contract specifications prior to advertisement or award of a contract by any program that has an employee who performs, as a collateral duty, the responsibilities of a District History Coordinator.

### Issue Outreach

Design, develop, and layout publications and documents for the District, such as flyers, brochures, fact sheets, and white papers, as necessary.

Disseminate information useful to the management of privately owned water resources, and information on the technical and financial assistance available for improving these resources.

Involves employees in the water resource issue Outreach process to serve as subject matter experts in material development; to test and evaluate materials and concepts; and to use the completed materials.

Organizing events and activities to raise awareness of water resource issues.
Target water resource Outreach activities to decision makers and others who are affected by or who can affect the issue

<table>
<thead>
<tr>
<th><strong>Newsletter</strong></th>
<th>Prepare content for District newsletters or brochures, and assist with the management, layout, editing, and publication of the newsletter.</th>
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</table>
| **Public Involvement** | Attend public involvement activities  
Document public involvement actions as needed  
Implement a process to collect, analyze, and summarize public comments for use by staff officers in decision making.  
Prepare the public involvement plan for the project or program, identify interested and affected publics (including nontraditional groups), and coordinate news media and other information contacts. |

**QUALIFICATIONS**

| **Analytical Ability:** | Must have the ability to coordinate and follow through on multiple tasks; design, coordinate and implement a variety of events; prioritize and manage time effectively; use independent judgment to resolve problems; establish and maintain effective working relationships with employees and the public. |
| **Communication Skills** | Ability to professionally furnish and obtain information from other programs; frequent contacts involving the carrying out of programs requiring tact and judgment to avoid friction; frequent contacts with executives on matters requiring explanations and discussions; regular and frequent contact with the media, community groups and persons of high rank, requiring tact and judgment to deal with and influence people; ability to cooperate with and influence others to obtain desired result; regular and frequent contact with the public; requires well developed sense of strategy and timing; communicate effectively verbally and in writing. |
| **Outreach** | Bachelor’s degree in Environmental Outreach or Interpretation, Natural Resource or Park Management, Communications, Public Relations, Marketing, or related field required; master’s degree preferred. |
| Knowledge of | Outreach programming in non-formal or non-traditional settings; Natural Resource or environmental Outreach and large-scale community involvement and Outreach activity and event needs; understanding of water resource and stormwater Outreach is a plus; District and program policies and procedures; management, budgeting, purchasing, planning and problem solving techniques; computer equipment and software, including word processing and spreadsheets. |
| WORKING CONDITIONS | Physical Demands | While performing duties of job, employee typically handles office equipment, objects or controls; may periodically bend, stoop or crouch; and frequently communicates with others. Work may involve some physical exertion and the need to stand for long periods of time; a moderate amount of lifting (up to 50 lbs) may be required at times. |
| Work Environment | Generally comfortable working conditions with some field work at performance and event sites. The noise level in the work environment is usually moderate, but possible increased noise exposure is expected while attending events. Great mental effort is required daily; great pressure and fatigue are present in this position due to daily exposure to deadlines and other job related pressures; occasional exposure to dangerous situations; constant attendance is required; work assignments are broad and performed with minimal supervision; regular evenings and weekend work; frequent holiday work. Sometimes work is required in inclement weather. |