

APPENDIX B

Public Participation Plan

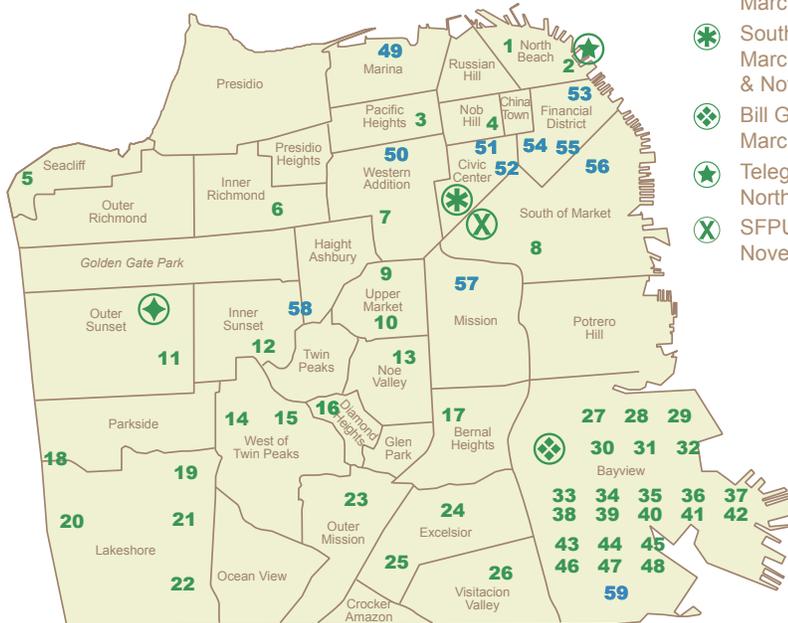
Appendix B contains the draft Public Participation Plan summarizes the San Francisco Public Utilities Commission's (SFPUC) strategy and methods to inform and engage the public in evaluating long-range improvements to the City's wastewater system. The document was prepared to help facilitate a shared understanding of the public participation process among parties involved in preparing the SFPUC's 30-year Sewer System Master Plan vision and to help outline an organized and productive approach to public participation.

Also included for reference is a map documenting the locations of the public workshops, community meetings, and presentations that were held in support of the Sewer System Master Plan.

SF Sewer System Master Plan

Locations of Public Workshops, Presentations and Meetings with Community Organization

January 2006 to January 2008



2006-2007 Public Workshops

- ◆ Sunset Recreation Center, Sunset, March 23, 2006 & November 15, 2007
- ✱ Southeast Community Facility, Bayview, March 25, 2006, January 23 2007, & November 13, 2007
- ◆ Bill Graham Civic Auditorium, Civic Center, March 28, 2006 & January 27, 2007
- ★ Telegraph Hill Neighborhood Center, North Beach, January 24, 2007
- ✕ SFPUC Headquarters Office, Civic Center November 14, 2007

Citywide Organizations

- 49 San Francisco Apartment Association
- 50 Coalition for SF Neighborhoods
- 51 Small Business Commission
- 52 SF League of Conservation Voters
- 53 Economic Round Table of SF
- 54 San Francisco Hotel Council
- 55 League of Women's Voters of SF
- 56 Sierra Club
- 57 Latino Steering Committee
- 58 SF Tomorrow
- 59 SF Building and Construction Trades Council

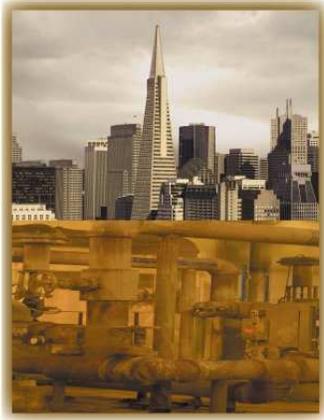
Neighborhood-based Organizations

- 1 Fisherman's Wharf Merchant's Association
- 2 North Beach Chamber of Commerce
- 3 Lower Polk Neighbors
- 4 Nob Hill Association
- 5 Sea Cliff Properties Association
- 6 North of Panhandle Neighborhood Association
- 7 Alliance for a Better District 6
- 8 SOMA Leadership Council
- 9 Harvey Milk Democratic Club
- 10 Merchants of Upper Market Street and Castro Street
- 11 Sunset Community Democratic Club
- 12 Sunset Heights Association of Responsible People
- 13 Upper Noe Valley Neighbors
- 14 Monterey Heights Homes Association
- 15 West of Twin Peaks
- 16 Diamond Heights Neighborhood Association
- 17 Bernal Heights Neighborhood Center
- 18 Surfrider Foundation
- 19 Oceanview-Merced Heights-Ingleside Neighbors in Action
- 20 Lake Merced Task Force
- 21 Ingleside Terrace Association
- 22 Merced Extension Triangle Association
- 23 Outer Mission Residents Association
- 24 Excelsior District Improvement Association
- 25 New Mission Terrace Improvement Association
- 26 Visitacion Valley Planning Alliance
- 27 Southeast Community Facility Commission

- 28 Literacy for Environmental Justice
- 29 Young Community Developers
- 30 Bayview Hunter's Point Project Area Committee
- 31 Lennar Corporation at Bayview/Hunter's Point
- 32 True Hope Church of God and Christ
- 33 Bayview Hunter's Point Rotary Club
- 34 Bayview Hill Neighborhood Association
- 35 Young Community Developers
- 36 Bayview Merchants Association
- 37 Southeast Community Facility Commission
- 38 San Francisco Housing Development Corp.
- 39 Bayview Hunters Point Adult Day Senior Center
- 40 Bayview Hunters Point Network for Seniors
- 41 Bayview Hunters Point Boys and Girls Club
- 42 Bayview Hunters Point Senior Citizens Multipurpose Center
- 43 Hunters Point Youth Park
- 44 Inner City Family Support and Resource Center
- 45 Sojourner Truth Foster Family Services
- 46 Southeast Health Center
- 47 YMCA Bayview HP Branch
- 48 One Stop Employment

Other Outreach

- More than 50 public meetings
- Direct mail and email notices in multiple languages
- Interactive website
- 8,000 responses to citywide reply cards
- Citywide telephone survey and online survey



SF SEWER SYSTEM MASTER PLAN PROJECT

The city under The City needs to be fixed.

PUBLIC PARTICIPATION PLAN ***San Francisco Public Utilities Commission***

Prepared By:

CirclePoint on behalf of the San Francisco Public Utilities Commission (SFPUC)
Communications Division, in conjunction with O'Rorke, Inc.

Public participation support also provided by Alanique Consultants, John Scott Consulting, the Public
Research Institute of San Francisco State, Fairbanks, Mazlin & Maullin Associates

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I. Overview

This draft Public Participation Plan summarizes the San Francisco Public Utilities Commission's (SFPUC) strategy and methods to inform and engage the public in evaluating long-range improvements to the City's wastewater system. The document was prepared to help facilitate a shared understanding of the public participation process among parties involved in preparing the SFPUC's 30-year Sewer System Master Plan vision and to help outline an organized and productive approach to public participation.

II. Project Background

The Sewer System Master Plan (SSMP) is a planning document, presenting a 30-year vision for San Francisco's wastewater system by identifying programs, operational strategies, and capital projects. It was developed taking into consideration existing and predicted operational needs, regulatory requirements, available technologies, and other drivers. The SSMP is designed to be flexibly updated based upon changing system needs, technological advancements, regulatory requirements, and the city's social and economic outlook. This ensures that the SSMP can be maintained as a living document. For example, it is possible that individual technologies or equipment will change by the time certain capital projects are designed.

The resulting Recommend Plan includes a capital improvement plan, new programs, and policy recommendations. The capital improvement plan will address the most critical needs of the wastewater system. In conjunction with the Recommended Plan for the Wastewater Enterprise (WWE) to implement, the SSMP also describes an implementation path and financial plan. This SSMP is the product of extensive public and internal participation and review so that the resulting plan has been publicly vetted to meet all SSMP goals and objectives.



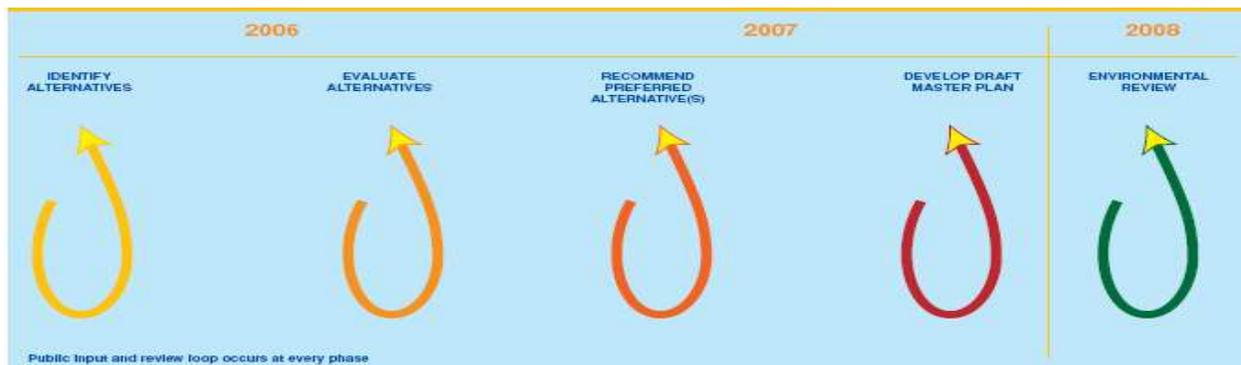
Need For a New Master Plan

No specific regulations drove this current master plan, but the need for another comprehensive planning effort is pressing. The SSMP is the fourth such long-range wastewater plan prepared by the City. Previous ones were completed in 1899, 1935, and 1974. Since then, the system has operated well but aging infrastructure, funding constraints, and deferred maintenance highlight the need for additional long-range planning. The SFPUC is now undertaking this new wastewater master plan to identify needed improvements over the next 30 years and the costs to implement them. The goals of the current master plan are to:

- Provide high-quality wastewater and stormwater collection, treatment, and disposal that ensures compliance with current and foreseeable local, state, and federal regulations; accommodates planned population growth; and provides the flexibility to accommodate unanticipated increases in population and/or wastewater volume.
- Increase reliability of the wastewater system to collect, treat, and dispose of wastewater and wastewater byproducts to accommodate planned outages for maintenance and unanticipated facilities outages.
- Evaluate environmentally, socially, and economically sustainable operations and practices and innovative options and technologies.
- Identify and prioritize projects of the SSMP that will address the WWE's mission and provide the best cost/benefit to the public.
- Incorporate sustainability concepts and provide multiple benefits to the WWE and its customers. Serious short-term problems with the system are being addressed separately through a 5-Year Wastewater Capital Improvement Program.

Master Plan Components

Development of the master plan included distinct phases. Each phase involved activities to help solicit and incorporate public input.



III. Public Participation Plan

Purpose and Goals

The Public Participation Plan is a flexible document intended to help guide the planning and implementation of public participation activities that support development of the wastewater master plan. Its goals are to:

- Engage a broad, representative cross section of the public to help ensure the master plan reflects and incorporates community input
- Facilitate consensus on improvements to be included in the wastewater master plan
- Raise awareness citywide of the wastewater system, pressing challenges, and improvement needs.

To help meet these goals, the SFPUC undertook a range of activities with the intent to:

- Establish an open and balanced process that people find credible
- Link public participation to the technical planning process so valuable input is provided at important milestones
- Provide clear and accurate information that encourages informed public participation and input
- Provide multiple means through which people can participate in or learn about the wastewater master plan
- Use creative messages, materials, and other approaches to reach people who don't generally follow wastewater issues.

IV. Public Opinion

Anticipating and addressing public issues is critical to the success of any public participation program. To this end, as a first step in the process, the SFPUC conducted qualitative and quantitative assessment of public perceptions of the wastewater master plan and wastewater issues. Findings from this research have been used to help shape the activities, messages and materials outlined in this Public Participation Plan and will provide a baseline measurement against which the SFPUC can later assess the effectiveness of public participation activities.

Focus Groups

The SFPUC hired Fairbanks, Mazlin, Maullin & Associates, a public opinion research firm, to conduct four focus groups with San Francisco residents from October 19 to October 26, 2005. The first group included renters from neighborhoods across the City; the second, homeowners from the east side of the City; the third, homeowners from the west side; and the fourth, homeowners and renters from Bayview Hunters Point.

The focus groups were used to help delve into participants' beliefs, encourage new ideas and concepts, and to test potential messages. In particular, they provided a forum to observe the impact of follow-up questions and group discussion, identify communication themes that appeared to solicit the most emotional responses, hear language that residents use to describe relevant issues, and obtain reactions to visual images and words.

Findings from the focus groups were used to help shape questions used in random-sample survey that provided statistically-reliable data about perceptions among the broader City population.

Telephone and Mail Survey

The SFPUC contracted with the Public Research Institute of San Francisco State University to conduct a telephone survey of 805 households between December 2005 and January 2006. Surveys were conducted in English, Spanish, and Chinese. Per American Association for Public Opinion Research (AAPOR) guidelines, the response rate for this survey was 13.9 percent. The average margin of error was plus/minus 3.5 percent with 95 percent confidence.

In addition, postcards were mailed twice to 3,500 businesses inviting them to complete an online survey. Only 35 responses were received, for a response rate of 1.4 percent, below what could be considered statistically accurate. Assuming that this response may have reflected a low interest in the subject matter, the SFPUC opted for assessing business opinion through presentations and briefings with organizations.

Findings

Overall, respondents indicated a low familiarity with the wastewater system, but despite this, felt strongly about wastewater services and ranked the condition of the system near the top of issues facing San Francisco. Earthquakes, potholes, discharges into the bay or ocean, and aging facilities were ranked as the most pressing problems. Noise and odors were considered the least urgent. Respondents also ranked public health, pollution reduction, and disaster preparedness as the highest priorities for the master plan.

Less than half of respondents were familiar with the term “environmental justice,” however once defined, most supported its advancement. A majority of respondents identified Bayview Hunters Point as the area most affected by the wastewater system. When asked about various hypothetical scenarios to address challenges facing the system, about 70 percent said they would support potentially redistributing wastewater among the city’s treatment plants, though less than half said they would continue to support this if it raised their sewer rates. More than 80 percent said they would support upgrades to the Southeast treatment plant to reduce its impacts on neighbors, of which about 60 percent indicated continued support even if it raised sewer rates.

Regarding participation in the master plan process, respondents generally indicated preference for less “intrusive” ways of receiving information and providing input such as by mail or Internet over attending neighborhood meetings or events.

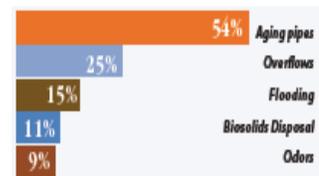
Focus group findings echoed those in the survey, namely:

- Low familiarity with the existing wastewater system and concern about potential cost of improvements
- Concern about disruption of wastewater system was high, but only when participants were prompted to think about it
- Strong support for development of a wastewater master plan
- High priority placed on repairs to aging and deteriorating sewers
- Strong support for use of recycled water

Focus group participants also were asked to provide a “gut reaction” to potential images that could be used in informational materials. The messages section of this plan summarizes this input.

Other Informal Surveys

The SFPUC gathered public input using online surveys, comment cards and discussions at workshops, presentations, and other forums. In addition to the statistically accurate surveys, the SFPUC received valuable input from more than 8,000 response cards, assessing what people felt were the most important challenges.



V. Key Audiences

The SFPUC considered everyone who uses or pays for the wastewater system or has some involvement or oversight in how it is run or in related programs, an important audience to reach during development of the master plan. This covered a wide range of interests for which different activities were planned to help reach and involve them. The SFPUC developed and maintained a database of these contacts for use in mailing meeting notices and informational materials and updates.

Audience	Approach
Local elected officials: Mayor's Office San Francisco Board of Supervisors SFPUC Commission	Regular briefings Information in advance of major activities Policy-level workshops before master plan launch
Local, regional, state public agencies	Small group meetings, consultation on specific topics Summaries of Technical Advisory Committee findings
Special interest organizations: Environmental Business Neighborhood	Proactive speaker's bureau Mailed informational materials, updates and meeting invitations; interactive web site for information and comment Small group meetings, direct contact to discuss specific issues, interests
People affected by current/past SFPUC wastewater-related projects, plans	Mailed informational materials, updates and invitations; web site Small group meetings, direct contact to discuss specific issues, interests
Residents of neighborhoods near existing/proposed operations	Mailed informational materials, updates and invitations; web site Small group meetings, direct contact
Commercial and residential ratepayers and all residents in City	Information kiosks Bill inserts General media Materials in English, Chinese, Spanish
Individuals who attend meetings, respond to comment cards, web site	Mailed informational materials, updates, and invitations; web site
Media	Compelling news releases timed with milestones and comprehensive advertising Sewer tours, editorial board briefings

VI. Strategies and Messages

Overall Strategies

Two broad strategies guided the Public Participation Plan: actively engaging people in the master plan process and raising broad awareness of the wastewater system and its needs.

Strategies to Actively Engage People

What	How
Make it easy to participate	Workshops on multiple days in different locations with flexible, drop-in time and food
Provide multiple ways to obtain information and provide comment	Workshops, neighborhood presentations, web site, mailers, response cards, kiosks, media
Provide easy-to-understand information that helps people provide informed input	Simple fact sheets, exhibit boards and hand outs at meetings
Show how public input is incorporated	Public input summaries

Strategies to Raise Broad Awareness

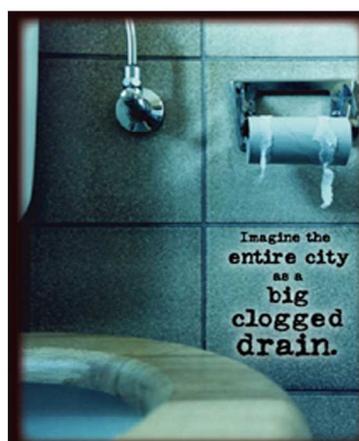
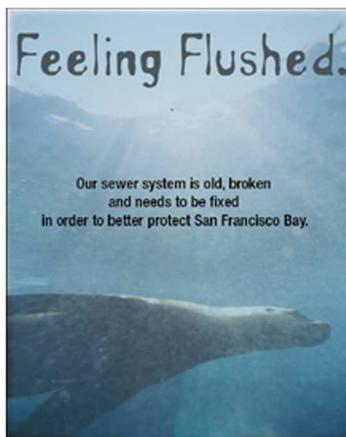
What	How
Develop urgent, compelling messages	Draw on research findings to shape what resonates most
Use broad, extensive purchased and earned media	Highly visible print and outdoor ads, editorial board briefings, tours, news releases at key points
Conduct proactive educational outreach to neighborhoods	Letters and calls to community groups, road show presentations

Messages

Based on research findings and past interaction with the public on similar programs, several elements guided message development. Specifically, the need to:

- Generate interest by highlighting issues such as public health, natural disasters, and disruption of service
- Illustrate the urgency of aging infrastructure in need of repair
- Talk about wastewater issues in a way people understand and is of direct relevance to them

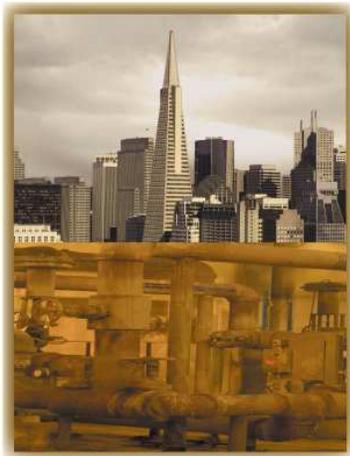
Overall, focus group participants showed a preference for simple communication materials with minimal text and striking visuals that include a call to action and a way to get involved, such as a phone number or web site address. While environmental themes/images were effective at reaching those who considered the environment an important issue, they appeared less broadly persuasive to most. Most participants liked images such as sewer pipes, toilets, and other infrastructure that specifically evoke the sewer system. Below are some of the sample images tested during focus groups.



With these findings in mind, the SFPUC developed the following broad messages to help bring a sense of need and urgency to the topic of wastewater. These messages are being used in a variety of combinations in different informational materials.

- Out of sight can longer be out of mind.
- Your home does not stand alone. We're all connected by a vast, deteriorating sewer.
- If you rely on this (toilet), you need to find out about the wastewater master plan.
- Two things San Franciscans can no longer take for granted (sink and toilet). Our sewer system is old, broken, and not earthquake stable.

To pull everything together, an overall master plan logo was developed using a “tale of two cities” theme to draw attention to the vast, underground world of old infrastructure beneath our feet. This logo also reflects focus group preference.



SF SEWER SYSTEM MASTER PLAN PROJECT

The city under The City needs to be fixed.

VII. Public Participation Methods

Input and Decision-Making Process

Each phase of the master plan process included a review and input loop. The graphic below shows the overall process the SFPUC followed to seek and incorporate direction and public comment into the master plan development. Technical and policy-level coordination and direction occurred regularly through the SFPUC Commission, SFPUC staff, a steering committee of SFPUC and other City staff, the Technical Advisory Group, and the Citizens Advisory Group Wastewater Subcommittee. In addition, periodic review and approval occurred at the SFPUC Commission level. Specialized technical and public participation support was provided by two consultant teams. Input from all these entities shaped information provided the public during public workshops and neighborhood and citywide outreach activities. Comment from the public, in turn, was considered by the SFPUC at every phase of the project. Following are the key groups that were involved in coordination and direction:



SFPUC Commission: Provided policy-level direction and review and approval of major milestones.

SFPUC Staff: Led the technical, planning, and public participation activities.

Steering Committee: Provided technical guidance and expertise and includes representatives from multiple SFPUC and other City departments.

Technical Advisory Committee (TAC): Included eight nationally renowned experts in disciplines related to wastewater to provide a neutral and independent review of the SFPUC’s engineering and technical work.

Citizens’ Advisory Committee (CAC) Wastewater Subcommittee: Provided provide highly informed input reflecting the organizations, interests, and neighborhoods each member represents.

Consultants: Contracted to the SFPUC to provide specialized technical, planning, and public participation services. The technical consultant team was a joint-venture of Brown and Caldwell, Metcalf and Eddy, and Carollo Engineers. The public participation consultant team was led by CirclePoint in conjunction with O’Rourke, Inc. and several other firms.

Following is summary of the main tools and methods the SFPUC used to interact with the public. See the communications materials section for more detail on specific informational pieces.

Contact Database

The SFPUC developed and maintained a database of potentially interested parties. The database was updated with entries provided on sign-in sheets from community group presentations, and public workshops, mailed-in response cards, comments submitted via web site, and phone and e-mail requests.

Public Forums

Given the diversity of San Francisco's population, no one method works to reach everyone. People already familiar with wastewater issues and SFPUC operations may be more likely to participate actively and attend workshops on the master plan. Others may be less inclined to attend meetings or functions and require more proactive methods to reach. Following is a summary of some of the main means by which the SFPUC interacted with the public.

Presentations to Community Groups

Briefings and "road show" presentations to community organizations was an important way to help increase awareness of the wastewater system and need for improvements among residents and merchants in neighborhoods throughout the City. Many of these groups, in turn, distributed information on the master plan to their members through newsletters, e-mail updates, and other means.

The SFPUC organized proactive speaker's bureau including an educational presentation to encourage participation in the master plan and to brief community organizations about the wastewater system and key problems facing it.

At the beginning of the master plan process, the SFPUC mailed letters and made follow-up calls to approximately 300 neighborhood, merchant, homeowner, environmental, and general interest organizations in San Francisco to schedule presentations at meetings. Throughout master plan development, the SFPUC conducted more than 60 meetings with organizations throughout the City.

Public Workshops

The SFPUC held workshops at each phase of the master planning process to inform and update the public and seek input on alternatives under evaluation. These workshops provided a centralized forum where people could access more extensive information about the master plan and provide more in-depth comment than in community group briefings and other settings.

The first series of workshops in March 2006 provided an overview of problems facing the wastewater system, explained the purpose of and schedule for the master plan, and solicited input on initial concepts for alternatives.

The second series of workshops in January 2007 solicited input on more detailed draft alternatives. The third set of workshops in September/October 2007 presented information and sought comment on a recommended preferred alternative, proposed phasing, and costs.

Citizens Advisory Group Meetings

Per City ordinance, a Citizens' Advisory Committee (CAC) was formed to provide recommendations to the SFPUC's General Manager, Commission, and Board of Supervisors regarding the SFPUC's long-term strategic, financial, and capital improvement plans. Comprised of 17 appointees, the CAC includes three subcommittees: water, wastewater, and power. The wastewater subcommittee met monthly throughout the planning process and provided input on the master plan, as well as on other plans, programs, and policies related to sewage and storm water collection, treatment, and disposal.

Small Group/Stakeholder Meetings

Regular communication with stakeholders – people with a particularly strong interest in the master plan or the SFPUC's wastewater operations -- throughout master plan development was an important means to help address issues specific to particular neighborhoods and groups. While some stakeholders attended community group presentations and public workshops, for others, the SFPUC found direct contact through one-on-one or small group meetings the most effective way to discuss topics in more depth.

Treatment Plant Tours

The SFPUC offers tours of the wastewater treatment plants on the third Saturday of every month. Attendees at master plan community group meetings, public workshops, and stakeholder gatherings were encouraged to attend as a fun way to learn more about the treatment process.

Other Opportunities

Throughout the master plan process, the SFPUC took advantage of opportunities at events such as street fairs and other general interest neighborhood forums where staff were already planning to participate and could provide information about the wastewater system and master plan process.

Web Communication

The SFPUC prepared and maintained a comprehensive web site on the wastewater system, challenges facing it, and the master plan process. The site's address -- www.sfsewers.org -- was posted on all communication materials and publicized widely at public presentations meetings.

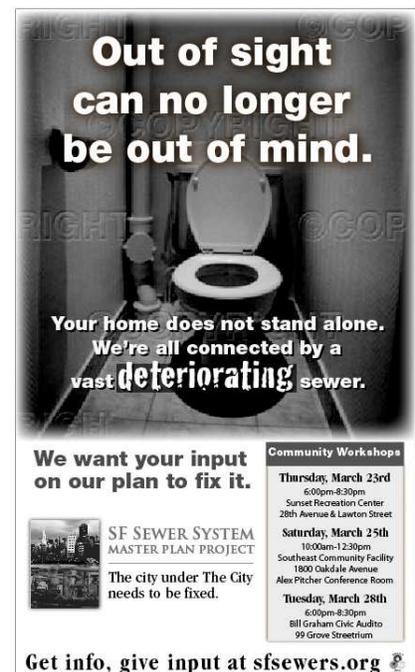
The site included an overview of the wastewater system and problems facing it, the purpose, schedule, and components of the master plan, information on alternatives under consideration, a calendar of upcoming meetings, and an extensive library of all public informational materials developed and other relevant documents and images. It also included a public comment segment that encouraged feedback and included means to moderate, analyze, and report back public comment.



Media Outreach

The SFPUC undertook a proactive media campaign, using a combination of paid advertisements and editorial coverage to help raise awareness of problems facing the wastewater system and the urgent need to address these. As part of the master plan launch, SFPUC staff held editorial board meetings with the San Francisco Chronicle and Examiner to provide background on the wastewater system and purpose of the master plan. News releases also were sent to all local print and broadcast media, inviting reporters to an underground tour of the sewers.

The SFPUC also ran print ads in the San Francisco Chronicle and neighborhood newspapers and placed outdoor ads in Muni shelters, on billboard spaces and on Muni buses. The SFPUC placed print and other advertising before each round of public workshops to encourage participation and input.



VIII. Communication Materials

To support the activities described above, the SFPUC prepared and distributed a variety of communication and educational materials.

Fact Sheets and FAQs

The SFPUC has developed a general fact sheet on the wastewater master plan for distribution at community group meetings and other forums, as well as several topic-specific fact sheets such as one on biosolids. The master plan fact sheet was updated and modified several times. The SFPUC also prepared a Frequently Asked Question piece that was posted on the project web site.

Direct Mailers, Newsletters, and Notices

To help generate public interest in the wastewater master plan, the SFPUC prepared and mailed an initial direct mail brochure in English, Chinese, and Spanish to all San Francisco households and entries in its database. The brochure highlighted urgent reasons people should care about the wastewater system and encouraged attendance at the first workshops. The SFPUC also prepared and widely distributed several rounds of tri-lingual newsletters and e-newsletters that provided an update on the master plan process, the development of alternatives and the evaluation. The SFPUC mailed and emailed invitations to all public workshops.

SF SEWER SYSTEM MASTER PLAN PROJECT NEWSLETTER
The city under The City needs to be fixed. Summer 2006

Master Plan in Progress
The San Francisco Public Utilities Commission (SFPUC) recently launched a Sewer System Master Plan to address the City's wastewater system needs for the next 30 years. Since the last master plan conducted in the 1970s, San Francisco's sewer system has operated well, but a new master plan is needed to address urgent problems such as flooding, odors, and aging infrastructure. Since January, the project team — composed of SFPUC staff, other City department representatives, and some of the nation's leading wastewater experts — has reached out to share information and listen to the public. To date, this has included a series of public workshops, over 40 neighborhood meetings, a citywide mailer with detachable response cards, monthly meetings with a public advisory group and an interactive project website. Now our team is hard at work developing draft project alternatives. Later this year, we will hold another public workshop to present findings for your review and comment. Your input will once again help us refine these concepts and prepare a recommended improvement program. Please read more for the latest on what's happening now and how you can get involved.

Thousands Comment on the SF Sewer System Project
Aging Infrastructure Ranked As Top Concern
The SFPUC has analyzed more than 8,000 response cards that were mailed to all households citywide earlier this year as part of an informational brochure on the Master Plan. Cards were provided in English, Spanish and Chinese and included a brief survey to assess what people feel are the most important challenges facing the sewer system, including aging infrastructure, odors, flooding, sewage overflows in the Bay and ocean during heavy storms, and lack of options for biosolids disposal.

Concern	Percentage
Aging pipes	54%
Overflows	25%
Flooding	15%
Biosolids Disposal	11%
Odors	9%

Approximate percentage of people who ranked this issue as the highest priority per analysis of 8,328 response cards. A number of people ranked multiple issues as the highest priority, so the percentage total more than 100. Also, others indicated that all the issues are equally important and need to be fixed.

"Just fix it! It needs to be done." Respondent from online survey on www.sfwaters.org

Public Input Summaries

The SFPUC periodically prepared and posted on the web site summaries of public input and comments received from various means, including online surveys, e-mail, phone messages, neighborhood presentations, comment cards, and public workshops.

Informational Kiosk and Incentives

The SFPUC prepared and placed information kiosks in more than 70 libraries and community centers throughout the City. The displays included inserts with fun facts about different aspects of the wastewater system. The SFPUC also prepared several contests and provided “gifts” and give-away items as incentive to participate.



Bill Inserts

The SFPUC included articles and updates on the master plan in several of the *Currents* newsletters inserted in water/wastewater bills.

What happens when it rains, or when you flush the toilet and take a shower?

SF SEWER SYSTEM MASTER PLAN PROJECT
The city under The City needs to be fixed.

It's all emptied into the City's combined sewer system and treated at one of our three wastewater treatment plants.

To improve our aging sewer system for the next 50 years, the SFPUC launched the SF Sewer System Master Plan. This long-term plan will include projects that will replace aging infrastructure, improve seismic reliability, use LID technologies, increase renewable energy, reuse treated wastewater, and develop options for solid waste disposal.

To get involved in the Master Plan and find the answer to the following question, visit www.sfsewers.org.

CONTEST

What does the acronym "BMP" stand for and what do BMPs help reduce?

Winners will get a DVD about San Francisco's Wastewater System!

The correct answer will be announced online at www.sfsewers.org on [DATE]. Please send in your answers along with your contact information by [DATE], by either one of the following ways (only one submission per participant):

EMAIL: ljue@sfwater.org
MAIL: San Francisco Public Utilities Commission
Communications & Public Outreach Division
1155 Market Street, 11th Floor
San Francisco, CA 94109
FAX: 415-554-3282

SAN FRANCISCO PUBLIC UTILITIES COMMISSION. THINK WISELY. WASTEWATER AND MUNICIPAL POWER AGENCY.

IX. Roles and Responsibilities

The SFPUC's Communication Division is leading the public participation program for the wastewater master plan, working closely with technical staff from the agency's Wastewater Enterprise and other divisions.

Roles on Public Participation Activities

Activity	Lead Role
SFPUC Commission Briefings	SFPUC Management
CAC Meetings	SFPUC Communications and Technical Staff
Community Group Presentations	SFPUC Communications and Technical Staff
Other Stakeholder and Neighborhood Outreach	SFPUC Communications and Technical Staff with Consultant Services
Public Workshops	SFPUC Communications and Technical Staff with and Consultant Services
Communication Materials	SFPUC Communications Staff with Consultant Services

Summary of Activities

Public Participation Plan	Prepared draft plan in February 2006 and updated in 2007
Public Opinion Research	Conducted citywide focus groups October 2006 Conducted citywide statistically accurate survey December 2006
Contact Database	Prepared database in December 2006 and updated periodically
Public Forums	Conducted three series of public workshops; March 2006, January 2007, September 2007 Held briefings/presentation with more than 60 organizations, stakeholders Provided opportunity for public comment at monthly meetings of the CAC Wastewater Subcommittee, meetings of the Technical Advisory Committee, and workshops for the SFPUC Commission
Web Site	Launched web site February 2006 and updated regularly
Other Surveys	Mailed response cards to 350,000 households March 2006 Posted several online surveys on web site
Media	Placed extensive outdoor ads and ads in newspapers to publicize launch of master plan Placed ads before each round of workshops to encourage participation Conducted tours of wastewater system with media Issued event advisories to press before all workshops
Communication Materials	Mailed tri-lingual citywide brochure March 2006 Distributed tri-lingual newsletter and e-newsletter to extensive list summer 2006, fall 2007 Placed informational kiosks at more than 70 libraries citywide and updated with new inserts Distributed video of wastewater system fall 2007