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**East Central Florida Water Supply Initiative
St. Johns River Water Supply Project**

**Surface Water Treatment Plant Siting Study
Public Involvement/Information Plan**

TECHNICAL MEMORANDUM C1

**EAST CENTRAL FLORIDA WATER SUPPLY INITIATIVE
ST. JOHNS RIVER WATER SUPPLY PROJECT**

**SURFACE WATER TREATMENT PLANT SITING STUDY
PUBLIC INVOLVEMENT/INFORMATION PLAN**

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INTRODUCTION

The need for a comprehensive and effective public involvement/information plan is of paramount importance throughout the siting study. The primary objectives of the public involvement/information plan are to establish and maintain an open line of communication with key stakeholders throughout the site selection process; identify and resolve issues promptly to avoid controversy, minimize opposition, and prevent delays; develop community support and build relationships with stakeholders. All public involvement/information activities conducted and communication tools developed as a part of the public involvement/information plan will be coordinated with and approved by appropriate staff of the District's Office of Communication and Governmental Affairs.

The purpose of this technical memorandum (TM) is to outline the methodology that will be used to accomplish the key public involvement and communications tasks outlined above. The proposed methodology for the siting study utilizes three increasingly specific levels of detail, ranging from a general analysis of the study area to a detailed analysis for specific sites, and will result in recommending alternative sites for the proposed water treatment facility. Public involvement/information is a component of each level of analysis. Consequently, the outline of the public involvement/information plan is presented so that the relationship and integration of the siting study tasks with the public involvement/information plan tasks are clear.

METHODS

This TM provides the detailed methods of the public involvement/information effort that will occur in the siting study. Public involvement/information is part of each of the three levels of analysis as described below.

LEVEL 1 ANALYSIS, PRELIMINARY STUDY AREA SCREENING

The Level 1 Analysis, Preliminary Screening, portion of the project consists of data collection and preliminary analysis of the entire study area. The study area includes a reach of the St. Johns River between the southern end of Lake Monroe in Sanford and DeLand and extends five miles on each side of the river. The objective of the Level 1 Analysis is identification of environmental constraints and areas of opportunity within the study area and the selection of up to ten initial sites for the water treatment facility location that will be reviewed further in the Level 2 Analysis, Preliminary Site Specific Screening.

The public involvement/information plan associated with the Level 1 Preliminary Screening Analysis is important because it will result in the first impression for both the key stakeholders and the public and provides an opportunity to set the tone for the “open and on-going dialogue” that the District will be seeking with these key audience groups.

Stakeholder Database Update

The District’s stakeholder database will be reviewed and updated as necessary. This stakeholder database will be utilized as a mailing list for all public workshop notices, informational letters and other project materials.

Media Release

Prior to the public meeting, a media release will be prepared to notify the public about the upcoming public meeting. The emphasis will be on the need for the project, the Level 1 analysis and the open, public process that will be used to conduct the siting study.

Public Meeting

At the end of the Level 1 Preliminary Screening Analysis, a public meeting will be held to introduce the project to the public as a whole. At this meeting, the need for the project will be explained as well as the opportunities for public input at various points of the project. The initial sites (up to 10 sites) will be identified to the public and an explanation of the Level 1 preliminary screening process that resulted in the selection of these initial sites will be given. The public will also be given an opportunity to identify additional sites that may lie outside of the defined study area, five miles on each side of the St. Johns River between the southern end of Lake Monroe in Sanford and DeLand. In addition, written public comment will be taken to identify any related issues and concerns. The meeting format proposed is an open house. A summary of the open house will be prepared.

Web Page

Information developed during this phase of the siting study can be included on the District's Web site.

LEVEL 2 ANALYSIS, PRELIMINARY SITE-SPECIFIC SCREENING

The Level 2 analysis is a Preliminary Site-Specific Screening analysis. This analysis will include additional data collection and impact quantification for the initial sites identified through the Level 1 Preliminary Study Area Screening. The Level 2 analysis will result in the selection of up to five (5) sites for the water treatment facility location that will be further reviewed in the Level 3 analysis. In addition, the Level 2 analysis will provide the initial identification of pipeline routes from the potential intake locations to the water treatment plant sites and from the water treatment plant sites to the distribution nodes. Concentrate disposal and raw water storage options will also be identified for the water treatment plant sites.

Public involvement/information will be a major portion of the Level 2 analysis portion of the project. As the above data and analysis is being completed, it is anticipated that an ad hoc citizens/agency committee will be organized to assist in the development of the site selection criteria and the relative weighting factors for the selection criteria.

Stakeholder Database Update

The stakeholder database will be continuously updated upon request. Public meeting attendees will be added. Also, a project email address can be provided on the District's web site and in any informational letters mailed throughout the course of the project that will allow people to send their name and address for placement on the mailing list. Thus, the database will grow as project planning proceeds.

Facilitated Group Meeting

The ad hoc citizens/agency committee, if established, may be comprised of regulatory agency representatives, citizens, environmental group representatives and community group representatives.

The committee meeting will be conducted by a professional facilitator who will lead committee members through structured exercises for identification of siting criteria and weighting factors. A sample worksheet for the development of criteria weights is provided in Figure 1. This worksheet will be used to help determine the relative importance of criteria and can generate numeric weights for use in a quantitative evaluation of alternatives. The site selection criteria on the sample worksheet include site size, proximity to compatible and incompatible land use, proximity to demand centers, suitability for concentrate management, public acceptance, availability and cost of power, and land ownership.

Other criteria that may be used in the evaluation include total site and construction cost, environmental effects/benefits, and long range planning. The final criteria to be used will be determined by the District with input from the ad hoc citizens/agency committee.

Meeting Notice and Informational Letter

Prior to the public meeting, a meeting notice will be mailed to all the identified stakeholders. As a part of this meeting notice, an informational letter, which will summarize the water supply planning efforts of the District, the results of the Level 1 analysis and comments heard at the first public meeting, will be included.

Methods

In addition, this informational letter will provide an overview of the tasks to be completed as a part of the Level 2 analysis.

Media Release

Prior to the public meeting, a media release will be prepared to summarize the Level 2 Analysis and to provide information on the upcoming public meeting.

Public Meeting

Once the Level 2 analysis data collection and impact quantification is completed, the committee will apply the site selection criteria and weighting factors to the remaining sites. Based on these site selection criteria, developed with the assistance of the committee and implemented by the technical team and the District, up to five sites will be recommended for further evaluation and detailed cost analysis. These recommended sites will also be presented at a public meeting along with the remaining original sites prior to the start of the Level 3 detailed screening analysis. This will provide the general public with an opportunity to review the three to five remaining sites, understand the site selection criteria and weighting factors and how they were applied, and provide comments on the remaining sites. This public meeting may be conducted in either an open house or workshop format.

Informational Letter

The informational letter will be used to share information with stakeholders on the progress of the study and the results of the Level 2 analysis. This informational letter will summarize comments heard at the second public meeting and provide an overview of the tasks to be accomplished as a part of the Level 3 analysis.

Figure 1. Sample Paired Comparison Matrix

	1	2	3	4	5	6	7
1 Size		1 vs. 2	1 vs. 3	1 vs. 4	1 vs. 5	1 vs. 6	1 vs. 7
2 Proximity to Compatible and Incompatible Land Use			2 vs. 3	2 vs. 4	2 vs. 5	2 vs. 6	2 vs. 7
3 Proximity to Demand Centers				3 vs. 4	3 vs. 5	3 vs. 6	3 vs. 7
4 Suitability for Concentrate Management					4 vs. 5	4 vs. 6	4 vs. 7
5 Public Acceptance						5 vs. 6	5 vs. 7
6 Availability and Cost of Power							6 vs. 7
7 Land Ownership							

How many times did you circle:

1? _____

2? _____

3? _____

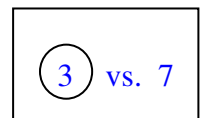
4? _____

5? _____

6? _____

7? _____

Example



INSTRUCTIONS: The matrix allows comparison of 7 site selection criteria to each other. In each box of the matrix, circle the number of the criterion that you think is the more important of the two (see example). If you consider the two criteria being compared to be essentially equal, circle both. Once you have completed all of the comparisons, count the number of times you circled each number. Write the score in the blanks on the right side of the matrix.

LEVEL 3 ANALYSIS, DETAILED SCREENING

The Level 3 Detailed Screening Analysis will be completed on the final three to five sites as selected in the Level 2 analysis utilizing the selection criteria and weighting factors of the ad hoc citizen/agency committee.

Stakeholder Database Update

The stakeholder database will be updated as needed.

Media Release

Prior to the public meeting, a media release will be prepared to summarize the Level 3 analysis and to provide information on the upcoming public meeting.

Public Meeting

A public meeting will be held after the Level 3 Detailed Screening Analysis has been completed. This meeting will also focus on the process that was used to select the site(s) and the three recommended sites.

Group and Agency Presentations

Presentations will be scheduled with civic and environmental groups to explain the process and share information on the recommended sites.

Informational Letter

Following completion of the siting study, an informational letter will be used to inform stakeholders of the outcome. Letters will also be used to keep individuals on the project mailing list informed of progress in implementing the results of the siting study.

DISCUSSION

This public involvement/information plan has been designed as an integrated part of the siting study, with opportunities for public input at key decision points in the study. It utilizes a variety of methods for communicating with stakeholders and the general public, including media releases, public meetings, informational letters, tours, project information on the District's Web site, project email address, and presentations to groups and organizations.

SUMMARY

The methodology for the water treatment plant siting study, with its three levels of analysis, provides the structure for the public involvement/information plan. Public involvement/information will be included as a component of each of the levels of analysis, and key stakeholders will be identified and notified early on in this process.

Public involvement/information activities associated with the first level of analysis include stakeholder database development, a public meeting to introduce the project and summarize the results of the Level 1 analysis.

During the Level 2 analysis, an ad hoc citizen/agency committee may be organized to assist in the development of the site selection criteria and the relative weighting factors of selection criteria. Once the Level 2 analysis data collection and impact quantification is completed, the committee will apply the site selection criteria and weighting factors to the remaining sites. A second public meeting will be held. Prior to the meeting, an informational letter will be mailed out to communicate the results of the Level 1 analysis and the results of the Level 2 analysis will again be shared with stakeholders through an informational letter following the public meeting.

After the Level 3 Detailed Screening Analysis is completed a public meeting will be held to present the results of the analysis and obtain further feedback from stakeholders and the public before concluding the siting study. During this stage, public involvement/information activities may also include group and agency presentations and informational letters to share the results of the study. A media release may be used to announce the final siting study. Further informational letters will be used to report progress in implementation and show how the District is following through on commitments made during the study. Throughout the siting study, information will be made available to the public through the District's Web site and the project team will respond promptly to email, telephone, and written inquiries.

A summary of the siting analysis is provided in Figure 2.

Figure 2. Summary of Siting Analysis

