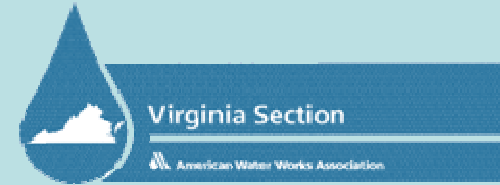


PUBLIC PARTICIPATION IN WATER SUPPLY PLANNING AND DEVELOPMENT

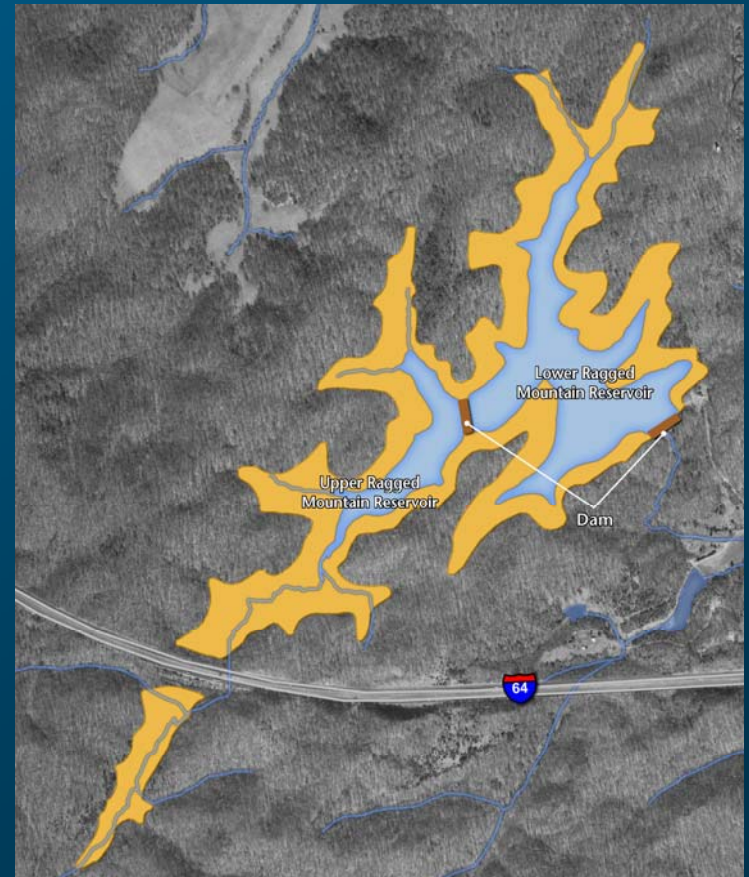


Presented By:
TOM FREDERICK, PE, EXECUTIVE DIRECTOR
RIVANNA WATER & SEWER AUTHORITY

March 28, 2007



THIS IS A CASE STUDY FROM RIVANNA WATER & SEWER AUTHORITY'S EFFORTS TO OBTAIN PERMITS FOR A NEW 50-YEAR WATER SUPPLY



PROFESSIONAL SERVICES

- WATER SUPPLY ENGINEERING – GANNETT FLEMING
- ENVIRONMENTAL STUDIES – VANASSE HANGEN BRUSTLIN, INC.
- PUBLIC FACILITATION – CLAY CHRISTENSEN GROUP
- LEGAL SPECIALIST – ELLIS & THORP



CHRONOLOGY

- ACQUISITION OF PROPERTY FOR "BUCK MOUNTAIN RESERVOIR" → 1983
- STUDIES LEADING TO SUPPORT BY LOCAL GROUPS FOR "FOUR-FOOT CREST" → 1992
- RE-EVALUATION OF SAFE YIELD USING 2002 DROUGHT OF RECORD → 1999
- IDENTIFICATION OF 32 ALTERNATIVES → 2003
- PUBLIC MEETING #1: "SHORT LIST" → JAN 04
- PUBLIC MEETINGS #2 - #5: EXAMINE EACH "SHORT LIST" CONCEPT → JUL 04
- PUBLIC MEETINGS #2 - #5: EXAMINE EACH "SHORT LIST" CONCEPT → SEP 04
- PUBLIC MEETINGS #2 - #5: EXAMINE EACH "SHORT LIST" CONCEPT → NOV 04
- PUBLIC MEETINGS #2 - #5: EXAMINE EACH "SHORT LIST" CONCEPT → JAN 05



CHRONOLOGY

- PUBLIC MEETING #6: COMPARE ALL "SHORT LIST" CONCEPTS → FEB 05
- JOINT BOARDS MEETING: RESPOND TO QUESTIONS → MAR 05
- REDEVELOPMENT OF RAGGED MOUNTAIN ALTERNATIVE → MAR 05
- JOINT BOARDS MEETING WITH REGULATORY AGENCIES → APR 05
- PRE-APPLICATION MEETING → MAY 05
- PUBLIC MEETING #7: "FINAL TWO" → JUN 05
- PUBLIC MEETING #8: PREFERRED ALTERNATIVE → OCT 05
- JPA SUBMITTED → MAR 06
- → JUN 06



CHRONOLOGY

- OTHER KEY PUBLIC RELATIONS ACTIVITIES
 - SPEAKER'S BUREAU
 - E-MAIL NEWS BULLETINS
 - MEETINGS WITH ELECTED OFFICIALS
 - WEB SITE
 - CABLE TELEVISION



“SOUND BITES”

THE “MARRIAGE”

COMMUNITY
PREFERENCES



REGULATORY
REQUIREMENTS

THE “GOAL”

“LEAST ENVIRONMENTALLY
DAMAGING, PRACTICABLE
ALTERNATIVE”



THE “MITIGATION GOAL”

“FUNCTION FOR FUNCTION”



LESSONS LEARNED

- “PATIENCE IS A VIRTUE”
- WARNING: THICK SKIN MAY BE REQUIRED
- WATER SUPPLY PLANNING IS A SYSTEMIC PROCESS, NOT A “SUBMITTAL”
- TIMING MEANS EVERYTHING
- EDUCATE (TACTFULLY) ON PROCESS AND PROVIDE THEM DATA ON ALTERNATIVES
- BE VISUAL





Ragged Mountain Concept

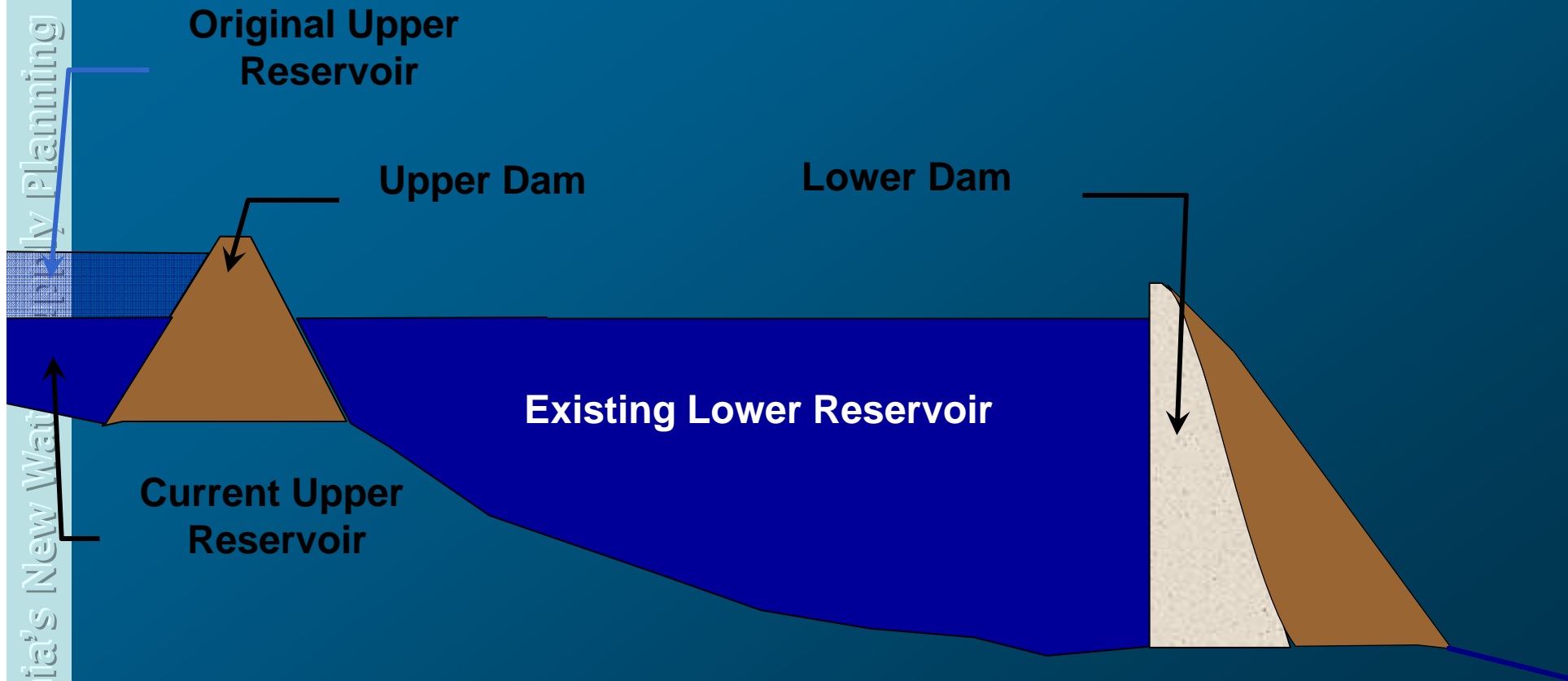
Original Upper Reservoir

Upper Dam

Lower Dam

Existing Lower Reservoir

Current Upper Reservoir



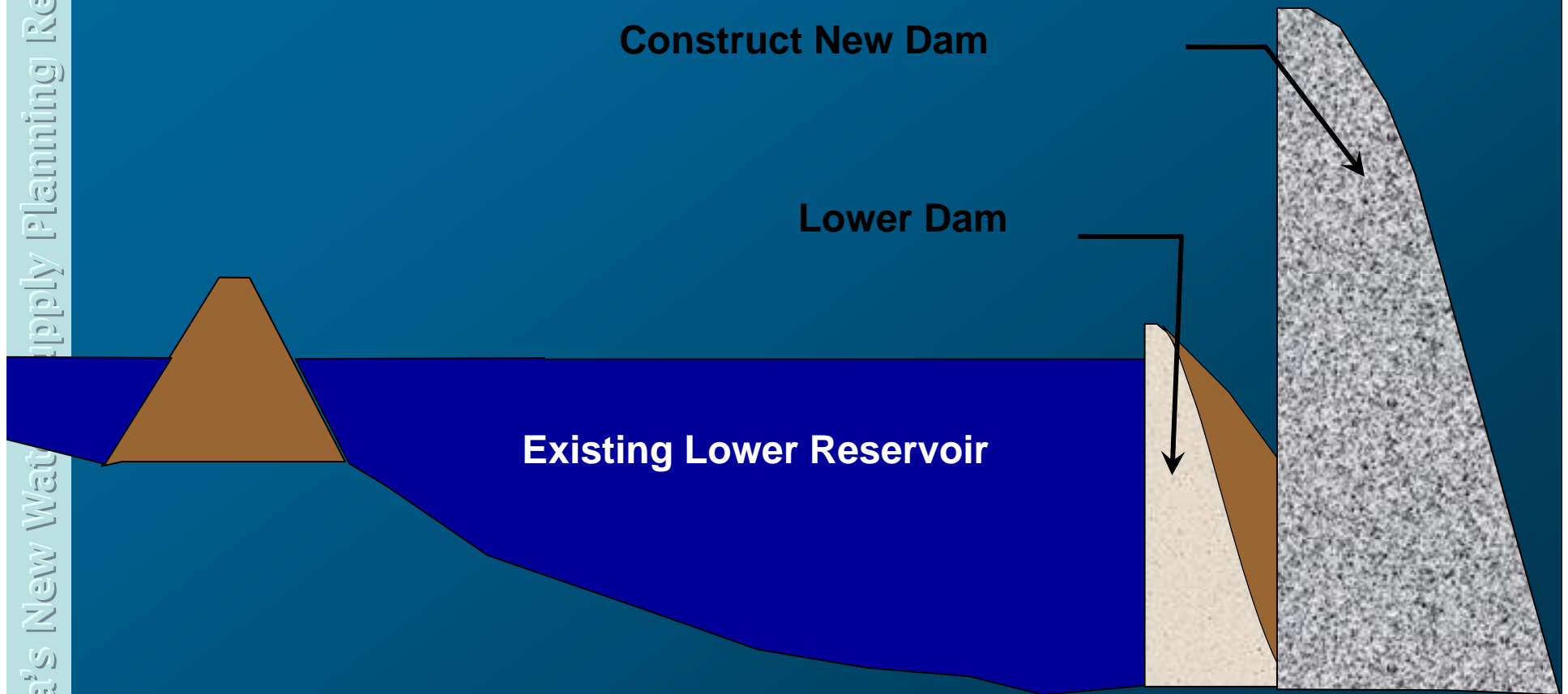


Ragged Mountain Concept

Construct New Dam

Lower Dam

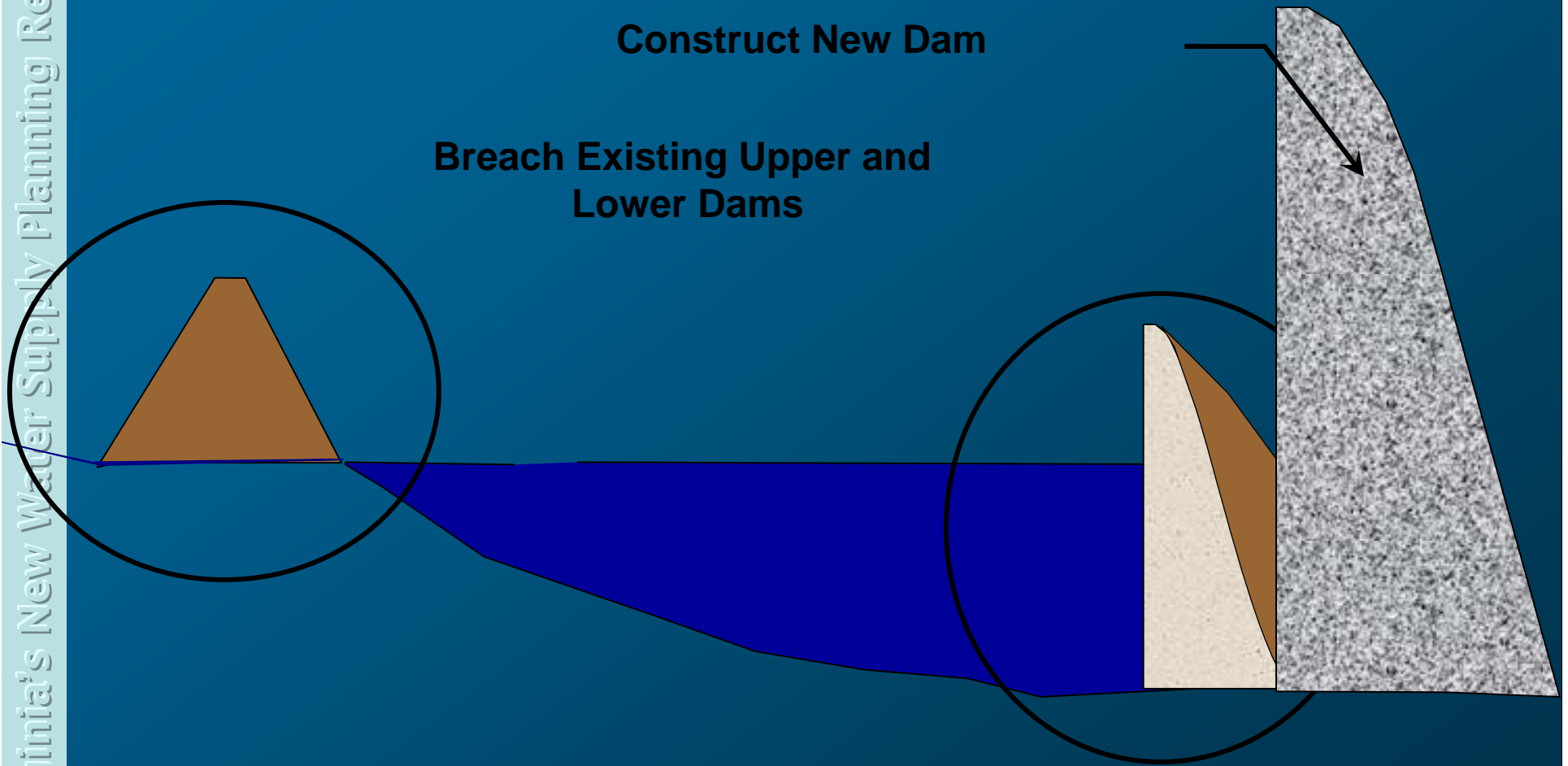
Existing Lower Reservoir



Ragged Mountain Concept

Construct New Dam

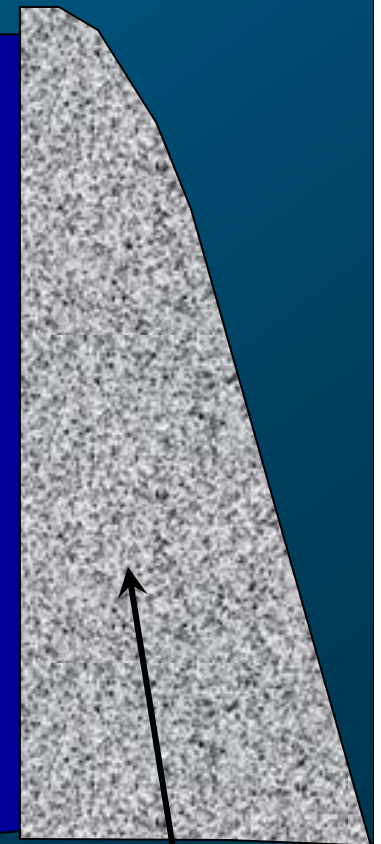
Breach Existing Upper and Lower Dams



Ragged Mountain Concept

Expanded Ragged Mountain Reservoir

4X Its Current Volume



New Dam



LESSONS LEARNED

- GIVE THE PUBLIC CHOICES
- DON'T GET AHEAD OF THE PROCESS
- BE CREATIVE – SYNERGIZE
- REGULATORY CRITERIA NEEDS TO BE AS CLEAR AS POSSIBLE
- REGULATORS NEED TO “CATCH UTILITIES DOING IT RIGHT” THROUGHOUT THE PROCESS
- SOME PUBLIC “ADVOCATES” WILL USE PROCESS SELECTIVELY



LESSONS LEARNED

- PUBLIC WILL USE THE INTERNET
- STAND BEHIND YOUR FACTS
- CLARIFY FALSE STATEMENTS
- BE CONSISTENT AND DELIBERATE
- YOU MAY NOT CHOOSE THE POPULAR ALTERNATIVE
- SUGGEST “IN-STREAM FLOW” RELEASES BE DECIDED UP-FRONT

