

The Financial Benefit of Community Engagement


CML Lunch and Learn
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Tetra Tech ENR Rankings







#1 WATER




#1 ENVIRONMENTAL MANAGEMENT



#1 WIND POWER




#1 SOLID WASTE



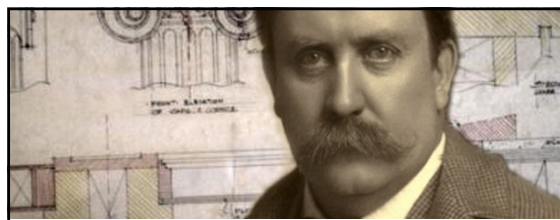
#1 CONSULTING/STUDIES

ENVIRONMENTAL RANKINGS	DESIGN RANKINGS
5 Top 200 Environmental Firms	7 Top 500 Design Firms
1 Water Treatment/Supply	1 Treatment/Desalination
1 Environmental Science	5 Sewer & Waste
4 Environmental Firms in International Markets	6 Industrial Process
5 Hazardous Waste	6 Power
6 Engineering/Design	13 Global Design Firms

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"Make no little plans; they have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work."

— Daniel Hudson Burnham (1846-1912)

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Agenda

- Community plan or community cause?
- Community Engagement methods
- Partner Perspective: GOCO
- Case Study: Milliken Skate Park
 - Financial Rewards
 - Intrinsic Rewards
- Lessons Learned


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Community Plan or Community Cause?




- Plans mark one moment in time
- Plans are written for regulators
- Plans are written for compliance



- Causes create a sense of purpose and belonging
- Causes instill positive energy
- Causes create a sense of ownership
- Ownership leads to engagement

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Engaged Community

Empowerment and Ownership

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RETURN ON ENERGY

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Return on Energy

Community Engagement Methods

1. Right Person to do the Job
2. Affirm Values, Inspire a Shared Vision & Communicate
3. Make it Meaningful

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Return on Energy

Community Engagement Methods

4. Stakeholder buy-in and support
5. Assess outside available resources
6. Commit to continuous improvement and a Quality Product
7. Unified Vision and Mission to drive

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PARTNERSHIPS

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Partnerships

Mission:
“To help preserve, protect, enhance, and manage the state’s wildlife, park, river, trail, and open space heritage.”

History:
Created by voters in 1992, GOCO has committed more than \$825 million in lottery proceeds to more than 4,500 projects in all 64 counties without any tax dollar support.


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Community Support

- Planning Document vs. Separate Process
- Document Opportunities
- Feedback, feedback, feedback
- Opposition – Not always a bad thing

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What We Look For

- Need
- Demand
- Scope
- Documented Community Buy-in
 - Fundraising
 - Volunteerism
 - Letters of Support
 - Leadership Teams

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Advice

- Start small
- Keep it simple
- Leave room for creativity
- If *they* won't come to you, go to *them*


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Case Study: Milliken



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BMP: Get the Right Person for the Job



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BMP: Affirm Values, Inspire a Shared Vision, Communicate



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BMP: Make it Meaningful



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BMP: Stakeholder Buy-In and Support



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BMP: Commit to Continuous Improvement and a Quality Product



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BMP: Unified Mission to Drive the Project to Completion



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Financial Benefits



- Grant Award
- Unsolicited Donations
- Increased Business Revenue

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Lessons Learned



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Thank You!

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CONSTRUCTION MANAGEMENT