

# KATZ

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## K O N N E C T I O N

### Recycled Water Outreach Plan Tailored to Hawaiian Culture

For the Honolulu Board of Water Supply, gaining acceptance of recycled water use is critical to the Board's long-term water management plan. Although recycled water use is common throughout the arid Southwest, there are many places around the country, including Oahu, that are just now beginning to use this alternate water source on a large scale.

Katz & Associates worked with the Board and its consultant Brown and Caldwell to conduct public opinion research as a first step toward creating an outreach plan. This research showed that while people were interested in recycled water's long track record on the mainland, they preferred to hear about recycled water use from people who lived in their own communities.

The Board of Water Supply assigned a water recycling team to meet with local community members, sometimes



Hawaii Prince Golf Course now uses recycled water for irrigation and water features.

even distributing information door to door. Water recycling team members Cal Sueoka and Clayton Brown both live in the area where recycled water is being used. Carolyn Ching, also a local resident (Continued on page 2)



### Creative Promotions Spread Consumer Message in Bay Area

As one of the most expensive media markets in the nation, the San Francisco Bay Area presents a challenge for most public service advertising programs. The California Contractors State License Board, a Katz & Associates client for the past four years, is no exception. Armed with a comparatively small advertising budget, Katz & Associates set out to spread the Board's message to Bay Area homeowners about how to hire and manage contractors. Instead of a traditional ad buy, Katz & Associates worked with Los Angeles media buyer Advanced Media

Services to negotiate value-added promotions with the market's top general market and Hispanic radio stations as well as radio programs in four Asian languages. To accompany pre-produced public service announcements, creative contests helped reinforce the Board's messages.

Listeners were encouraged to call in for a chance to win toolkits by answering questions about good contractor management practices. Links with station Web sites further expanded the outreach effort. The result was more than 12.5 million impressions over a four-week period — a great value in a competitive media market.

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## RISK COMMUNICATION

Sooner or later, almost every project or program finds itself in the position of having to explain some sort of potential risk to the public. Whether these are risks to human health, safety, the environment or quality of life, the risks are often uncertain. At best, they can be studied, modeled and predicted using the best science and professional judgement available.

But when we try to communicate these results to the public, the affected stakeholders must ultimately answer two questions: “Do I believe you?” and “Is the risk acceptable?” Risk communication that has an objective to convince people that they should accept a risk is doomed from the start.

Fortunately, a set of principles and best practices regarding risk communication has been developed over the last two decades to enable managers, scientists and officials to effectively communicate about potential risks in a way that engenders credibility and reduces

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**The key is presenting credible information that allows the public to make its own assessment of how significant the risk is and whether or not they find it is acceptable.**



Water recycling team members Cal Sueoka and Clayton Brown inform their neighbors about recycled water use.

## Hawaii

(Continued from page 1)

and water recycling team member, staffs a water recycling information line and arranges tours of the Honouliuli Water Recycling facility for local students and community groups.

This hands on approach was paired with traditional outreach tools like easy to

understand information materials and participation in local events. The result is a communication program that responds to Oahu’s distinctive culture while furthering the goals of the Board of Water Supply.

## Anniversary Provides Platform for Public Outreach

The Unified Port of San Diego is celebrating 40 years of service to the region, providing a perfect opportunity to increase awareness of what the Port does. The Port is a special government entity created to manage San Diego Harbor and administer the public lands along San Diego Bay. With several major areas of focus, including environmental stewardship, recreation, maritime business and real estate management, the Port plays an important role in the region. Yet, many people don’t know much about the Port.

Katz & Associates worked with Port staff to develop an innovative public outreach program to promote the Port’s 40 years of service. The year-long effort includes public tours of Port tidelands, presentations to community groups, traveling displays outlining the history of San Diego Bay, advertorials, street banners in all five Port member cities, a Web site and special events. A tagline, *Creating a Community Vision for the Future of San Diego Bay*, is carried throughout all program elements.

In addition to external communication, the 40th Anniversary program includes employees too. Katz & Associates created a floor to ceiling lobby display showing Port staff at work over the past four decades. The display was unveiled during a special event attended by current and past Port employees and commissioners.

Katz & Associates is coordinating with the Port’s advertising agency, which placed special “Then, Now and in the Future” themed ads in community and special interest publications. The 40th Anniversary program will continue through year’s end.



Shannon Reed and Cheryl Bradstreet present the Port’s 40th Anniversary employee display

# Construction Takes Community Comments Into Consideration

Less than two years after announcing its preferred remedy to the public, the Navy at Southwest Division Naval Facilities Engineering Command signed a Record of Decision and began construction to contain hazardous materials at Moffett Federal Airfield, a Superfund site in the San Francisco Bay Area.

The Navy announced the signing of the ROD for the Site 22 Landfill, a former solid waste landfill located beneath three holes of the Moffett Field Golf Course, in June 2002. The ROD presented the selected cleanup remedy which includes a biotic barrier — layers of soil, gravel, cement and cobblestone to contain landfill wastes and prevent burrowing animals from disturbing landfill



Workers place slurry along grids.

refuse — institutional controls and long-term groundwater and gas monitoring.

As a subconsultant to Foster Wheeler Environmental Corporation (now TetraTech FW), Katz & Associates distributed a proposed plan fact sheet, held a public meeting in spring 2001, developed a Responsiveness Summary to respond to all public comments and assisted in the preparation of the ROD. The biotic barrier remedy was accepted by the public with special consideration for wildlife and habitat.

In January, Foster Wheeler began construction of the biotic barrier. The approximately 10-acre site was re-contoured to accommodate the 18-inch barrier and reduce water infiltration into the landfill. Construction includes installation of layers of soil, gravel, cement slurry and cobblestone. Topsoil and grass will be reinstalled upon construction completion.



Loader installs soil layer of biotic barrier.

To incorporate concerns for raptor habitat and aesthetics, the remedy includes replacing trees removed to make way for construction. To deter impact to the biotic barrier, special tree containers are being made on-site. Construction is expected to be completed on time, with full site restoration by early September.

## RISK (Continued from page 2)

unwarranted fear. The key is presenting credible information that allows the public to make its own assessment of how significant the risk is and whether or not they find it is acceptable.

Among the principles Katz & Associates recommends are the following Seven Cardinal Rules of Risk Communication as outlined in the U.S Environmental Protection Agency's 2002 Superfund Community Involvement Handbook:

1. **Accept and involve the public as a legitimate partner.**
2. **Plan carefully and evaluate your efforts.**
3. **Listen to the public's specific concerns.**
4. **Be honest, frank and open.**
5. **Coordinate and collaborate with other credible sources.**
6. **Meet the needs of the media.**
7. **Speak clearly and with compassion.**

Katz & Associates helps clients assess risk communication challenges and develop risk communication plans tailored to individual circumstances using these and many other principles and techniques that make up the modern risk communication toolbox.



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S A N D I E G O

L A S V E G A S

S A C R A M E N T O

## The Revitalization of Poway Road

The revitalization of Poway Road faces unique challenges. This main thoroughfare and retail district of the City of Poway developed over many decades prior to the City's incorporation and subsequent development of the Poway Road Specific Plan. To put the Plan into action, the City of Poway decided to initiate an intensive public outreach program that culminated in a series of public workshops aimed at reaching all interested stakeholders in the City.

The workshops, designed to be very interactive, featured small group breakout sessions that allowed the participants to focus on the issues that were most important to them.

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Katz & Associates served as the primary consultant in designing the outreach and lead facilitator for the workshops. The informal nature of the workshops was credited with encouraging broad participation while capturing focused, constructive input. This input was used effectively by the City of Poway to develop implementation strategies to put the Poway Road Specific Plan into action.

This outreach program was recognized in 2003 with a prestigious award from the California Redevelopment Association for its accomplishments in engaging the community.