

League of CA Cities
2017 Public Works Officers Institute

Communications, the Media, and Making Effective Presentations to our Elected Officials

March 22, 2017



Public Works Department

San Diego Infrastructure

- Over 1600 Building/Facilities, 6.5M Square Feet
- 2,662 Miles of Roads, 150 Bridges, Bike Lanes, Street Lights, Traffic Signals
- 3,000 Miles of Water Main, 3,000 Miles of Sewer Main, 126 Pumps Stations, 29 Water Storage Facilities, Reservoirs, 7 Treatment Plants
- 41K Acres of Developed Parks, 4 Golf Courses, 57 Recreation Centers, 1 Cemetery
- Land Fill
- Stadiums
- 2 Ocean Piers
- 2 Airports





San Diego Capital Improvement Program

- 1,166 total projects
- \$372.7M FY2017 CIP Budget (+\$261.4M Anticipated)
- FY2018 - 2022 Capital Infrastructure Planning Outlook:
 - Anticipated Needs: \$4.3B
 - Anticipated Funding: \$3B

Audience: Public, Elected Officials, Media, Client Departments, Contractors, and Consultants



Challenge: Managing the “Message” while Delivering a Diverse and Large Capital Improvement Program





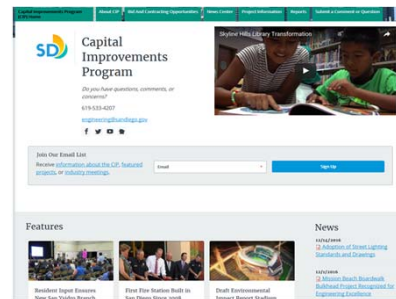
Messaging Considerations

- What is Your Message(s)
- Who is Communicating Your Message(s)
 - Elected officials, staff, consultants, contractors, media
 - Who can you influence
- How is Your Message(s) Being Communicated
 - Word of mouth, events, publications, website
- Tools and Resources for Communicating your Message(s)
 - Website
 - Social media
 - Presentations and reports



Capital Improvement Program Website

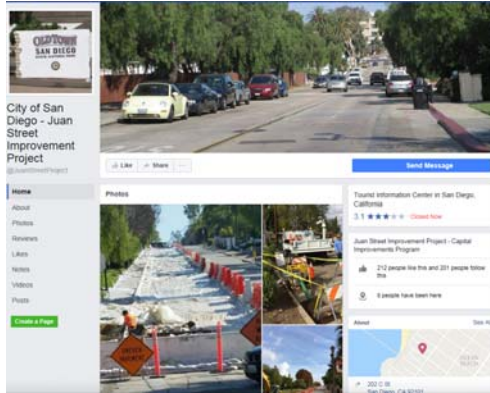
- General CIP information
- Specific Capital Project Information
- Contractor/Consultant Bidding Opportunities
- Announcements of Events and Posting of Reports
- Frequently Asked Questions and Answers





Social Media for Individual CIP Projects

- Only for Community Sensitive Projects
- Creates a Platform to Tell Your Story



Media, Ground Breakings and Ribbon Cuttings

- Proactively announce your good news
- Amplify key messages



MEDIA RELEASE



FOR IMMEDIATE RELEASE
Thursday, Dec. 1, 2016

CONTACT:
Scott Robinson at 619-533-4586 or srobinson@sandiego.gov

Mission Beach Boardwalk Bulkhead Project Recognized for Engineering Excellence

NEW BOARDWALK AND SEAWALL INSTALLED AT HISTORIC LANDMARK

San Diego - The City of San Diego's Mission Beach Boardwalk Bulkhead project will be recognized by the American Council of Engineering Companies (ACEC) California with a Merit Award at its 2017 Engineering Excellence Award Banquet in February. Earlier this year, the project was also recognized by the California Preservation Foundation for excellence in historic preservation.

"The historic Mission Beach boardwalk has been brought back to life and restored to its original glory for future generations of San Diegoans to enjoy," said Mayor Kevin L. Faulconer. "These awards recognize the tremendous work done by City employees in the Public Works Department in partnership with the project's design and construction firms."

The project replaced about 20,000 square feet of walkway and nearly 3,700 linear feet of the deteriorating, three-foot-high seawall along Mission Beach's Belmont Park, restoring the coastal landmark to how it looked when it was first constructed in the 1920s. Work on the \$6.9-million reconstruction project was completed in May 2016 and is part of a longer-term effort to improve the entire boardwalk and seawall along Mission Beach in future years.

The project team overcame many complex engineering challenges, including avoiding impacts to the many businesses and residences located near the boardwalk and maintaining safe and continued access to one of San Diego's top visited beaches. In addition, while making the 21st-century improvements to the boardwalk and enhancing accessibility to the beach for persons with disabilities, the team ensured all upgrades were consistent with the historic look of the boardwalk when it first opened on May 26, 1925.

"The continued recognition from industry experts confirms that the City's Public Works staff, and the contractors and consultants that we partner with, are truly America's Finest," said Public Works Department Director James Nagelvoort.



Performance and Analytics

○ Metrics and data visualization

- Infrastructure among other data sets
- Transparency and online 24/7
- <http://performance.sandiego.gov/>



Direct Communication to the Community

- Community Planning Groups and Recreation Councils
- Communicate directly with active community members and build positive/effective relationships
- Involve public in the development of the project scope
- Involve the public in the development of capital improvement program





Preparing and Educating Elected Officials

o Empower Your Elected Officials with simple but powerful data

- Reports
- Presentations
- 1-on-1 Briefings
- Training of Mayoral/Council Staff
- Projects Site Tours

Fiscal Year 2016
 (July 1, 2015 to June 30, 2016)
State of the Capital Improvement Program Report



REPORT NO.: 17-113

Fiscal Year 2016 Year-End CIP Snap Shot

- 1,166 Total projects in the citywide CIP program
- 884 active PWD managed CIP projects
- 168 PWD managed projects in post-construction status
- \$487.6 million in new CIP budget
- \$388.0 million expended in the Citywide CIP
- \$481.0 million citywide Construction Contract award value
- \$20.9 million citywide Consulting / Architecture & Engineering Contract award value
- 167 construction projects completed and closed

Presented by:

CAPITAL IMPROVEMENT PROGRAM REVIEW ADVISORY COMMITTEE (CIPRAC)



Industry Events and Participation in Professional Organizations

o Host Quarterly Industry Events

- Contracts
- Consultants
- Small and Emerging Businesses (Equal Opportunity Contracting)

o Membership/Participation in Professional Organizations

o Project Awards and Honors



Small Local Business Enterprise (SLBE) & Emerging Local Business Enterprise (ELBE) Quarterly Meeting

Wednesday, March 24, 2016

10:00 a.m. – 12:00 p.m.

Balboa Park Club, Ballroom
2550 Pan American Road
San Diego CA 92101

Welcome:

- Introduction
- Updates and Announcements
- Section 1099 Conflict of Interest
- Contracts Award List
- Five Year Capital Planning Outlook
- Construction Prequalification Update
- SLBE/ELBE Participant Survey and Feedback

Speakers:

- Richard Lutz, Project Implementation Deputy Director
- Melissa Meall, Senior Civil Engineer, Public Works
- Cathy Omega, Senior Civil Engineer, Public Works
- Dave Macky, Associate Management Analyst, Public Works

The agenda is subject to change prior to the meeting.



THANK YOU!