

OUTREACH PROGRAM STRATEGY

CAHOKIA HEIGHTS IEPA GRANT

(21WWCTIRR01)

Prepared by:
Baxton and
Associates LLC

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The purpose of the Community Outreach Strategy (Strategy) is to provide an understandable, transparent, and cohesive strategy for informing, consulting, engaging, and empowering the citizens of Cahokia Heights regarding the implementation of the Wastewater Collection and Transport Infrastructure Rehabilitation and Restoration grant (21WWCTIRR01). The grant period is July 25, 2022 through March 31, 2025. The strategy will be implemented March 15, 2023, through December 31, 2024. The major phases and outreach opportunities are shown in Figure 1.

Grant Agreement Requirements

According to the 21WWCTIRR01 grant agreement, the City shall develop and implement a Strategy that:

- Keeps the public informed and engaged regarding Project Activities,
- Communicates the value of services that the grant is providing,
- Allows use of local knowledge and experience to build a better long-term wastewater collection and transport system operation program, and
- Increases public buy-in for new or required infrastructure investment and expenditures.

The Grantee shall develop a Strategy which includes:

- An outline and description of proposed activities,
- A proposed schedule, and
- A budget for all strategy activities.

The Strategy is intended to act as a living document. The City may modify the Strategy during the grant agreement period, as needed, and as approved by Illinois EPA. It is important to note that methods and strategy for outreach and engagement may change if it is deemed ineffective or improved methods have been identified that will be more beneficial to the target audiences.

Target Audience

Successful public engagement relies on an understanding of the context and audience, as well as the thoughtful design of tools and strategies to engage those audiences most effectively. According to the 2020 United States Census and DataUSA, the City of Cahokia Heights had a population of 12,096 with a median age of 32.4. The racial makeup was 30.4% White, 63.7% Black or African American, 1.3% Asian, and 3.6% from two or more races and 1.0% Hispanic or Latino of any race. In terms of household types there were 4,012 households with an average family size of 3.74. Median household income is \$30,566 and the City's largest employers are the health care and social assistance industries, hospitality and food services and retail. 84% of the population are high school graduates or higher.

This strategy targets a broad spectrum of local stakeholders including residents, businesses, community members, as well as major institutions and nonprofits that may have current or future investment in Cahokia Heights. Not only will issues within the city's infrastructure impact

stakeholders differently, depending on a number of factors including homeownership or business ownership, socio-economic status and employment. When it comes to reducing issues within sewer/water systems and to reduce flooding issues, some stakeholders will be impacted greater than others and some will need to adapt and change more than others. Thus, it is critical to engage these stakeholders early in the process to solicit input and develop broad support for the effort. It is important to note, that the 21WWCTIRRO1 project will address multiple areas of concern, but it will not fully eliminate all Sanitary Sewer Overflow (SSO) events. To ensure comprehensive outreach to the community, the strategy identifies successful best practices used during previous engagement efforts, and includes several engagement tools and strategies, which are briefly described below.

Community Engagement Activities

- **Development of a 21WWCTIRRO1 project website:** The website will have an independent landing page but made accessible by a link on Cahokia Heights' website. The 21WWCTIRRO1 project website will include information on the project strategy, announcements, timelines, project cost, proposals, and bidding process. The website is intended to reach the citizens of Cahokia Heights, including the hearing and mobility impaired, as well as, the non-citizen stakeholders' of Cahokia Heights. The website will be created by an outside contractor. The website format will be submitted by Baxton and Associates to IEPA by March 24, 2023 and approval requested by April 28, 2023.
 - Estimated Budget: \$7,000 to the webpage developer and \$250 to the webpage developer per month to update and maintain the website for at least 21 months.
 - Timeline: Beginning March 2023 until project completion. The website will be updated at least monthly but more frequently if needed as determined by the Outreach team and approved by IEPA.
- **QR Code Signs and LED Signs:** Throughout the City codes will be displayed that leads the viewer to the website to learn the current project status (see website information above) and other pertinent project information. This is intended to reach the citizens of Cahokia Heights and the younger community within and around the city of Cahokia Heights. There will also be LED signs that will explain when work is started, work has been started and when it will be completed. The target audience for both signs include stakeholders, local business owners and visitors to Cahokia Heights. There will be approximately 25 QR signs and 10 LED signs. The signs will be submitted by Baxton and Associates to IEPA by June 2023 and approval requested by August 2023.
 - Estimated Budget: \$10,000 for creation and implementation of the QR Code signs. A breakdown of cost per sign will be provided at a later date.
 - Timeline: The beginning of construction which is estimated to be Spring 2023. The QR site information will be updated with the progression of construction.
- **Public Meetings:** The first public meeting that's held will be the kickoff town hall meeting. The meetings will be facilitated by the outreach team as well as additional members, based on information being provided in each meeting. Those members could be engineers or additional City staff as determined by the outreach team and Baxton and Associates. Additional meetings will focus on project awards, announcements and all of the

information that is provided will be on the website. There will be handouts with the meetings information for the hearing impaired and will be held in ADA accessible buildings. Meetings will also be held to answer any questions regarding the project. Examples of what will be discussed are:

- Processes related to grant requirements,
- Timing of project deadlines and deliverables for the current and upcoming quarters,
- Communication practices (how information will be disseminated to citizens of Cahokia Heights), and
- The role of the outreach team and additional Cahokia Heights staff as needed.

Meetings will be held at least quarterly beginning March 2023 but may be needed more frequently. Meetings schedule will be submitted to IEPA March 10, 2023, and approval requested by March 20, 2023.

- Estimated Budget: \$10,000 funds will go for securing the Charlie Coleman Center, The Kappa House, The Cahokia Fitness Center, The Village Theatre and Cahokia Senior High School and to pay for program details (printed materials, etc.).
- Timeline: Quarterly beginning March 2023. There will be at minimum 3 meetings in 2023 and 4 meetings in 2024.
- **Newspaper notifications and releases:** Newspaper notifications and releases will include information regarding meeting topics, locations, and important dates. These are paid newspaper notifications and ads. These notifications will be placed in the Belleville News Democrat and the East St. Louis Monitor. The notifications and releases are intended to reach the citizens of Cahokia Heights, and all interested parties, including the hearing impaired. Notifications and releases are expected to be placed at least quarterly but as often as needed based on information provided by the project management team of Thompson Civil, LLC. The first notification will be submitted by Baxton and Associates to IEPA by March 24, 2023, and approval requested April 10, 2023. Additional submissions will occur 1 month prior to the end of each quarter with approval requested within 10 calendar days of submission.
 - Estimated Budget: The estimated budget of \$5,000 will be paid for the publishing of the newspaper notifications and releases.
 - Timeline: Quarterly beginning March 2023. There will be a minimum of 8 notifications and news releases/ads.
- **Door-to-Door Outreach (DDO):** This strategy will focus on the citizens of Cahokia Heights and will be conducted by Washington University Brown School of Social Work. This partnership with Cahokia Heights and Brown School of Social Work will increase community notification and involvement in the 21WWCTIRR01 project. The intended audience is all citizens of Cahokia Heights including citizens who do not have access to the internet or who cannot attend meetings, including the elderly and mobility impaired citizens. The DDO outreach strategy will be submitted by Baxton and Associates to IEPA by March 24, 2023, and approval requested by April 10, 2023.
 - Estimated Budget: The \$10,000 budget includes the creation of and printing of the survey that will be used during the DDO strategy. This survey will be evaluated by the outreach team and informational literature will be created based off the survey and mailed to the citizens. This cost includes postage as well. The students are volunteers and will not be paid.
 - Timeline: Will occur at least once in 2023. If additional DDO outreach is identified an updated Strategy will be submitted by Baxton and Associates to IEPA, as needed, for approval, prior to implementation under 21WWCTIRR01.

- **Community and school workshop:** The community and school workshop will be used to engage citizens while educating them on the water/sewage system. The City of Cahokia Heights will partner with organizations, such as, FEMA, USACE, etc., and the workshop will be held at Cahokia Senior High School. There will be hands on booths set up by various agencies, such as, FEMA, the Illinois Department Natural Resources, Illinois American Water Company, etc., which will teach the children and other interested citizens about what is happening on the project, how it affects them, watersheds, and flooding in a fun interactive environment. City Engineers will also have a booth to explain the details of the 21WWCTIRRO1 project. We expect to have one workshop. The workshop schedule and list of participants will be submitted by Baxton and Associates to IEPA by June 15, 2023, and approval requested from IEPA by July 15, 2023.
 - Estimated Budget: The \$4,000 budget to includes booth displays and informational material.
 - Timeline: The project is scheduled to occur in the Fall of 2023.
- **Lift/pump station naming contest:** The Lift Station Naming project is a proposed activity where the citizens/students of Cahokia Heights will submit names for the pump and lift stations on the project website. The officials will narrow the list of names and then have the citizens vote on those names. The intended audiences are the citizens of Cahokia Heights, high school and middle school students and their parents. The city of Cahokia Heights is considering different opportunities to put the chosen names to use, and additional information will follow. The lift/pump station contest requirements will be submitted by Baxton and Associates to IEPA by June 15, 2023 and approval requested by July 15, 2023.

The 21WWCTIRRO1 project will address multiple areas of concern but it will not fully eliminate all SSO events. Any materials developed under this Strategy shall recognize the City of Cahokia Heights and the Illinois Environmental Protection Agency as funding partners in its implementation.

Outreach Team Contact Information

The outreach team will represent the community of Cahokia Heights and advocate for the best options to reach the target audiences and help to increase community involvement. The outreach team consist of the members below:

Demario Helm of the City of Cahokia Heights- Deputy Mayor (additional staff members will be involved as needed from the City of Cahokia Heights from the finance and sewer/water departments). These individuals have not been identified at this moment, but IEPA will be notified by Baxton and Associates or Thompson Civil LLC if additional staffing is needed. This will not add additional cost to the budget.

Mathew Missey of Thompson Civil LLC- Outreach Strategy Quality Assurance Project Manager. Additional staff members will be involved as needed from Thompson Civil LLC. These individuals have not been identified at this moment, but IEPA will be notified by Baxton and Associates or Thompson Civil LLC if additional staffing is needed. This will not add additional cost to the budget.

Antonio Baxton of Baxton and Associates LLC- Outreach Strategy Consultant. Additional staff members will be involved as needed from Baxton and Associates. These individuals have not been identified at this moment, but IEPA will be notified by Baxton and Associates or Thompson Civil LLC if additional staffing is needed. This will not add additional cost to the budget.

Members of the outreach team will check the voice line daily and respond to request no later than 3 business days. The mayor of Cahokia Heights will be given a report bi-weekly of who has called/emailed, time/date, the question asked, and the answer provided. The voice line will refer all emergency calls to 911 and/or a City department as determined by the Mayor's office.

The outreach team can be reached at:

Email: communityoutreach@cahokiaillinois.org

Phone Number: 618.332.4207

BUDGET

Strategy	Activity/Task	Budget
Website	Creation and Maintenance of Strategy Website. Cost to include the creation of the website and \$250 x 21 months for uploads and maintenance	\$7000 \$5250
QR Codes and LED Signs	Creation of QR Code Signs and LED Signs. Cost to include the creation of the signs. Signs will be useable for other projects in the future. There will be approximately 35 signs	\$10,000
Townhall Meetings	Informational Meetings. Cost to include 8 informational meetings. Cost includes paying for the host facilities and the production of informational flyers/brochures that will be disseminated during the meetings.	\$10,000
Newspaper Notifications/Ads	Paid Newspaper Ads and Notifications. Cost to include paid ads and notifications in the Belleville News Democrat and The East St. Louis Monitor.	\$5,000
Door-To-Door Outreach	Create a printed survey for DDO and informational brochures to be mailed to citizens afterwards. Cost to include printed surveys, printed informational brochures, envelopes, and postage.	\$10,000
Community and School Workshop	A booth will be set up for the outreach team to display information and exhibits related to construction work being performed. Cost to include booth displays and printed information.	\$4,000
Lift/Pump Station Naming	Lift/Pump Station Naming Contest. There are no cost associated with the contest at this time.	\$0
Total Community Engagement Activities		\$51,250.00
Operational Budget		\$70,000.00
Total Budget		\$121,250.00

- **Operational Budget:** The consulting fee is for the administrative hours spent on implementing the strategy by Baxton and Associates staff. The hourly rate is \$150 for Baxton and Associates. Administrative duties will include planning and hosting events, contacting, and hiring subcontractors for items, such as, web site development, material production and distribution, etc. No cost associated with the community engagement activities will go to Baxton and Associates LLC. Cost will be submitted by Baxton and Associates to the City of Cahokia Heights monthly, and approval requested within 15 days of submittal.
 - Estimated Budget: \$70,000 implementation and consulting for the strategy.
Timeline: March 2023-Completion of project (estimated Dec 2024).

The Illinois EPA grant agreement has \$112,725.67 for implementation of the strategy. The City of Cahokia Heights will cover the remaining balance of \$8,524.33.

FIGURE 1

Activity/Description	Audience	Vehicle	Message/Theme	Graphics	Target Schedule
Website. There will be a website that is accessed from the city's website. This webpage will be dedicated to the 21WWCTIRRO1 project	Citizens of Cahokia Heights and citizens of surrounding areas, officials and interested parties	Cahokia Heights Outreach Strategy Website	The website will include information regarding the 21WWCTIRRO1 project	Website with videos, projections, and photographs	Beginning April 2023 until project completion. It will be updated at minimum once a month
QR Codes/LED Signs	Citizens of Cahokia Heights and citizens of surrounding areas	Educational and Informational signage	Digital Signage will be placed around work sites to show when work is coming, when it is started and when it will be completed.	Digital Signage	The begin of construction which is estimated to be Spring 2023
Quarterly townhall informational meetinnsgs	<i>Citizens of Cahokia Heights</i>	<i>Local community centers and city hall. The meetings will be recorded and posted on the outreach strategy website</i>	These informational meetings will be to inform the public of the schedule for the next quarter (what work will be performed and where it will be performed	Project location and concept design maps Report templates Informational handouts	<i>Will begin March 2023 until December 2024. There will be 3 meetings in 2023 and 4 in 2024 for a total of 7 meetings</i>
Newspaper Notifications/Ads	<i>The citizens of Cahokia Heights and interested parties</i>	Belleville News Democrat and The East Saint Louis Monitor	To provide information about the progress of the 21WWCTIRRO1 project. These articles will be published to inform and educate the community	<i>Paid newspaper notifications and ads</i>	Quarterly beginning March 2023
Community Polling- students from Washington University will walk Cahokia Heights neighborhoods engaging with citizens	Target audience is citizens who do not have access to internet or who cannot attend meetings as well as all stakeholders within Cahokia Heights	Door to Door	There are activities ongoing in the community to reduce the sewer/flooding issues and total transparency throughout the process	Flyers and informational pamphlets	Start date/completion March 2023
21WWCTIRRO1 project workshop	Cahokia Senior High Staff and Students <i>Citizens and Stakeholders of Cahokia Heights</i>	In person workshop- (potential partnership with other agencies	This will allow students to experience first-hand how the sewer systems, flooding, lift and pump stations work and how they impact their daily lives	<i>Hands on exhibits</i>	Fall/Winter 2023
Lift/Pump Station Naming	Students of Cahokia Senior High School and citizens of Cahokia Heights	City of Cahokia Heights Website	This will get the citizens engaged and educated on what lift and pump station are. similar to naming a street and influential people within the community will be nominated	Webpage with information as to what these items are and access to voting for station names	Fall/Winter 2023