



City of Grand Rapids
Environmental Services Department
Policies and Procedures

Title: Element 9 – Communication and Public Outreach	Created by: Dave Harris Approved by: William R. Kaiser
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General

An effective communication strategy is essential for maintaining public acceptance of the City's biosolids program and long-term program stability and sustainability. The primary purpose of our communication procedures as they relate to biosolids is to proactively communicate the City's commitment to the NBP code of good practice and the biosolids mission statement in a manner that builds public acceptance and confidence. Of equal importance the City will establish processes to quickly respond to requests for information received from the public and to receive continual feedback from the public in regards to our performance when responding to requests for service.

This will include steps to:

- 1) Create avenues for the public and interested parties^A to receive or access information about the City's BMP, our biosolids management activities, and our biosolids management and BMP related performance.
- 2) Establish quality, two-way flow of information that encourages interested parties to communicate their perceptions and concerns regarding biosolids management activities and our performance when responding to requests for service.
- 3) Establish a foundation for communication with interested parties before problems arise or incidents occur.
- 4) Provide the following information to interested parties regarding the City's BMP for biosolids on its Internet web site:
 - a) Biosolids Management Policy
 - b) Applicable Legal and Other Requirements
 - c) Biosolids program goals and objectives for continual improvement
 - d) Periodic biosolids management performance report
 - e) Independent third party audit results
- 5) Include a procedure for responding to inquiries and requests for information in a timely and complete manner, including information about the BMP and the biosolids management program performance^B.
- 6) Define the communication roles and responsibilities of contractors.
- 7) Ongoing procedures for identifying potential interested parties.

Procedures

- 1) The City will strive to respond to requests for information within two (2) business days whenever possible.
- 2) The contractor will directly respond to information requests from their own employees. Contractors will direct other requests for information to the WPS^C who will provide a response.
- 3) As part of the initial BMP planning and development the City identified an initial list of interested parties^A.
- 4) The City will continue to try and identify additional interested parties as opportunities arise including:
 - a) When requests for information or concerns are received we will offer to add the requester to our interested party list.
 - b) When new interested parties are identified the BMP Coordinator will:
 - i) Revise Table 6.2
 - ii) Update email distribution list (if interested party desires email notification)
- 5) The City will post the annual biosolids program performance report on its internet website and inform interested parties when available.
- 6) The City will post elements of its BMP on the web site and other relevant information on its biosolids program.
- 7) The City will utilize a web based form and distribute questionnaires to allow interested parties to request information and/or share issues and concerns with the City.
- 8) Telephone calls, written correspondence, and visits from interested parties and the public will be directed to internal BMP team members based on the nature of the information requested or the BMP related concern. Internal BMP team members will complete a “Public Concern or Request for Information” form^D and submit it to the BMP Coordinator. Requests for information and/or BMP related concerns will be directed as noted below;
 - a) Contractor related activities, wastewater plant maintenance and plant operational requests will be directed to the WPS.
 - b) Collection system as well as electrical and instrumentation related requests will be directed to the SW Maint Supervisor.
 - c) Pretreatment, industrial, and laboratory related requests will be directed to the EAS.
 - d) BMP related and any other requests, not addressed above, will be directed to the BMP coordinator.

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- 9) The City will employ a variety of methods to keep employees and contractors informed and aware of the BMP, related SOP’s, and other activities. This may include but is not limited to the following;
 - a) ESD Sharepoint Site
 - b) Written memorandums
 - c) Newsletters
 - d) Verbal communications
 - e) Bulletin board postings
 - f) BMP related information including all 17 elements
- 10) City policies, procedures, and SOP’s are maintained on the ESD Sharepoint Site. The information is available to any City employee from any City computer which is connected to the City network.

References

Appendix A Glossary
Appendix B Tables, Figures, Forms
Appendix C CCP Postings

^A Reference Element 6 Public Participation in Planning – Table 6.2 “Interested Parties Contact Information”

^B Reference Figure 9.1 “Public Request for Information Form”

^C Reference Element 7 Roles and Responsibilities Table 7.1 “Roles and Responsibilities – Internal BMP Team” and Table 7.3 “Internal BMP Team Name and Contact Information”

^D Reference Figure 9.1 “Public Request for Information Form”

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Figure 9.1 Public Request for Information Form

PUBLIC CONCERN OR REQUEST FOR INFORMATION FORM	
Date received:	Completion date:
From (name, title, organization):	
Contact information (telephone, email, mailing address, etc.):	
City respondent:	
Nature of request/concern:	
Summary of response:	
Method of response (email, telephone, letter, meeting, etc.):	
Add to interested parties list? Yes / No If yes, contact by email? Yes / No Email _____	

Submit completed forms to BMP Coordinator

Submitted: (MM/DD/YYYY) _____ by: _____