










Managing Expectations: Challenge Accepted!

Texas Floodplain Management Association
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INTRODUCTIONS

			
HEATHER FIRN Trinity River Authority Watershed Scientist Sponsor Project Manager for Region 3 – Trinity & TRA Mid-Basin FIF	STEPHANIE GRIFFIN Halff Director of Water Resources Project Manager for Region 3 – Trinity & TRA Mid-Basin FIF	SAM HINOJOSA Halff Water Resources Deputy Practice Leader Project Manager for Region 8 – Lower Brazos	CINDY ENGELHARDT Halff Water Resources Deputy Practice Leader Deputy Project Manager for Region 10 – Lower Colorado-Lavaca & Central Texas FIFs

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Agenda

MANAGING EXPECTATIONS

- Communication Methods
- Communicating with Stakeholders
- Communication Perspectives
- Tips and Tricks to Staying on Message
- Lessons Learned



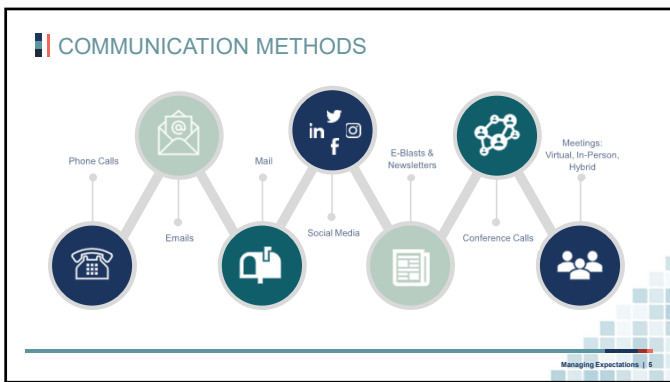
REGION 10 OPEN HOUSE



WHY IS COMMUNICATION NEEDED?

- Keep Interested Parties Informed
- Provides Consistent Messaging

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COMMUNICATING WITH STAKEHOLDERS

WHO?

- Identify interested parties

WHERE?

- Determine meeting format and associated requirements

WHEN?

- Determine frequency of meetings

HOW?

- Notify interested parties of opportunity to participate



REGION 3 RFPG MEETING

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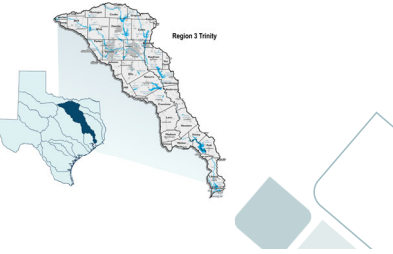
WHAT TO COMMUNICATE?

- Messaging
- Needed Input and Actions
- Project Information
 - Overview
 - Objectives / Goals
 - Schedules
 - Results

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CLIENT PERSPECTIVE OF PUBLIC OUTREACH

- Public Outreach – Critical Component
- Sponsor
- Consultant selection
- External and Internal Relations
- Diverse Region – Upper, Mid, Lower Trinity River Basin



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CONSULTANT PERSPECTIVE OF PUBLIC OUTREACH

THE CLIENT KNOWS BEST!


- Interested parties and contact information
- Suggestions for meeting locations
- Potential hot topics or challenges
- Ideas to temper or resolve hot topics

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ADDITIONAL CONSIDERATIONS


- 1 Is meeting subject to Open Meetings Act? If so, coordinate meeting notification postings with client. 
- 2 Would an open house format be appropriate for the meeting? 
- 3 How to handle questions? Answered live, written responses, documentation in reporting. 
- 4 Will beverages and/or snacks be provided? Are they reimbursable? 

"There are no secrets to success. It is the result of preparation, hard work and learning from failure."
-Colin Powell


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TIPS & TRICKS TO STAYING ON MESSAGE


- 1 Develop and follow presentation slides
- 2 Practice in advance of the meeting
- 3 Consider potential questions and develop responses
- 4 Develop a clear and consistent message without technical jargon
- 5 Provide flyer with key points or takeaways from meeting
- 6 Interact and engage with audience

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LESSONS LEARNED




HYBRID MEETINGS
Require a practice run in advance of the meeting.



TIMING OF MEETINGS
Depending on the targeted audience meeting may be held during or after working hours.



TECHNOLOGY
Technology is great until it doesn't work... what is your Plan B for technology?

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SUGGESTIONS TO IMPROVE MESSAGE DELIVERY

“YOU CAN SPEAK WELL IF YOUR TONGUE CAN DELIVER THE MESSAGE OF YOUR HEART.” - John Ford


- Be sincere
- Be truthful
- Be respectful
- Be clear
- Connect with the audience
- Keep it simple
- Summarize key takeaways




Q&A



GET IN TOUCH



HEATHER FINN,
REHSRS, CFM, MS
hfinn@unityra.org



SAM HINOJOSA,
PE, CFM
SHinojosa@halff.com



STEPHANIE GRIFFIN,
PE, CFM, FASCE
SGriffin@halff.com



CINDY ENGELHARDT,
PE, CFM
CEngelhardt@halff.com

halff.com
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