**Public Outreach**

**8.11 Infrastructure Economics – Wisconsin Section**

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| **1. Section, Branch** | Wisconsin Section |  |
| **2. Section/Branch Size** | Large |  |
| **3. Project Contact** |  | |
| Name | Carl Sutter, P.E., F. ASCE | |
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| Email | csutter@mcmgrp.com | |
| **4. Project Category** | Public Outreach | |
| **5. Project Description** | The Wisconsin Section teamed with the Wisconsin League of Women Voters to make presentations to the public about how more infrastructure investment is needed and the positive economic impacts of infrastructure investment. | |
| **6. The Process**  (What you did, When and How) | The Wisconsin Section provided speakers that would present the Report Card on America’s Infrastructure along with the Report Card on Wisconsin Infrastructure. The League of Women Voters would provide a local economics professor who would present why infrastructure investment is good for the community. We would end each presentation with a question and answer session. The typical schedule was 45 minutes for each speaker with 30 minutes for question and answer. In most instances, the questions ran beyond the allotted time. | |
| **7. Those in Charge** (Committee, Task Committee, Etc.) | This project started as an idea from the League of Women Voters Infrastructure Committee. They came up with the idea to combine engineering expertise and economics expertise to present to the voters. One of the committee members was a member of ASCE, which led to the initial contact.  From the Wisconsin Section side, the Section Board offered their full support in the form of speakers and advertising. | |
| **8. Time Frame**  (When Started, When Completed) | We started presenting these in 2014. There have been seven presentations in various areas of the state. As far as we’re concerned, this project is not completed. When the 2020 Report Card on Wisconsin’s Infrastructure is released, we will present another series of events. | |
| **9. Success Factors**  (The Parts that Worked Really Well) | The Infrastructure Report Card presentation was very well received. In most instances, there were many questions after the presentation concerning infrastructure condition and what it takes to maintain or improve our infrastructure. | |
| **10. Setback Factors**  (The Parts that did Not Work Well) | The questions tended to get political in a hurry. A common question was who or which party they should vote for to obtain infrastructure improvement. I think much of that was due to the LWV being so engaged politically. Since ASCE does not endorse candidates or any political party, we had to be careful how we answered that question. | |
| **11. Creativity**  (This is something off the wall that we did) | At several of the presentations, I brought along an old wood water main pipe for “show and tell”. Most audience members were shocked when I told them this type of pipe had been supplying water to a Wisconsin city until nearly 1960. | |
| **12. Administration**  (What was most Important?) | Most of the administration was provided by LWV. They coordinated venues and the economics speakers. | |
| **13. Follow-Up**  (What was most important?) | After each presentation, we would review what went well and what didn’t at the presentations. In most instances, the presentations were well received (both the infrastructure and the economics portions). However, we did encounter some attendees with an ax to grind over some local project. In addition, LWV recorded the presentations and they are available for viewing on their web site. | |
| **14. Recommendations**  (What you should ALWAYS do with this project?) | Make the presentation pertinent at the local level and offer some of the funding solutions that are provided in the Report Card. | |
| **15. Cautions**  (What you should NEVER do with this project?) | We should never introduce any political side to the discussion. Even the LWV didn’t endorse candidates, they just wanted to inform the electorate. | |
| **16. The Outcome** | This was very successful. To date, we have done these five times and all were well received with good attendance. The Wisconsin LWV wants to take this to their national level and I would encourage that ASCE support this type of activity around the country. | |
| **17. Ongoing Activity**  (Would you do it again?) | Yes. | |
| **18. Speaker Contact Information**  (person from your Region who would be willing to speak about the Best Practice) |  | |
| Name |  | |
| Address |  | |
| Phone Number |  | |
| Email |  | |
| **19. Additional Comments** |  | |