



# Building Effective Community Relationships: Communicating 'Value to the Nation'

(OPM CoP Webinar 18 Nov 2016)

**Rocky Craig Rockwell**

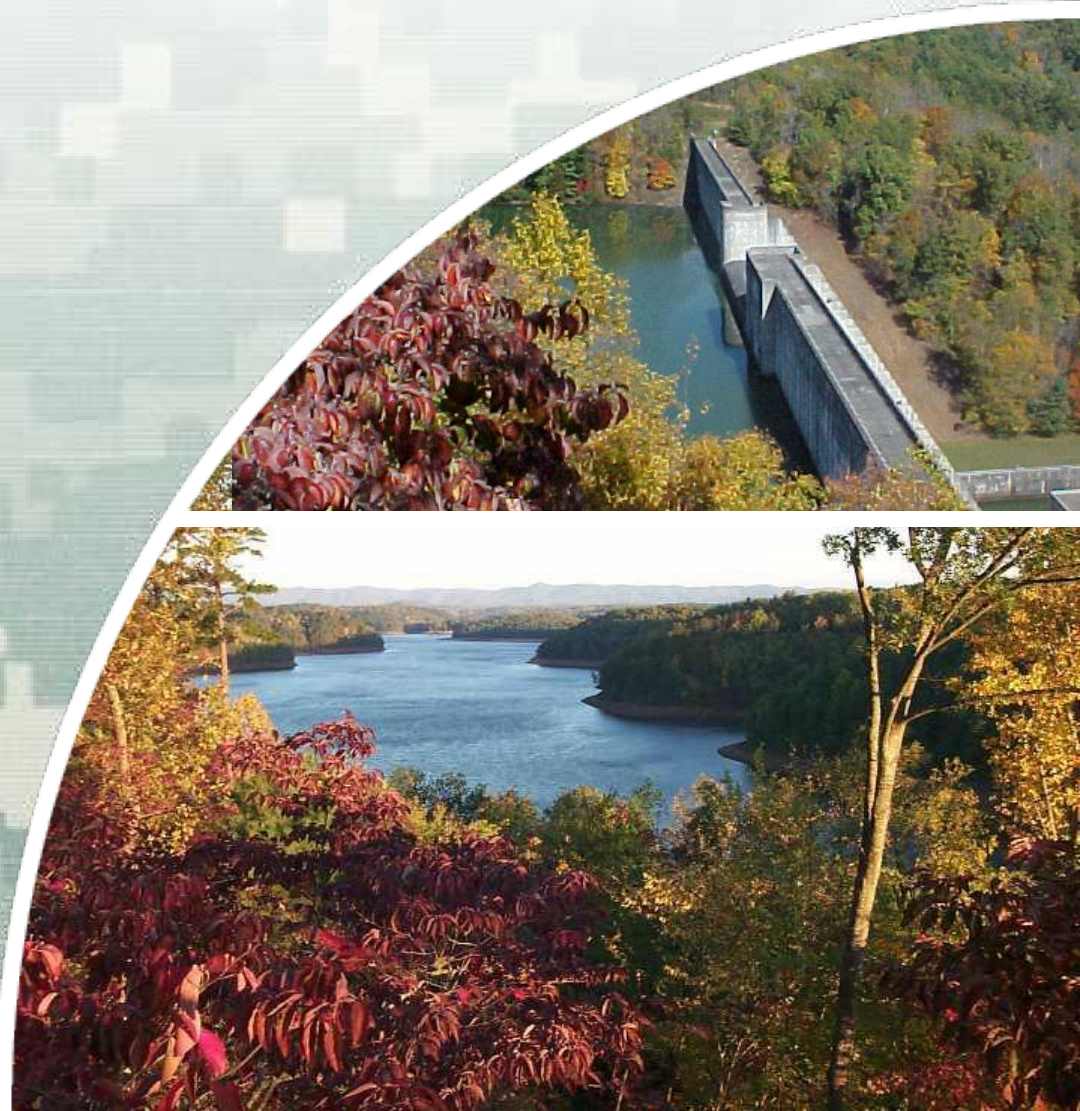
SAD Representative  
OPM CoP Advisory Board

Operations Project Manager  
Philpott Lake, Wilmington District

Click on Quote Bubble in top left of  
each screen to see and scroll through  
notes for that page in the presentation.



US Army Corps of Engineers  
**BUILDING STRONG**<sup>®</sup>



# Today's Water Safety Message



In a



**You'a Gonna Drown!**  
**Please Wear Your Life Jacket**





















# Teaching Objectives

- To Discuss Importance of Engaging with your Community and Building Working Relationship
  - ▶ From which partnership opportunities arise
- To Demonstrate the Importance of Interpretive Outreach at Management Level
  - ▶ This presentation is from my outreach efforts



# Teaching Objectives

- To Instill Importance of OPM's Using 'Value to the Nation' Research to Engage Communities
  - ▶ To help communities realize value of our lakes
- To Provide Case Studies as Examples of How These Concepts Can Be Used
  - ▶ To help you see how to build your own outreach







# Building Effective Community Relationships

- Partnerships Grow out of Relationships
- Building Working Relations Within Our Communities
  - ▶ Requires a Well-Communicated Vision of Our Program
  - ▶ And, We Need to Gain Insight into Community Needs
  - ▶ From This, Both Will See Benefits of Working Together
- OPM's - Manage Beyond the Boundaries
- OPM Needs To Be Out and About
  - ▶ visible and approachable in the community.





# Value of Our Program

- People Do Not Know the True Value of Our Program
- This Includes Our Own People
- Difficult to Quantify and Not Obvious
  - ▶ Economic (beyond mere dollar value)
  - ▶ Social
  - ▶ Intangible
  - ▶ Quality of Life
  - ▶ Protection of Life and Property







# Embrace the Values

- Before Our Communities Will Embrace the Values of Our Program
  - ▶ They Have to be Aware
  - ▶ We Must Communicate
- If Both **Our Managers** and Our **Communities** Understand these Concepts Better, We Will all WANT to **Work Together**.
- That should be our goal.





# Where is YOUR Commitment?

- As an OPM, your commitment is divided
  - ▶ Highest commitment is your lake, our program
  - ▶ Also need to be committed to your community  
...if you expect them to want to work with us.
- How Do You Demonstrate Commitment
  - ▶ Manage Beyond the Boundaries
  - ▶ Get Involved in Your Community
  - ▶ Look for Relationships to build
    - Other Federal and State Agencies
    - Non-profit NGO's
    - Local government
    - Non-public businesses







# Managing Beyond the Boundaries

- Being Out and About
- Networking with Movers and Shakers
- Using Your Power to Convene
- Enthusiasm for Making Things Better
  - ▶ Fake it 'Till You Make it.
- Enthusiastic Sense of Synergy
- Looking for Organizations for Partnerships



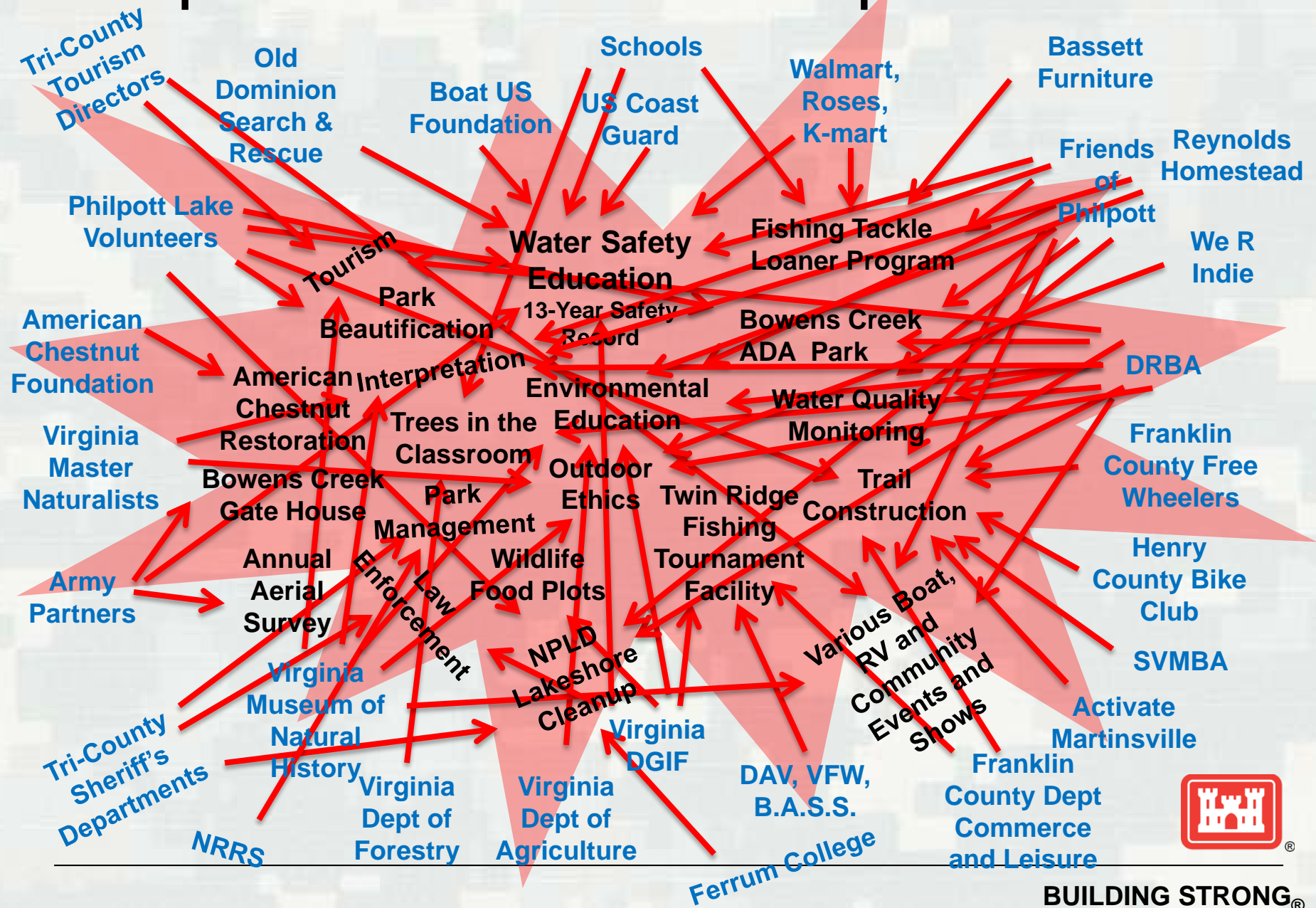


# Partnership (my definition)

Any effort between two or more entities working together to further individually held and/or common goals regardless of the mechanism.

- ▶ Handshake
- ▶ Challenge Costshare
- ▶ Parks and Rec Lease
- ▶ Cooperating Assoc.
- ▶ MOU/MOA
- ▶ Simply Working Together









# Essence of Building Partnerships

- Determine goals, common and individual
  - ▶ All entities must clearly see goals of the others
  - ▶ See how working together helps achieve goals
  - ▶ Find a mechanism that works
  - ▶ Light the fuse – LET it happen!
- We understand common goals
  - ▶ But, what about individual goals





# Example of Working Together to Achieve Individually Held Goals

- Corps Goal: to establish blue trails to help paddle craft enthusiasts get the most out of their adventures on the lake
- EMS Goal: to facilitate getting ambulances and boaters in need at the same boat ramp
- Blue Trails Partnership included Park ID signs to help boaters know which ramp they are approaching.

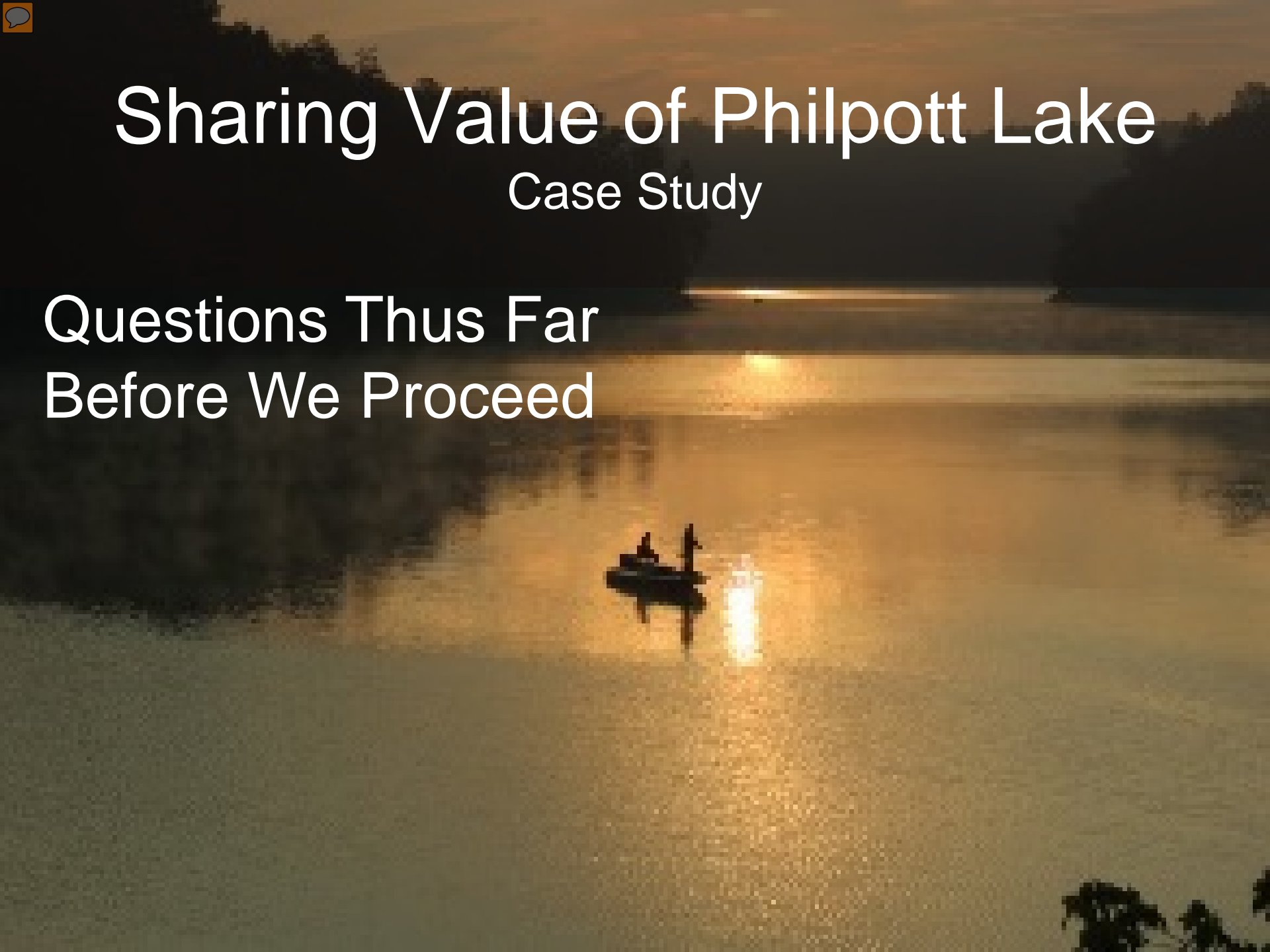




# Sharing Value of Philpott Lake

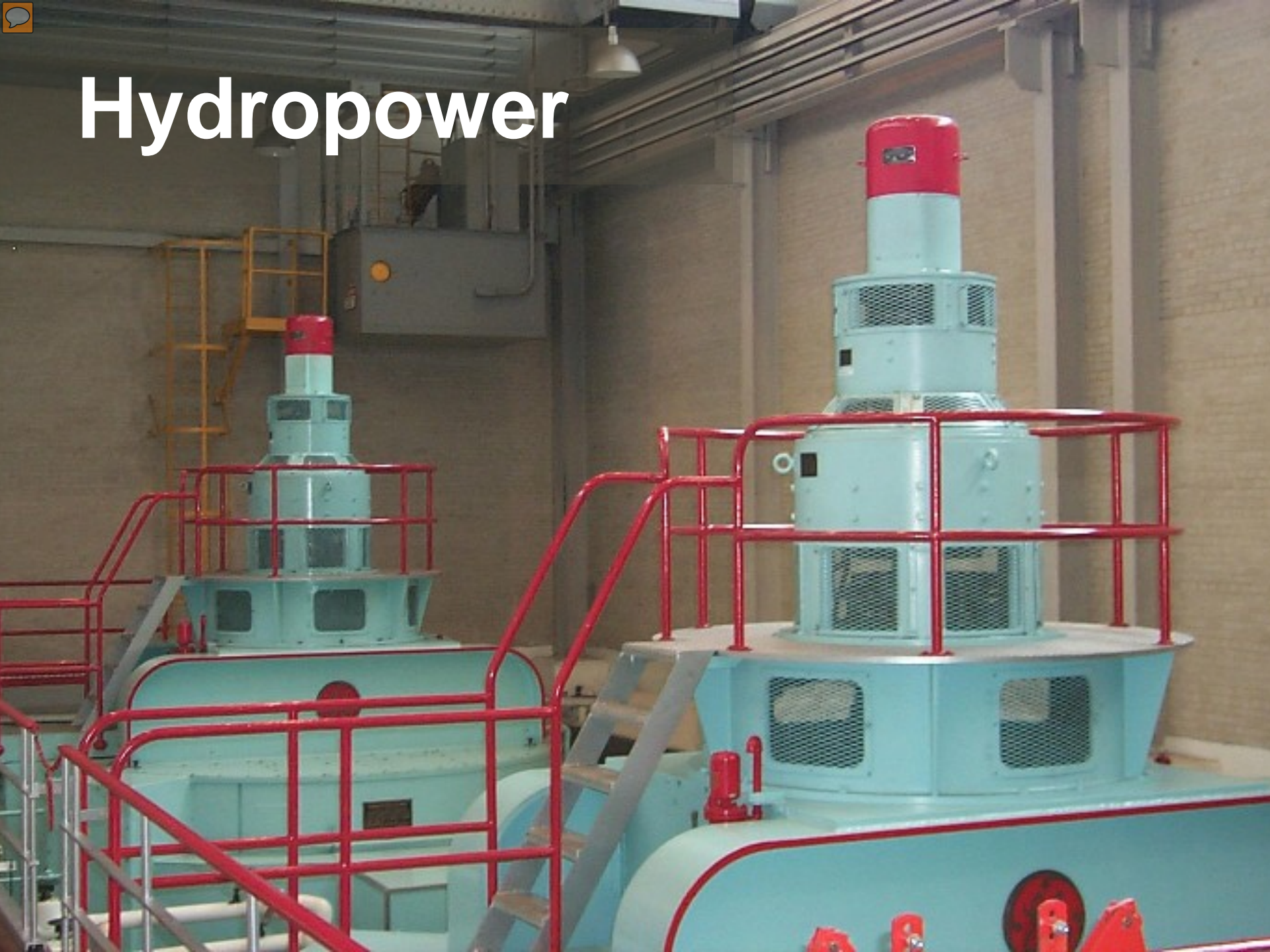
## Case Study

Questions Thus Far  
Before We Proceed





# Hydropower





# Flood Damages Prevented – Dollar Value

## All Numbers Cumulative to-Date

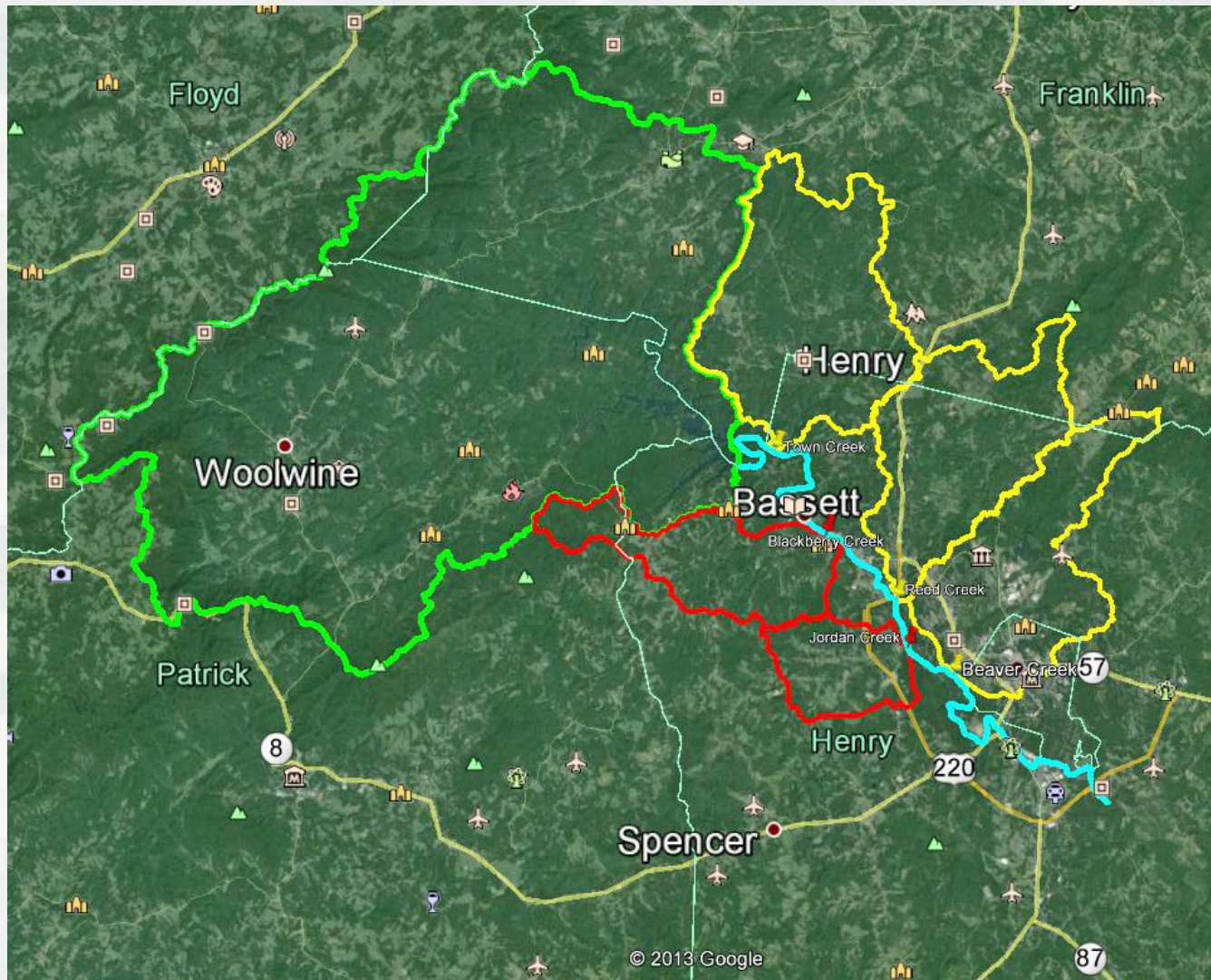
	Philpott Dam	John H Kerr Dam	Jordan Dam	Falls Dam	W Kerr Scott Dam
<b>1999</b>	347,267,000	390,251,200	204,909,800	539,169,600	164,009,800
<b>2009</b>	546,853,700	432,289,463	272,334,394	590,871,167	183,922,600
<b>2010</b>	730,044,400	439,718,555	289,548,485	612,103,461	203,270,970
<b>2011</b>	734,867,900	440,950,921	289,570,485	612,559,452	208,150,845
<b>2012</b>	736,688,100	441,106,800	389,002,300	612,893,600	208,995,800
<b>2013</b>	743,376,440	445,999,380	389,662,550	630,332,200	219,785,660
<b>2014</b>	744,113,200	450,434,900	290,360,500	645,736,700	219,893,800
<b>2015</b>	752,874,940				

**↑ ~ \$12 Million per year since construction of the dam**





# A Look at Smith River Drainage



Drainage  
Behind  
Philpott Dam  
and Those  
Below Dam  
into Smith  
River Below  
Both Sides

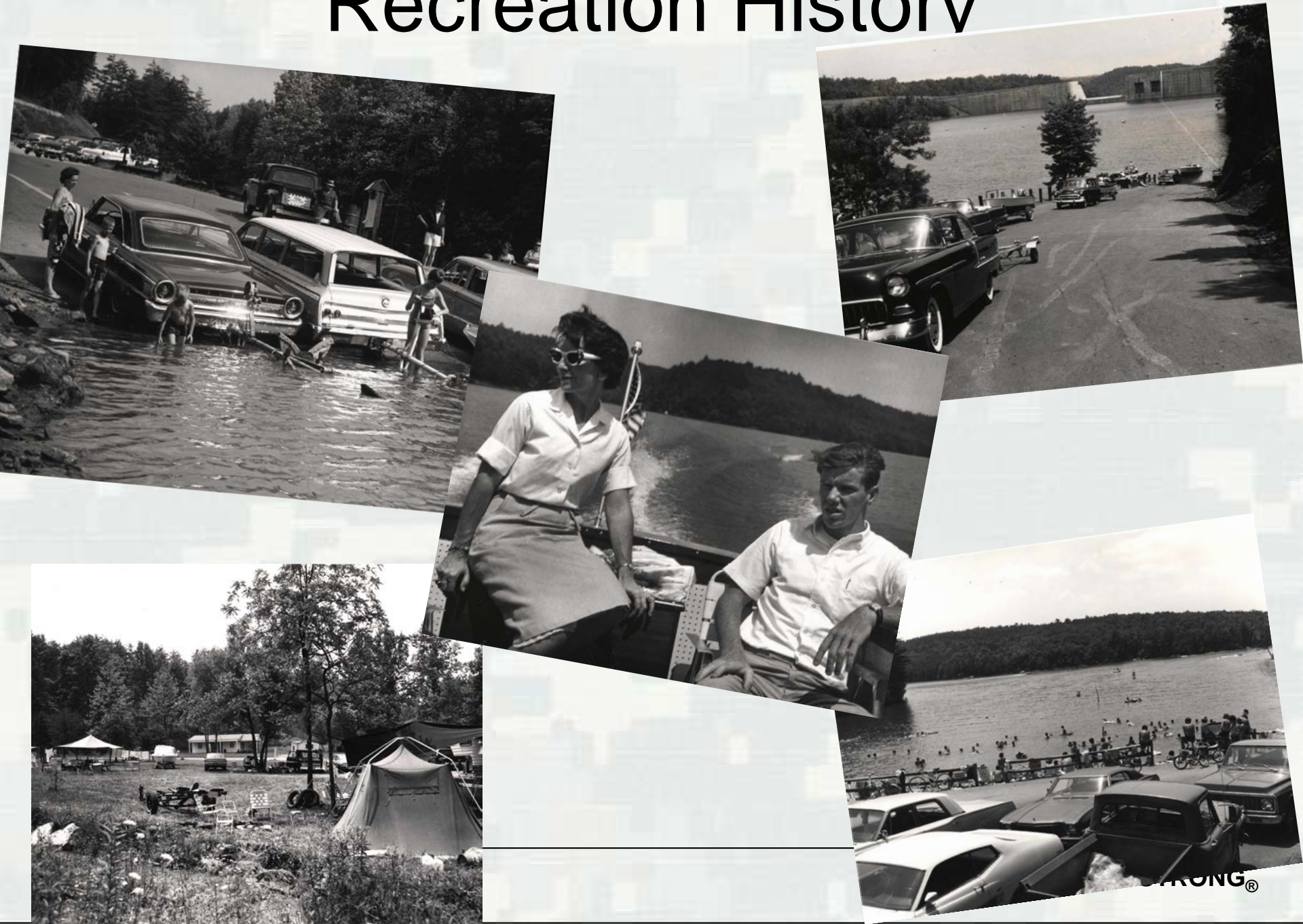


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# Recreation History







# Communicating Benefits of Our Recreation System

- First, a limitation of our authority:
  - ▶ We are not a Tourism Office
    - We are a resource provider
    - Not a marketing agency
  - ▶ Marketing is the job of the local community
    - Tourism Offices
    - Chambers of Commerce
    - Economic Development Entities
    - Local Businesses
    - NGO's and Non-Profits

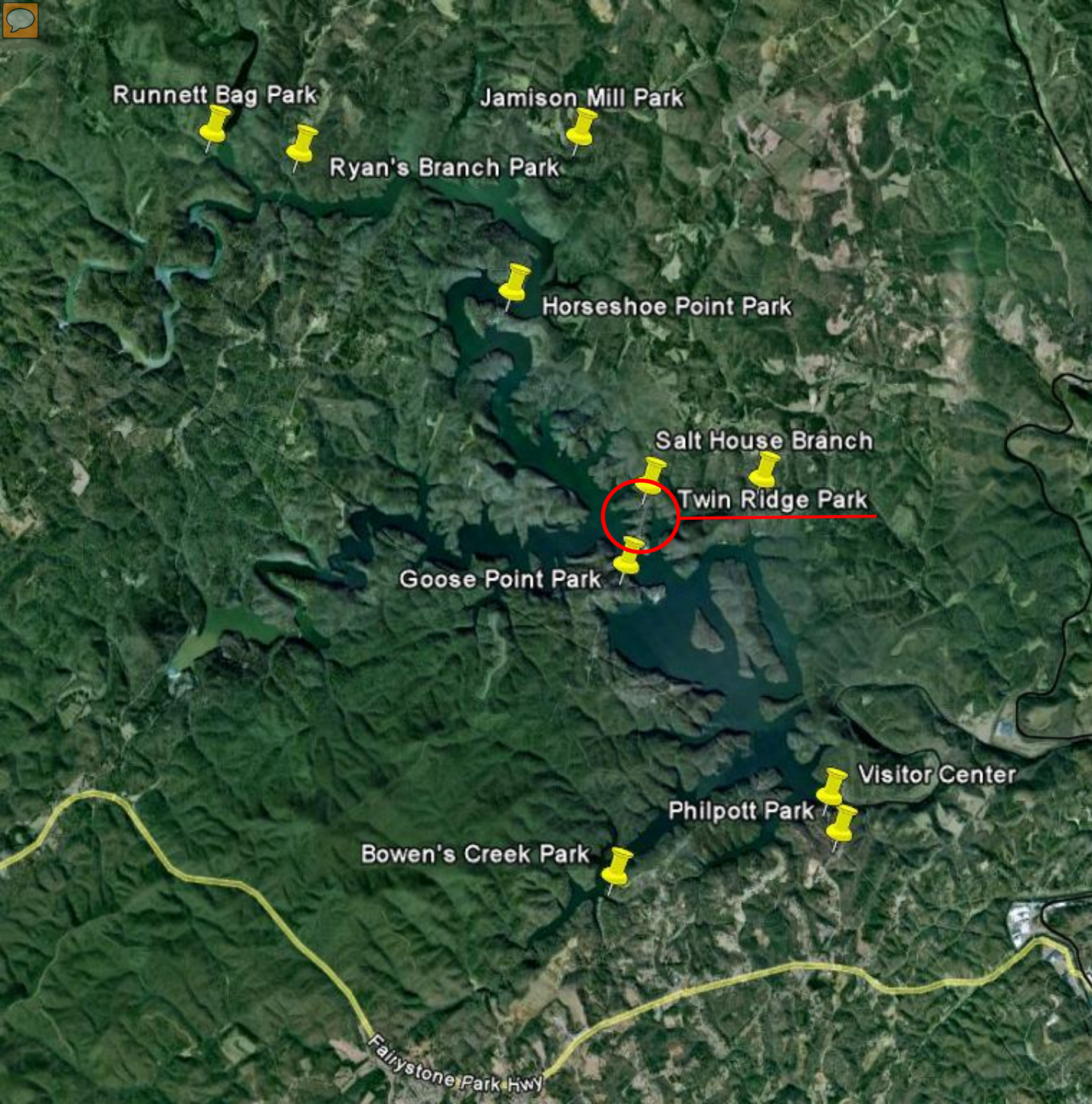




# Visitor Center with Interpretive Wing







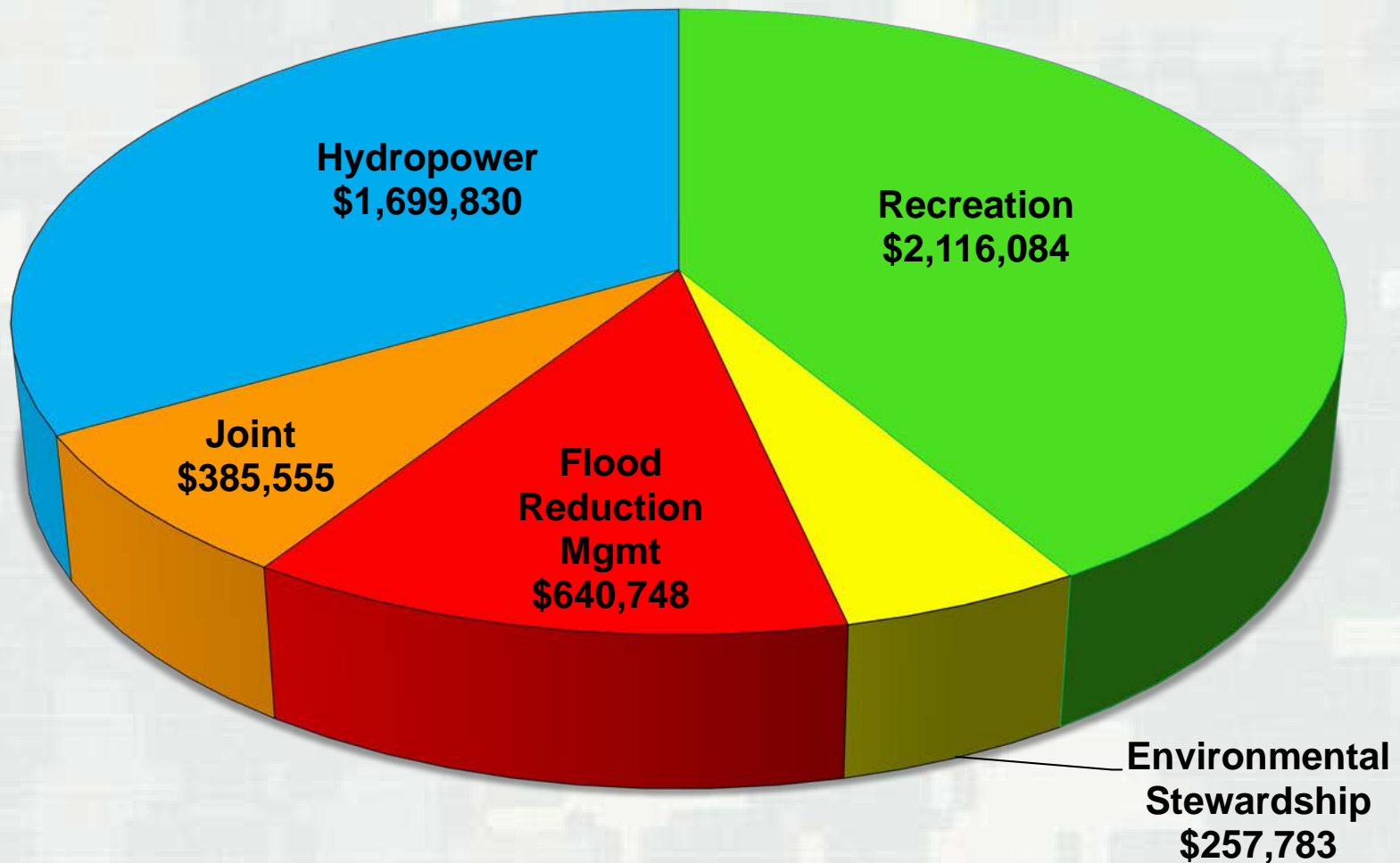
# The Parks on Philpott Lake



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# Philpott Lake FY 2010 Budget

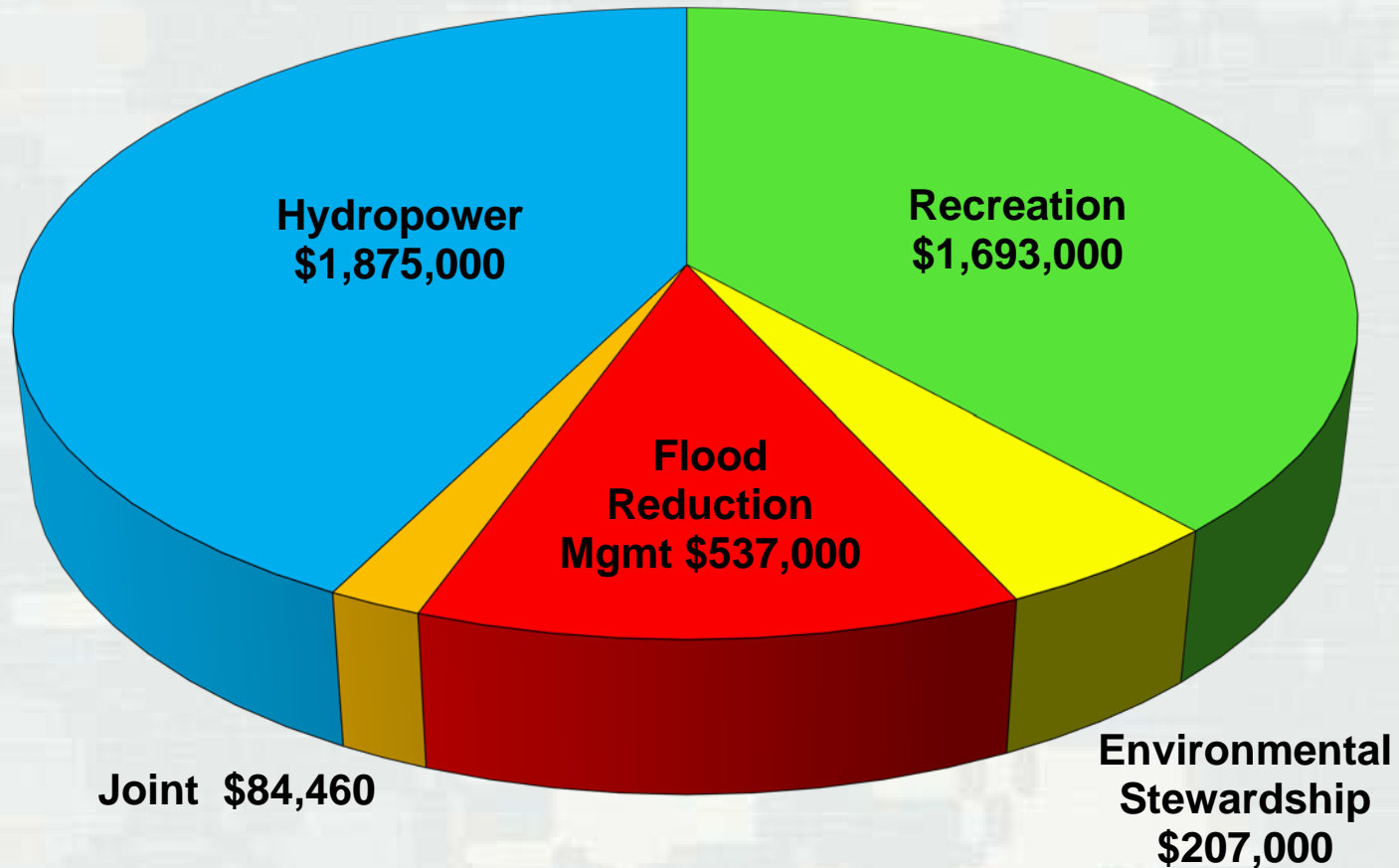


**Total \$5,100,000**



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# Philpott Lake FY 2016 Budget



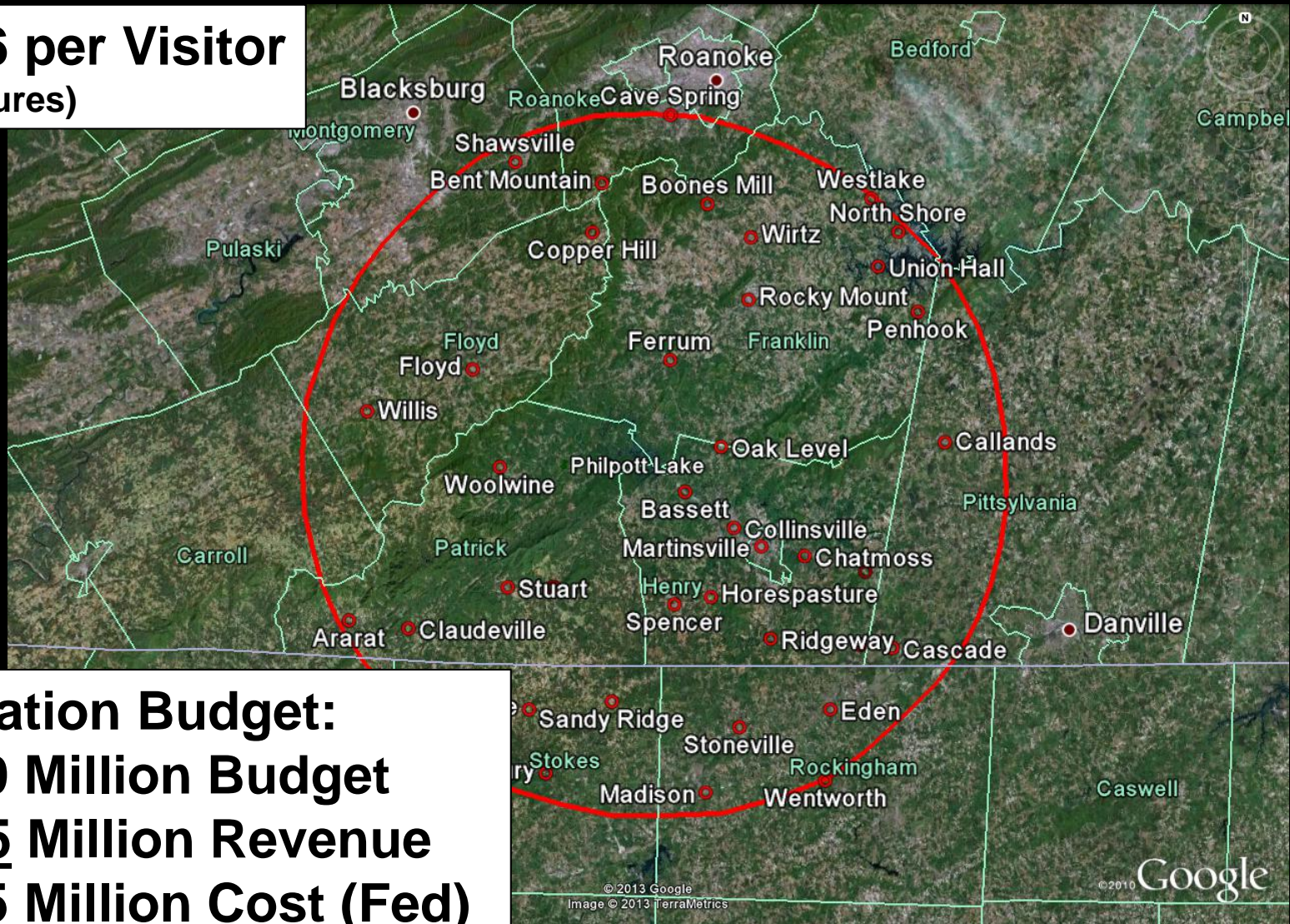
**Total \$4,396,460**



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# Local Economic Benefit of Philpott Lake Recreation (within 30 miles)

**\$36.86 per Visitor**  
(2013 figures)



**Recreation Budget:**  
**\$1.70 Million Budget**  
**- \$ .25 Million Revenue**  
**\$1.45 Million Cost (Fed)**





# Where Do You Get Those Numbers?

## Value to the Nation

[www.corpsresults.us/](http://www.corpsresults.us/)

# ERDC

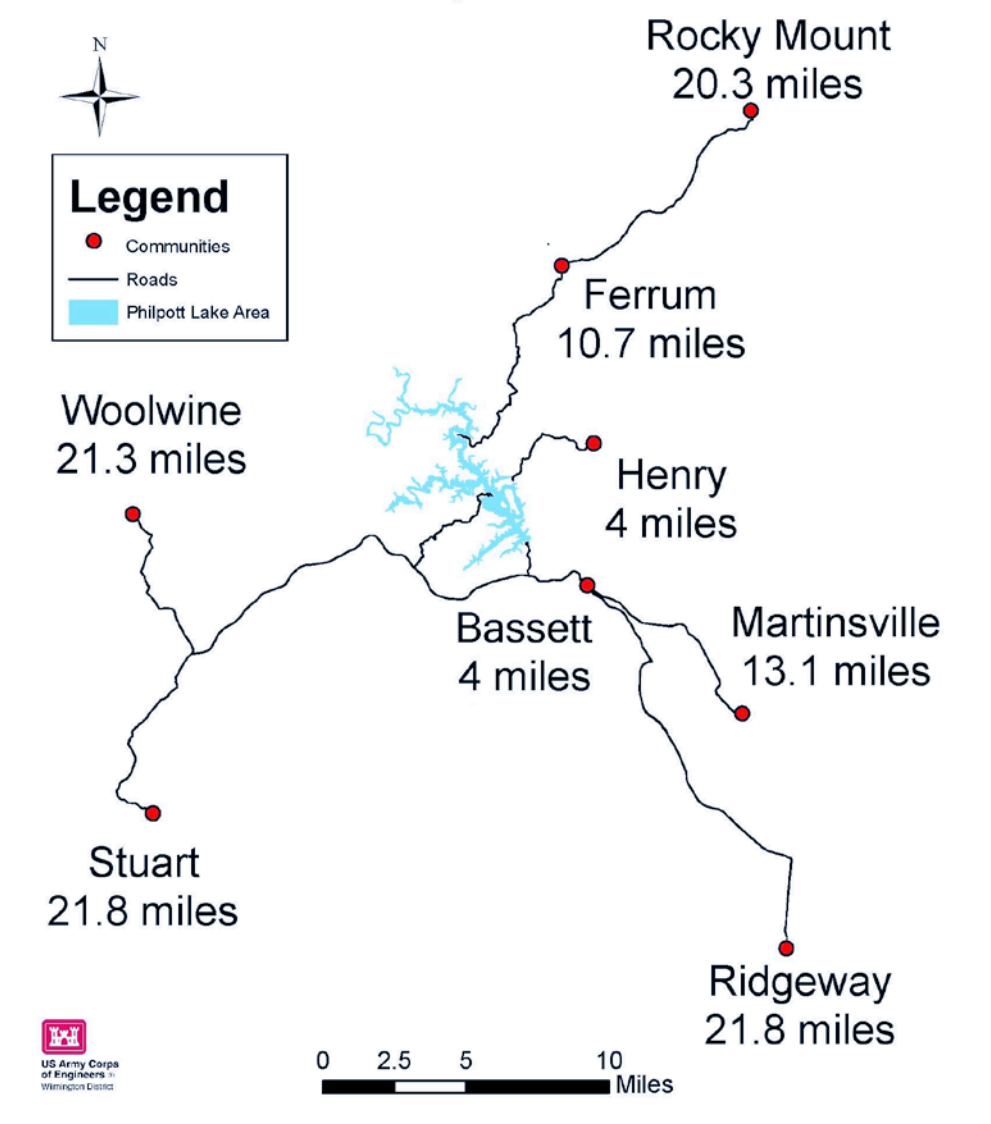
Engineering Research and Development Center



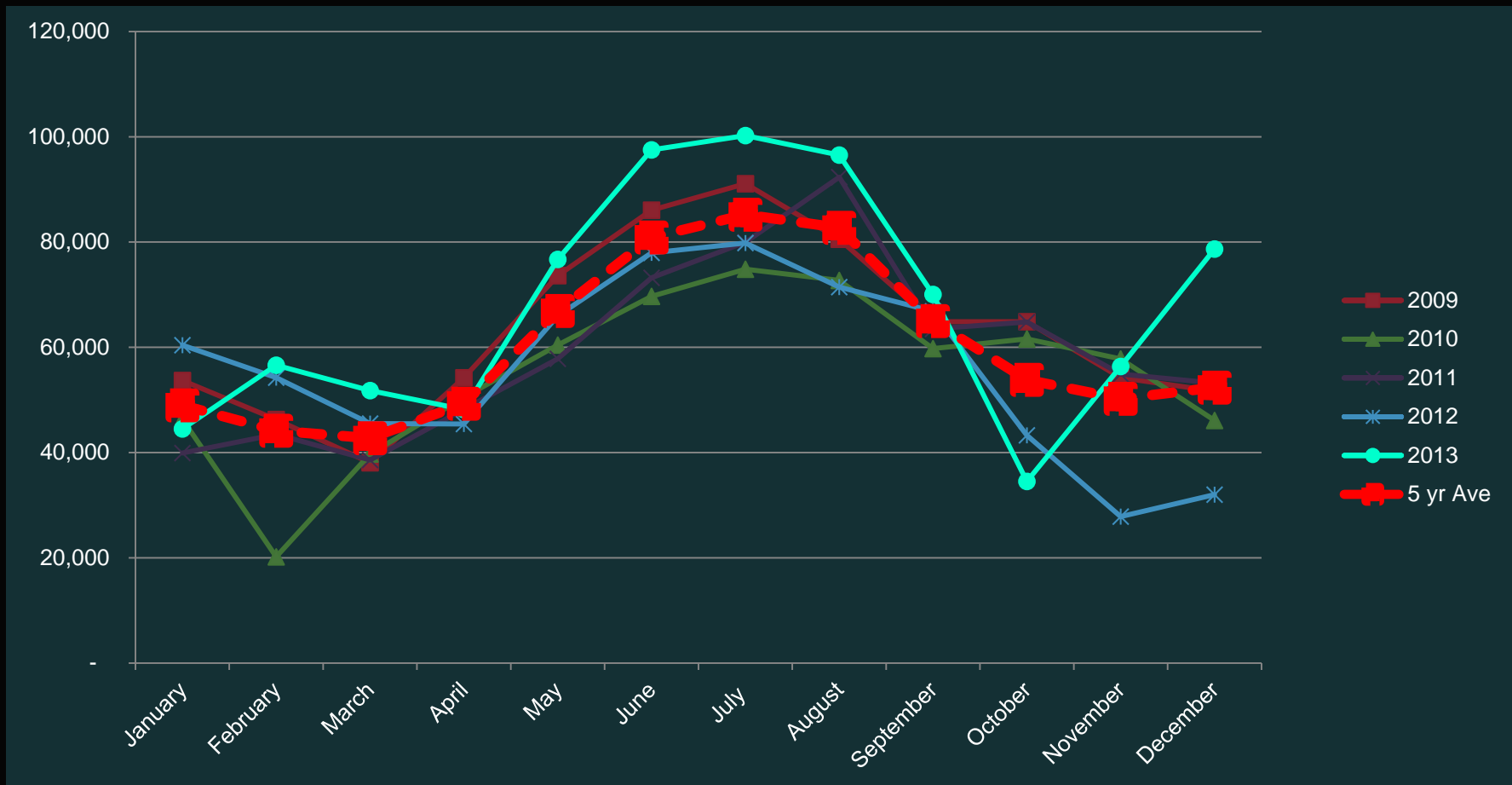
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# Communities Within 30 Miles of Philpott Lake



# Monthly Visitation (Economic Benefit)



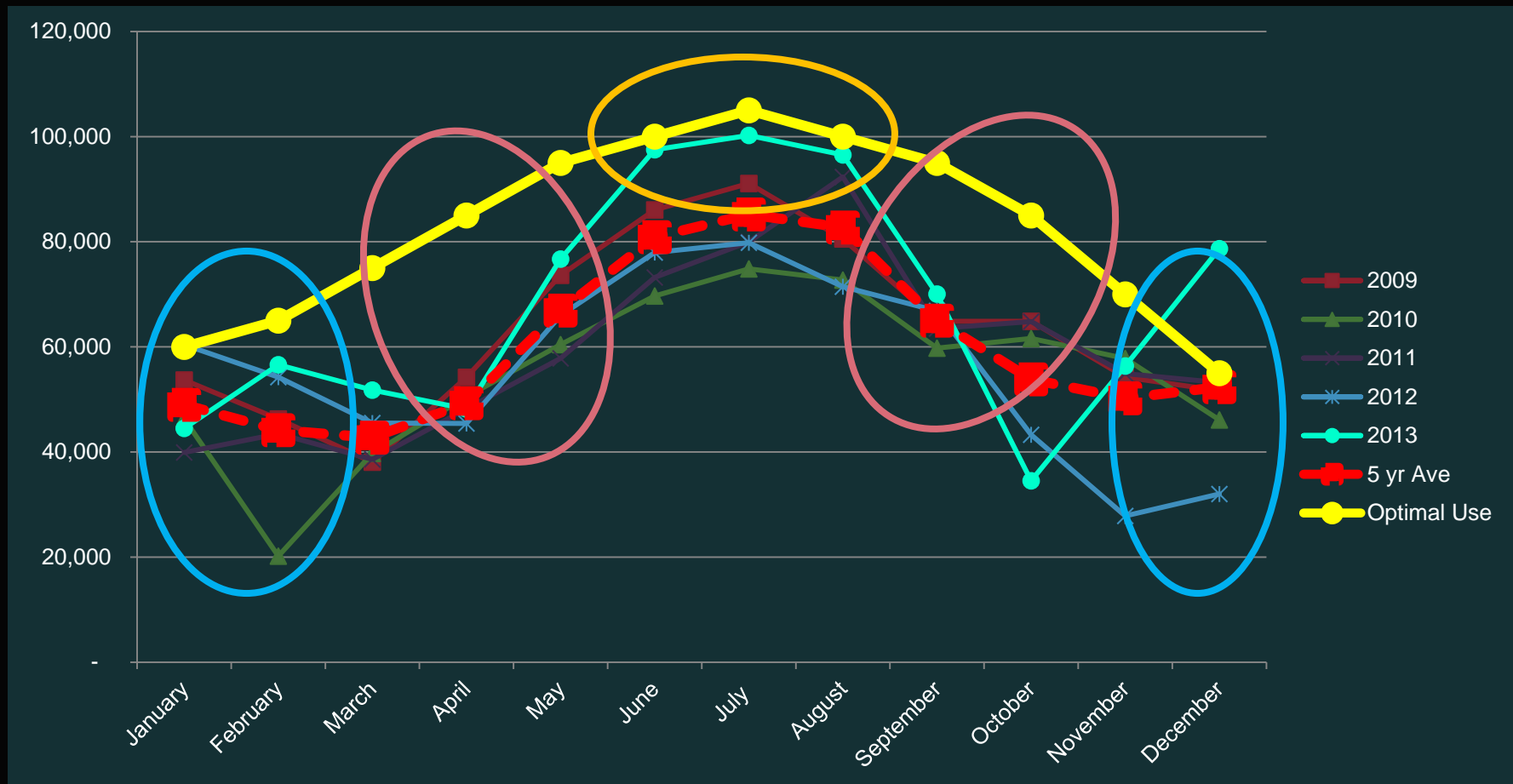
Philpott Lake



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# Monthly Visitation (Economic Benefit)



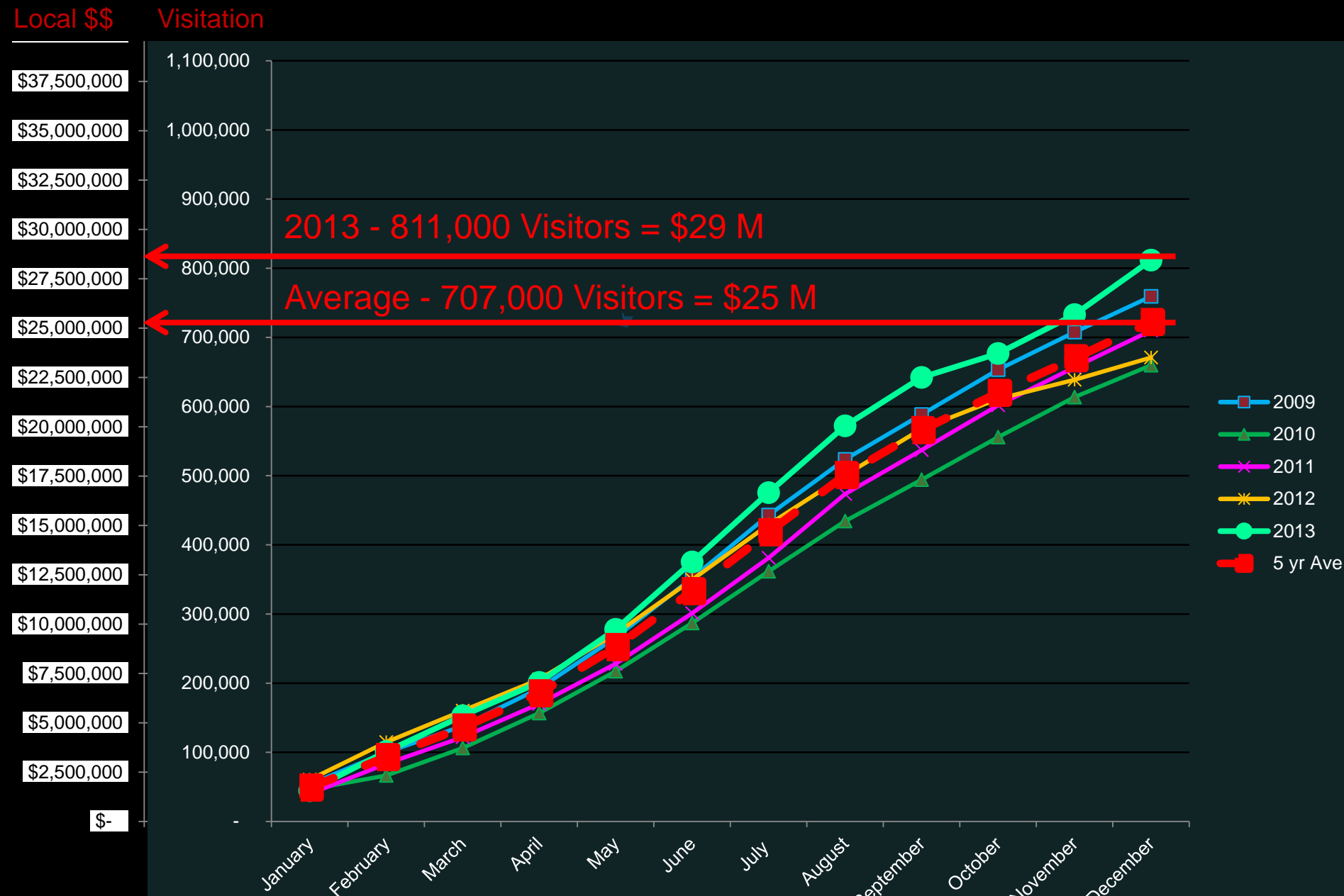
Philpott Lake



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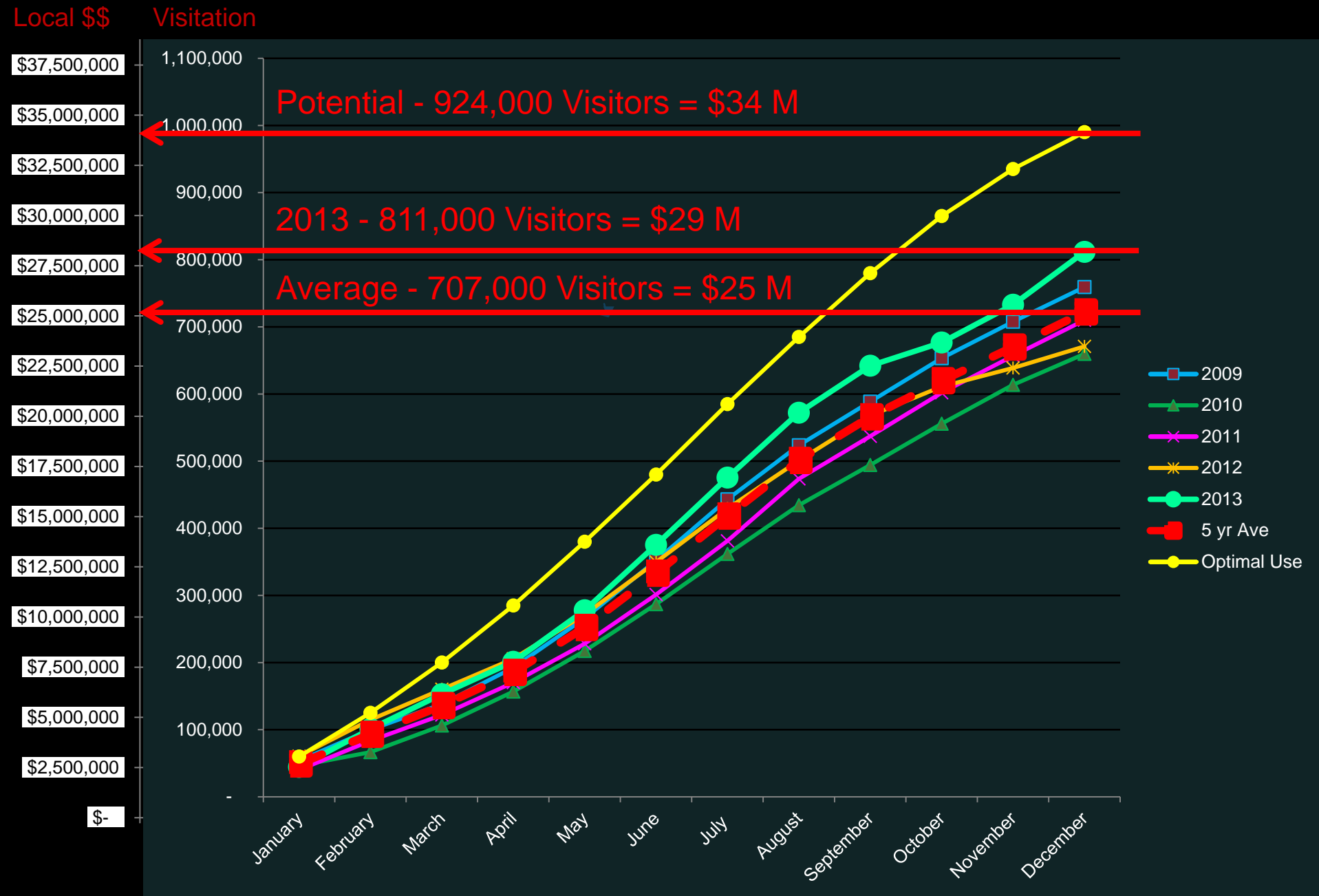


# Philpott Lake Visitation: Economic Value





# Philpott Lake Visitation: Economic Value







# Value of Partnership Case Study







# Fishing Tournament Facility Twin Ridge Park



\$50,000 Local Partnership  
with Franklin County



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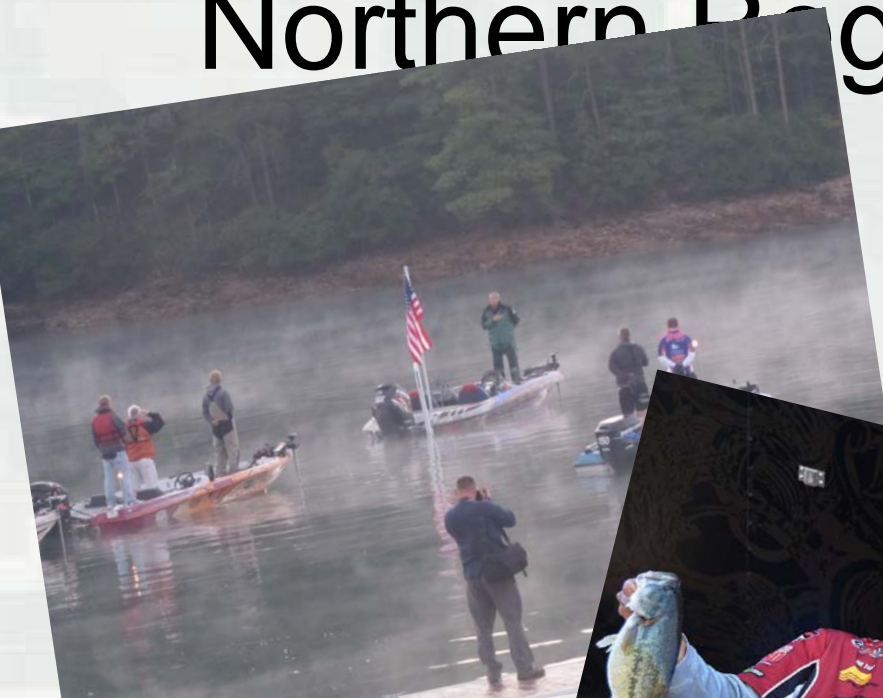
# Fishing Tournament Facility Twin Ridge Park







# FLW College Championship Northern Region Tournament





# FLW College Championship Northern Region Tournament





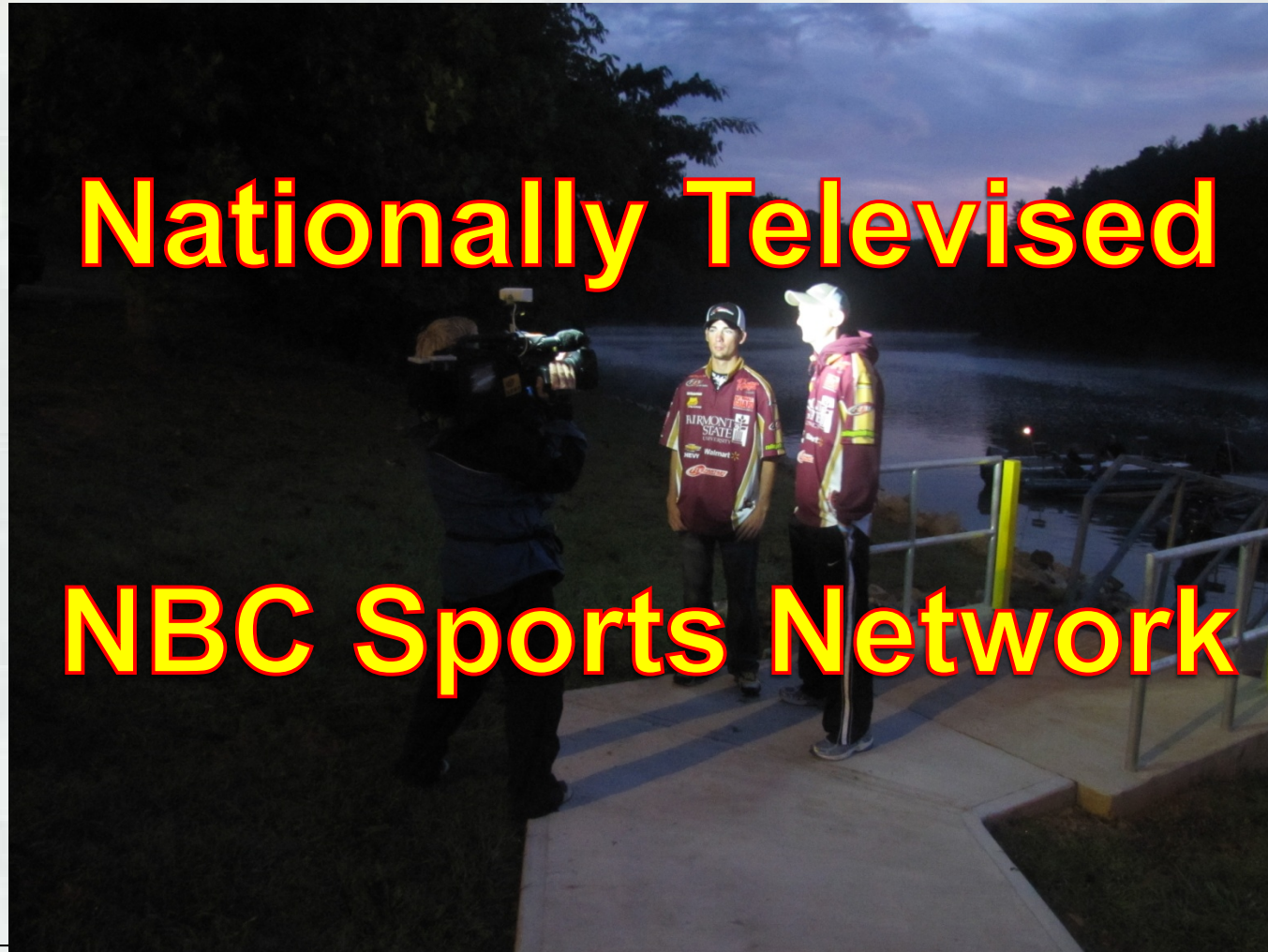
# FLW College Championship Northern Region Tournament



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# FLW College Championship Northern Region Tournament

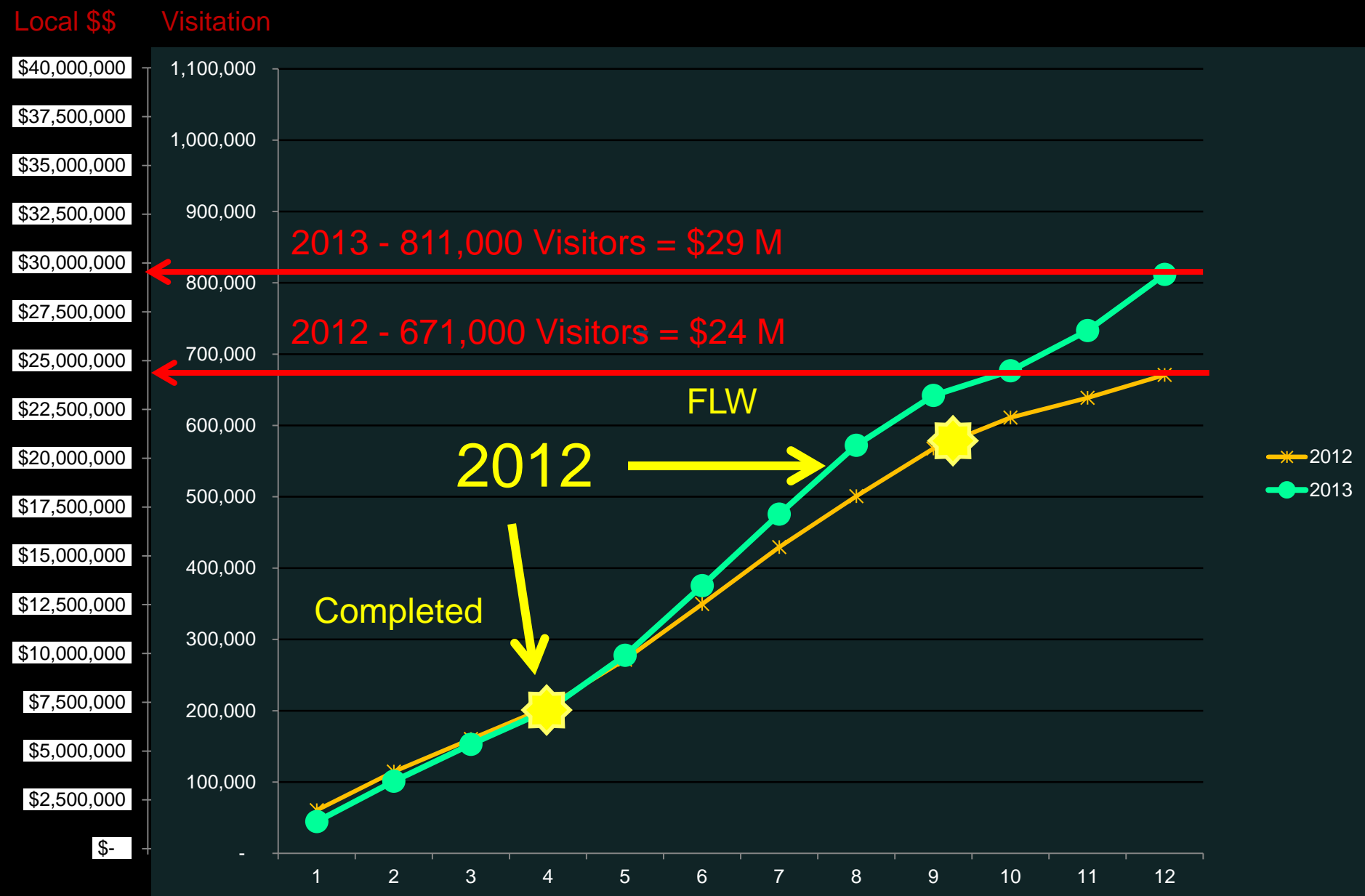


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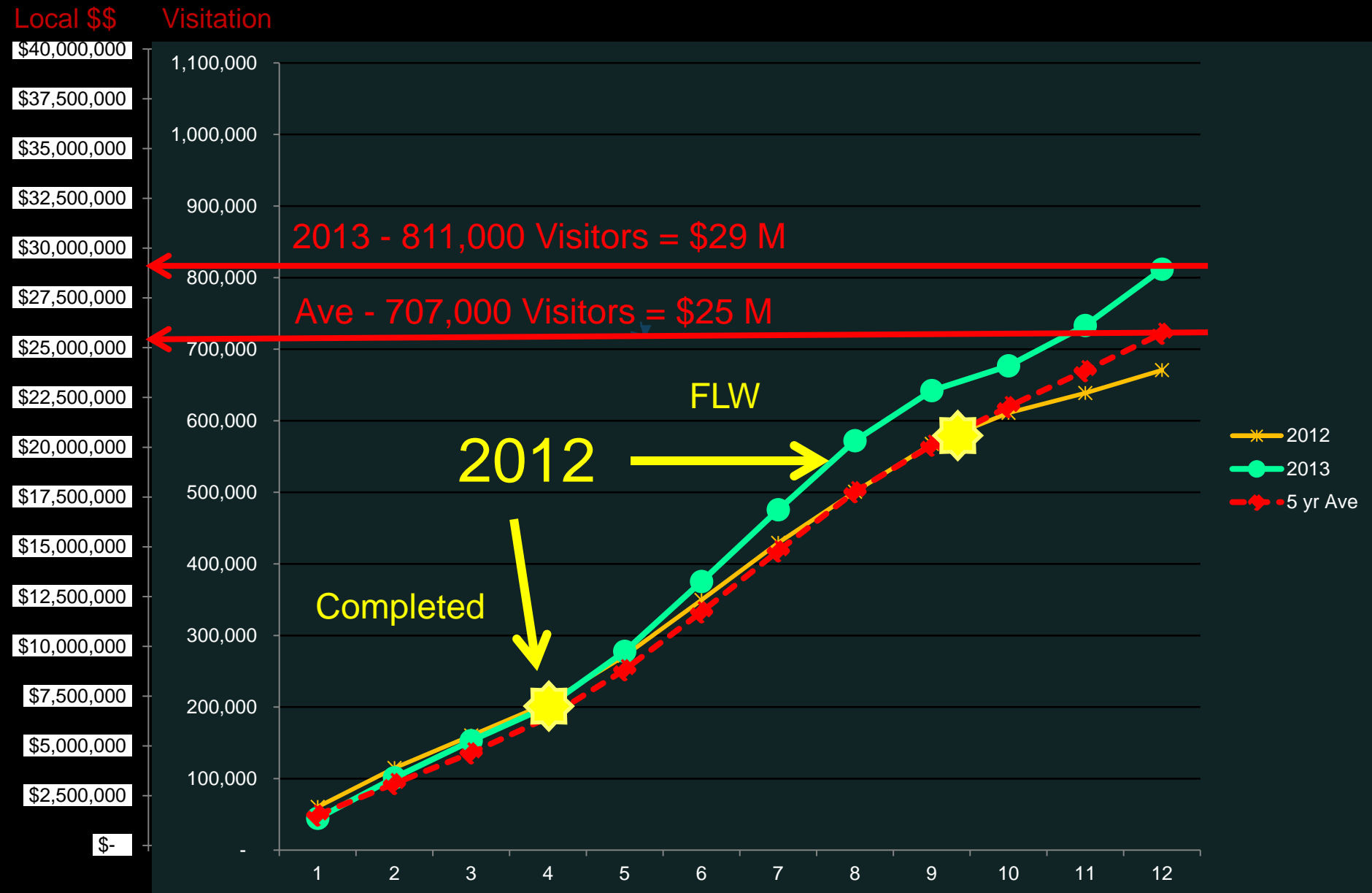


# Fishing Tournament Facility: Economic Value





# Fishing Tournament Facility: Economic Value





Built for \$1.35 M  
2014 – Broke Even  
2015 – Cleared \$10K





# Jamison Mill Park Lease

## Franklin County





# Conclusion

- **\$.72 Million drop in operating budget**
- **Community stepped in to help**
- **We are whole**
- **Community is Engaged**
- **Visitation Up by Average 65,000 per yr.**
- **Community makes \$2.4 M more per yr.**







¿ Questions ?