



# Burbank Reservoir No. 1 Reconstruction Project

## Agency:

*Burbank Water and Power*

## Role:

*Community Outreach*

## Approach:

- Produced and implemented a strategic outreach plan that won the community over to the construction phase of the project
- Developed project branding for use on fact sheets and mailers
- Designed and built project website, providing regular project updates via Twitter feed
- Created an “Artist’s Rendering” of the proposed project so residents could see the new reservoirs
- Generated all outreach collateral
- During planning and design phase, MBI eased many of the community’s concerns about project and helped usher in the construction phase
- Walked door-to-door, reassuring residents that new reservoirs would occupy same exact footprint as old one
- Ensuring the community’s water supply system would remain safe and reliable well into the future



## Summary:

- Selected to provide the community and precondition survey services for this important project in the city of Burbank
- A number of challenges were faced during the project's lifespan, due to the construction within a residential neighborhood
- By highlighting the benefits of the reservoir’s replacement to the community through effective communication, MBI proactively worked to ease and avoid many of these established and potential challenges
- The goal of this community outreach process was to create a dialogue with the affected residents in order to establish neighbor confidence

