



CASE STUDY

Potomac Yard Trunk Sewer Project

Stakeholder engagement services targeting residents, businesses, elected officials, municipal staff and the media regarding the building of a 1.5 mile \$10 million Potomac Yard Trunk Sewer Project. This project was a public-private partnership between master developer Crescent Resources, LLC and the City of Alexandria and required close coordination of all outreach efforts and information.

Challenge

Communication with the public about the need for and ongoing construction of a 1.5 mile trunk-sewer line under the CSX and Metro rail corridors, through the established neighborhoods and historic Old Town streets of Alexandria, Virginia—all while keeping traffic flowing and neighborhood services intact for residents—presented formidable challenges to the project team.

Solution

The Trunk Sewer Community Outreach team, consisting of public agency and private sector members, created a multi-step program that was designed to educate the community about the benefits it would provide to each neighborhood. The program was designed to help the community remain informed, to maintain open lines of communication, and to minimize construction disruption to the community. Waterford worked closely with team members to create and implement a multi-faceted engagement plan.

Project team members: Beth Offenbacker, Paul Coelus



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