



Communication & Public Outreach Plan



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Submitted by: Leonard & Finco Public Relations, Inc.

The Village of Allouez, with a population of more than 14,000, is known as an “historically progressive” community because, as its website explains: *“It grew from the place where Claude Allouez pulled his canoe from the Fox River in 1669, into a bustling village of proud residents and thriving businesses.”*

The sense of progressiveness continues to this day.

Situation Analysis

The Village of Allouez is in a fortunate position to have a number of public, business and community enhancement projects underway or in the planning phases. It also has an engaged community, which requires a consistent and persistent communication and outreach effort to ensure residents and businesses alike know and understand what those projects entail as well as understanding the how's and whys of on-going governmental work, policies and procedures.

In particular, there are currently three areas that require communication and outreach:

- **Libal St. Reconstruction.** This is comprised of three independent phases but, because they are all occurring on Libal St. and will impact residents, businesses and commuters, there should be a comprehensive and strategic communication outreach effort.
- **Utility Rate Case.** The Village will be requesting a rate increase to pay for aging storm and sanitary infrastructure upgrades/replacement in order to meet current storm water management requirements. This will also require consistent messaging explaining the rationale and need.
- **Zoning.** It is not unusual for residents and businesses (no matter where the location) to be confused about zoning and how it works. Clear communication needs to be developed to explain zoning notifications, the state-required process for zoning and where/when public input can be provided.

In addition to these three specific projects, consistent communication and outreach will be needed for areas as well, including but not limited to elections, business development, etc.

Objective

The objective of this communication and community outreach plan include, but are not limited to develop and implement communication and outreach plans for each of the three areas outlined.

Target Audiences

The target audience(s) for this effort include, but are not limited to:

- **Primary:** Village of Allouez residents and businesses.
- **Secondary:** Commuters and those that patronize Allouez businesses.

Communication Strategy, Plan Development & Implementation

For each of the three main areas (Libal St., Rate Case and Zoning) L&F will develop specific communication and outreach plans as follows:

Libal St. Reconstruction

This multi-phase effort will impact a large number of residents, businesses and commuters. L&F will work with the Village to develop:

- Clear messaging and talking points about the need for the project.
- Specific messaging for temporary limited easement and real estate acquisition
- PIM handout (can also be used on website and for social).
 - Information, map and temporary schedule.
- QR code: For all materials that will direct those using it to the website for more information.
- PowerPoint presentation and speaking engagements to city groups, business groups, etc.
 - L&F will develop a presentation, conduct outreach to groups and schedule speaking engagements for Village representatives.
- Website page including content, FAQ, sign up for email updates, etc.
- On-going communication outreach to: First responders, schools (bussing), city bus, neighborhood associations). This will be done as needed, via email, as well as on the website.
- On-going communication calendar (with related information) for residents, businesses and commuters. This will cover items such as tree removal, detours/closures, schedule, etc.
- Social media posts, graphics and project photos, including a running banner that can be pinned to the top of your social pages. (Assumes up to two posts per week throughout the life of the project. Also assumes that Village personnel and/or contractors to provide work photos during the project.
- Business owners “in this together” plan and outreach (working with WisDOT when appropriate).
- Earned media: This will include news releases and/or media alerts about the project as it is underway.
- Traffic reporters: Supply information to radio/TV traffic reporters.

Utility Rate Case

This will impact all Allouez residents and businesses. Early and clear communication about the need will be a priority. Efforts will include:

- Development of messaging and talking points focusing on rationale for the rate case.
 - This will help ensure consistent messaging for the team.
- Letter development for residents and businesses.
- Process and impact infographic.
- Website page including content, FAQ, sign up for email updates, etc.
- Social media post copy and graphics (assumes at least six posts/graphics).

Zoning

In order to help the public better understand the zoning process, L&F will develop:

- Zoning “at a glance” handout (to be used at meetings and on the website).
- Zoning whiteboard video (explainer video) for the website.
- A short column for community newsletter.
- An explainer story for The Press Times.
- Periodic social media posts in advance of any major zoning change requests. (Assumes 3-4 posts).
- Work with the Village to discuss format for future public zoning meetings.

Update, Review & Strategy Meetings

Initially, for the first three months, L&F personnel will meet with Allouez representatives (in person or via conference call) on a twice a month basis to review progress made and plan for the next focus areas. By month four, we should be able to go to monthly planning and review meetings.

Task & Timeline Development

In order to ensure sure the items listed in this plan are carried out in a logical, orderly fashion and to ensure that everyone knows what they are responsible for, L&F will develop a task and timeline and update it on a monthly basis.

General PR Consultation Services

L&F will be available as needed for general PR consultation services throughout this effort.

Outcome Goals & Measurement

There are numerous ways to measure the success of a communication and outreach effort. For all three focus areas our goal will be to provide information and education that will head off misunderstanding and complaints. It is also important to track how engaged (or not engaged) residents and businesses are in the process. L&F will work with the Village to determine mutually agreed upon measurements/analytics.

Personnel & Costs

L&F Personnel

Cole Buergi will provide on-going strategy and oversight of the plan. Allison Barnes and Sydney Zima will implement the plan, along with other L&F account executives and staff on an as-needed basis or areas of expertise are required.

Cost Estimate

Libal St. Reconstruction Project

Total cost: \$59,400

- Months 1-3: \$8,000/month
- Months 4-9: \$3,933/month

Based on our most recent meetings about the project, we propose higher monthly fees for months 1-3 as we prepare for and work on the start of construction. As work gets underway, a communication cadence will be established and the cost will drop to the lower amount for the remainder of the 12 months.

Utility Rate Case

Total cost: \$4,800

Zoning

Total cost: \$5,400

The above fees are for services. Expenses, such as printing if needed, will be billed separately from services. There is no charge for in-county travel; although mileage reimbursement will be an additional charge at the current IRS rate. The Client will be billed on a monthly basis for work performed the previous month. Payment terms are net-30, unless other arrangements are made prior to the commencement of this program.

It is important to note that costs may vary if the Client makes changes or additions to the plan. The Client will be advised if changes and/or additions will impact costs.