

Date: March 13, 2024

To: Brad Lange, Administrator – Village of Allouez

From: Cole Buergi, Susan Finco – Leonard & Finco Public Relations

Re: Libal St. Reconstruction Communications & Outreach Services

## **Libal St. Reconstruction**

This multi-phase effort will impact a large number of residents, businesses and commuters. L&F's work will include a multi-faceted communication and outreach effort. This will include:

### **Media**

Social media: L&F will produce/write posts, create graphics and use project photos to ensure consistent, factual information is available to Village residents and businesses via social media platforms. Assumes up to two posts per week with construction photos provided by Village and/or contractor. L&F will also schedule posts for publishing. In addition, L&F will produce a running banner that can be pinned to the top of your social pages.

Earned media: A monthly news releases and/or media alert about the project and its progress will be produced and distributed to the media by L&F.

### **Website**

Working with the Village, L&F will develop initial content as well as weekly updates for a dedicated website page (located within your current Village website). This will include: Project(s) overview, weekly current and upcoming work updates, FAQ, sign up for email updates, etc.

### **QR Code**

L&F will develop a QR code, which will be used for print and other materials. It will take people directly to the Village website page with information about the project.

## **Business Community Communications & Outreach**

Consistent communication with the business community is essential in order to avoid confusion, rumors and complains to Village officials and employees. This effort will include:

- Update meetings for the business community at Village Hall. Bi-monthly March and April and then monthly May through August.
  - L&F will organize, staff and promote the meetings, developing agendas, coordinating any presentation materials or handouts.
  - At each meeting, L&F will present and share information with attendees at each meeting about the “In This Together” plan, encouraging businesses to take a pro-active approach to their specific situation as it is impacted by the project.

- A Village representative will also need to be on hand to answer Village specific questions.
- Written meeting recaps will be provided by L&F.

### **Monthly meetings with Village**

L&F will meet with the Village monthly to review, plan, determine topics/messaging to be covered by social and earned media, website and business meetings.

### **Cost Estimate**

Total cost for six-month project: \$37,500

The following breaks down the billing by month:

- March: \$7,500 / already authorized by the village board

Pending approval of the contract by the Village board

- April: \$7,500
- May: \$5,625
- June: \$5,625
- July: \$5,625
- August: \$5,625

The overall budget is weighted for the first two months as work ramps up on the project. This includes materials and content development and coordination with Allouez to build out a new, project dedicated page on the Allouez website.

This is not a retainer. The Client will be billed monthly for actual work performed the previous month.

The above fees are for services. Expenses, such as printing if needed, will be billed separately from services. Mileage reimbursement will be an additional charge at the current IRS rate. Payment terms are net-30 unless other arrangements are made prior to the commencement of this program.

This agreement may be cancelled by either party with 60 days written notice.

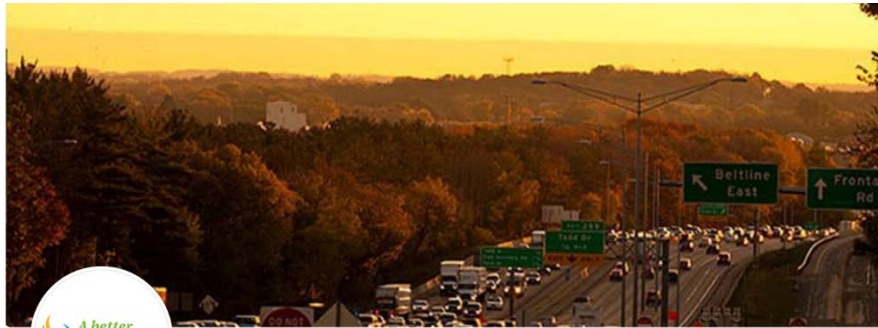
It is important to note that costs may vary if the Client makes changes or additions to the plan. The Client will be advised if changes and/or additions will impact costs.

*Work product examples can be found on the following pages.*

## Work Product Examples

The following are examples of L&F road/construction related communication work.

### Social Media



#### WI Madison Beltline Study

150 followers • 66 following

Contact us

Following

Message

WI Madison Beltline Study

**The Beltline Study**

is working to identify improvement options that, when combined together,

**provide the best long-term solution.**

LIKE and SHARE this post with others who travel the Beltline. For more information about the study, visit: [www.madisonbeltline.dot.wi.gov](http://www.madisonbeltline.dot.wi.gov)

Boost this post to reach up to 789 more people if you spend \$14.

Boost post

WI Madison Beltline Study

DYK? Construction of the Beltline began around 1947 in conjunction with the enlargement and extension of Midvale Boulevard and other Westside streets. The Beltline opened in 1950; extensions and improvements have been nearly continuous since then.

LIKE and SHARE this post with others who travel the Beltline.

For more information about the study, visit: [www.madisonbeltline.dot.wi.gov](http://www.madisonbeltline.dot.wi.gov)

WISCONSINDOT.GOV

**Madison Beltline Study**

Wisconsin Department of Transportation website

Boost this post to reach up to 2253 more people if you spend \$42.

Boost post

Like Comment Share

## Earned Media



# News Release

Wisconsin Department of Transportation

Southwest Region 111 Interstate Blvd. Edgerton, WI 53534

### For more information, contact:

Steven Theisen, WisDOT Project Communications Manager  
(608) 884-1230, [steven.theisen@dot.wi.gov](mailto:steven.theisen@dot.wi.gov)

## Reconstruction work to start on I-39/90 just south of the US 12/18 (Beltline) interchange, Dane County

*Motorists are reminded to be alert and drive with caution through all work zones*

Temporary widening work will occur this fall on the northbound side of Interstate 39/90, between County AB and the US 12/18 (Beltline) interchange near Madison, in Dane County. Nightly lane closures are scheduled weeknights, and the work zone speed limit will be reduced to 60 mph within

## Website

Wisconsin City

State of Wisconsin  
Department of Transportation

DMV Online Services • DMV Info • Doing Business • Travel • Safety • Projects and Studies • About WisDOT

### WIS 32 Improvements - city of De Pere

**Northeast Region projects and studies**  
WIS 32 design alternatives

The Wisconsin Department of Transportation (WisDOT) Northeast Region is investigating and developing alternatives for proposed improvements on 0.7 miles of WIS 32 in the city of De Pere, Brown County.

**Project location**  
WIS 32 west of the Fox River in the city of De Pere between Eighth Street and the Claude Alouez Bridge.

- View project location map and roll plot with legend (7MB pdf)

**Project public handout**  
WisDOT created a WIS 32 Project handout. Please feel free to download, print, and share. A PowerPoint presentation shared at the October Public Involvement Meeting (PIM) is also available below for download as a PDF.

- Download WIS 32 Project handout (October 2023)
- Download WIS 32 PIM PowerPoint presentation (October 2023)



**Project FAQ**  
A Frequently Asked Question sheet is available for download. Please feel free to print and share.

- WIS 32 FAQ sheet (pdf)

**Project purpose and need**  
The purpose of the project is to restore the ride quality of the existing deteriorated pavement and upgrade other roadway deficiencies on WIS 32 through the city of De Pere.

- Pavement at locations on WIS 32 in the project work zone have a Pavement Condition Index (PCI) as low as 21 out of 100. PCI is a measure of the roadway's structural health. Individual pavement distresses are identified and calculated.
  - Please visit WisDOT's PCI website for more information on how WisDOT calculates roadway health.
- Curb ramps are not compliant with the standards of the ADA.

**Possible improvement alternatives**  
WisDOT is in the beginning phases of alternative investigation and development. The alternatives include:



WisDOT is in the beginning phases of alternative investigation and development. The alternatives include:

- No Build
- Pavement Replacement
- Full Reconstruction

View the WIS 32 project alternative webpage for alternative details.

#### Anticipated benefits

Specific benefits depend on the alternative selected. All alternatives include:

- Smoother riding surface for motorist
- Less wear on vehicles
- Lower future maintenance costs
- Improved pedestrian accommodations with ADA-compliant curb ramps

#### Traffic impacts

- The impacts on traffic depend upon the alternative selected for construction.
  - No Build: Lane closures to facilitate the work in the roadway.
  - Pavement Replacement or Full Reconstruction: This may require a long-term closure and detour.
- Regardless of the alternative selected, access to businesses and properties will be maintained during construction.
- A pedestrian detour will be necessary for curb ramps, sidewalks, and crosswalks.

#### Schedule



- Investigation and evaluation of alternatives: 2022 - 2024
- Public Involvement Meeting #2: Fall 2023
- Environmental document approved: Winter 2024/2025
- Final Design: 2024 - 2027
- Real Estate Acquisition: 2026 - 2027
- Utility Reconstruction/Relocations: 2027
- Roadway construction currently scheduled in 2028

#### Real estate

Real estate and right-of-way needs depend on the alternative selected. The real estate needs of the project will be better defined as the alternatives are developed and evaluated during this phase of the project.

## Brochure







## CONSULTANT AGREEMENT

This agreement is made and entered into this \_\_\_\_ day of \_\_\_\_, 2024, by and between The Village of Allouez, whose address is 1900 Libal St., Allouez, WI 54301, hereinafter referred to as “The Client” and Leonard & Finco Public Relations, a Kane Communications Group company, 340 N. Broadway, Green Bay, WI 54303, hereinafter referred to as “The Consultant” pursuant to the following conditions and covenants:

1. The Client hereby retains the consulting services of The Consultant for the purposes of providing communications services as required by The Client. The services are outlined in the Village of Allouez Communication & Public Outreach Plan (attached). The Consultant agrees to use its best efforts to provide the services requested by The Client hereinafter.

2. Said services shall begin upon signing of all parties.

3. Satisfactory completion of this contract shall be subject to the acceptance of the services by designated representatives of The Client. Satisfactory performance shall result in full payment being made to The Consultant.

4. The Consultant shall report directly to Brand Lange, Administrator, or his designee(s). L&F will provide monthly updates to the Client. All services to be performed by The Consultant shall be authorized in advance by one of the persons designated in this paragraph.

5. The Client agrees to pay Leonard & Finco Public Relations for such authorized services as outlined in the Village of Allouez Communication & Public Outreach Plan (attached). The Consultant shall submit a monthly invoice to The Client. Full payment shall be made within 30 days of receipt of the invoice of The Consultant.

- Total cost of services over the next 6 months shall not exceed \$37,500 unless a written amendment is made to the working agreement. The monthly budget will be as follows:
  - March: \$7,500 / already authorized by the village board

Pending approval of the contract by the Village board

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6. The Client shall be responsible for payment of any costs involving the production of materials (as outlined in the plan). These charges will be billed to The Client through The Consultant’s normal billing process.

7. This agreement may be terminated upon 60 days' notice by written communication to the other party. In the event of termination, payment of reasonable value for services rendered will be paid to The Consultant.

8. If any provision of this agreement is deemed to be unenforceable, that provision shall be severed from the rest of the agreement, which shall remain in effect as if the provision had not been included.

9. In performing under this agreement, The Consultant shall act at all times as an independent contractor. Nothing contained herein shall be construed so as to create a partnership, joint venture, the relationship of principal and agent, or the relationship of employer and employee between The Client and The Consultant.

IN WITNESS WHEREOF the parties have hereto set their hands on the day and year first written above.



By: \_\_\_\_\_  
Brad Lange  
Village of Allouez

\_\_\_\_\_  
Susan M. Finco  
Leonard & Finco Public Relations