

Date: March 1, 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 Client will be billed monthly for 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



Earned Media



News Release

Wisconsin Department of Transportation

Southwest Region 111 Interstate Blvd. Edgemoor, WI 53534

For more information, contact:
Steven Thelsen, WisDOT Project Communications Manager
(608) 884-1230, steven.thelsen@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

