

www.LFpublicrelations.com

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

<u>Social media</u>: 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.

<u>Earned media:</u> 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 proactive 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.

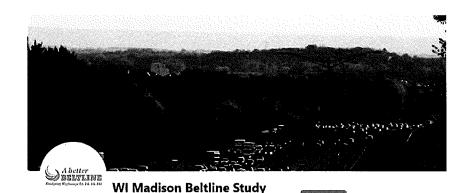
It is important to note that costs may vary if the Client makes changes or additions to the plan. The Client will be advised if changes and/or additions will impact costs.

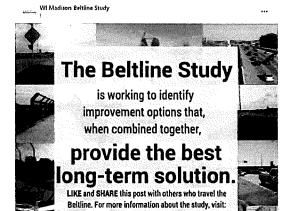
Work product examples can be found on the following pages.

## **Work Product Examples**

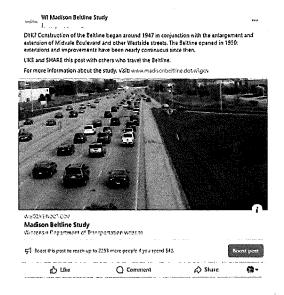
The following are examples of L&F road/construction related communication work.

#### Social Media





150 followers + 66 following



## Earned Media

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



For more information, contact: Steven Theisen, WisDOT Project Communications Manager (608) 884-1230, <a href="mailto:steven.theisen@dot.wi.gov">steven.theisen@dot.wi.gov</a>

Reconstruction work to start on I-39/90 just south of the US 12/18 (Beltilne) 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



State of Wisconsin
Department of Transportation

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### WIS 32 Improvements - city of De Pere

Hortnesst Region projects and

W13 32 design elemetives

The Watconsin Department of Transportation (Wat DOT) North and Region follows Spating and developing witernate as for prepare 6 inserpresents an 0.7 miles of W15 37 in the oily of De Peré, Brewn

Military changes a fill that is a displacement of the last status of the particular and the last status of t

VVIS 3.2 went of the Fox Pulser in the city of the Para between Eighth Street and the Cauche Assuez Money e

View project location map and roll plot with legend (TMB per)

Project public handout

WinDOT created a Win 32 Project handout Please feet free to develond, print, and share, A Percentralist pro-(PIAT) is set a syntable below for company as a PDF.

December VAS 12 Project handout (October 2023)
 December VAS 12 Fill Ferre Ford presentation (October 2023)

#### Project FAQ>

A Pre-questly Asked Question sheat is available for dountood. Please feel free to print and share.

· Wis 32 FAQ invest (pct)

Project purpose and seed

The purpose of the project is to restore the rise quality of the extering detectorated parameter and upgrade other readvary deficiencies on 1/19 72 through the city of the Pers.

- calculated.

  # Please visit V/4DOT's PCI nebule for reace information on hos-VV4DOT calculates reading health.

  Curb samps are not cronsitent with the planders's of the ADA.

WebOT is at the hopming phases of attemptive unvertigation and development. The attemptives include



- Ne Build
   Pavement Replacement
   Full Recentruction

View the WiS 32 project alternative trebpage for alternative details.

#### Anticipated benefits

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

# Breestver riding surface for motorist Lees year on vehicles Leyver Maura menhanance costs Imperval podestrian accommodations with ADA-compliant carb rilmps

#### Traffic impacts

- The impacts on the RC depend upon the alternative relected for construction.

  No Build. Lane clouwer to facilizate he work in the making.

  Personal Replacement of Pail Reconstruction: The may require a long-tarm closure and debug.

  Requires of the afternative selected, access to businesses and properties will be maintained christ construction.

  A pedestrian delour with be necessary for curb ramps, sidewake, and crossystics.

#### Schodule



- Investigation and evaluation of alternatives; 2022 2024 Fubic Involvement Meeting #2: Fall 2023
- Environmental document a Final Design: 2024 2027
- Rael Estata Acquisition; 2026 2027
- Utility Reconstruction/Relocations: 2027
- Reservey construction currently scheduled in 2028

Real salate and right-of-vey needs depend on the attention related. The real estate needs of the project will be better defined as the attentions are developed and evaluated during this phase of the project.

#### **Brochure**

