

ITEM: Consider Agreement with [REDACTED] for Public Relations and Outreach Consulting

Meeting DATE: August 18, 2022
TO: City of De Soto Council and Mayor
FROM: Mike Brungardt, P.E., City Administrator
CC: City Staff via Electronic Packet Distribution
EXHIBITS: Exhibit A: Scope of Work for Public Relations and Outreach
Exhibit B: Fee Estimate

Summary: With the announcement of the Panasonic project and its associated levels of activity, there is an urgent need for consulting assistance to manage media relations and public relations and community engagement. As a sub-consultant to GBA, [REDACTED] and [REDACTED] have been engaged with us since the week of the announcement, assisting with media communications and ultimately connecting the City with the right resources to share our story and be a key player. We have now established a specific scope of public relations work for the remainder of 2022 and for 2023 and recommend that the Council approve an agreement with [REDACTED] that will keep them integrated with Whitney to manage our media relations and communications efforts regarding development of the Southwest Growth Area.

The proposed scope of work is attached as **Exhibit A**. As structured, the contract will be billed hourly with several specific initiatives identified along with general support categories through the remainder of 2022 and all of 2023. **Exhibit B** contains the fee summary.

In total, the expected cost for 2022 is \$190,800 and the 2023 cost is expected to be \$262,330. These figures are significant, but this type of consulting early on could set the stage for the future of the Southwest Growth Area redevelopment. The attached scope of work provides staff with the resources to efficiently engage the citizens with the creation of a community engagement plan and advisory groups and to grow and maintain relationships with stakeholders via the creation of a communications group. The purpose of the communications groups is to share the right message to the right people at the right time. The scope of work also includes an integrated communications plan for the Southwest Growth Area. Finally, the proposed scope will provide the capacity to manage the immediate and future communications needs related to the Southwest Growth Area. The scope of work will complement several of the specific communication related Council requests including media training and strategic planning support. Funding for these efforts can come from the CIP line item for 2022, and from the contingency line item in the general fund for 2023.

The 2022 work includes a specific work element to support the Chamber of Commerce with its PR efforts. We feel it is important to include the chamber with this effort, and it is reasonable and efficient to include that work in our contract with [REDACTED]. We can discuss the potential for partial or total reimbursement from the Chamber as we get further along in the process.

It is recommended that the Council approve the proposed scope of work and fee estimate from Mays Communications and direct staff to prepare a contract for the Mayor's signature. We will use the same contract format as with recent professional service agreements.

**End of Memo
Exhibit to Follow**



The City of De Soto, Kansas
Scope of Work
Communications, Engagement and Public Relations
Consulting Team - [REDACTED] + [REDACTED]

The City of De Soto seeks a Communications, Engagement and Public Relations Consulting Team to oversee and manage communications, engagement, and public relations efforts related to the increase in media and public interest related to the Panasonic Project and the development of the former Sunflower Army Ammunition Plant and surrounding areas. This effort is an important part of the City's Strategic Plan goals related to enhancing public communications, marketing the city, and advancing a positive image for De Soto within the region.

The consultant will work with the Communications Director and report to the City Administrator. The contract will run through 2023 with the possibility of further extensions.

- The contract will require an average of 20 hours a week for Communications and Public Relations.
- The contract will require an average of 20 hours a week for Community Engagement through the end of 2022 (does not include EDC or Project Manager on-call hours). Additional scope items will be defined during the Community Engagement Strategy development for 2022 and 2023. A cost estimate will be provided once those items are identified and the City can issue a Work Order if in agreement to authorize the work.
- The Contract will be billed on an hourly not-to-exceed basis at the hourly rates identified in the schedule.

Communications & Public Relations

1. **Build communications infrastructure** for the City, which includes but is not limited to:
 - Audit existing communication channels
 - Identify where residents currently get their information
 - Assess strength, reliability, value of various channels
 - Identify different audiences and their needs
 - Identify need for and build out new communications channels
 - How can we reach constituents who are not online or who do not speak English, for example?
 - Build out consistent, reliable source of information for residents related to plant
 - Develop messaging strategy and editorial calendar
 - Identify key messages and event timeline; create editorial calendar to ensure consistent, aligned messaging
 - Establish policies and protocols

- Working with legal, develop robust social media policy for city and its employees
- Identify communications' protocols – who speaks to the media and when; when do we share project information with residents; when do we respond to concerns; who reviews what documents and when.
- Identify tactics to support overall messaging strategy
 - Flyers, videos, QR codes, etc.
- Pulling together communications groups from different organizations
 - Establish a core project communications group: Panasonic, KDOT, County, JCCC, etc.
 - Host kick off meeting, establish protocols; host ongoing meetings as specified
- **Deliverables** for this task include the following:
 - Written framework for Social Media Policy
 - Integrated Communications Plan that addresses residents' needs for information related to the project. (Both the type of information and the channel.)
 - Editorial calendar that reflects project milestones
 - Charter for cross-functional communications group along with goals, objectives and meeting schedule

Hours 120 -150

\$24,000 - \$30,000

2. **Media training –**

- Conduct four sessions: one for staff, one for elected officials, one for EDC/Chamber, one for key advisory boards.
- In-depth sessions to include:
 - Identify and practice media strategies, bridging, etc.
 - Develop succinct descriptions/responses to core questions
 - Practice interviewing
 - Feedback follow up – in-depth written feedback after the session plus a media prep checklist to use for subsequent interviews.
- NOTE: This training will be helpful for talking with media, residents or other stakeholders.
- **Deliverables** for this task include the following:
 - Messaging strategy that distills information for residents
 - Hands-on media relations training

Hours 24 - 28

\$4,800 - \$5,600

3. **Build content strategy for Chamber/EDC**

- Audit existing collateral
 - How do Chamber/EDC currently communicate with key stakeholders
- Develop messaging strategy and editorial calendar
 - Embed Panasonic messaging into overall messaging strategy
 - Key messages the Chamber/EDC should use for all development projects moving forward
- Build out some collateral specific to the project (website/media kit/marketing collateral, video)
 - Includes writing, design, video
- **Deliverables** for this task include the following:
 - **Integrated marketing communications plan**
 - **Collateral to tell Chamber/EDC's story**

Hours 110 - 130

\$22,000 - \$26,000

4. **Ongoing support**

Monthly retainer to cover ongoing support including but not limited to:

- Fielding media calls; media triage
- Ongoing media preparation
- Writing/design/filming of content in support of overall strategy
- Serve as liaison between city communications department and other stakeholder communications groups
- Continually update key messaging
- Troubleshooting resident feedback
- Ongoing meetings
- Ongoing research

*Not to exceed 60 hours a month without amendment.

Expectation: 50 hours a month

10K a month

Stakeholder/Community Engagement

5. **Stakeholder/Community Engagement Plan** - *Develop an inclusive, long-term Stakeholder/Community Engagement Plan in collaboration with the city. The plan will identify key communications/messaging opportunities, outreach events and activities, schedule, and team roles and responsibilities.*

Timeframe: August & September 2022; update on an ongoing basis

Deliverables: Stakeholder/Community Engagement Plan

Cost Estimate: \$4,000

6. Pulse Panel/Advisory Group & Strategic Plan Support - *Work with a group of diverse, well-respected community members to provide input into city decisions regarding housing, land use, infrastructure, funding. Group will help the city update its strategic plan by sharing insights from residents, providing perspective around community reaction – and serving as embedded champions. This group will play an instrumental role in ensuring the city can anticipate community reactions, needs and wants into its short and long term goals and objectives.*

6.1 Workshops to provide input into the Strategic Plan - (3 sessions)

Workshop 1 - Orientation - August 2022

- Basic understanding - about what is coming, what is happening, what is planned.
- How to access resources and information
- Tell community members how to access information and clarify misinformation

Workshop 2 - Sept 2022

- Develop guiding principles for Strategic Planning

Workshop 3 - October 2022

- Strategic Planning Topics Input

Timeframe: August - October 2022

Deliverables: Workshop Pre-Meeting Questionnaires, Workshop Agenda Packet, Strategic Plan Input Summary

Cost Estimate: \$19,000

6.2 Pulse Panel/Advisory Group Ongoing Engagement - *Inform and educate them about what is coming, what is happening, what is planned. Check the pulse of the community by checking in with these ambassadors using the following methods:*

- Periodic zoom calls with members
- Ongoing online questionnaires
- Ongoing email communications

Timeframe: Ongoing

Deliverables: Meeting Agenda Packets, Online Questionnaires, Summary of Pulse Panel/Advisory Group Ongoing Engagement

Cost Estimate: \$10,200

7. Presentations to Governing Body, Planning Commission, EDC Board, Chamber of Commerce, Community Groups - *prepare presentation materials for use by city staff to deliver to groups,*

Topics/Issues:

- *Housing - (temporary & permanent), affordable housing, different housing products needed, etc.*
- *Infrastructure extensions*
- *Traffic and construction disruptions*
- *Future Land Use*
- *Economic development opportunities*
- *Impact on schools*
- *Impact on city services*

Materials to produce for each topic:

- *Short explainer video*
- *Handout materials*
- *Online and paper input questionnaire*

Timeline: August - December 2022

Deliverables: 5 Short Explainer Scripts, First Draft, Final Draft & Videos; Handout materials by topic; online questionnaires; one copy of paper questionnaires for city to reproduce and distribute

Cost Estimate: \$35,300

8. Workshops & Training Sessions with Key Development Decision-Making Bodies - *conduct a series of training/workshops with the following groups as part of the Strategic Planning Process*

Economic Development Council (EDC) - understand their important role, identify resources and connections, develop a strategic approach to attracting complimentary development and investment in the community.

Planning Commission - training to remind them of their role, responsibilities, key things to look for when considering development applications, and reconnecting them to the Comprehensive Plan and Southwest Growth Plan.

Mayor/City Council - training to understand their role, workshop discussion to establish strategic priorities and direction in preparation for all the important decisions that will be on their agenda in the coming months.

Timeframe: September - December 2022

Deliverables: 3 workshop agendas, training materials for each meeting, summary of meetings/training discussion

Cost Estimate: \$7,200

9. Workshops & Training Sessions with Key Staff - *conduct a series of three (3) training/workshops to prepare key staff for changes, set priorities and get them on the same page.*

Timeframe: August - December 2022

Deliverables: **3 Workshop Agenda Packets and summary meeting notes**

Cost Estimate: \$7,200

Ongoing Support (Management, Planning, Engagement, and Economic Development Services)

10. On-Call Staffing - qualified, highly experienced interim staff members are available with expertise in project management, city management, infrastructure management, organizational development, economic development, and land use planning.

Mapping & Urban Planning Assistance
\$150/hour - Consultant II & Consultant III

Housing Strategy & Planning Consulting
\$150/hour - Consultant III

Strategic Planning & Economic Development Consulting
\$200/hour - Consultant IV

Project Management Assistance
\$150/hour - Consultant II & III

Engagement Assistance
\$150/hour – Consultant II & III

City of De Soto, Kansas	2022 Budget Year	2023 Budget Year
Communications & Public Relations		
Build Communications Infrastructure	\$ 30,000	\$ -
Media Training	\$ 5,600	\$ 5,600
Build content strategy for Chamber/EDC	\$ 26,000	\$ -
Ongoing support	\$ 40,000	\$ 120,000
Subtotal	\$ 101,600	\$ 125,600
Stakeholder/Community Engagement		
Stakeholder/Community Engagement Plan	\$ 4,000	\$ 1,000
Pulse Panel/Advisory Group	\$ 29,200	\$ 38,080
Presentations to Governing Body, Planning Commission, EDC Board, Chamber of Commerce, Community Groups	\$ 35,300	\$ 17,650
Engagement with Builder/Developer Focus Group	\$ 6,300	
Workshops & Training Sessions with Key Development Decision-Making Bodies	\$ 7,200	
Workshops & Training Sessions with Key Staff	\$ 7,200	
Engagement Placeholder Year 2		\$ 80,000
Subtotal	\$ 89,200	\$ 136,730
TOTAL	\$ 190,800	\$ 262,330

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