



August 28, 2018

Honorable Mayor and City Council
Attn: Kurt Ulrich, City Administrator
City of Ramsey
7550 Sunwood Drive NW
Ramsey, MN 55303

Re: Proposal for Communications Plan for Road Funding Alternatives

Dear Mayor and Council Members:

WSB & Associates, Inc. is pleased to provide you with the following proposal for services related to a proposed Communications Plan that will assist the City with informing its residents, boards, commissions, and councils of the ways in which road funding alternatives could be utilized by the City for maintaining the City's streets. The City of Ramsey currently maintains 175-miles of paved streets, which is one of the largest assets of the City. City Council and staff recognize the importance of pavement management to reduce the long-term cost of maintaining this asset and the challenges of identifying consistent and sustainable funding for this purpose. Road funding options to be discussed include those currently being utilized, along with alternative options such as using utility franchise fees.

WSB successfully assisted with the review of road funding alternatives in the City of Rogers in 2015, and are currently undergoing the process in the City of Princeton to assist them in finding alternatives for funding improvements to their parks and trails. We understand the steps that are necessary to create a successful program, including identifying the needs/program along with the required funding for the needs/program, evaluating all methods of funding and providing a comparison of those funding alternatives. Each step of the process is important and our experience in assisting communities to navigate the funding alternatives would be an asset to the community. If the City chooses to move forward in following this communication plan, there are a series of implementation steps that would need to be performed dependent upon the road funding option selected.

WSB has a strong history of providing communications solutions for projects, plans, and sensitive political issues. All our projects involve some level of communication needs, and this demand is increasing. Recently, the City of Minnetonka hired WSB communications staff to help them lead community engagement and navigate a difficult trail project through the public process. WSB has also helped Mahtomedi through a collaborative communication process with key stakeholders on a controversial neighborhood sewer project. Another applicable example is that WSB staff provided support for several bond referendum projects, including a parks infrastructure referendum in Coon Rapids and Eden Prairie (both of which were successful). Our communications team includes planners, communication specialists, and technical leads to increase the likelihood of successful projects.

The scope of services as described in this proposal is based on discussions with City staff:

PROPOSED SERVICES & SCHEDULE

The following tasks will be completed as part of a proposed eight (8) month communications plan for the consideration of road funding alternatives:

Phase 1 - (Month 1 & 2)

- Development of schedule and milestones
- Assessment of current pavement management program
- Assist the Finance Director to evaluate other funding methods and develop graphics to compare/contrast
- Meeting with Charter Commission and other relevant boards and commissions

Phase 2 - (Month 3, 4, 5)

- Internal staff meetings (3)
- Public meetings (2)

- Develop informational mailer
- Develop short video
- Press notification/coordination
- Board/Commission/Council informational open house (1)
- Develop PowerPoint to be posted to City website
- Develop newsletter article

*Note: If community feedback is such that the City Council votes to terminate the road funding alternatives discussion, that decision would be made during Phase 2.

Phase 3 - (Month 6, 7, & 8)

- Develop "frequently asked questions" for posting on City social media sites
- Develop newsletter article for publication in the Ramsey Resident
- Work with the press to write a news article
- Provide City monthly information for posting website and social media updates

Future Steps (not part of this scope)

- Authorize moving forward with the implantation of chosen road funding option.
- Authorize the review and re-negotiation of agreements with private utilities, if necessary.
- Authorize the drafting of applicable ordinances for adoption, as required.
- Authorize contacting private utilities to request meter information as necessary.

COMMUNICATIONS SCOPE OF SERVICES FEE

We are proposing to complete the above outlined scope of services for a lump sum fee of **\$35,000.00**. Provided below is a fee breakout by phase of the proposed lump sum fee identified above. If the City Council elects to terminate the project based on public feedback the City will only be responsible for the costs incurred up to and including the date of termination.

Please note that printing and postage associated with the above scope of services is not included in the fee outlined above. We will work with the City of Ramsey to identify a preferred printing vendor.

- Phase 1 - \$2,500.00
 - Phase 2 - \$24,000.00
 - Phase 3 - \$8,500.00
- Total - \$35,000.00

If this proposal is acceptable, please execute the signature block below and return as our authorization to proceed.

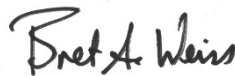
Please give me a call at 763-762-2870 if you have any questions. Thank you.

Sincerely,

WSB & Associates, Inc.



Kirsten Gray
Public Involvement Manager



Bret A. Weiss, PE
President/CEO

ACCEPTED BY:
City of Ramsey

Name: _____