



June 7, 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 the Development of Franchise Fees

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 a franchise fee could be utilized by the City as a funding method 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. A franchise fee program offers many advantages over traditional methods of funding and has been implemented successfully by many cities for this purpose.

WSB successfully assisted with the implementation of a franchise fees program in the City of Rogers in 2015, and are currently undergoing the process in the City of Princeton. 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 other methods of funding and providing comparison, developing a communication plan for the City to follow, and coordinating with the private utility companies to obtain necessary user information to determine the projected revenue. Each step of the process is important and our experience will provide the City of Ramsey with a guide to the process for the implementation of franchise fees. Ramsey has previously developed a program for this funding approach and has much of the information, albeit a few years old. This information will be very helpful in streamlining our approach and role in that phase of the project. 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. This proposal does not include engaging the utility companies at this time.

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 six (6) month communications plan for the consideration of franchise fees:

Phase 1 - (Month 1)

- 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

Phase 2 - (Month 2 and Month 3)

- Develop informational mailer
- Develop short video
- Press notification/coordination
- Public meetings (2)
- Board/Commission/Council informational open house (1)
- Internal staff meetings (3)
- Develop PowerPoint to be posted to City website
- Develop newsletter article

Phase 3 - (Month 4, 5, & 6)

- 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 franchise fees
- Authorize the review and re-negotiation of franchise agreement with private utilities
- Authorize the drafting of franchise fee ordinance for adoption
- Authorize contacting private utilities to request meter information and to discuss the fee

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.

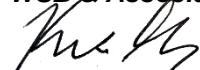
- Phase 1 - \$2,500.00
- Phase 2 - \$24,000.00
- Phase 3 - \$8,500.00
- Total - \$35,000.00

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: _____