



**SCOPE OF SERVICES**  
**CITY OF COLUMBUS, DEPARTMENT OF PUBLIC UTILITIES**  
**Blueprint Community Engagement**  
**July 2017 – June 2018**

**GENERAL:**

The City of Columbus Department of Public Utilities (DPU) recently reformulated its plan to eliminate sanitary sewer overflows in an initiative known as Blueprint Columbus. This \$2.5 billion project is innovative in approach compared to most US cities - Blueprint aims to address the source of the problem (mostly occurring on private property) instead of simply building larger sewers that only treat the symptoms of sewer overflows. Strategies include lining leaky residential sewer laterals; redirecting roof water runoff; installing green infrastructure; and offering a voluntary sump pump program. The EPA approved DPU's plan in December 2015 and implementation efforts are now underway.

Community support of a capital improvement project is critical for obtaining the necessary resources, financial or otherwise, to ensure long-lasting success of an initiative. RAMA is your ideal partner to plan, deliver and manage community engagement activities during neighborhood implementation. We possess an in-depth of knowledge on Blueprint, a keen understanding of the areas and constituents, and recognize the importance of adjusting strategies and tactics as required to meet the common and unique needs of specific neighborhoods. We are proud of our proven track record for delivering solid value on community engagement initiatives during the Integrated Planning Process.

The current Project Goals are:

- To support the implementation of Blueprint Columbus as needed in various project areas
- To educate and inform residents about Blueprint Columbus and the problem being addressed
- To provide adequate notification and keep residents in project areas apprised of work being performed in their neighborhood
- To regularly communicate with the City's engineering team(s) to troubleshoot and resolve residents' concerns
- To provide training or additional support for contractors and City field and other staff as needed

**DETAILED SCOPE OF SERVICES:**

**TASK 1: Project Communications & Management Plan**  
**July 2017 – June 2018**

1. Detailed Task Planning:
  - a. Meet with Blueprint Construction Manager and DPU Office of Sustainability representative to review status of engineering/implementation activity in each area and refine area-specific outreach and engagement tactics and timelines.
  - b. Develop a process for the communication and documentation protocols
  - c. Submit for city approval a detailed engagement plan with target dates.
2. General Management and Reporting Responsibilities.
  - a. Provide monthly updates to DPU Project Manager.
  - b. Coordinate scheduling of DPU/Consultant/Stakeholder meetings, conference calls, and information dissemination.



- c. Provide fiscal management of project funds including payment of vendor/sub consultant invoices, budget reporting, and additional financial status reports as requested.
- d. Prepare and submit quarterly progress reports.
- e. Respond to requests for information by construction manager, project leads, consultants, etc.
- f. Provide oversight and quality control to ensure that project management, facilitation, and logistics are conducted at the highest quality and meet the expectation of client.

**TASK 2:      Community Outreach:  
July 2017- June 2018**

- 1. 30% Design: Hilltop 1 & Miller Kelton / 5<sup>th</sup> X NW, W Franklinton, Hilltop 4
  - a. Blueprint Hotline
  - b. Neighborhood Outreach and Education
    - i. Distribute Blueprint pillar collateral piece through active canvassing.
    - ii. Attend local events and speak to community members or groups about green infrastructure
  - c. Public meeting
    - i. Design and facilitate a public meeting which would provide residents with a broad overview of Blueprint Columbus and the four pillars of the project. During this time, they would be presented with educational models and materials as well as given the opportunity to ask questions.
- 2. 60% Design: N Linden / Hilltop 1 & Miller Kelton
  - a. Social Media Management
  - b. Blueprint Hotline
  - c. Neighborhood Engagement
    - i. Engagement site visits upon request (such as plan review, plant selection, and general information)
    - ii. Visit homes who are affected by GI infrastructure to educate homeowners on the process and benefits as well as receive feedback and answer questions
    - iii. Follow up with homeowners who were not available at the time of canvassing
  - d. Public Meeting
    - i. Plan, Coordinate and facilitate a public meeting to provide specific information on construction schedule, process, and effect on resident day to day activities
  - e. Mailing
    - i. Produce/manage draft designation mailing to all project site area property owners notifying them about mandate to allow access to their property and request feedback and responses.
    - ii. Distribute letter through neighborhood publications (Booster, etc.) and other neighborhood-specific online methods
    - iii. Manage public comment/inquiry response process.
    - iv. Send final designation order with FAQ

3. 90% Design: N Linden/Hilltop 1 & Miller Kelton
  - a. Social media management
  - b. Blueprint Hotline
  - c. Mailing
    - i. Produce/manage mailing to announce final plans
  
4. GI Implementation: Clintonville I / N Linden
  - a. Blueprint hotline
  - b. Social media management
  - c. Neighborhood engagement
    - i. Visit homes impacted by GI construction to let them know construction plans and start dates
    - ii. Coordinate a Green Infrastructure Ground-breaking ceremony.
    - iii. Provide support to construction/engineering teams throughout Green Infrastructure Installation
    - iv. Plan and facilitate local neighborhood engagement such as yard parties or individual home events to increase awareness and develop neighborhood champions.
    - v. Distribute yard signs and other branded materials to residents in the target area to promote awareness of Blueprint activities and create enthusiasm for project approach.
    - vi. Informational brochure card on “The Resident Role in Maintaining Rain Gardens”
  
  - d. Construction Support & Inquiry Management:
    - i. Act as Area Outreach Ambassadors, providing a presence in the project areas during implementation.
    - ii. Respond to and answer general questions, provide information and communicate resident concerns and technical questions to the engineering team(s).
    - iii. Maintain consistent documentation of all resident inquiries and interactions
    - iv. Regularly communicate with the City’s engineering team(s) to troubleshoot and resolve residents’ concerns adequately (Crisis Management).
    - v. Collect and track inquiry/complaint statistics that inform the City to allow for continuous improvement during Blueprint implementation.
    - vi. Monitor Blueprint mentions in external media; work with DPU Project Manager and/or DPU Communications Team to respond to media questions and editorial comments.
  
5. LL/RR Implementation: Clintonville I
  - a. Blueprint Hotline
  - b. Neighborhood Engagement
    - i. Provide engagement support and education to Blueprint lateral lining and roof water redirection activities.
    - ii. Distribute LL and RR pillar collateral pieces through active canvassing.
    - iii. Provide support to construction/engineering teams throughout lateral lining activities



- iv. Respond to and answer general questions, provide information and communicate resident concerns and technical questions to the engineering team(s).
  - v. Maintain consistent documentation of all resident inquiries and interaction
- c. Public Meeting
- i. Include visual teaching aids such as the Blueprint Lateral Lining video, tangible models, and other demonstrations determined as feasible by the Construction Manager.

**TASK 3: General Project Outreach**

1. Blueprint Hotline
  - a. Respond to and answer general questions, provide information, and communicate resident concerns and technical questions to the engineering team(s).
  - b. Maintain consistent documentation of all resident inquiries and interaction.
2. Sump Pump Program Recruitment
  - a. Promotion of sump pumps installation opportunities to qualified households in the pilot area as required to meet City installation targets.
  - b. Utilize outreach methods such as: social media, email, active/passive canvassing, yard parties, etc.
  - c. Develop and maintain database of resident contact information, and disseminate to City and appropriate city contractors
3. Design and facilitate up to 4 Neighborhood Etiquette Trainings for construction crews and related personnel annually
  - a. Training to highlight best practices for field staff regarding Blueprint key messaging, working on residents' private property, issue resolution, and
  - b. Revise "pocket pal" collateral to support training and provide "in the field tips for engagement"
4. Social Media Strategy Design and Management
  - a. Work with the DPU Project Manager and DPU Communications Team to continually update and expand Blueprint Columbus Neighborhoods website.
  - b. Establish and implement a web-based system that includes tracking, investigation, documentation, and corrective action protocols for managing complaints and concerns received from residents and other stakeholders on a 24-7 basis.
  - c. Develop and maintain social media channels (e.g. Facebook, Twitter, YouTube) to increase awareness of Blueprint, notify the community of key milestones/events, and provide responsive communication avenues.
  - d. Promote Blueprint messaging and events through online forums such as NextDoor, Columbus Underground, etc.
  - e. Design and produce video to support greater understanding of Blueprint pillars and community engagement best practices

RAMA Consulting						
Blueprint Community Outreach Budget						
<b>Year 2: July 1, 2017 - June 30, 2018</b>						
	<i>Possible Staff</i>	<i>Wright</i>	<i>Williams</i>	<i>Maier, Norvet</i>	<i>Burkholder, TBD</i>	<i>Labor Multiplier</i>
	<i>Labor Rates</i>	74	40	26	20	2.8
		<b>PM</b>	<b>Engage. Consultant</b>	<b>Engage. Coordinator</b>	<b>Engage. Specialist</b>	<b>Total</b>
<b>1. Project Communications &amp; Mgmt Plan</b>						
	1.1 Detailed Engagement Planning	4	8	10		
	1.2 General Mgmt & Reporting	90	78	174	78	420
	Blueprint Hotline			208	208	416
	Total Labor \$\$	\$6,956	\$3,440	\$10,192	\$5,720	\$26,308
	<b>Total Task Cost with Multiplier</b>					<b>\$73,662</b>
<b>2. Clintonville 1</b>						
	Neighborhood Outreach and Education		62	299	257	618
	Public Meeting	5	8	16	8	
	Mailing		10	20	10	40
	Construction support & Inquiry Management			100	100	
	Total Labor \$\$	\$370	\$3,200	\$11,310	\$7,500	\$22,380
	<b>Total Task Cost with Multiplier</b>					<b>\$62,664</b>
<b>2. North Linden 1</b>						
	Neighborhood Outreach and Education	16	65	373	308	
	Public Meeting	5	8	16	8	37
	Mailing		13	25	13	51
	Construction support & Inquiry Management		0	75	75	150
	Total Labor \$\$	\$1,554	\$3,440	\$12,714	\$8,080	\$25,788
	<b>Total Task Cost with Multiplier</b>					<b>\$72,206</b>
<b>2. Hilltop 1 &amp; Miller Kelton</b>						
	Neighborhood Outreach and Education	12	75	429	140	656
	Public Meeting (2)	10	16	32	16	74
	Mailing		32	63	32	
	Construction support & Inquiry Management			75	75	
	Total Labor \$\$	\$1,628	\$4,920	\$15,574	\$5,260	\$27,532
	<b>Total Task Cost with Multiplier</b>					<b>\$77,090</b>
<b>2. 5 X NW/ Hilltop 4/ West Franklinton</b>						
	Neighborhood Outreach and Education	12		63	63	
	Public Meeting	5	8	16	8	
	Total Labor \$\$	\$1,258	\$320	\$2,054	\$1,420	\$5,052
	<b>Total Task Cost with Multiplier</b>					<b>\$14,146</b>
<b>6. General Project Tasking</b>						
	2.4 Sump Pump Recruitment/Mgmt			156	156	312
	1.3 Social Media Mgmt.			260		260
	Total Labor \$\$	\$0	\$0	\$10,816	\$3,120	\$13,936
	<b>Total Task Cost with Multiplier</b>					<b>\$39,021</b>
	<b>Total Project</b>					<b>\$338,789</b>
<b>Out Of Pockets</b>						
	Mobile Technology (Wifi & phone plans)	\$3,000.00				
	Webinar Technology - NET	\$1,068.00				
	NET Video Training Production	\$2,500.00				
	NET Facilitation (4 @ \$500)	\$2,000.00				
	Designation Printing (Hilltop & 5th X NW)	\$14,400.00				
	Blueprint Displays/Yard Party Supplies	\$1,000.00	Replace table cloth, meeting materials			
	Collateral Material/Promotional Items/Printing	\$1,500.00	lanyards, pocketpal, Rain Garden Care Collateral			
	Miscellaneous	\$500.00				
	Website Development & Maint.	\$3,000.00				
	<b>Year 2 Out of Pockets Budget</b>	<b>\$28,968.00</b>				
	<b>Year 2 Total Budget</b>	<b>\$367,756.80</b>				