



SCOPE OF SERVICES
CITY OF COLUMBUS, DEPARTMENT OF PUBLIC UTILITIES
Blueprint Community Engagement
March 2016 – March 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
March 2016 – April 2016

1. Project Initiation/Kick-Off:
 - a. Project Lead reviews project plan with DPU Leaders to revisit project deliverables and timelines; reach consensus on the major project tasks, roles and responsibilities, project work, and provide status of efforts to date
 - b. Identify key challenges and barriers to address
2. Detailed Task Planning:
 - a. Meet with Blueprint Construction Manager 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.

3. Construction Support & Inquiry Management:
 - a. Act as Area Outreach Ambassadors, providing a presence in the project areas during implementation.
 - i. Respond to and answer general questions, provide information and communicate resident concerns and technical questions to the engineering team(s).
 - ii. Maintain consistent documentation of all resident inquiries and interactions
 - b. Regularly communicate with the City's engineering team(s) to troubleshoot and resolve residents' concerns adequately (Crisis Management).
 - i. In concert with DPU Project Manager and/or Construction Manager, determine a "Triage Response Model" to ensure inquiries are cataloged and serviced according to urgency and type.
 - ii. Collect and track inquiry/complaint statistics that inform the City to allow for continuous improvement during Blueprint implementation.
 - iii. Monitor Blueprint mentions in external media; work with DPU Project Manager and/or DPU Communications Team to respond to media questions and editorial comments.
 - c. Design and facilitate up to 6 Neighborhood Etiquette Trainings for construction crews and related personnel annually
 - i. Training to highlight best practices for field staff regarding Blueprint key messaging, working on residents' private property, issue resolution, and
 - ii. 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 determine needs and activities to either design a new Blueprint Columbus Website or develop enhancements to current website.
 - b. In conjunction with Blueprint Construction Management Team, 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.
 - i. 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.
 - c. Work with DPU Project Manager and/or DPU Communications Team to define a strategy for media relations (i.e. press releases, editorial stories, etc.).
 - i. Promote Blueprint messaging and events through online forums such as NextDoor, Columbus Underground, etc.
5. 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: Clintonville 1
April 2016- February 2018

1. Distribute Designation Letter to Clintonville property owners
 - a. Produce/manage mailing to all Clintonville pilot site area property owners notifying them about mandate to allow access to their property.
 - i. Also distribute letter through neighborhood publications (Booster, etc.) and other neighborhood-specific online methods
 - b. Manage public comment/inquiry response process.
 - c. Produce/manage second mailing to Clintonville pilot site property owners for follow-up on public comment period.
2. Outreach & Support during Green Infrastructure Installation: Provide education and ensure resident awareness of Green Infrastructure activities in the Clintonville area. Tactics include, but are not limited, to:
 - a. Design and print new informational materials to support the education and engagement of target area residents. Collaterals to include but not be limited to:
 - i. Informational brochure card on “The Resident Role in Maintaining Rain Gardens”
 - ii. Construction related door hangers
 1. 48 Hours Advance Notification of work/service disruptions
 2. Day of Service Disruption Notifications
 3. Service Restored Notifications
 - b. Distribute Blueprint Green Infrastructure pillar collateral piece through active canvassing.
 - c. Plan and facilitate local neighborhood engagement such as yard parties or individual home events to increase awareness and develop neighborhood champions.
 - d. Plan, Coordinate and facilitate two Public Forums/Meetings in each targeted Construction Area with residents to provide specific information on construction schedule, process, and effect on resident day to day activities
 - e. 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.
 - f. Coordinate a Green Infrastructure Ground-breaking ceremony.
 - g. Provide support to construction/engineering teams throughout Green Infrastructure Installation (refer to tactics in Task 1.3)
 - i. Respond to and answer general questions, provide information and communicate resident concerns and technical questions to the engineering team(s).
 - ii. Maintain consistent documentation of all resident inquiries and interaction.
3. Outreach & Support during Lateral Lining
 - a. Provide education and ensure resident awareness of lateral lining activities in the Clintonville area. Tactics include, but are not limited, to:
 - i. Distribute Lateral Lining pillar collateral piece through active canvassing.
 - ii. Plan and facilitate local neighborhood engagement such as yard parties or individual home events to provide information and respond to resident questions.

1. Include visual teaching aids such as the Blueprint Lateral Lining video, tangible models, and other demonstrations determined as feasible by the Construction Manager.
- b. Provide support to construction/engineering teams throughout lateral lining activities (refer to tactics in Task 1.3).
 - i. Respond to and answer general questions, provide information and communicate resident concerns and technical questions to the engineering team(s).
 - ii. Maintain consistent documentation of all resident inquiries and interaction.
4. 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.
 - i. Utilize outreach methods such as: social media, email, active/passive canvassing, yard parties, etc.
 - ii. Develop and maintain database of resident contact information, and disseminate to City and appropriate city contractors

TASK 3: Community Outreach: North Linden 1
April 2017- 2018

1. Distribute Designation Letter to North Linden property owners.
 - a. Produce/manage mailing to all North Linden project site area property owners notifying them about mandate to allow access to their property.
 - i. Also distribute letter through neighborhood publications (Booster, etc.) and other neighborhood-specific online methods
 - b. Manage public comment/inquiry response process.
 - c. Produce/manage second mailing to North Linden project site property owners for follow-up on public comment period.
2. Green Infrastructure Installation Outreach & Support: Provide education and ensure resident awareness of Green Infrastructure activities in the North Linden area. Tactics include, but are not limited, to:
 - a. Design and print new informational materials to support the education and engagement of target area residents. Collaterals to include but not be limited to:
 - i. Informational brochure card on “The Resident Role in Maintaining Rain Gardens”
 - ii. Construction related door hangers
 1. 48 Hours Advance Notification of work/service disruptions
 2. Day of Service Disruption Notifications
 3. Service Restored Notifications
 - b. Distribute Blueprint Green Infrastructure pillar collateral piece through active canvassing.
 - c. Convene 1 Open House:
 - i. 6 stations: General Blueprint station, 4 pillar stations, 1 Green Workforce education station
 - ii. Green Infrastructure maps will be included on-site.
 - d. Facilitate local neighborhood engagement such as yard parties or individual home events to increase awareness and develop neighborhood champions.
 - e. Distribute yard signs and other branded materials to residents in the target area to promote awareness of Blueprint activities and create “hype”.

- f. Plan, Coordinate and facilitate two Public Forums/Meetings in each targeted Construction Area with residents to provide specific information on construction schedule, process, and effect on resident day to day activities
 - g. Promote GI Workforce trainings and opportunities to North Linden residents.
 - h. Coordinate a Green Infrastructure Ground-breaking ceremony.
 - i. Provide support to construction/engineering teams throughout Green Infrastructure Installation (refer to tactics in Task 1.3).
 - i. Respond to and answer general questions, provide information and communicate resident concerns and technical questions to the engineering team(s).
 - ii. Maintain consistent documentation of all resident inquiries and interaction.
3. 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.
 - i. Utilize outreach methods such as: social media, email, active/passive canvassing, presentations and road shows at community and civic events, etc.
 - b. Develop and maintain database of resident contact information, and disseminate to City and appropriate city contractors.

TASK 4: Community Outreach: Hilltop 1
January 2018 – September 2018

- 1. Distribute Designation Letter to Hilltop property owners.
 - a. Produce/manage mailing to all Hilltop project site area property owners notifying them about mandate to allow access to their property.
 - i. Also distribute letter through neighborhood publications (Booster, etc.) and other neighborhood-specific online methods
 - b. Manage public comment/inquiry response process.
 - c. Produce/manage second mailing to Hilltop project site property owners for follow-up on public comment period.
- 2. Hilltop Outreach & Education Campaign: Provide education and ensure resident awareness of Green Infrastructure plans in the Hilltop area. Tactics include, but are not limited, to:
 - a. Distribute Blueprint Green Infrastructure pillar collateral piece through active canvassing.
 - b. Convene 1 Open House:
 - i. 6 stations: General Blueprint station, 4 pillar stations, 1 Green Workforce education station.
 - ii. Green Infrastructure maps will be included on-site.
- 3. 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.
 - i. Utilize outreach methods such as: social media, email, active/passive canvassing, etc.
 - ii. Develop and maintain database of resident contact information, and disseminate to City and appropriate city contractors



TASK 5: Community Outreach: Miller Kelton
April 2018 – September 2018

1. Distribute Designation Letter to Miller Kelton property owners.
 - a. Produce/manage mailing to all Miller Kelton project site area property owners notifying them about mandate to allow access to their property.
 - i. Also distribute letter through neighborhood publications (Booster, etc.) and other neighborhood-specific online methods
 - b. Manage public comment/inquiry response process.
 - c. Produce/manage second mailing to Miller Kelton project site property owners for follow-up on public comment period.
2. Miller Kelton Outreach & Education Campaign
 - a. Provide Baseline Education on Blueprint Columbus through active canvassing to target area residents utilizing the Blueprint “maze” collateral.
 - b. Active engagement to small businesses in target area utilizing the Blueprint “maze” collateral.
 - c. Convene 1 Open House:
 - i. 6 stations: General Blueprint station, 4 pillar stations, 1 Green Workforce education station.
 - ii. Green Infrastructure maps will be provided on-site.
3. 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.
 - i. Utilize outreach methods such as: social media, email, active/passive canvassing, etc.
 - ii. Develop and maintain database of resident contact information, and disseminate to City and appropriate city contractors