



DATE: May 5, 2023

TO: Darrel Pyle, City Manager

FROM: Joseph Hill, Streets Program Manager

THROUGH: Shawn O'Leary, Director of Public Works

SUBJECT: For Acceptance or Rejection under Contract No. K-2223-152 with the Gooden Group for Research and Public Information Services in the amount of \$49,700.00.

BACKGROUND:

The Oklahoma Department of Transportation (ODOT) is tasked by the Federal Highway Administration (FHWA) to perform Bridge Safety Inspections for all publicly owned structures greater than 20 feet in length. Inspections are performed at least once every two years to identify any critical findings, document the bridge condition, and make repair recommendations if necessary. ODOT compiles a list of pre-qualified candidates from which the City interviews at least three (3). Upon completion of the interviews, City Staff selects the candidate they feel is most qualified.

On November 12, 2019, City Council approved Resolution R-1920-53 selecting H.W. Lochner, Inc., as the City's appointed Bridge Safety Inspection Consultant to ODOT for compliance with the National Bridge Inspection Standards under ODOT Contract Number CI-2105G. The contract duration was 2 years.

Since the 2019 Off-System Bridge Inspections, performed by H.W. Lochner, Inc. the City has seen a reduction in the number of structurally deficient bridges; from thirteen (13) in 2019 to five (5) today. To date, the method for selecting project locations for the Bridge Maintenance Program is based on the inspections performed by H.W. Lochner, Inc. and the subsequent list of structurally deficient bridge locations. Desiring to shift from a reactive approach to a proactive approach, Staff began development of an inventory ranking system.

In December of 2021, Staff reached out to H.W. Lochner, Inc., having been previously selected using a Qualifications-Based Selection process and having familiarity with the City's bridge inventory, to request a quote for consultation on a Bridge Maintenance Program Site Discovery project that would provide detailed cost estimates on locations identified by the inventory ranking system within the Bridge Maintenance Program.

On January 25, 2022, City Council approved Contract K-2122-91 with H.W. Lochner for the above-described project.

On April 28, 2022, H.W. Lochner completed the Bridge Maintenance Program Site Discovery project.

On January 17, 2023, staff attended a City Council study session. The Bridge Maintenance Bond was the second topic discussed during the meeting. City Council expressed interest in proceeding with a bond election to better fund the Bridge Maintenance program and also reached general consensus regarding the bond options presented. Option 2 as presented is a 5-year \$20 Million dollar program that would replace 3 bridge structures and provide major rehabilitation and maintenance

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on 8 bridge structures for a total of 11 projects. This program would take place over the course of 5 years of construction similar to the Street Maintenance Bond program. This work is being initiated as a part of the next steps for staff as discussed in the January 17, 2023 Council Study Session.

DISCUSSION:

Following the City Council study session on January 17, 2023, staff conducted an internal meeting to determine the best course of action

April 6, 2023 the Gooden Group submitted a proposal for Research and Public Information Services for the City of Norman. The attached proposal provided by the Gooden Group seeks to perform the following:

- **Phase One: Voter Attitude Survey** to inform campaign strategy with 400 respondents and 20 questions. This survey will seek to determine the best date for the election and establish a baseline of knowledge. The results of the survey will inform the campaign messaging, including highlighting the most compelling arguments and identifying potential areas of concern.
- **Phase Two: Follow-Up Message Test Survey** with 400 respondents and 25 questions to determine the effectiveness of educational messages for this bond election. It will involve exposing respondents to different messages and analyzing their responses to determine the most effective messages to educate residents.
- **Brand Development** to create a cohesive visual identity for the City's bridge maintenance efforts, including developing a logo that could be used on communications, signage, web updates, and video work related to related projects.
- **Message Development, Strategic Planning, and Public Information Support** to develop a set of key messages informed by message testing results, past public information efforts, and long-term goals for the City. Work with the City's leadership to build a sequenced plan of action to incorporate the key messages into communications that will be deployed on each of the City's regular channels.

ACTION ITEM:

For acceptance or rejection of the proposal by the Gooden Group dated April 6, 2023, to perform a voter attitude survey, perform a follow-up message test survey, develop a brand, and develop messaging, strategic planning, and provide public information support for a period of five (5) months to be funded through the Bridge Maintenance Program, Project No. TC0254 Account # 50596687-46201 and fall under the terms of the attached proposal.

ACCEPTED BY: _____

Darrel Pyle, City Manger

DATE: 5-8-23

REJECTED BY: _____

Darrel Pyle, City Manger

DATE: _____