



To: Daniel R. Buchholtz, MMC, Administrator, Clerk/Treasurer, City of Spring Lake Park
From: Jill Brown
Re: Proposal for working together
Date: Dec. 5, 2022

A handwritten signature in black ink that reads "Jill C. Brown".

Spring Lake Park has followed a thoughtful path of planning over several years to arrive at preliminary design plans for a city hall remodel, as presented to your council in October. The plan has a price tag of roughly \$8 million. I propose the city invests less than 1% of the estimate to engage with the community in 2023 prior to bonding.

The investment would cover:

1. Interviews with a handful of community members to inform a communications plan.
 - a. Empathy map produced to illustrate pains and gains with the project.
2. A communications plan.
 - a. Goals established with projects and action steps to achieve them. Timelines. Budgets. Measurements.
3. Production assistance as needed.
 - a. My team can help with public participation facilitation, talking points for city officials and staff, fact sheets, media relations, pop-up events, speakers bureau, community events, social media content, website material, digital advertising, and collateral material such as banners or displays. Progress reports to you and the council.

The budget estimate including production expenses is \$50,000-\$80,000.

Jill Brown PR is experienced in working on projects with multiple stakeholders. My team and I offer decades of experience working in the north metro and beyond to raise awareness and build support for important issues such as multi-modal transportation investments, waste reduction, economic development, and building resiliency to offset adverse childhood or community experiences.

We would love the opportunity to help you engage with Spring Lake Park residents and business people over the city hall remodeling project. Our goal is to increase public knowledge of why the project is needed now and learn about the project's pains and gains as seen by your community members.

JBPR Rates for 2023

- Jill Brown, project manager, \$143/hour. With a six-month minimum commitment, the hourly rate is discounted 20% for the first hour each month (\$114.40) and 10% for the remaining hours (\$128.70). This discount is available only on Jill's time.
- Tammy Schmitz, community relations specialist, \$77/hour.
- Angelina Palumbo, intern, \$40.70.



- Teresa Lund, freelance graphic designer, \$60/hour.
- Subconsultants are available for video, website, or other needs.

QUESTION

Are there any remodeling decisions that can be influenced by the community?

DISCUSSION

On the next page is an IAP2 chart on different levels of public involvement. At this moment in time, would consult be the correct level for this effort? For that to be true, you would share some or all of the design plans and be open to public feedback. Will the city acknowledge how public input influences decisions?

May community members have an influence on public spaces? For example, what type of art goes in the new entry? Or is there support for a rain garden? Maybe community members want a nod to history somewhere in the building. What about the community rooms? Do you already have policies on room usage or can members provide ideas? How would different cultures feel like they belong in the space?

If the answer is no, then we're at the inform level of engagement in the IAP2 chart.

Once we establish the level of engagement, we can craft a communications plan.

On the remaining pages of this memo is an introduction to our process.

IAP2 Spectrum of Public Participation



Increasing Level of Public Impact

	Inform	Consult	Involve	Collaborate	Empower
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example techniques	<ul style="list-style-type: none"> ▪ Fact sheets ▪ Web sites ▪ Open houses 	<ul style="list-style-type: none"> ▪ Public comment ▪ Focus groups ▪ Surveys ▪ Public meetings 	<ul style="list-style-type: none"> ▪ Workshops ▪ Deliberative polling 	<ul style="list-style-type: none"> ▪ Citizen advisory committees ▪ Consensus-building ▪ Participatory decision-making 	<ul style="list-style-type: none"> ▪ Citizen juries ▪ Ballots ▪ Delegated decision



PROCESS

Working with your city team, JBPR will help you clarify your desired outcomes, establish measurements and timelines, and create PGAs (projects, goals, action steps). Tools we employ will be a mix of paid advertising, earned media coverage, shared platforms such as social media, and owned outlets like your city website.

To begin, we'll develop avatars to represent the individuals you would like to connect with. The avatars will help us maximize your budget and our effectiveness. I have thought of, or have leads on, a handful of people to approach—a senior citizen active in the community, a stay-at-home dad, a school rep, a leader in a faith community, a nonprofit provider, a low-income housing expert, a business owner, or other ideas you may have.

We'll interview this small set of individuals in person or over the phone. A survey tool will be reviewed by you first. It will include a variety of questions on the project and on life in general in Spring Lake Park.

1. What do they know about the remodeling project?
2. What aspirations or concerns do they have about the project?
3. What are the potential stumbling blocks, if any, with the project?
4. How do they think the project will benefit them? The community?
5. Based on the individual's daily habits, where are the best sources for sharing information on the project?
6. Whom do people trust in town and listen to?
7. What other issues in the community are competing for their attention?
8. On implementing past city projects, were there things staff or the council did well or could improve on?

What we learn will be documented in an empathy map that allows you to see pains and gains, as perceived by your target audiences. As an example, attached please find an empathy map done for the Minnesota Department of Transportation in a communications plan we did for the Stone Arch and Third Avenue bridges in downtown Minneapolis.

What we learn in these interviews will inform the next steps.



Projects/Goals/Action Steps

Depending on what we learn in our interviews, we may propose ideas for engaging that include:

1. SLP Pride campaign—what makes you proud to be in SLP? Highlight answers in social media. Capture candid photos, short videos. Perhaps display at city hall.
2. Coffee with cops or council members at HyVee.
3. Tower Days displays, discussions, and demonstrations (model to display?).
4. Pop-up staffed display at businesses, hospital, parks. Offer family-friendly activities. See 1.
5. Staffed table at school events.
6. Geo-targeting neighborhoods or entire city with digital advertising.
7. Surveys.
8. Speaking to Lions and other groups.
9. Print advertising in church bulletins.
10. Stuffer in city mailings.
11. Stories in city newsletters.
12. Billboard advertising.
13. News releases.
14. Bring in a speaker on the topic of city hall security. Invite the public.
15. Blog posts offered to chambers, other supporting organizations.
16. Social media contests.
17. Give away for the Tower Days parade.
18. Appreciation events to recognize contributions by community members.
19. Support material, such as talking points for city employees, fact sheets, or FAQ for website.
20. Adjust public participation techniques in response to what we're learning along the way.

Progress will be monitored in bi-weekly emailed reports and weekly phone calls with you to check-in. Meeting frequency with the council or others to be determined.

I look forward to our next conversation on this topic. Thank you for the opportunity.