

**CITY OF OBERLIN, OHIO**

**ORDINANCE No. 17 - 09 AC CMS**

**AN ORDINANCE AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONTRACT WITH THE IMPACT GROUP FOR MUNICIPAL PUBLIC INFORMATION SERVICES, AND DECLARING AN EMERGENCY**

**WHEREAS, The Impact Group has submitted a proposal to provide services for the development and implementation of a public services communications plan to assure the delivery of effective and efficient messaging to the Oberlin community and others relating to the variety of services offered by the Oberlin City; and,**

**WHEREAS Council desires to enter into an agreement with The Impact Group for public information services.**

**BE IT ORDAINED, by the Council of the City of Oberlin, County of Lorain, State of Ohio, five-sevenths (5/7ths) of all members elected thereto concurring:**

**SECTION 1. That the City of Manager is hereby authorized and directed to enter into an agreement with The Impact Group for public information services in the amount of \$77,700 in substantially the form attached hereto as Exhibit "A."**

**SECTION 2. It is hereby found and determined that all formal actions of this Council concerning or relating to the adoption of this ordinance were adopted in an open meeting of this Council and that all deliberations of this Council and of any of its committees that resulted in such formal actions, were in meetings open to the public in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.**

**SECTION 3. That this Ordinance is hereby declared to be an emergency measure necessary for the immediate preservation of the public peace, health and safety of the citizens of the City of Oberlin, Ohio, or to provide for the usual daily operation of a municipal department, to wit: to provide public information services related to preparing educational material to facilitate participation in the City of Oberlin Renewable Energy Choice Program, assisting in economic development efforts, improving delivery of emergency communications, improving communication of city services, programs, and laws, assistance with website content, and other assistance to improve service delivery to members of the community and visitors as soon as practicable and shall take effect immediately upon passage.**

**PASSED: 1<sup>st</sup> Reading: February 6, 2017 (E)**

**2<sup>nd</sup> Reading: \_\_\_\_\_**

**3<sup>rd</sup> Reading: \_\_\_\_\_**

ATTEST:

  
BELINDA B. ANDERSON, MMC  
CLERK OF COUNCIL

  
RONNIE J. RIMBERT  
PRESIDENT OF COUNCIL

POSTED: 02/07/2017

EFFECTIVE DATE: 02/06/2017

## City of Oberlin Proposed Statement of Work

The Impact Group was created and has grown by capitalizing on a market need for fast acting, technology driven, multi-layered marketing and strategic services. Utilizing technology and partnerships, we provide large agency capabilities without the costly overhead. Composed of research, new media, marketing, advertising, design and public relations experts, we recruit and keep top talent to provide the various services within the marketing and planning needs of your organization.

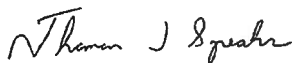
*Our philosophy is simple. We pride ourselves on our work ethic, and we find tremendous success in creating clear expectations and doing what we say we're going to do.*

The following proposal is broken into three distinct Services. Each service has specific deliverables and a specific cost.

- Service One: Community Engagement and Data Collection
- Service Two: Communications Plan, Messaging and Training
- Service Three: Public Information Services

We offer both of these services, and while we are willing to complete all of them, a streamlined service may be the right choice for Oberlin and these services have been broken down for you in the following proposal.

Sincerely,



Tom Speaks

## Service One

### Community Engagement and Data Collection

The City of Oberlin must gather data to ensure its residents have an opportunity to provide feedback about their local government. To uncover this critical information, The Impact Group is proposing the following:

- Statistically accurate community phone poll
- Online poll
- Stakeholder focus groups

#### STATISTICALLY ACCURATE COMMUNITY PHONE POLL

Are your decisions data driven? The Impact Group believes that strategic decisions and communication tactics should be decided with strategic data. As recognized experts of community surveying, The Impact Group proposes to develop and implement a statistically accurate community survey for the City of Oberlin.

#### Would it be helpful if you knew...

- If your residents and consumers are satisfied with services provided?
- How your baseline data was trending?
- What messaging will most resonate with your residents?
- If your residents are even aware of the services you provide?
- Ways in which residents believe your services could be improved?
- How your residents want to receive communication from you?
- If your residents believe the city is headed in the right direction?
- What your residents' top needs and priorities are?

Information derived from phone polls is an excellent tool when data-driven decisions need to be made. This statistically valid information is critical if your intention is to present to your residents, consumers and partners with authority.

The Impact Group will work with the City of Oberlin representatives to develop survey questions in an effort to engage and receive feedback from the community.

- Approximately 28 poll questions – 300 total respondents needed
- Poll completion – 95% confidence level with +/- 5.8 margin of error
- In-depth analysis – Full analysis of quantitative data
- Cell phone and land lines utilized
- Crosstabs – Male/female, age and demographic breakdown of data collected

## **ONLINE COMMUNITY SURVEY**

The Impact Group will also conduct an online survey to complement the phone survey. Although online surveys are not statistically accurate, this survey will provide additional data, which will be very helpful.

## **STAKEHOLDER FOCUS GROUPS**

The methodology uses focus groups to gather valuable community and stakeholder input and insight regarding the perceptions of the City of Oberlin. This qualitative data will be used to assist in the designing of the communication plan.

Over the past 15 years, The Impact Group has conducted hundreds of successful focus groups for organizations that rely on public tax revenue to serve the greater community. You will discover an accurate picture of the vital perspectives of your residents and key stakeholders utilizing proven focus group methodologies. This technique will provide in-depth information that will be critical in the development and implementation of both your strategic plan and communications plan.

The Impact Group proposes four (4) focus groups for this project. The city will invite participants to the focus groups.

The focus groups will be scheduled so that all sessions will be conducted within a two-week period. The Impact Group will lead all focus group sessions, record discussions and present a final report of our observations.

- Two (2) Citizen Focus Groups (no limit to group size, but RSVP suggested; incentives may need to be used)
- Two (2) Community Partner or Organization Focus Groups (no limit to group size)

The City of Oberlin will provide contact names of potential participants. The Impact Group will provide materials to assist in the invitation of consumers and community partners.

---

**Cost of Community Engagement and Data Collection - \$17,500**

---

## Service Two

### **Communications Plan Development, Messaging Creation (3-30-3) and Training**

With the information derived from the community engagement and data collection process, The Impact Group will create a communications plan and messaging that resonates with your target audiences.

#### WHY THE IMPACT GROUP IS YOUR BEST CHOICE?

- We have *expert* and *experienced* staff to do more, for *less cost*!
- We use our *deep knowledge* of city dynamics to understand your goals and needs, strategically building from your past successes.
- We know how to formulate and effectively communicate your *vision* and *value* messaging.

#### Communications Plan Development

We recommend using a proven SMARTstart process from which the marketing, public relations and outreach campaign plan will be developed and implemented.

- **Strategy** – We blend traditional and online marketing strategies with fresh, new ideas. But, more importantly, we will find the right strategy to help you succeed in meeting their goals.
- **Message** – How are you perceived? Is your message compelling? Does your current brand resonate? Do your residents have an understanding of your services? How is your message presented? Answering these questions throughout the SMARTstart process will help your city be more successful in its communications efforts.
- **Audiences** – Who is your primary targeted audience? Who is worth contacting? How will you receive feedback from community members and targeted audiences?
- **Resources** – Time, people, money, marketing assets; we will work with you to determine the right prescription for success. Establishing budgets prior to market research can lead to potentially costly errors in the implementation and roll-out of the marketing tactics. First, we identify the “definition of success,” then focus our efforts to achieving the results.

- **Timing & Tactics** – The Impact Group will provide a communications plan that will show all communication tactics and an appropriate timeline for implementing them. Each tactic lists specific tasks that must be completed, and together, we will work as a communications team to distribute the right message, at the right time, to the right audiences.

The Impact Group will deliver:

Formal Communications Plan

- The 12-month plan will include action steps, tactics, timelines and assignments.
- Messaging for various stakeholders will be organized in preparation for coordinated public information outreach.

Detailed Message Creation “3-30-3”

- A compelling THREE SECOND message must be created. This message must broadly convey the propositions offered by the city.
- Compelling THIRTY SECOND messages must connect with various audiences within the the City of Oberlin’s footprint.
- Visual designs will be created to convey these messages.

Messaging Training for Staff

- The Impact Group will train the staff members on the messages needed to communicate to the public. We will conduct a series of one-hour training sessions (in one day) with your staff to ensure the message is understood.

---

**Cost of Communications Plan, Messaging and Training - \$12,000**

---



## Service Three

### Provide Public Information Services

The Impact Group will assist your staff in implementing the Communications Plan. The communications services may include the following tactics (tactics determined as needed):

The Impact Group will conduct a monthly communication meeting to drive the overall communication program for the city.

- Website content creation
- Website analysis and recommendations
- Internal communications
- Presentation creation
- Crisis communications services
- Newsletter coordination and writing
- E-mail blast creation and distribution
- Design and placement of paid advertisements
- Customer service training
- Social media assistance
- Media relations
- Other required communication tactics

---

**Cost of Public Information Services - \$48,000**

*Feb. 7, 2017 - Feb. 6, 2018* (\$4,000 x 12 months at 32 hours per month\*)

\*If additional time is required beyond the monthly allotted hours, The Impact Group will first seek client approval, then bill at an hourly rate of \$125 per hour.

---



## Proposed Project Overview

### Package Price


- Service One: Community Engagement and Data Collection  
\$17,500
- Service Two: Communications Plan, Messaging and Training  
\$12,000
- Service Three: Public Information Services (12 months)  
\$48,000
- Focus Group Incentives: \$200

Package One Total \$77,700\*

\* Budget excludes hard costs such as printing, postage, video filming, etc.

Thank you for the opportunity to present this proposed scope of work. Our team is excited to assist you in accomplishing your goals. Please contact us with any questions.

Thomas J. Speaks, President  
The Impact Group



Rob Hillard, City Manager  
City of Oberlin



APPROVED AS TO FORM

Date: 2/9/17

  
\_\_\_\_\_  
Jon D. Clark, Oberlin City Law Director