

MEETING DATE: August 13, 2015

TITLE: Authorization to Execute a Contract with Himle Rapp to Update MCWD Crisis Communications Plan

RESOLUTION NUMBER: 15-

PREPARED BY: Telly Mamayek

E-MAIL: tmamayek@minnehahacreek.org

TELEPHONE: 952-641-4508

REVIEWED BY: Administrator Counsel Program Mgr. (Name): _____
 Board Committee Engineer Other

WORKSHOP ACTION:

<input checked="" type="checkbox"/> Advance to Board mtg. Consent Agenda.	<input type="checkbox"/> Advance to Board meeting for discussion prior to action.
<input type="checkbox"/> Refer to a future workshop (date): _____	<input type="checkbox"/> Refer to taskforce or committee (date): _____
<input type="checkbox"/> Return to staff for additional work.	<input type="checkbox"/> No further action requested.
<input type="checkbox"/> Other (specify): _____	

PURPOSE or ACTION REQUESTED:

Authorize District Administrator to execute a contract with Himle Rapp to update the MCWD crisis communications plan for an amount not to exceed \$18,000.

PROJECT/PROGRAM COST:

Fund name and number:	Communications, 4003
Current budget:	Not to exceed \$18,000
Expenditures to date:	\$0
Requested amount of funding:	\$0
Is a budget amendment requested?	No
Is additional staff requested?	No

SUMMARY:

A key goal of the District's communications program, as outlined in the Strategic Communications Plan for 2014 and 2015 and the 2015 Communications work plan, is increasing awareness of MCWD, its mission and its programs. Among the desired outcomes of this work is to establish MCWD as a trusted leader in water quality information and programs; media view MCWD as a credible and reliable source of information; and public officials turn to MCWD to problem solve.

The District currently enjoys a high level of credibility among its constituents. According to the Districtwide public opinion survey conducted in February 2015, 97 percent of MCWD residents who were surveyed view the District as a credible source of water quality information.

To ensure this high level of trust is maintained, the District must be prepared for a range of crisis situations that could arise and threaten its credibility. They include natural disasters such as flooding, situations that result from the intentional or unintentional actions of others, equipment failures, and other potential risks. Proper planning and preparation for these situations will ensure the best outcomes possible and that the reputation of MCWD remains strong.

While MCWD has developed crisis communications plans for specific projects, programs and scenarios, the District's organization-wide crisis communications plan needs updating.

Himle Rapp has a high level of expertise in crisis management. It has successfully managed large and small crises for multi-national corporations, agriculture companies, consumer product companies, individual corporate executives, non-profits and government agencies.

Himle Rapp is uniquely qualified for this project based on its history of work for the District, including the development and implementation of the 2015 District-wide public opinion survey, development of the District's two-year Strategic Communications Plan, the 2013 "Weigh in on Clean Water" outreach campaign, the 2010 audit of the District's communications and education programs, its deep knowledge of the District's programs and activities, and its familiarity with the District's board, stakeholders and communities.

RESOLUTION

RESOLUTION NUMBER: 15-_____

TITLE: **Authorization to Execute a Contract with Himle Rapp to Update MCWD Crisis Communications Plan**

WHEREAS, A key goal of the District’s communications program, as outlined in the 2015-2015 Strategic Communications Plan and the 2015 Communications work plan, is increasing awareness of MCWD, its mission and its programs; and

WHEREAS, Among the desired outcomes of this work is to establish MCWD as a trusted leader in water quality information and programs; media view MCWD as a credible and reliable source of information; and public officials turn to MCWD to problem solve; and

WHEREAS, According to the Districtwide public opinion survey conducted in February 2015, 97 percent of MCWD residents view the District as a credible source of water quality information; and

WHEREAS, To ensure this high level of trust is maintained, the District must be prepared for a range of crisis situations that could arise and threaten its credibility; and

WHEREAS, While MCWD has developed crisis communications plans for specific projects, programs and scenarios, the District’s organization-wide crisis communications plan needs updating; and

WHEREAS, Himle Rapp has successfully managed large and small crises for multi-national corporations, agriculture companies, consumer product companies, individual corporate executives, non-profits and government agencies; and

WHEREAS, Himle Rapp is uniquely qualified for this project based on its history of work for the District, including the 2015 Public Opinion Survey, the District’s 2014-2015 Strategic Communications Plan, the 2013 “Weigh in on Clean Water” outreach campaign, the 2010 audit of the District’s communications and educations programs, its deep knowledge of the District’s programs and activities, and its familiarity with the District’s board, stakeholders and communities; and

NOW, THEREFORE, BE IT RESOLVED that the Minnehaha Creek Watershed District Board of Managers hereby authorizes the District Administrator to execute a contract with Himle Rapp to update the MCWD crisis communications plan for an amount not to exceed \$18,000.

Resolution Number 15- was moved by Manager _____, seconded by Manager _____.
Motion to adopt the resolution ___ ayes, ___ nays, ___ abstentions. Date: _____.

Secretary Date:_____