

MEETING DATE: October 22, 2015

TITLE: Authorization to contract with Himle Rapp & Company for Comprehensive Plan support

RESOLUTION NUMBER: 15-089

PREPARED BY: Becky Christopher

E-MAIL: bchristopher@minnehahacreek.org

TELEPHONE: 952-641-4512

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

WORKSHOP ACTION:

<input 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 checked="" type="checkbox"/> Other (specify): <u>Final action at October 22 Meeting</u>	

PURPOSE or ACTION REQUESTED:

Authorization to execute a contract with Himle Rapp & Company for an amount not to exceed \$40,000 for communications support for the development of the 2007 Comprehensive Plan.

PROJECT/PROGRAM LOCATION: N/A

PROJECT TIMELINE: November 2015-December 2016

PROJECT/PROGRAM COST:

Fund name and number: Planning and Projects, 2002
Current budget: \$591,000
Expenditures to date: \$285,647
Requested amount of funding: \$40,000

PAST BOARD ACTIONS:

July 31, 2014, RBA 14-059, Adoption of a framework for the 2017 Comprehensive Plan update
October 8, 2015, RBA 15-085, Approval of process to evaluate and align District programs using strategic framework

SUMMARY:

On July 31, 2014, the Board approved a framework for updating its Comprehensive Water Resources Management Plan (Plan). Under this framework, the primary focus for the Plan update is on improving the District's implementation model following the guidance established in the Board policy, *In Pursuit of a Balanced Urban Ecology in the Minnehaha Creek Watershed*. This policy aims to integrate the District's work with the built environment using the guiding principles of partnership, focus, and flexibility. The framework also

established an outreach plan that includes the use of technical, policy, and citizen advisory committees and other strategies to engage stakeholders throughout the process.

At the October 8, 2015 Board Meeting, the Managers approved a process to evaluate and align the District's programs using a strategic planning framework. This process involves first refining the District's mission and goals to improve focus and clarity, and then conducting an evaluation of all programs to ensure that the District is allocating its resources to their highest and best use to achieve the mission.

The continued development and success of the District's integrated planning model requires effective messaging and outreach to build greater understanding and support for the approach. Staff has developed a scope of services to obtain professional communications support throughout the development of the Comprehensive Plan and strategic planning process. A detailed proposal from Himle Rapp & Company is attached. Staff recommends executing a contract with Himle Rapp & Company for this work for an amount not to exceed \$40,000.

Himle Rapp & Company is uniquely qualified for this project based on its history of work for the District, including the development and implementation of the 2015 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: 15-089

TITLE: Authorization to contract with Himle Rapp & Company for Comprehensive Plan support

WHEREAS, the District is in the process of updating its Comprehensive Water Resources Management Plan (Plan); and

WHEREAS, on July 31, 2014, the Board approved a framework for updating the Plan that identified the primary focus of improving the District's implementation model following the guidance established in the Board policy, *In Pursuit of a Balanced Urban Ecology in the Minnehaha Creek Watershed*; and

WHEREAS, the Plan framework established an outreach plan that includes the use of technical, policy, and citizen advisory committees and other strategies to engage stakeholders throughout the process; and

WHEREAS, at the October 8, 2015 Board meeting, the Board approved a strategic planning framework and process to evaluate and align programs and focus District resources under a common mission and goals; and

WHEREAS, the continued development and success of the District's integrated planning model requires effective messaging and outreach to build greater understanding and support for the approach; and

WHEREAS, staff has developed a scope of services to obtain professional communications support throughout the development of the Comprehensive Plan and strategic planning process; 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;

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 & Company for communications support for the Comprehensive Plan update for an amount not to exceed \$40,000.

Resolution Number 15-089 was moved by Manager _____, seconded by Manager _____.
Motion to adopt the resolution ___ ayes, ___ nays, ___ abstentions. Date: _____.

Secretary Date: _____

333 South Seventh St.
Suite 2400
Minneapolis, MN 55402
P 612 843 4500
F 612 843 4555
himlerapp.com



October 19, 2015

To: James Wisker, MCWD Planning Director
Becky Christopher, Lead Planner

From: Laurie Bauer
John Himle

Re: Comprehensive Plan Communications Support

The District is in the process of updating its Comprehensive Water Resources Management Plan and is seeking assistance in communicating the District's new integrated planning model through this process to create greater awareness and support for this approach.

As requested, below is a proposal from Himle Rapp & Company (HRC) to provide communications support for the comprehensive plan development in three different areas. Please let us know if you have questions or want to discuss further. Thank you for your consideration.

Scope:

Task 1: Stakeholder Communications

The District is utilizing a number of advisory committees and other public meetings to obtain stakeholder input as it develops its Plan, including a Technical Advisory Committee, Policy Advisory Committee, Citizen Advisory Committee, Six Mile Steering Committee, and local subwatershed meetings.

HRC would assist Planning staff with review and editing of stakeholder communications throughout the Plan development process, including the following:

- Provide feedback on survey questions for advisory committee input on self-assessment
- Participate in planning meeting and provide support for Six Mile Steering Committee kickoff, including talking points, audiences, and process
- Review and edit materials and provide input on messaging at major milestones. Materials may include advisory committee presentations, mailings, surveys, and website/media updates.

Assume a total of 30-40 hours.

Budget Estimate – \$9,000 - \$12,000 November 2015 - December 2016

Task 2 – Strategic Planning Framework

Assist the District throughout the development of its strategic planning framework and program evaluation process.

2a) Plan Foundation

Assist the District in developing a set of foundational elements for its Comprehensive Plan, including mission, vision, goals, and guiding principles. These foundational elements will be used to focus and prioritize program activities and resources internally through the program evaluation process. They will also be a critical part of the District's branding and communication to external stakeholders.

The process will include:

1. Participating in the November 19, 2015, Planning and Policy Committee (PPC) meeting to provide guidance on the purpose of each element and recommendations for what makes an effective mission, vision, guiding principles and goals.
2. Develop a set of questions and then individually interview each MCWD Board Manager to obtain their input on the development of these foundational elements. (7 interviews)
3. Synthesize all the information and input and draft recommended language options for each element.
4. Present recommendations at December 17 PPC and January 15 Board meeting.

All materials and presentations will be coordinated and reviewed with Planning staff.

Assume a total of 40-50 hours.

Budget Estimate - \$12,000 - \$15,000 November 2015 – January 2015

2b) Program Evaluation

Participate throughout the program evaluation process to learn about the District's programs and provide guidance in the following areas:

1. Vetting program purpose statements for clarity, focus, and alignment with District mission.
2. Defining role and interaction of all programs in communicating to various audiences and advancing the District's goals of partnership and community engagement.
3. Defining projected outcomes and metrics for evaluating community engagement.
4. Developing a list of findings and next steps resulting from the evaluation process.

Assume a total of 30-40 hours.

Budget Estimate - \$9,000 - \$12,000 January 2016 – December 2016

Total Budget Estimate - \$30,000 - \$40,000