

MURPHYepson

March 4, 2016

Stephen Lutz, City Manager  
Megan Canavan, Director of Communications  
City of Powell  
47 Hall Street  
Powell, Ohio 43065-8357

Dear Stephen and Megan,

We are pleased to submit the updated scope of work and budget to the City of Powell for your Keep Cars Moving initiative.

MurphyEpson, together with its sister company, Engage Public Affairs, LLC, specializes in building community consensus and support for complex public sector initiatives, including writing and designing communication materials that build the business case for improvements and engage the public. MurphyEpson also provides facilitation and public involvement services.

Please contact me at (614) 565-2819 or [marie.keister@murphyepson.com](mailto:marie.keister@murphyepson.com) if you have any questions.

Thank you for this opportunity to work with the City of Powell.

Sincerely,



Marie Silver Keister, APR, AICP  
President

Below: Proposed Scope of Work, Compensation Schedule, Certification/Affirmative Action and Team Bios

Attached: Budget Estimate

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## **Approach and Scope of Work**

### ***Context***

The City of Powell has seen rapid growth during the last 20 years. Quaint downtown, high-performing schools, attractive parks and other development have made Powell a popular place to call home.

Strong growth, however, brings challenges. Increased traffic, in particular, has caused residents to be vocal in their concerns and to reject proposed developments that might bring additional cars into the area – but that would also bring revenue to pay for transportation improvements. The City of Powell has listened to these concerns and is working hard to address them. Now, as progress is being made, the City aims to take the additional important step of explaining these efforts to residents in a clear, consistent manner.

MurphyEpson proposes to collaborate with the City in developing a multi-tiered communication approach to inform opinion leaders and the public about its efforts to be responsive to the public's concerns via the Keep Cars Moving initiative.

### ***Approach***

Our overall goal is to assist you in developing meaningful tools that will bring shape and clarity to the Keep Cars Moving initiative, which will lead to better overall understanding and appreciation of City of Powell's efforts on behalf of its citizens. We will partner with you and your planning and engineering team as you solicit public input and devise technical strategies to address traffic concerns. As discussed, our approach includes the elements outlined below.

### **Messaging**

Effective communication starts with a sound strategy and a clear message. MurphyEpson will work with the project team to confirm this strategy and develop easy to understand messages that explain the purpose of the Keep Cars Moving initiative, outline the process established and progress made so far, and to reiterate the City's commitment to be responsive and proactive in addressing citizen concerns. MurphyEpson will ask the City to provide access to its engineering team and data that will inform this effort, including existing maps or other graphics that have been developed to date.

Once established, this strategy and these foundational messages will serve as the talking points in an overview presentation; key points in City news releases, a fact sheet and frequently asked questions; social media; and in all other communication tools used throughout this effort. The process of creating these approved messages ensures everyone is on the same page and that the public hears one consistent message. This builds understanding over time. Conversely, the lack of consistent messages can create confusion leading to frustration and anger.

### **Logo and Templates**

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MurphyEpson will develop an appealing logo for the Keep Cars Moving initiative. We will present 2 logo concepts to the City's project team. Once approved, this logo will be used to brand all printed and digital materials. Once the logo is confirmed, MurphyEpson will provide branded templates for:

- PowerPoint presentation
- Fact sheet
- Exhibits
- A Word document

## **PowerPoint Presentation**

MurphyEpson will develop and design a PowerPoint template and a presentation outline including recommendations for infographics/mapping to detail specific initiative details. This estimate assumes Powell's transportation experts can provide maps and other technical content. We will provide presentation coaching and work with your team to identify Powell-area stakeholder groups who would be receptive to receiving the presentation.

## **Fact Sheet**

We will develop a fact sheet that can be posted on the project micro-website and serve as a leave behind after presentations are given. This estimate does not include printing charges.

## **Key Influencer Outreach**

Once the items above are produced, the City of Powell will be prepared to take the message and communication toolkit items (presentation, fact sheet, etc.) to key influencers and the public. We recommend starting this process by reaching out to business, community and neighborhood leaders who tend to be "key influencers" – or thought leaders – in Powell. We recommend scheduling up to 20 meetings with these influencers to brief them on the Keep Cars Moving initiative and progress to date. This is an opportunity to solicit their input as well, and to address any misperceptions about what the City is doing to address traffic concerns. This estimate assumes that MurphyEpson will assist the City in identifying this list and preparing senior City staff for these meetings with talking points and possible questions to ask stakeholders. For budgeting purposes, we have assumed MurphyEpson will schedule all 20 meetings and attend/facilitate five.

**News Release and Frequently Asked Questions.** The key influencer meetings and survey responses will provide excellent feedback to share with the media and also to draft a comprehensive list of frequently asked questions, which can be posted on the website. Even if the public conveys frustration with the traffic situation, this provides the City an excellent opportunity to acknowledge the concerns and then itemize all the steps the City is taking to address them. MurphyEpson will draft the FAQs and the draft news release. The City of Powell will finalize and issue the news release, and work directly with the media to respond to inquiries and interview requests.

## **Social Media**

Social media is an excellent tool for addressing resident concerns and driving residents to the website where they can learn more information. We will review your social media platforms and make recommendations for leveraging these for the Keep Cars Moving initiative. We will develop a social media content plan that includes posting strategies and best practices, weekly

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content/messaging ideas that shape social media posts and consultation/implementation as time allows. We have estimated producing one social media image/infographic per month for six months, and we anticipate incorporating content generated by the MKSK/EMH&T/TransAssociates study as well.

## **Project Management (6 months):**

Project management includes coordination with City of Powell by phone, in person and via email correspondence. For estimating purposes, we have assumed six months. However, this is a *not to exceed cost estimate*, and MurphyEpson will only invoice the City of Powell for actual hours worked.

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## **Compensation Schedule**

MurphyEpson Compensation Hourly Rates:

- Executive \$175
- Senior Account Management \$140
- Copywriting/Coordination \$120
- Graphics \$120
- Contract Management \$110
- Social Media/Coordination/Jr. Planner \$85
- Admin/Interns \$45

## **Certification and Affirmative Action**

MurphyEpson is a Female Business Enterprise (FBE) certified by the City of Columbus and EDGE-certified by the State of Ohio. MurphyEpson will not discriminate against any employee or applicant because of race, color, religion, sex or national origin.

## **Records, Documents and Information**

All records, documents, writings, graphics or other information produced or used by MurphyEpson in the performance of this contract shall be treated as confidential unless it is prepared for the public.

## **Team Bios**

The following team members are anticipated to work in partnership with the City of Powell on this effort:

**Marie Keister, AICP, APR** (*Community engagement and education, facilitator, certified planner*) created Engage in 2004 and purchased MurphyEpson in 2013 after serving as Vice President and Public Involvement Community Practice Leader with CH2M HILL; Director of Corporate Communications at Central Ohio Transit Authority; and spokesperson and public involvement manager for transit systems in Louisville, Kentucky and Tacoma/Seattle, Washington. She has led and facilitated numerous public and agency involvement and communication efforts for transportation, sewer and water, and other high profile community initiatives, including: Ohio's statewide transit and aviation studies, Columbus Education Commission's "Share Your Great Idea" engagement effort, Community Shelter Board's location

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of a new shelter, airport noise studies in Ohio and Kentucky, the formation of Sound Transit in Seattle and its initial \$3 billion transit program, the I-71/670 Columbus Crossroads \$200 million Design-Build project, developing the business case and coalition to advance the I-270/US 33 interchange in Dublin, Ohio Department of Transportation's Safe Routes to Schools program, numerous City of Columbus roadway, bike and sewer/water projects, and environmental studies in multiple states. Marie is a much sought-after communication strategist and facilitator. She has facilitated several hundred public meetings, advisory groups and strategic planning sessions, including a joint meeting of the Columbia, Missouri Improve I-70 Advisory Committee and Japan's Ministry of Land, Infrastructure and Transport.

**Rachel Sharkey** (*Account coordination, social media, copywriter*) - Rachel has an eye for crafting a strategic message for various platforms and networks. Through her experience in social media management, content management and copywriting, Rachel is able to capture the true essence of a brand and elevate their voice to a targeted audience. She has proven success with clients across diverse industries including real estate, mortgage lending, quality management, marketing and healthcare. In her current role at MurphyEpson, Rachel assists Account Managers in content curation, organization of events and research. Rachel holds a B.S.J in Journalism from the Scripps School of Journalism at Ohio University.

**Lindsey Kobelt** (*copywriting, account meeting coordination*) brings a unique blend of versatile talents in creative writing and account coordination to our team. A graduate of the University of Cincinnati, Lindsey holds a bachelor's degree in Communications and a certificate in Public Relations. Her ability to identify and develop a strong, creative voice for your brand through copy makes her an asset to any project and campaign. As an account coordinator, she is innovative and organized, adept at meeting deadlines, and the smiling face that you want working on your behalf. Lindsey has worked on communication programs for the City of Euclid Waste Water Treatment Plan, various City of Columbus transportation projects, Dublin City Schools K to Career program and ODOT's I-71/670 Columbus Crossroads project.

**Leah Salyers** (*graphic design, printing/production management*) - Whatever the design need, Ms. Salyers meets the challenge. Whether print, electronic or interactive, she brings a unique aesthetic to reports, brochures, letterhead and related collateral, as well as presentations, websites, emails, displays, point of sale pieces and more. Her ability to translate a brand from a vision into reality has won numerous awards, and her ability to translate complex engineering concepts into understandable visuals have helped citizens throughout Ohio gain a better understanding of public sector initiatives. A graduate of The Ohio State University, she holds a Bachelor of the Science of Design/Visual Communication Design. She has worked on such high profile transportation projects as Safe Routes to Schools, Share the Road and the I-71/670 Columbus Crossroads project, and designed the new brand for the City of Euclid Water Reclamation initiative.

**Budget**

City of Powell - Keep Chris Working  
 Murphy from Estimate - March 4, 2016

Hours	Rate	Hours	Rate	Hours	Rate	Hours	Rate	Hours	Rate	Hours	Rate	Hours	Rate	Hours	Rate	Task Test Hours	Task Labor Cost	Task Direct Cost	Total Cost	Expense Assumptions
17	\$ 175.00	17	\$ 175.00	2	\$ 120.00	2	\$ 120.00	2	\$ 120.00	2	\$ 120.00	2	\$ 120.00	2	\$ 120.00	31	\$ 3,780.00	\$ -	\$ 3,780.00	Logo-1 initial concepts + 2 edits & final art
4	\$ 700.00	4	\$ 700.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	37	\$ 4,800.00	\$ 20.00	\$ 4,820.00	
4	\$ 700.00	4	\$ 700.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	31	\$ 3,835.00	\$ -	\$ 3,835.00	
16	\$ 2,600.00	16	\$ 2,600.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	33	\$ 4,300.00	\$ -	\$ 4,300.00	
4	\$ 700.00	4	\$ 700.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	21	\$ 2,845.00	\$ -	\$ 2,845.00	
4	\$ 700.00	4	\$ 700.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	21	\$ 2,845.00	\$ -	\$ 2,845.00	
4	\$ 700.00	4	\$ 700.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	2	\$ 240.00	21	\$ 2,845.00	\$ -	\$ 2,845.00	
24	\$ 4,200.00	24	\$ 4,200.00	6	\$ 720.00	6	\$ 720.00	6	\$ 720.00	6	\$ 720.00	6	\$ 720.00	6	\$ 720.00	55	\$ 6,550.00	\$ 140.00	\$ 6,690.00	
68	\$ 11,800.00	68	\$ 11,800.00	6	\$ 720.00	6	\$ 720.00	6	\$ 720.00	6	\$ 720.00	6	\$ 720.00	6	\$ 720.00	279	\$ 31,785.00	\$ 408.00	\$ 32,193.00	
68	\$ 11,500.00	68	\$ 11,500.00	6	\$ 720.00	6	\$ 720.00	6	\$ 720.00	6	\$ 720.00	6	\$ 720.00	6	\$ 720.00	279	\$ 31,785.00	\$ 408.00	\$ 32,193.00	