

Memorandum

To: Public Involvement Ad-Hoc Consultant Selection Subcommittee

Re: Contract for Public Involvement Services with Issues Management Solutions

Date: March 30, 2007

From: Emmett Egr, Information/Education Coordinator

On February 20, 2007, the Subcommittee interviewed and selected Issues Management Solutions with which to negotiate a professional services contract to provide public involvement services to assist the Papillion Creek Watershed Partnership. Since that time, District staff, partnership members and representatives from Issues Management Solutions have worked together to prepare the attached agreement, detailed scope, and time and cost estimate for this project.

In summary, Issues Management Solutions (IMS) will be responsible for providing and implementing a public outreach plan, revising public information materials, developing new public information materials, recruiting and facilitating a Papillion Creek Watershed Advisory Group and facilitating several informational public input forums.

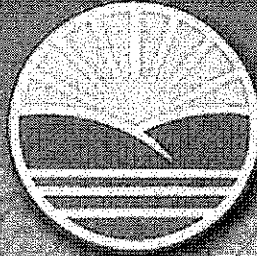
The Partnership is supporting this public involvement effort and proposal because it involves a different approach than the one the Partnership has taken in the past. For instance, past public information forums have all been held here at the NRD and were expected to involve everyone in the watershed. IMS's approach will refocus these public informational forums into different parts of the watershed, in an effort to hopefully involve more of the public. Please review the proposed scope for more information on this approach.

The total fee for this work was negotiated at \$85,538.24, and is broken down between different tasks in the attached agreement and scope. Funding for this effort will come directly from annual contributions made by each Partnership member. The attached summary breaks down each entities contribution as well as the anticipated use of these funds in the overall budget. Based on the NRD's 20.7% cost-share in the Partnership, the District would be providing approximately \$17,700 of the maximum fee.

The work is anticipated to be completed by January 31, 2008.

Management recommends that the Subcommittee recommend to the Board that the General Manager be authorized to execute a professional services contract with Issues Management Solutions for public involvement services to assist the Papillion Creek Watershed Partnership for a maximum fee of \$85,538.24, subject to changes deemed necessary by the General Manager and approval as to form by District legal counsel.

**PAPIO-MISSOURI RIVER
NATURAL
RESOURCES
DISTRICT**



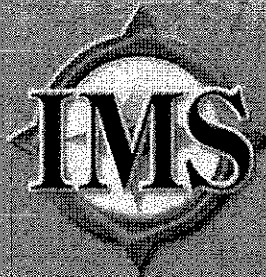
STATEMENT OF WORK

**Public Involvement/Public Information Outreach
Services Related to the Papillion Creek Watershed
Partnership**

**Papio-Missouri River Natural Resources
District**

**Submitted by:
Issues Management Solutions, LLC**

March 30, 2007



"This proposal contains confidential information of Issues Management Solutions, LLC which is provided for the sole purpose of permitting the holder of this document Papio-Missouri River Natural Resources District, the convening members of the Papio Creek Watershed Partnership and its Ad-Hoc Consultant Selection Subcommittee to evaluate the proposed statement of work for Issues Management Solutions, LLC., and the subsequent cost proposal. In consideration of the receipt of this material, the P-MRNRD, the PCWP members agree to maintain the enclosed information in confidence and to not reproduce or otherwise disclose any information to any person outside the group or team directly responsible for evaluation of its contents"

1.0 Background:

The Papillion Creek Watershed Partnership involves an interlocal agreement among the Papio-Missouri River Natural Resources District and 11 other governmental jurisdictions that are situated in whole or in part within the Papillion Creek watershed. The watershed covers a 402-square-mile area located in Douglas, Sarpy and Washington Counties. The partnership was formed in 2001.

It is the partnership's mission to address surface water quality and storm water quantity (flooding) issues by adapting goals and standards common to the region for development within the watershed. The partnership is also focusing on completing the permitting process for National Pollutant Discharge Elimination System (NPDES) Stage II applications for participating entities and an overall Papillion Creek Watershed Plan.

This planning process is being conducted in four phases. Stages I and II are completed. Stage III activities are reaching conclusion and Phase IV activities will be initiated in spring 2007.

Despite full, open public disclosure and public involvement opportunities, the partnership planning process has generated adverse and some inaccurate news media coverage that is contributing to wavering support from some partnership members and a perception of public discontent and confusion with the planning process. The perception has also been expressed that public comment has been voiced but not heard or considered by the Partnership.

Douglas County has launched an alternative options recommendations process with Washington County for potential consideration for the partnership plan or for their unilateral action.

A revised public outreach approach is necessary to address public awareness, public perception of how valued public input is, and the understanding of the purpose and goals of the partnership including facilitation of informed public consent for the jurisdictions to eventually adapt a comprehensive Papillion Creek Watershed Plan.

2.0 Key Understandings:

Issues Management Solutions, LLC (IMS) will work closely with the P-MRNRD, each primary PCWP jurisdiction representative and the partnership's consulting engineer in developing a public outreach plan, revising public information materials, developing new public information materials, recruiting and administration for a Papillion Creek Watershed Advisory Group, and facilitating intergovernmental discussion on the PCWP.

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There are three key priorities for engaging public outreach support. The first priority is to address the overall public awareness and engagement environment that the PCWP is facing. The second priority is the establishment and facilitation of a Papio Creek Watershed Advisory Group. The third priority in conjunction with the first is to further support the specific public notification, involvement and outreach for Stage III and Stage IV planning activities.

The goal of these activities is to address misperceptions about the partnership and its plans and to ensure that concerns about the level of public outreach and understanding for this complex planning process are fully addressed.

The partnership must show a deliberate, sustained, coordinated and markedly different approach to what has been done in the past. Building or rebuilding a credible communication and outreach plan requires a significant break from previously used communication methods. There is a significant difference between providing public information through periodic public meetings at a single location and providing public outreach throughout the watershed, especially for the communities and areas most affected by implementation.

The independent yet mutually reinforcing tasks outlined in this document will serve to inform and educate, build consensus and enable informed decision making by elected officials. For example, the partnership has held nine public meetings at one location during the past five years. Approximately 500 people in total have attended these meetings, and many were repeat attendees. The level of public participation opportunities must be more robust than this, given that the watershed population is 531,000 people spread over 402 square miles and involving 11 governmental jurisdictions, totaling approximately 98 political subdistricts.

3.0 TASKS:

3.1 PCWP Strategic Communications and Public Outreach Plan

IMS shall develop a strategic communications plan that identifies measurable goals and objectives for the PCWP program, and how communication and public outreach best management practices will serve to help the partnership achieve its overall program goals as well as supporting the public involvement needs for Stages III and IV.

3.1.1 IMS will perform project and program research such as literature review, news media content analysis, project area site visits, partnership team discussions and some public and elected official interviews to determine appropriate adjustments in the partnership's overall public

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outreach approach including public information material revisions, and potential locations for additional outreach meetings.

IMS will work closely with the PCWP partners and their engineering consultant to attain a full grasp of their perspective on the technical and public issues to date. Additional grassroots stakeholder analysis will be conducted to ensure the plan helps the PCWP effectively and precisely communicate to the right audiences with the right information and messages at the right time and in the right place.

Knowledge gained from these research and review activities will be used to efficiently address both general public outreach for the partnership and the recruitment and administration of the Advisory Group.

3.1.2 The plan will establish the methods of identifying and recruiting a credible membership for the Advisory Group that represents and includes the following: (1) the range of expertise to appropriately address technical issues, (2) key stakeholders from throughout the geographical area of the partnership, perhaps including Washington County, to include people with differing views of the issue. The Advisory Group must be perceived as credible, fair and balanced in the eyes of the general public and with elected officials of the governmental entities involved in the partnership.

3.1.3 The plan will provide for the best management approaches for conducting open house public information forums, including meeting format and appropriate means of collecting public comment and providing responses. Recommendations for meeting locations and frequency will be identified based upon the stakeholder analysis and best management practices.

3.1.4 The plan will address the appropriate steps necessary to ensure all affected elected officials are fully informed of technical aspects of the watershed planning process and the means to keep their constituents informed and involved in the planning process.

3.1.5 All aspects of public information materials will be identified, along with the targeted audience and specific purposes for these materials. Key themes and messages will be identified in the plan.

3.1.6 The plan will identify a range of best management practices that PCWP partners should employ at all times to ensure the issues are

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addressed by the partnership using one voice. Professional development training options will be identified that will help to maximize the skill and effectiveness of the PCWP partners' public communications.

3.1.7 The plan will meld all these elements together in a way that ensures each activity will achieve intended, desired effects while also being consistent with and mutually reinforcing to the other activities.

3.2 Support for a Papio Creek Watershed Planning Advisory Group
IMS will work closely with PCWP members, the P-MRNRD, the project consulting engineer and use the information gained from the public outreach research and planning process to identify and recruit members for the Advisory Group. Participants of this group must provide representation from throughout the affected watershed geographical area, and further represent a credible mix of affected stakeholders and subject matter experts. The advisory group, because of its credible and diverse mix of members, will serve as a sounding board and provide a quality control type of review for reconciling technical requirements and public input. It should function as a microcosm of the watershed area's population. The group will provide valuable feedback to help the partnership decision makers verify that credible, grassroots, two-way communication has occurred during the planning process.

3.2.1 IMS will work with the Partnership planning team in developing agendas, a charter, procedures, briefings and information materials for the Advisory Group. The group's charter will clearly state the group's purpose, which will include ensuring that appropriate issues are considered for inclusion in the planning process and implementation.

3.2.2 IMS will provide a facilitator to help lead and moderate Advisory Group meetings, keep meeting minutes and prepare working group administration and reports.

3.2.3 IMS will be responsible for ensuring appropriate refreshments are available for working group meetings.

3.2.4 Approximately eight Advisory Group meetings are envisioned with the expected duration of each meeting not to exceed three hours in length.

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3.3 Public Forums and Public Outreach

3.3.1 Individual Stakeholder Outreach (one-on-one)

Outreach to the general public will involve at minimum one-on-one interaction between the PCWP briefing team with property owners and other key stakeholders or stakeholder groups such as neighborhood associations at proposed water quality improvement and/or proposed storm water detention improvement sites being considered by the PCWP.

3.3.2 Public Open House Forums (meetings)

A minimum of 12 general public open house information forums zoned by both by Partnership governmental jurisdictions and/or proximity to one or more proposed water quality or storm water detention structures may be necessary to ensure that citizens have the maximum opportunity and convenience to learn more about the PCWP. This approach will also help to ensure elected officials and other representatives from each governmental jurisdiction that their constituents have had the opportunity to gain information and provide input into the PCWP process.

Timing of the meetings will be closely coordinated with the Stage IV technical analysis of alternatives by the engineering firm. Timing of the meetings is critical for two reasons: (1) to ensure public feedback is received on implementation of policies and (2) to make certain that enough information is available to brief the public on implementation planning.

Meetings locations should be considered even for jurisdictions that have already adopted the policies. In many of these jurisdictions, there is potentially still some misunderstanding among elected officials and the public. Additionally, helping these jurisdictions better understand and better support these policies and implementation will significantly help create an open and trusting working relationship for future policies.

Two of these 12 public open house information forums will be held at the P-MRNRD headquarters to include Stage IV information.

The P-MRNRD will create display advertisements and pay for placement for these ads to announce the open house public information forums in a prominent section of area newspapers, and distribute news release announcements to all print and electronic news media outlets within the area.

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The best management practice for these public information forums involving complex technical information is to hold an open house, information fair type of meeting. This meeting format should be used for the forums described in both sections 3.3.1 and 3.3.2. Recommended meeting duration should be no more than 3 hours and held between the hours of 6 to 9 PM. Appropriate refreshments should be made available for the duration of the meeting. All meetings will provide for ample one-on-one discussion time with members of the public and subject matter experts and for written comments to be submitted. Written comments will be compiled and posted to the Partnership Web site and will be provided to the Partnership for consideration as part of the decision-making process.

This public outreach method significantly enhances the approach previously taken by the partnership. Geographic dispersion, number of meetings, format for meetings and clarity of materials will help to demonstrate the partnership's emphasis on the importance of public awareness and involvement. The meeting format places complete emphasis on two-way communication between partnership representatives and the public at information booths. The partnership has a clear intent and desire to fully inform and involve the public, and this outreach plan meets that intent and desire.

3.3.3 Facilitation of Interlocal, Intergovernmental PCWP Planning Sessions

IMS will support the PCWP with facilitation services for meetings and discussions with the P-MRNRD involving other partnership members, and other potential stakeholder groups including the ad-hoc Douglas-Washington County Water Quality Study Group seeking to provide formal input and issues resolution regarding the PCWP.

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3.4 Public Information Materials

IMS will advise the NRD staff on applying appropriate risk communication principles and best management practices for the layout, design and content of all PCWP public information materials including fact sheets, flyers, posters, public meeting displays, PowerPoint presentations, executive summaries for technical reports and Web pages. Recommendations on proposed modifications to existing materials and development of new materials will go through appropriate partnership project team review and approval processes. P-MRNRD will print, make duplications, host materials on the partnership Web site, and mail materials as needed.

3.4.1 Revision of Current PCWP Public Information Materials

IMS will recommend revisions to existing fact sheets and Web pages to include key messages, improved graphics and reduction in fact sheets to a single, two-sided sheet, concise layout. Recommendations will include how to make enhancements to include and layer the availability of more complex PCWP information on the Web.

3.4.2 Development of Public Information Materials

IMS will make recommendations and provide graphic design on up to 20 one-page, two-sided fact sheets to be developed for a variety of key subjects, which are envisioned to include:

- Two fact sheets showing an overview of what the two types of water detention structures will generally look like: regional detention and water quality basin sites.
- Proposed water quality/storm water detention enhancement sites.
- Low-impact development storm water management approach.
- The Partnership's six root policies.
- The need for watershed-wide policies.
- The process of planning and implementation.
- Other topics as determined and identified in the strategic communications plan.

These facts sheets will include visual imagery developed by the partnership's consulting engineer showing what the locations would look like with the proposed modification. These fact sheets will explain the rationale and benefits of the proposed structure as well as other vital key messages and base information about the PCWP.

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3.4.3 Stage IV Fact Sheet

IMS will make recommendations and provide graphic design for one single page, two-sided fact sheet for Stage IV planning processes and results.

3.4.4 Other Public and Partnership Information as Needed

IMS will advise the NRD and prepare specific fact sheets, point papers, briefings, reports and news media releases or talking points throughout the duration of the performance period.

4.0 PCWP Representative Risk Communication and Community Outreach Training

IMS highly recommends a two-day workshop on the introduction of risk communication, practical applications and community outreach best management practices. The workshop is for up to 25 participants and includes course materials, videotaping and hands-on group interaction and role-playing. This course is a high priority professional development opportunity for all PCWP representatives who interact directly with the public, the news media and elected officials regarding PCWP issues. This course is intended for any PCWP representatives attending public outreach forums or interacting with the public, the Advisory Group and news media.

5.0 Contract Management & Other Deliverables

IMS will generate all identified reports and information materials as described in the RFP.

6.0 Schedule and Summary of Activities Requested by P-MRNRD:

IMS will provide full and complete staff support, services, products and materials throughout the identified performance period: April 13, 2007 to January 31, 2008.

6.1 *Coordinate all activities with the Papillion Creek Watershed Partnership and HDR. Within one day of contract award. Ongoing and recurring.*

6.2 *Develop public involvement plans, strategies. Completion within 30 days of contract award including internal review and approvals.*

6.3 *Develop various public information materials described in the RFP and or further identified from the public involvement plan and strategy. No later than than 60 days within contract award. Additional materials will be developed as necessary and directed by the PCWP throughout the performance period.*

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6.4 Define, select and facilitate a project Advisory Committee. To be determined, but most likely within 30 to 60 days of contract award.

7.0 Cost Proposal

Cost Proposal Summary	
Task	Cost Proposal
3.1 (3.1.1 - 3.1.7) PCWP Strategic Communications and Public Outreach Plan	\$17,194.80
3.2 Support for a Papio Creek Watershed Planning Advisory Group	\$3,181.68
3.2.2 Facilitator & meetings	\$3,561.28
3.3.1 Individual Stakeholder Outreach (one-on-one)	\$15,958.36
3.3.2 Public Open House Forums (meetings)	\$15,388.32
3.3.3 PCWP Planning Sessions	\$5,001.96
3.4.1 Public Information Materials - revisions	\$3,206.50
3.4.2 Public Information Materials - creation	\$10,489.88
3.4.3 Stage IV Fact Sheet	\$1,331.02
3.4.4 Other Partnership Materials	\$4,311.24
6.1 Partnership Planning Meetings	\$4,463.20
Travel & ODC	\$1,610.00
Total	<u>\$85,538.24</u>

Task Descriptions:

Task 3.1 PCWP Strategic Communications and Public Outreach Plan
Includes subtasks 3.1.1 to 3.1.7

Task 3.2 Support for a Papio Creek Watershed Planning Advisory Group

3.2.1 IMS will work with the partnership planning team in developing agenda's, a charter, ground rules, briefings and information materials for the Advisory Group.

3.2.2 IMS will provide a facilitator to help lead and moderate Advisory Group meetings, keep meeting minutes and prepare working group administration and reports.

3.2.3. IMS will be responsible for ensuring appropriate refreshments are available for working group meetings.

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Task 3.3 Public Forums and Public Outreach

3.3.1 Individual Stakeholder Outreach (one-on-one) throughout PCWP project sites including intergovernmental outreach

3.3.2 Public Open House Forums (meetings)

3.3.3 Facilitation of Inter-local, Intergovernmental PCWP Planning Sessions

Task 3.4 Public Information Materials

3.4.1 Revision of Current PCWP Public Information Materials

3.4.2 Development of public information materials

3.4.3 Stage IV Fact Sheet

3.4.4 Other Public and or Partnership Information as Needed

Task 4.0 PCWP Representative Risk Communication and Community Outreach Training

All inclusive, instruction, materials, videotaping, refreshments, facility

Task 6.1 Partnership Planning Meetings

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7.0 Agreement and Contract for Professional Services

This Agreement is entered into by and between the Papio-Missouri River Natural Resources District, referred to in this contract as "**P-MRNRD**," located at (insert address), and Issues Management Solutions, LLC, a Nebraska company with its primary place of business located at 1915 N 121st St Ste C, Omaha, NE 68154, referred to as "**IMS**" in this contract.

I. Scope of Work:

IMS shall provide facilitation and related professional services for the Papio-Missouri River Natural Resources District in support of The Papillion Creek Watershed Partnership as described above in the Statement of Work.

Changes: **P-MRNRD** shall have the right at any time prior to completion of the work to direct changes to the Scope of Work. If the change causes an increase or decrease in the cost or the time required for **IMS**' performance under this contract, **IMS** must submit to **P-MRNRD** within five (5) business days after receipt of the written change notice, an estimate of the impact of the directed changes. **P-MRNRD** will issue a written addendum to this contract for equitable adjustments that shall be approved by both parties in writing prior to any additional work occurring.

II. Timeframe

This work is to begin as soon as approved and continue at least until all identified tasks are completed. Time is of the essence with this contract and all work shall be completed promptly upon clear understanding of each task. Estimated schedules are listed above in the Statement of work and all work is anticipated to be complete by January 31, 2008.

III. Cost and Payment schedule:

IMS shall be compensated for work performed according to an hourly rate as listed in the attached cost estimate. **IMS** will make every good faith effort to maintain within the projected hours for the given task and will immediately notify **P-MRNRD** within one business day any time the estimated cost changes by more than 10%. A full rate table is listed in Attachment A.

Billing Period: **IMS** submits its invoices by no later than the 5th day of each month for the labor hours accrued during the previous month, with the invoice payment due by the client within 30 days of the invoice date.

Discount: **IMS** will grant a discount for prompt payment of invoices. A 1% discount shall be granted if full payment of each invoice is received in **IMS**'

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Omaha office within 15 calendar days of the invoice date, which shall be the same as the postmark on the envelope. A 2% discount shall be granted if full payment of an invoice is received within 10 calendar days of the invoice date.

IV. Contract administration

The laws of the State of Nebraska shall govern the validity or construction of this contract and the rights and duties of the parties involved. If any term, covenant, condition or provision of this contract is found by a court of competent jurisdiction to be invalid, void, or unenforceable, the remainder of the provisions hereof shall remain in full force and effect, and shall in no way be affected, impaired or invalidated thereby.

This Agreement, including the cost estimate, constitutes the whole agreement between the parties with respect to this topic and there are no terms other than those contained here. No modification or amendment of this contract shall be valid unless in writing and signed by the parties involved.

Signed and agreed to by:

Issues Management Solutions, LLC

Papio-Missouri Natural Resources District

William A. Motsko Jr.
CEO

(Name)
(Title)

**PAPILLION CREEK
WATERSHED PARTNERSHIP**



**Watershed Fund Summary
Per 2nd Interlocal Agreement
Updated March 29, 2007**

CONTRIBUTIONS

Entity	New Annual Contribution	Percent (%)	Contributions-To-Date	Amount Due July 1, 2007	Total 5-yr Contributions
Bellevue	\$20,000	4.6%	\$40,000.00	\$20,000	\$100,000
Bennington	\$500	0.1%	\$1,000.00	\$500	\$2,500
Girls and Boys Town	\$1,000	0.2%	\$3,000.00	\$0	\$5,000
Elkhorn	\$3,500	0.8%	\$10,500.00	\$0	\$17,500
Gretna	\$1,000	0.2%	\$1,000.00	\$2,000	\$5,000
La Vista	\$5,000	1.2%	\$15,000.00	\$0	\$25,000
Omaha	\$184,000	42.3%	\$552,000.00	\$0	\$920,000
Papillion	\$7,000	1.6%	\$14,000.00	\$7,000	\$35,000
Ralston	\$2,500	0.6%	\$7,500.00	\$0	\$12,500
Douglas County	\$65,000	15.0%	\$130,000.00	\$65,000	\$325,000
Sarpy County	\$55,000	12.7%	\$110,000.00	\$55,000	\$275,000
Papio NRD	\$90,000	20.7%	\$180,000.00	\$90,000	\$450,000
TOTAL	\$434,500.00	100.0%	\$1,064,000.00	\$239,500.00	\$2,172,500.00

EXPENSES

Item	Expense-To-Date	Future Expenses
Omaha Reimbursement	\$551,994.00	\$827,991.00
NRD Reimbursement	\$64,400.00	\$103,200.00
HDR Engineering, Inc. (Stage II)	\$74,147.58	\$0.00
HDR Engineering, Inc. (Stage III)	\$277,614.86	\$37,385.14
IMS, LLC	\$0.00	\$85,538.24
TOTAL	\$968,156.44	\$1,054,114.38

BALANCE

	Balance-To-Date	Future Balance
Balance from 1st Agreement	\$264,331.65	\$264,331.65
Contributions	\$1,064,000.00	\$2,172,500.00
Expenses	\$968,156.44	\$2,022,270.82
Interest	\$23,224.88	\$35,000.00
TOTAL	\$383,400.09	\$449,560.83

PARTNERS

Bellevue Bennington Boys Town Elkhorn Gretna La Vista Omaha
Papillion Ralston Douglas County Sarpy County Papio-Missouri River NRD