

City of West Lafayette Utilities / Engineering Department
PROFESSIONAL AND TECHNICAL PROGRAM SERVICES

WORK ORDER # 5

Project Information

Project / Task Name: Prepare for and facilitate stakeholder outreach for proposed storm water program (utility).

Project / Task Description: DLZ will prepare a written communications plan describing the goals, strategies and tactics necessary to communicate the benefits and progress of the storm water program (Utility). The plan will identify target audiences and the key messages that will be used to engage and educate the public. Tools needed to accomplish goals, a recommended timetable for public outreach and education, and evaluation measures will be included. At the direction of the Owner, DLZ will implement communications strategies including two (2) public meetings, up to ten (10) top storm water customers briefing(s), key stakeholder briefings and media relations surrounding establishment of the storm water program (utility). Deliverables are likely to include talking points, PowerPoint presentations, fact sheets, frequently asked questions, media advisories, news releases, and Web content. DLZ also assumes eight (8) project status meetings to be held.

Date of Assignment: 7.01.09 Assigned By (Print): David Henderson

Department Contact: David Henderson and David Buck

Budget Information

Project / Task Budget: Approximate fee based on tasks, deliverables and meetings shown above is \$25,000.00.

(Revised) Project / Task Budget: _____ Date: _____ Initials: _____

Schedule Information

Project / Task Completion Date: Target meeting date should be August or September. Draft communication plan will be submitted for review by owner the week of July 12. Outreach materials submittal dates will vary based on specific needs.

(Revised) Project / Task Schedule: _____ Date: _____ Initials: _____

Other Information

Comments / Special Considerations: Budget is estimated based on proposed need and is hourly. Effort not expended will result in savings to the Owner.

Submitted by


Project Manager _____ Date 6-26-09

Approved by

Board of Public Works and Safety / _____ Date
Director of Utilities / City Engineer