

CITY MANAGER'S OFFICE MEMORANDUM
#38-2018

DATE: November 5, 2018

TO: Honorable Mayor Carol Dodge and City Council Members

THROUGH: Heather Geyer, City Manager *HG*

FROM: Kimberly Rein, Communications Manager *KR*

SUBJECT: Communication Plan for Northglenn Underground Wastewater Project

PURPOSE

This memo provides a communication plan to inform residents about the city's five-year wastewater infrastructure project and the correlating utility rate fee increase from 2018-2022.

BACKGROUND

The city has named the infrastructure upgrade the "Northglenn Underground Wastewater Project." This project will update and improve our aging wastewater system that brings sewage from the city to our wastewater treatment plant in Weld County. The project includes critical repairs and replacement of components that are over 30 years old. Specifically, repairs include new pumps in Lift Station A and new sewer force main pipes that take sewage from Lift Station A to 120th Avenue. Updates to the system will improve the capacity, efficiency and lifespan of the city's wastewater system. In addition, updates will reduce corrosive gases, which results in less odor in the city and near the wastewater treatment plant.

The project is being funded by a utility rate fee increase that went into effect on January 1, 2018. The increase averages 6 percent per year for the next five years. The fee increase will support the wastewater project and other city water construction projects.

Timeline

- January 1, 2018 - Utility rate fee increase started; proceeds going to fund the project as well as other water construction projects.
- 2019 - Planning and design for the project will begin on Lift Station A and force main
- 2020 - Construction to begin late in year
- 2021 - Construction continues
- 2022 - Estimated completion

Communication Overview

The purpose of creating this brand is to provide an identifiable logo, web page, and communication tactics for the duration of the five-year project. The proposed logo is included in Attachment 1. Our objective is to keep in close contact with the city's public works department on the project status, then provide timely, consistent, accurate, and transparent updates to residents during the project. We will continually use messaging that communicates the significant value of this project.

2018

Connection newsletter

An article was placed in the November Connection to provide an overview of the project and rate increase, and directing residents to our website for more information. An article in the December Connection will remind residents of the next rate increase (January 1, 2019) and all of the water construction projects to be funded.

New Web Page

A new page www.northglenn.org/underground was created to provide a project overview, details on the lift station and force main, information on current water and sewage rates, how the rate percentage increase was calculated, project timeline, and links to other resources. An existing web page www.northglenn.org/waterprojects provides details on water maintenance and improvement projects. The pages will be updated regularly, and both pages will link visitors to the other.

Utility Bill

A message inside December utility bills will remind residents of the rate increase that begins in January.

2019

Web Pages

Water and Wastewater web pages will provide timely updates on all water projects as they happen. Details on a design will be revealed on the Underground web page in late 2019 when infrastructure design is completed.

Connection

Articles in the newsletter will keep residents updated on projects. The December issue will once again remind residents of the next rate increase (January 1, 2020) and how the fees contribute to maintaining our water infrastructure.

Utility Bill

A message inside December utility bills will remind residents of the rate increase that begins in January.

2020

Continue updates on web pages and in Connection throughout year.

Video

Communications will produce a video that provides graphics and maps of the sewer infrastructure and construction plans.

Social media

As we near the start of construction in late 2020, we will provide constant, branded communication on the project, including links, photos and maps.

Mayor and Council events

Updates on water projects or fee increase could be the topics of Mingle with the Mayor and/or Ward meetings through the year.

Press releases

Media alerts will be distributed as construction begins

Mailers/door hangers

Printed communication will go out to residents and businesses that may be impacted along the construction route (111th and Irma, York St. to 120th Ave.)

Road Signs

Semi-permanent, branded project signage will be placed along and near construction areas.

Trash Trucks

Signs will be mounted on the sides of city trash trucks to alert residents and thank them for “giving us a brake.”

2021-22

The above tactics will continue, with increased communication on social media and outreach to residents/businesses that are directly impacted by the construction. Mobile digital traffic signs will be placed along construction route for safety.

RECOMMENDATIONS

Staff recommends City Council consensus of the proposed plan and logo.

BUDGET/TIME IMPLICATIONS

It is estimated that printed materials and signs will cost \$2,500-\$5,000 over five years and will be included in the annual budget.

STAFF REFERENCE

If Council members have any comments or questions they may contact Kim Rein, 303.450.8713, krein@northglenn.org.

ATTACHMENT

1. Northglenn Underground Wastewater Project proposed logo design

ATTACHMENT 1

