

- Call to Order                    The Champlin City Council met in Worksession called to order by Mayor Ryan Karasek at 5:30 p.m.
- Roll Call                        Present were Mayor Ryan Karasek, Councilmembers Jessica Tesdall (Ward 1), Nate Truesdell (Ward 3) and Ryan Sabas (Ward 4).
- Excused Absent: Eric Johnson (Ward 2).
- Also Present: City Administrator Bret Heitkamp, City Engineer Tim Hanson, City Clerk Roberta Colotti, and City Attorney Scott Lepak.
- Approval of Agenda            Motion by Councilmember Truesdell and seconded by Councilmember Sabas to approve the agenda for (March 13, 2017) the March 13, 2017 Worksession as presented. Voting in favor were Mayor Karasek, Councilmembers Motion                        Tesdall, Truesdell, and Sabas.
- 2017 Improvement Project    The City Administrator introduced Breanne Rothstein, AICP Planning and Economic Development Communications Plan            Group Manager with WSB and Andy Brotzler, PE Principal/Senior Project Manager with WSB.
- The City Administrator stated that at the conclusion of the 2016 Street Improvement Projects the City Council received feedback from impacted property owners that improved project communication was desired. In preparation for the 2017 Street Improvement Projects the City solicited a proposal from WSB for Project Communications services.
- Ms. Rothstein stated that it is imperative that people have ready access to all the details of a project, plan, or process. The purpose of the project communications plan is to provide the City of Champlin up-to-date information on all project progress, milestones, and changes in order to easily and quickly convey those items to the City staff, officials, residents, and other stakeholders. They are proposing to achieve an effective communications campaign for the upcoming City of Champlin projects through three primary principles: Multiple Platforms, Consistency and Follow-Through.
- Ms. Rothstein outlined the goals for the project communications plan, communications plan outcomes, and measures of success.
- Ms. Rothstein stated that there are two project pieces.
- Project Communications Scope 1: Includes Trunk Highway 169 reconstruction between East Hayden Lake Road and the Mississippi River. The term of this contract starts April 2017 and continues through June 2019.
  - Project Communications Scope 2: Includes 2017 Street Improvement Projects. The primary project affects 180 residential parcels and a portion of the Ice Forum Parking lot. There are an additional 140 residential parcels affected for the Mill and Overlay portion of the project. The communications contract would start early April 2017 and continue through the project duration.
- Mr. Brotzler stated that there will be one point of contact for questions or to report issues. He stated that the public will be provided with the key contact number and that a log will be maintained of all correspondence for the City.
- Mayor Karasek asked if Councilmembers should direct inquiries to the project Communications Coordinator.
- Mr. Brotzler confirmed that would provide the best flow of information and asked that if a Councilmember does work directly with an property owner that they provide a summary of the concern and resolution to his office so that it can be added to the formal log for future consideration by the full Council.

Councilmember Tesdall asked if the content would be generated by WSB or by the City.

Ms. Rothstein stated that the Communications Coordinator will draft the messages bi-weekly at least but not much more frequently than that to avoid exhaustion.

Mr. Brotzler stated that during project down times it's important to communicate the project status as well as during active construction times.

Councilmember Tesdall stated that given the daily impact to the residents that bi-weekly messages seemed light. She asked if the Communications Coordinator would be using the questions received about the project to create broad messages such as FAQ's.

Ms. Rothstein stated that they could use the questions in future messages and that they will also be developing special project information fact messages.

The City Engineer stated that with the 2017 Street Improvement Projects they will be working in phases to accommodate Father Hennepin Festival so the project messages will need to be targeted to north and south project sections.

Mr. Brotzler stated that they plan to ask the contractor to be present at the Open House which is one of the ways the communications plan makes a connection between the residents and project managers.

Councilmember Sabas commended WSB on their Communications Plan presentation. He stated that while he was not on the Council at the time of the 2016 Street Improvement Projects he is aware of the community's desire for improved communications with the 2017 Street Improvement Project.

The City Administrator stated that with the Hwy. 169 lane changes that will take place, if a business needs to notify their clients of the current road status, they will be able to direct them to the City website for project information.

Ms. Rothstein stated that MNDOT has requested that they craft the messages on lane closures, construction timelines, etc. The City will in turn share this information with Champlin residents and businesses through our social media, web and specialized print productions.

Councilmember Tesdall questioned the price difference between the 2017 Street Improvement Projects and Hwy. 169 Project.

Ms. Rothstein stated that the Communications Coordinator will be drafting the messages for the 2017 Street Improvement Projects and that MNDOT will be producing the material for the Hwy. 169 Project. She noted that MNDOT might in turn seek their assistance with items such as a drone flyover of the project area.

Councilmember Tesdall asked why the City wouldn't generate content for the Hwy. 169 Project in addition to the MNDOT material.

Ms. Rothstein stated that MNDOT has asked that they produce the messages on the project to avoid duplication or possible confusion of the message. However, they are open to City suggestions and ideas.

The City Engineer stated that while the City is doing the design work for Hwy. 169, MNDOT will be the lead on the project.

Councilmember Tesdall stated that she would need to consider this matter further but that it appears under Scope 2 "2017 Street Improvement Projects" we are being more personal in our communication approach and under Scope 1 "Hwy. 169 Project" we are towing MNDOT's party line.

Councilmember Sabas asked if the City could add messaging to the Hwy. 169 Project down the line if we felt MNDOT's messaging wasn't sufficient.

Councilmember Tesdall stated that cost would be a consideration if we add messaging in the future.

Ms. Rothstein stated that the type of information we want to get out to the public on the Hwy. 169 Project is very logistical (i.e. travel lane closer). MNDOT will prepare this information and by getting it out through the City's social media and otherwise we will be able to get the message directly to Champlin.

Councilmember Tesdall asked for an example where this type of messaging has been done.

Ms. Rothstein cited the example of Hwy. 53 in Virginia, MN and provided project details.

Mayor Karasek noted that the Hwy. 169 Project has a wider scope and that the 2017 Street Improvement Projects will be taking place in the neighborhoods.

The City Administrator stated that it's anticipated that we will receive more calls of concern about traffic diverted through the neighborhoods from the Hwy. 169 Project then from the project itself and that certain measures are being planned to alleviate this in so far as possible, recognizing that there are not a lot of options for traffic diverting from Hwy. 169.

Councilmember Tesdall asked if the Communications Coordinator could draft messages directly on traffic that is diverted to alternative streets within Champlin.

Ms. Rothstein stated that WSB could draft messages regarding City traffic but would want to stay on message with MNDOT and the Hwy. 169 Project.

Councilmember Tesdall asked if the cost to notify the impacted neighborhoods by direct mail of the traffic pattern would be an additional charge.

Ms. Rothstein stated that a typical neighborhood size notice would be included in the scope of the project under the current price schedule. A large scale project involving 1,000's of homes would not.

Councilmember Truesdell stated that the Communications Plan as presented appears to be through.

Mayor Karasek stated that in working through the 2016 Mississippi View Estates Project that the issue of project communications percolated throughout the project. He stated that this Communications Plan is needed and shows value. He stated that he is in support of the Communications Plan. He asked if given that WSB is the project manager for the 2017 Street Improvement Project and drafting the Hwy. 169 plans if in their role as Communications Coordinator they would be open to sharing any criticism of their work.

Ms. Rothstein stated that the Communications Coordinator logs all calls immediately and gets the answers needed for the caller. They have not had any issues with this dual role in the past. She stated that in fact if someone in the field doesn't get back to the Communications Coordinator in a timely manner that too becomes part of the logged information. So it helps keep everyone on the project on top of communications.

Mr. Brotzler noted that having the City Engineer on the team will also help in identifying when a concern needs to come before the City Council for further review or action.

#### **Next Step**

The City Administrator stated that the Communications Plan will be placed on the March 27, 2017 City Council agenda under consent for formal action. He noted that additional information on the Communications Plan details will be included in the report in response to the Council's questions this evening.

#### Assessment Policy

The City Engineer stated that there are a number of projects that will be coming before the City Council in the near future that include assessments as part of the funding package. In order to prepare the Council for these upcoming meetings he presented a report outlining the City's Assessment Policy and a comparison of neighboring cities funding mechanisms. He stated that the Assessment Policy was last amended in 2005, but was confirmed by the City Council in 2016.

The City Council reviewed the information including the different methods of paying for road projects

such as transfers from the General Fund, taxes, fees and assessments.

The City Administrator stated that the City has \$80 million of street improvement projects contained in the Capital Improvement Program (CIP) over the course of the next ten years which are supported by nearly \$18 million of special assessments to the benefiting properties.

Adjournment

The Champlin City Council adjourned the Worksession at 6:58 p.m.

---

Ryan Karasek, Mayor

Attest:

---

Roberta Colotti, CMC, City Clerk