

**AMENDED AGENDA**

**DES MOINES CITY COUNCIL  
REGULAR MEETING  
City Council Chambers  
21630 11th Avenue S, Des Moines, Washington  
Thursday, February 23, 2023 - 6:00 PM**

City Council meeting can be viewed live on the City's website, Comcast Channel 21/321 or on the City's [YouTube](#) channel.

**CALL TO ORDER**

**PLEDGE OF ALLEGIANCE**

**ROLL CALL**

**CORRESPONDENCE**

**COMMENTS FROM THE PUBLIC**

**PRESIDING OFFICER'S REPORT**

Item 1. **WASHINGTON STATE FUTURE CITY REGIONAL COMPETITION PROCLAMATION**

**Motion** is to approve the Proclamation recognizing the achievements of the Pacific Middle School students in the Washington State Future City Regional Competition.

[Washington State Future city Regional Competition Proclamation](#)

**CITY MANAGER REPORT**

Item 1. **FUTURE CITIES PRESENTATION**

Item 2. AUDITORS REPORT

**CONSENT CALENDAR**

Item 1. APPROVAL OF VOUCHERS

**Motion** is to approve for payment vouchers through February 09, 2023 and the payroll transfers through February 03, 2023 in the attached list and further described as follows:

EFT Vendor Payments	#7883-7959	\$1,325,631.28
Wires	#2120-2133	\$1,014,788.23
Accounts Payable Checks	#164673-164705	\$ 103,228.13
Payroll Checks	#19627-19636	\$ 3,981.35

Payroll Direct Deposit #4204-4370 \$ 439,302.38

Total Checks and Wires for A/P and Payroll: \$2,886,931.37

[Approval of Vouchers](#)

- Item 2. APPROVAL OF MINUTES  
**Motion** is to approve the January 12, 2023 Regular City Council meeting, and the January 26, 2023 Study Session meeting minutes.  
[Approval of Minutes](#)
- Item 3. WOMEN'S HISTORY MONTH PROCLAMATION  
**Motion** is to approve the Proclamation recognizing March as Women's History Month.  
[Women's History Month Proclamation](#)
- Item 4. ANTI-SEMITISM PROCLAMATION  
**Motion** is to approve the Proclamation condemning Anti-Semitism.  
[Anti-Semitism Proclamation](#)
- Item 5. DRAFT RESOLUTION 23-008 AUTHORIZING INVESTMENT IN THE LOCAL GOVERNMENT INVESTMENT POOL  
**Motion** is to adopt Draft Resolution No. 23-008, authorizing deposit or withdrawal of funds in the Local Government Investment Pool in accordance with the provisions of the Washington Administrative Code, and superseding Resolution No. 1394.  
[Draft Resolution 23-008 Authorizing Investment in the Local Government Investment Pool](#)
- Item 6. 2023 VEHICLE PURCHASE  
**Motion 1** is to direct administration to bring forward a budget amendment to the 2023 Budget, Vehicle Capital Replacement Police account, in the amount of \$244,000.  
  
**Motion 2** is to approve the purchase of vehicles identified in Attachment 1 for the total estimated amount of \$910,000 and to authorize the City Manager or the City Manager's designee to sign the purchase orders at the time they are created.  
[2023 Vehicle Purchase](#)
- Item 7. ~~WASHINGTON STATE FUTURE CITY REGIONAL COMPETITION PROCLAMATION~~  
~~**Motion** is to approve the Proclamation recognizing the achievements of the Pacific Middle School students in the Washington State Future City Regional Competition.~~
- Item 8. ~~COMMUNICATIONS CONSULTANT RFQ STAFF RECOMMENDATION~~

~~**Motion 1** is to accept staff's recommendation of Consor as the City's Communication Consultant and authorize the City Manager to sign the Agreement substantially in the form as attached.~~

~~or~~

~~**Motion 2** is to select \_\_\_\_\_ as the City's Communication Consultant and authorize the City Manager to sign the Agreement substantially in the form as attached.~~

## **OLD BUSINESS**

Item 1. **COMMUNICATIONS CONSULTANT RFQ STAFF RECOMMENDATION**

**Motion 1** is to accept staff's recommendation of Consor as the City's Communication Consultant and authorize the City Manager to sign the Agreement substantially in the form as attached.

or

**Motion 2** is to select \_\_\_\_\_ as the City's Communication Consultant and authorize the City Manager to sign the Agreement substantially in the form as attached.

[Communication Consultant RFQ Staff Recommendation](#)

## **NEW BUSINESS**

Item 1. INTRODUCTION OF ITEMS FOR FUTURE CONSIDERATION – 10 Minutes

## **BOARD & COMMITTEE REPORTS/ COUNCILMEMBER COMMENTS**

(4 minutes per Councilmember) - 30 minutes

## **PRESIDING OFFICER'S REPORT**

Item 1. STEVEN J UNDERWOOD MEMORIAL SCHOLARSHIP

## **EXECUTIVE SESSION**

## **NEXT MEETING DATE**

March 02, 2023 City Council Study Session

## **ADJOURNMENT**

**AGENDA ITEM**

BUSINESS OF THE CITY COUNCIL  
City of Des Moines, WA

SUBJECT: Washington State Future City Regional  
Competition Proclamation

AGENDA OF: February 23, 2023

DEPT. OF ORIGIN: Administration

ATTACHMENTS:  
1. Proclamation

DATE SUBMITTED: February 16, 2023

- CLEARANCES:
- City Clerk *JK*
  - Community Development \_\_\_\_\_
  - Courts \_\_\_\_\_
  - Director of Marina Redevelopment \_\_\_\_\_
  - Emergency Management \_\_\_\_\_
  - Finance \_\_\_\_\_
  - Human Resources \_\_\_\_\_
  - Legal \_\_\_\_\_
  - Marina \_\_\_\_\_
  - Police \_\_\_\_\_
  - Parks, Recreation & Senior Services \_\_\_\_\_
  - Public Works \_\_\_\_\_

APPROVED BY CITY MANAGER  
FOR SUBMITTAL: *[Signature]*

**Purpose and Recommendation:**

The purpose of this agenda item is to recognize and congratulate Pacific Middle School students for demonstrating excellence in the Washington State Future City Regional Competition.

**Suggested Motion**

**MOTION:** "I move to approve the Proclamation recognizing the achievements of the Pacific Middle School students in the Washington State Future City Regional Competition."

**Background:**

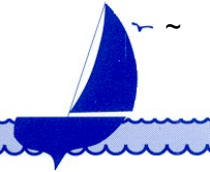
Pacific Middle School teams competed in the Washington State Future City Regional Competition. The competition is a national competition, which is part of National Engineering Week held in February of each year.

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# City of Des Moines



CITY COUNCIL  
21630 11<sup>th</sup> AVENUE S, SUITE A  
DES MOINES, WASHINGTON 98198-6398  
(206) 878-4595 T.D.D: (206) 824-6024 FAX: (206) 870-6540



## Proclamation

**WHEREAS**, Future City is a national competition, held as part of National Engineering week in February of each year, in which teams of middle school students design and build models of cities set at least 150 years in the future, and

**WHEREAS**, the City of Des Moines recognizes that this competition introduces students to Science, Technology, Engineering and Math (STEM) concepts, as well as the Career and Technical Education aspect of working successfully in groups, time management and communication skills, that build essential future job skills for our community and our nation, and

**WHEREAS**, the City of Des Moines is pleased to observe that the students must plan for and model the basic services and features of a city, such as zoning, infrastructure, and city location, thus preparing them for the duties of future citizenship, and

**WHEREAS**, the City of Des Moines applauds the participating teams from Pacific Middle School, and their instructor, for participating this year during a pandemic and placing 6<sup>th</sup> place overall at the virtual Washington State Future City Regional Competition; **NOW THEREFORE**

**THE DES MOINES CITY COUNCIL HEREBY PROCLAIMS** that the following Pacific Middle School students, along with their Instructor Sandy Gady, have demonstrated excellence in the Washington State Future City Regional Competition, and invites all citizens to join in congratulating them:

Team "HEPHAESTUS HILLS"	Piper Nesbitt Van Middleton George Whitney Logan Mabalay
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Best Essay Award  
Land Surveyor's Award

**SIGNED** this 23<sup>rd</sup> day of February, 2023.

\_\_\_\_\_  
Matt Mahoney, Mayor

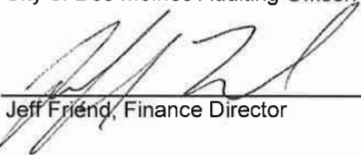
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**CITY OF DES MOINES**  
**Voucher Certification Approval**  
**February 23, 2023**  
**Auditing Officer Certification**

Voucher transfers audited and certified by the auditing officer as required by RCW 42.24.080, and those expense reimbursement claims certified as required by RCW 42.24.090, have been recorded on a listing, which has been made available to the City Council.

As of February 23, 2023 the Des Moines City Council, by unanimous vote, does approve for payment those vouchers through February 9, 2023 and payroll transfers through February 3, 2023 included in the attached list and further described as follows:

The vouchers below have been reviewed and certified by individual departments and the City of Des Moines Auditing Officer:

  
 \_\_\_\_\_  
 Jeff Friend, Finance Director

		# From	# To	Amounts
<b>Claims Vouchers:</b>				
EFT's		7883	7959	1,325,631.28
Wires		2120	2133	1,014,788.23
Accounts Payable Checks		164673	164705	103,228.13
<b>Total Vouchers paid</b>				<b>2,443,647.64</b>
<b>Payroll Vouchers</b>				
Payroll Checks		19627	19636	3,981.35
Direct Deposit	2/3/2023	4204	4370	439,302.38
<b>Total Paychecks &amp; Direct Deposits</b>				<b>443,283.73</b>
<b>Total checks and wires for A/P &amp; Payroll</b>				<b>2,886,931.37</b>



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**MINUTES**

**DES MOINES CITY COUNCIL  
REGULAR MEETING  
City Council Chambers  
21630 11th Avenue S, Des Moines, Washington  
Thursday, January 12, 2023 - 6:00 PM**

**CALL TO ORDER**

Mayor Matt Mahoney call the meeting to order at 6:00 p.m.

**PLEDGE OF ALLEGIANCE**

The flag salute was led by Councilmember Jeremy Nutting.

**ROLL CALL**

**Council Present:**

Mayor Matt Mahoney; Deputy Mayor Traci Buxton; Councilmember Gene Achziger; Councilmember JC Harris; Councilmember Jeremy Nutting; Councilmember Vic Pennington; and Councilmember Harry Steinmetz

**Staff Present:**

City Manager Michael Matthias; Executive Director of Marina Redevelopment Dan Brewer; Chief Administrative Officer Bonnie Wilkins; Harbormaster Scott Wilkins; City Attorney Tim George; Finance Director Beth Anne Wroe; Public Works Director Andrew Merges; Director of Parks, Recreation and Senior Services Nicole Nordholm; Assistant Police Chief Mark Couey; Deputy Finance Director Jeff Friend; Master Police Officer Justin Cripe; DV Advocate/Management Analyst Rochelle Sems; and City Clerk Taria Keane

**EXECUTIVE SESSION**

**The Executive Session was called to order by Mayor Matt Mahoney at 6:03 p.m.**

**ROLL CALL**

**Council Present:**

Mayor Matt Mahoney; Deputy Mayor Traci Buxton; Councilmember Gene Achziger; Councilmember JC Harris; Councilmember Jeremy Nutting; Councilmember Vic Pennington; and Councilmember Harry Steinmetz

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**Others Present:**

City Manager Michael Matthias; Chief Administrative Officer Bonnie Wilkins; City Attorney Tim George; Human Resource Director Adrienne Johnson-Newton; Assistant Police Chief Mark Couey; Human Resources Analyst Shawna Thomas; Outside Legal Counsel Mike Bolasina

**PURPOSE**

**The purpose of the Executive Session was to Evaluate Complaint Against Public Officer Under RCW 42.30.110(1)(f). The Executive Session was expected to last 45 minutes.**

**No formal action was taken.**

**The Executive Session ended at 9:12 p.m.**

**The Executive Session lasted 45 minutes.**

Mayor Matt Mahoney made an opening statement regarding the upcoming Marina Redevelopment. Meeting.

**Direction/Action**

**Motion** was made by Councilmember Jeremy Nutting to purchase up to \$1000 in gift cards to purchase meals out of the Hearts and Minds fund for city staff who worked the recent snow events; seconded by Councilmember Harry Steinmetz.  
Motion passed 7-0.

**CORRESPONDENCE**

There were no additional correspondence outside of the emails already received by Council.

**COMMENTS FROM THE PUBLIC**

- Susan Jacobs-Hibbins; Marina Development/Hotel
- Rick Johnson; Potholes
- Michael Rhoads; Marina/Hotel
- Bill Linscott; Marina
- Kay Vann; Safety
- Jennifer Kropack; Marina/Hotel
- Becky Ried; Safety
- David Emery; Redondo Public Safety

## CITY MANAGER REPORT

City Manager Michael Matthias commented on the new financial management system.

### 3rd QUARTER FINANCIAL REPORT

Deputy Finance Director Jeff Friend gave Council a PowerPoint Presentation on the 3rd quarter financial report.

City Manager Michael Matthias gave Council an update on the Ferry Services.

### American Recovery Plan Act (ARPA) UPDATE 2023

Deputy Finance Director Jeff Friend gave Council a PowerPoint Presentation on American Recovery Plan Act (ARPA) Update 2023.

## CONSENT CALENDAR

- Item 1: APPROVAL OF VOUCHERS  
**Motion** is to approve for payment vouchers through December 29th, 2022 and the payroll transfers through January 05, 2023 in the attached list and further described as follows:

EFT Vendor Payments	#7574-7740	\$1,524,244.95
Wires	#2092-2108	\$1,921,764.25
Accounts Payable Checks	#164521-164584	\$464,338.69
Voided Checks	#163772-163772	\$(1,050.00)
Payroll Checks	#19605-19610	\$3,461.72
Payroll Direct Deposit	#3550-3710	\$436,165.46
Payroll Checks	#19611-19616	\$8,822.49
Payroll Direct Deposit	#3711-3872	\$412,619.87
Payroll Checks	#19617-19621	\$6,399.23
Payroll Direct Deposit	#3873-4042	\$413,285.52

Total Checks and Wires for A/P and Payroll: \$5,190,052.18

- Item 2: HUMAN TRAFFICKING AWARENESS DAY PROCLAMATION  
**Motion** is to approve the Proclamation recognizing January 11th as Human Trafficking Awareness Day.

- Item 3: REDONDO BOAT LAUNCH RESTROOM FACILITY GRANT

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**Motion** is to approve Draft Resolution No. 22-075 authorizing City Administration to apply for financial assistance managed by the Washington State Recreation and Conservation Office.

Item 4: JOINT USE AGREEMENT AMENDMENT

**Motion** is to approve the first amendment to the Interlocal Agreement for the provision of shared usage of facilities, and authorize the City Manager to sign the Agreement substantially in the form as submitted.

Item 5: DES MOINES NORMANDY PARK INTERLOCAL AGREEMENT FOR SENIOR SERVICES, 2023

**Motion** is to approve the Interlocal Agreement with the City of Normandy Park for the provision of Senior Services in fiscal year 2023 whereby Normandy Park will pay an amount equal to Normandy Park's pro-rata share of costs per year for services based on participation levels, and authorize the City Manager to sign the Agreement substantially in the form as submitted.

Item 6: REDONDO BOAT RAMP BOARDING FLOATS CONTRACT

**Motion** is that the Council approve the contract with Blue Water Systems, Ltd. for building and supplying new boarding floats for the Redondo Boat Ramp for the sum of \$385,179 and also approve a contingency for the project of \$38,520 for a total spending authorization of \$423,699, and authorize the City Manager to sign the contract, substantially in the form as attached.

## DIRECTION/ACTION

**Motion** made by Councilmember Jeremy Nutting to approve the Consent Calendar; seconded by Councilmember Vic Pennington.

Councilmember JC Harris pulled Consent Calendar Item #3 and #4.

The remainder of the Consent Calendar passed 7-0.

Mayor Matt Mahoney read Human Trafficking Awareness Day Proclamation into the record.

Council discussed Consent Calendar Item #3

**Motion** made by Councilmember Jeremy Nutting to approve Consent Calendar Item #3 as presented; seconded by Councilmember Vic Pennington.

Motion Passed 6-1.

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**For:** Mayor Matt Mahoney, Deputy Mayor Traci Buxton,  
Councilmembers Gene Achziger, Jeremy Nutting, Vic Pennington, Harry  
Steinmetz.

**Against:** Councilmember JC Harris.

Council discussed Consent Calendar Item #4

**Motion** made by Councilmember Jeremy Nutting to approve Consent  
Calendar Item #4 as presented; seconded by Councilmember Vic  
Pennington.  
Motion Passes 7-0.

## **NEW BUSINESS**

Item 1: DRAFT ORDINANCE 22-065, RELATING TO SPEED LIMIT  
ENFORCEMENT IN AND AROUND CITY PARKS  
City Attorney Tim George gave Council a PowerPoint Presentation on  
Draft Ordinance 22-065, relating to speed limit enforcement in and  
around city parks.

**Motion** made by Deputy Mayor Traci Buxton to suspend Rule 26(a) in  
order to enact Draft Ordinance No. 22-065 as presented; seconded by  
Councilmember Jeremy Nutting.  
Motion passed 5-2.

**For:** Mayor Matt Mahoney, Deputy Mayor Traci Buxton, Councilmember  
Jeremy Nutting, Vic Pennington, Harry Steinmetz.

**Against:** Councilmember Gene Achziger and JC Harris

**Motion** made by Deputy Mayor Traci Buxton to enact Draft Ordinance  
No. 22-065 authorizing the creation of Public Park Speed Zones and  
authorizing the use of automated traffic safety cameras to detect  
violations of Public Park Speed Zones; seconded by Councilmember  
Jeremy Nutting.  
Motion passed 7-0.

Item 2: INTRODUCTION OF ITEMS FOR FUTURE CONSIDERATION – 10  
Minutes

Councilmember Jeremy Nutting asked Council to remand the zoning of  
the 22800 block of Pacific Hwy to the Economic Development  
Committee.

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Council Supports.

Mayor Matt Mahoney remanded looking into making necessary improvements to the Activity Center as a cooling/heating center to the Municipal Facilities Committee and the Public Safety/Emergency Management Committee.

Council Supports.

## **BOARD & COMMITTEE REPORTS/ COUNCILMEMBER COMMENTS**

(4 minutes per Councilmember) - 30 minutes

### **COUNCILMEMBER JEREMY NUTTING**

- Arts Commission
- Environment Committee Meeting

### **COUNCILMEMBER JC HARRIS**

- Marina design proposals

### **COUNCILMEMBER VIC PENNINGTON**

- Thanked public commentators
- Des Moines Marina Association
- Environmental Committee Meeting
- Thanked staff for presentations

### **COUNCILMEMBER HARRY STEINMETZ**

- Sound Cities Association Public Interest Committee
- Burning Boat Event
- Marina Planning Commission

### **COUNCILMEMBER GENE ACHZIGER**

- Transportation Committee Meeting

### **DEPUTY MAYOR TRACI BUXTON**

- Participated in 35 engagements with colleagues, staff, and citizens
- Thanked first responders and non-profits

Regular Meeting Minutes  
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## **PRESIDING OFFICER'S REPORT**

- January 26, 2023 Marina Re-Development Meeting

## **NEXT MEETING DATE**

January 26, 2023 City Council Study Session

## **ADJOURNMENT**

## **DIRECTION/ACTION**

**Motion** made by Vic Pennington to adjourn; seconded by Councilmember Jeremy Nutting.  
The motion passed 7-0.

The meeting adjourned at 8:55 p.m.



**MINUTES**

**DES MOINES CITY COUNCIL  
STUDY SESSION  
City Council Chambers  
21630 11th Avenue S, Des Moines, Washington  
Thursday, January 26, 2023 - 6:00 PM**

**CALL TO ORDER**

Mayor Matt Mahoney called the meeting to order at 6:00 p.m.

**PLEDGE OF ALLEGIANCE**

The flag salute was led by Councilmember JC Harris.

**ROLL CALL**

**Council Present:**

Mayor Matt Mahoney; Deputy Mayor Traci Buxton; Councilmember Gene Achziger; Councilmember JC Harris; Councilmember Jeremy Nutting; Councilmember Vic Pennington; and Councilmember Harry Steinmetz

**Staff Present:**

City Manager Michael Matthias; Executive Director of Marina Redevelopment Dan Brewer; City Attorney Tim George; Assistant City Attorney Matt Hutchins; Chief Administrative Officer Bonnie Wilkins; Harbormaster Scott Wilkins; Assistant Harbormaster Katy Bevegni; Police Chief Ken Thomas; Deputy Finance Director Jeff Friend; Public Works Director Andrew Merges; Community Development Director Denise Lathrop; and City Clerk Taria Keane

**DISCUSSION ITEM**

Mayor Matt Mahoney and City Manager Michael Matthias made opening remarks.

**MARINA REDEVELOPMENT**

- City Manager Michael Matthias and Principal and Founder of Skylab Architecture Jeff Kovel gave Council a PowerPoint Presentation on Marina Redevelopment.

**COMMENTS FROM THE PUBLIC**

Study Session Minutes  
January 26, 2023

**Please Note:** *Comments from the public must be limited to the items of business on the Study session Agenda per Council Rule 10. Please sign in prior to the meeting and limit your comments to three (3) minutes.*

- Eldon Davis, Proposed Hotel and Retail
- Christine Puzas, Proposed Hotel and Other
- Bill Linscott, Marina
- Victoria Andrews, Marina
- Shawn Dailey, Marina
- Chris Tollefson, Marina
- Michael Rhodes, Finance RQMTS
- Kathy Scott, Marina
- Jan Magnuson, Hotel
- Steve Goegebuer, Hotel-Marina
- Sharon Morehouse, Safety
- Luis Medina, Small Businesses

## **EXECUTIVE SESSION**

## **NEXT MEETING DATE**

February 02, 2023 City Council Regular Meeting

## **ADJOURNMENT**

### **Direction/Action**

**Motion** made by Councilmember Jeremy Nutting to adjourn; seconded by Councilmember Harry Steinmetz.  
Motion passed 7-0.

The meeting adjourned at 8:47 p.m.

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**A G E N D A   I T E M**

BUSINESS OF THE CITY COUNCIL  
City of Des Moines, WA

SUBJECT: Women’s History Month  
Proclamation

FOR AGENDA OF: February 23, 2023

DEPT. OF ORIGIN: Police Department

ATTACHMENTS:  
1. Proclamation

DATE SUBMITTED: February 15, 2023

CLEARANCES:

- City Clerk *JK*
- Community Development \_\_\_\_
- Courts \_\_\_\_
- Director of Marina Redevelopment \_\_\_\_
- Emergency Management \_\_\_\_
- Finance \_\_\_\_
- Human Resources \_\_\_\_
- Legal \_\_\_\_
- Marina \_\_\_\_
- Police \_\_\_\_
- Parks, Recreation & Senior Services \_\_\_\_
- Public Works \_\_\_\_

APPROVED BY CITY MANAGER  
FOR SUBMITTAL: *[Signature]*

**Purpose and Recommendation**

The purpose of this item is to proclaim March as Women’s History Month.

**Suggested Motion**

**Motion:** “I move to approve the Proclamation recognizing March as Women’s History Month.”

## **Background**

Women's History Month had its origins as a national celebration in 1981 when Congress passed Pub. L. 97-28 which authorized and requested the President to proclaim the week beginning March 7, 1982 as "Women's History Week."

Throughout the next five years, Congress continued to pass joint resolutions designating a week in March as "Women's History Week." In 1987 after being petitioned by the National Women's History Project, Congress passed Pub. L. 100-9 which designated the month of March 1987 as "Women's History Month." Between 1988 and 1994, Congress passed additional resolutions requesting and authorizing the President to proclaim March of each year as Women's History Month.

Since 1995, presidents have issued a series of annual proclamations designating the month of March as "Women's History Month." These proclamations celebrate the contributions women have made to the United States and recognize the specific achievements women have made over the course of American history in a variety of fields.

Some notable Washington State Women's history facts:

- 1912 – The first women were elected to the Washington State Legislature (Frances C. Axtell of Bellingham, and Nena J. Croake of Tacoma).
- 1923 – Reba Hurn of Spokane was the first woman elected to the Washington State Senate. An attorney, Hurn was also one of the first women admitted to the Washington State Bar.
- 1924 - Seattle's Bertha Knight Landes was the first woman Mayor of a major U.S. city, appointed in 1924 and elected in 1926. It would be nearly 100 years before the second woman Mayor was elected in Seattle, in 2017. Knight Landes was also one of the first two women elected to the Seattle City Council (along with Kathryn Miracle) in 1924.
- 1965 – Marjorie Edwina Pitter King of Seattle was appointed by the King County Council to the Washington State Legislature, the first African-American woman to serve in the Washington State Legislature.
- 1977 – Dixie Lee Ray became Washington State's first woman Governor.
- 1981 – Justice Carolyn Dimmick became the first woman to serve on the Washington State Supreme Court. Later that year, Justice Sandra Day O'Connor became the first woman appointed to the United States Supreme Court.
- 1992 – Washington State elected its first United States Senator, Patty Murray.



## *City of Des Moines*

ADMINISTRATION  
21630 11TH AVENUE SOUTH, SUITE A  
DES MOINES, WASHINGTON 98198-6398  
(206) 878-4595 T.D.D.: (206) 824-6024 FAX: (206) 870-6540

Attachment #1



### **Proclamation**

**WHEREAS**, throughout American history, women and girls have made vital contributions, often in the face of discrimination and undue hardships; and

**WHEREAS**, courageous women marched for and won the right to vote, campaigned against injustice, shattered countless barriers, and expanded the possibilities of American life; and

**WHEREAS**, our history is also replete with examples of the unfailing bravery and grit of women in America, particularly in times of crisis and emergency; and

**WHEREAS**, women served our Nation during World War II, led organizing and litigation efforts during the Civil Rights movement, and represented the United States on the global stage in the fight for human rights, peace and security; and

**WHEREAS**, far too often, their heroic efforts and their stories have gone untold, especially the millions of African-American woman, immigrant women, and others from diverse communities who have strengthened America across every generation.

**NOW THEREFORE, THE DES MOINES COUNCIL HEREBY PROCLAIMS** March as

### *Women's History Month*

and urges all residents to join them in this recognition.

**SIGNED** this day 23<sup>rd</sup> day of February, 2023

\_\_\_\_\_  
Matt Mahoney, Mayor

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**AGENDA ITEM**

BUSINESS OF THE CITY COUNCIL  
City of Des Moines, WA

SUBJECT: Anti-Semitism Proclamation

FOR AGENDA OF: February 23, 2023

ATTACHMENTS:  
1. Proclamation

DEPT. OF ORIGIN: Administration

DATE SUBMITTED: February 14, 2023

CLEARANCES:

- City Clerk *JK*
- Community Development \_\_\_\_
- Courts \_\_\_\_
- Director of Marina Redevelopment \_\_\_\_
- Emergency Management \_\_\_\_
- Finance \_\_\_\_
- Human Resources \_\_\_\_
- Legal \_\_\_\_
- Marina \_\_\_\_
- Police \_\_\_\_
- Parks, Recreation & Senior Services \_\_\_\_
- Public Works \_\_\_\_

APPROVED BY CITY MANAGER  
FOR SUBMITTAL: *[Signature]*

**Purpose and Recommendation**

The purpose of this item is for the Council to approve a proclamation for Anti-Semitism.

**Suggested Motion**

**Motion:** "I move to approve the Proclamation condemning Anti-Semitism."



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# City of Des Moines

ADMINISTRATION  
21630 11TH AVENUE SOUTH, SUITE A  
DES MOINES, WASHINGTON 98198-6398  
(206) 878-4595 T.D.D.: (206) 824-8024 FAX: (206) 870-6540

Attachment #1



## Proclamation

**WHEREAS:** Des Moines is one of the most diverse cities in Washington, and Jewish people are an important part of the city's fabric, with members at congregation Bet Chaverim in Des Moines contributing in many ways to the community; and

**WHEREAS:** 47 Jewish organizations in King County of every size, mission, and denomination in King County, including Bet Chaverim, have developed and adopted the [Puget Sound Jewish Community Statement on Anti-Semitism](#) to build a greater understanding and awareness of anti-Semitism and to stand unified against hate; and

**WHEREAS:** According to the Anti-Defamation League, in 2018, reports of anti-Semitic incidents were up 60% in Washington state from the previous year, and in Seattle, reports of hate crimes and incidents were up nearly 400% from 2012 to 2018; and

**WHEREAS:** Any victims of anti-Semitism in Des Moines are encouraged to report such incidents – as hate crimes or bias-related events – so that Des Moines police can respond to and track them; and

**WHEREAS:** The City Council supports and adopts the May 26, 2016, [International Holocaust Remembrance Alliance's working definition of Anti-Semitism](#), which helps protect all people in Des Moines from acts of hate and bigotry; and

**WHEREAS:** The IHRA working definition has proven to be an essential tool for government and law enforcement agencies in the United States as they work to identify contemporary manifestations of anti-Semitism and both respond directly to it and provide training and education about it; and

**NOW THEREFORE, THE DES MOINES CITY COUNCIL HEREBY PROCLAIMS** our condemnation of anti-Semitism, as defined by the IHRA, as supporters and allies of our Jewish community.

Des Moines strongly stands against hate, bias, or violence based on race, nationality, gender, disability, or religion, and we urge all residents to come together and support our Jewish neighbors.

**SIGNED** this 23rd day of February, 2023

\_\_\_\_\_  
Matt Mahoney, Mayor

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**AGENDA ITEM**

BUSINESS OF THE CITY COUNCIL  
City of Des Moines, WA

SUBJECT: : Draft Resolution 23-008  
Authorizing Investment in the Local Government  
Investment Pool

FOR AGENDA OF: February 23, 2023

DEPT. OF ORIGIN: Administration

ATTACHMENTS:

- 1. Draft Resolution No. 23-008
- 2. Resolution 1394
- 3. LGIP Prospectus

DATE SUBMITTED: February 2, 2023

CLEARANCES:

- City Clerk \_\_\_\_\_
- Community Development \_\_\_\_\_
- Courts \_\_\_\_\_
- Director of Marina Redevelopment \_\_\_\_\_
- Emergency Management \_\_\_\_\_
- Finance *JH 2/2*
- Human Resources \_\_\_\_\_
- Legal */s/TG*
- Marina \_\_\_\_\_
- Police \_\_\_\_\_
- Parks, Recreation & Senior Services \_\_\_\_\_
- Public Works \_\_\_\_\_

APPROVED BY CITY MANAGER  
FOR SUBMITTAL: 

**Purpose and Recommendation**

The purpose of this Agenda Item is to request City Council’s adoption of Draft Resolution No. 23-008 that supersedes Resolution No. 1394 authorizing deposit or withdrawal of funds in the Local Government Investment Pool (LGIP). The updated Draft Resolution No. 23-008 replaces the ‘designated individual’ from former Finance Director Beth Anne Wroe to Jeff Friend, the current Finance Director, and provides acknowledgement that the City Council and City staff responsible for overseeing or making investment decisions has received, read, and understands the prospectus.

**Suggested Motion**

MOTION 1: “I move to adopt Draft Resolution No. 23-008, authorizing deposit or withdrawal of funds in the Local Government Investment Pool in accordance with the provisions of the Washington Administrative Code, and superseding Resolution No. 1394.

**Background**

Resolution No. 1394 was adopted by City Council on February 21, 2019 updating City officials authorized to invest in the Local Government Investment Pool and to acknowledge that the City Council and City staff have received, read, and understand the prospectus. The Washington State Treasurer's Office has requested an updated resolution for the City of Des Moines.

**Recommendation**

Staff recommends approval of the proposed motions.

**CITY ATTORNEY'S FIRST DRAFT**

**DRAFT RESOLUTION NO. 23-008**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DES MOINES, WASHINGTON**, authorizing deposit or withdrawal of funds in the Local Government Investment Pool in accordance with the provisions of the Washington Administrative Code for the purpose of investment as stated in the Washington Administrative Code, acknowledging that it has received, read, and understood the Local Government Investment Pool prospectus as provided by the Office of the State Treasurer, and superseding Resolution No. 1394.

**WHEREAS**, pursuant to Chapter 294, Laws of 1986, the Legislature created a trust fund to be known as the public funds investment account (commonly referred to as the Local Government Investment Pool (LGIP)) for the contribution and withdrawal of money by an authorized governmental entity for purposes of investment by the Office of the State Treasurer; and

**WHEREAS**, from time to time it may be advantageous to the authorized governmental entity, the City of Des Moines, the "governmental entity", to contribute funds available for investment in the LGIP; and

**WHEREAS**, the investment strategy for the LGIP is set forth in its policies and procedures; and

**WHEREAS**, any contributions or withdrawals to or from the LGIP made on behalf of the governmental entity shall be first duly authorized by the City Council, the "governing body" or any designee of the governing body pursuant to this resolution, or a subsequent resolution; and

**WHEREAS**, the City of Des Moines will cause to be filed a certified copy of said resolution with the Office of the State Treasurer; and

**WHEREAS**, the City Council of the City of Des Moines and any designee appointed by the City Council with authority to contribute or withdraw funds of the governmental entity has received and read a copy of the prospectus and understands the risks and limitations of investing in the LGIP; and

**WHEREAS**, the City Council of the City of Des Moines attests by the signature of its members that it is duly authorized and

empowered to enter into this agreement, to direct the contribution or withdrawal of the City of Des Moines monies, and to delegate certain authority to make adjustments to the incorporated transactional forms, to the individuals designated herein; now therefore,

**THE CITY COUNCIL OF THE CITY OF DES MOINES RESOLVES AS FOLLOWS:**

**Sec. 1.** The City Council does hereby authorize the contribution and withdrawal of governmental entity monies in the LGIP in the manner prescribed by law, rule, and prospectus.

**Sec. 2.** The City Council has approved the Local Government Investment Pool Transaction Authorization Form (Form) as completed by the Finance Director and incorporates said form into this resolution by reference and does hereby attest to its accuracy.

**Sec. 3.** The City Council designates the Finance Director, Jeff Friend, the "authorized individual" to authorize all amendments, changes, or alterations to the Form or any other documentation including the designation of other individuals to make contributions and withdrawals on behalf of the City of Des Moines.

**Sec. 4.** This delegation ends upon the written notice, by any method set forth in the prospectus, of the City Council that the authorized individual has been terminated or that his or her delegation has been revoked. The Office of the State Treasurer will rely solely on the City Council to provide notice of such revocation and is entitled to rely on the authorized individual's instructions until such time as said notice has been provided.

**Sec. 5.** The Form as incorporated into this resolution or hereafter amended by delegated authority, or any other documentation signed or otherwise approved by the authorized individual shall remain in effect after revocation of the authorized individual's delegated authority, except to the extent that the authorized individual whose delegation has been terminated shall not be permitted to make further withdrawals or contributions to the LGIP on behalf of the City of Des Moines. No amendments, changes, or alterations shall be made to the Form

or any other documentation until the entity passes a new resolution naming a new authorized individual; and

**Sec. 6.** The City Council acknowledges that it has received, read, and understood the prospectus as provided by the Office of the State Treasurer. In addition, the governing body agrees that a copy of the prospectus will be provided to any person delegated or otherwise authorized to make contributions or withdrawals into or out of the LGIP and that said individuals will be required to read the prospectus prior to making any withdrawals or contributions or any further withdrawals or contributions if authorizations are already in place.

**Sec. 7.** This Resolution supersedes Resolution No. 1394.

**ADOPTED BY** the City Council of the City of Des Moines, Washington this \_\_\_\_ day of \_\_\_\_\_, 2023 and signed in authentication thereof this \_\_\_\_ day of \_\_\_\_\_, 2023.

\_\_\_\_\_  
M A Y O R

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney

ATTEST:

\_\_\_\_\_  
City Clerk



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**RESOLUTION NO. 1394**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DES MOINES, WASHINGTON**, authorizing deposit or withdrawal of funds in the Local Government Investment Pool in accordance with the provisions of the Washington Administrative Code for the purpose of investment as stated in the Washington Administrative Code, acknowledging that it has received, read, and understood the Local Government Investment Pool prospectus as provided by the Office of the State Treasurer, and superseding Resolution No. 1282.

**WHEREAS**, pursuant to Chapter 294, Laws of 1986, the Legislature created a trust fund to be known as the public funds investment account (commonly referred to as the Local Government Investment Pool (LGIP)) for the contribution and withdrawal of money by an authorized governmental entity for purposes of investment by the Office of the State Treasurer; and

**WHEREAS**, from time to time it may be advantageous to the authorized governmental entity, the City of Des Moines, the "governmental entity", to contribute funds available for investment in the LGIP; and

**WHEREAS**, the investment strategy for the LGIP is set forth in its policies and procedures; and

**WHEREAS**, any contributions or withdrawals to or from the LGIP made on behalf of the governmental entity shall be first duly authorized by the City Council, the "governing body" or any designee of the governing body pursuant to this resolution, or a subsequent resolution; and

**WHEREAS**, the City of Des Moines will cause to be filed a certified copy of said resolution with the Office of the State Treasurer; and

**WHEREAS**, the City Council of the City of Des Moines and any designee appointed by the City Council with authority to contribute or withdraw funds of the governmental entity has received and read a copy of the prospectus and understands the risks and limitations of investing in the LGIP; and

**WHEREAS**, the City Council of the City of Des Moines attests by the signature of its members that it is duly authorized and empowered to enter into this agreement, to direct the contribution or withdrawal of the City of Des Moines monies, and to delegate certain authority to make adjustments to the incorporated

transactional forms, to the individuals designated herein; now therefore,

**THE CITY COUNCIL OF THE CITY OF DES MOINES RESOLVES AS FOLLOWS:**

**Sec. 1.** The City Council does hereby authorize the contribution and withdrawal of governmental entity monies in the LGIP in the manner prescribed by law, rule, and prospectus.

**Sec. 2.** The City Council has approved the Local Government Investment Pool Transaction Authorization Form (Form) as completed by the Finance Director and incorporates said form into this resolution by reference and does hereby attest to its accuracy.

**Sec. 3.** The City Council designates the Finance Director, Beth Anne Wroe, the "authorized individual" to authorize all amendments, changes, or alterations to the Form or any other documentation including the designation of other individuals to make contributions and withdrawals on behalf of the City of Des Moines.

**Sec. 4.** This delegation ends upon the written notice, by any method set forth in the prospectus, of the City Council that the authorized individual has been terminated or that his or her delegation has been revoked. The Office of the State Treasurer will rely solely on the City Council to provide notice of such revocation and is entitled to rely on the authorized individual's instructions until such time as said notice has been provided.

**Sec. 5.** The Form as incorporated into this resolution or hereafter amended by delegated authority, or any other documentation signed or otherwise approved by the authorized individual shall remain in effect after revocation of the authorized individual's delegated authority, except to the extent that the authorized individual whose delegation has been terminated shall not be permitted to make further withdrawals or contributions to the LGIP on behalf of the City of Des Moines. No amendments, changes, or alterations shall be made to the Form or any other documentation until the entity passes a new resolution naming a new authorized individual; and

**Sec. 6.** The City Council acknowledges that it has received, read, and understood the prospectus as provided by the Office of

Resolution No. 1394  
Page 3 of 3

the State Treasurer. In addition, the governing body agrees that a copy of the prospectus will be provided to any person delegated or otherwise authorized to make contributions or withdrawals into or out of the LGIP and that said individuals will be required to read the prospectus prior to making any withdrawals or contributions or any further withdrawals or contributions if authorizations are already in place.

**Sec. 7.** This Resolution supersedes Resolution No. 1282.

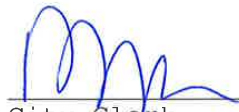
**ADOPTED BY** the City Council of the City of Des Moines, Washington this 21st day of February, 2019 and signed in authentication thereof this 21<sup>st</sup> day of February, 2019.

  
MAYOR

APPROVED AS TO FORM:

  
Assistant City Attorney

ATTEST:

  
City Clerk

Published: February 26, 2019

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# PROSPECTUS

## LOCAL GOVERNMENT INVESTMENT POOL

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OFFICE OF THE WASHINGTON STATE TREASURER

JANUARY 2019



MIKE PELLICCIOTTI  
WASHINGTON STATE TREASURER

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## I. The LGIP

The Local Government Investment Pool (the “LGIP”) is an investment pool of public funds placed in the custody of the Office of the Washington State Treasurer (the “State Treasurer”) for investment and reinvestment as defined by RCW 43.250.020. The purpose of the LGIP is to allow eligible governmental entities to participate with the state in the investment of surplus public funds, in a manner that optimizes liquidity and return on such funds. In establishing the LGIP, the legislature recognized that not all eligible governmental entities are able to maximize the return on their temporary surplus funds, and therefore it provided a mechanism whereby they may, at their option, utilize the resources of the State Treasurer to maximize the potential of their surplus funds while ensuring the liquidity of those funds.

The State Treasurer has established a sub-pool within the LGIP whose shares are offered by means of this Prospectus: The LGIP-Money Market Fund (the “LGIP-MMF” or the “Fund”). The State Treasurer has the authority to establish additional sub-pools in the future.

The Fund offered in this Prospectus seeks to provide current income by investing in high-quality, short term money market instruments. These standards are specific to the Fund, as illustrated in the following table. The LGIP-MMF offers daily contributions and withdrawals.

### FUND SNAPSHOT

The table below provides a summary comparison of the Fund’s investment types and sensitivity to interest rate risk. This current snapshot can be expected to vary over time.

Fund	Investment Types	Maximum Dollar-Weighted Average Maturity for LGIP-MMF
LGIP-Money Market Fund	Cash	60 days
Current Investments (as of January 1, 2019)	Bank Deposits US Treasury bills US Government Agency Supranational Securities Floating / Variable Rate Notes Repurchase agreements	

### Fees and Expenses

**Administrative Fee.** The State Treasurer charges pool participants a fee representing administration and recovery costs associated with the operation of the Fund. The administrative fee accrues daily from pool participants’ earnings prior to the earnings being posted to their account. The administrative fee will be paid monthly. In the event that there are no earnings, the administrative fee will be deducted from principal.

The chart below illustrates the operating expenses of the LGIP-MMF for past years, expressed in basis points as a percentage of fund assets.



**Local Government Investment Pool-MMF  
Operating Expenses by Fiscal Year (in Basis Points)**

	2011	2012	2013	2014	2015	2016	2017	2018
<i>Total Operating Expenses</i>	<i>0.81</i>	<i>0.68</i>	<i>0.87</i>	<i>0.88</i>	<i>0.95</i>	<i>0.89</i>	<i>0.71</i>	<i>0.76</i>

(1 basis point = 0.01%)

Because most of the expenses of the LGIP-MMF are fixed costs, the fee (expressed as a percentage of fund assets) will be affected by: (i) the amount of operating expenses; and (ii) the assets of the LGIP-MMF. The table below shows how the fee (expressed as a percentage of fund assets) would change as the fund assets change, assuming an annual fund operating expenses amount of \$1,100,000.

Fund Assets	\$12.0 bn	\$14.0 bn	\$16.0 bn
Total Operating Expenses (in Basis Points)	0.92	0.79	0.69

**Portfolio Turnover:** The Fund does not pay a commission or fee when it buys or sells securities (or “turns over” its portfolio). However, debt securities often trade with a bid/ask spread. Consequently, a higher portfolio turnover rate may generate higher transaction costs that could affect the Fund’s performance.

## II. Local Government Investment Pool – Money Market Fund

### Investment Objective

**The LGIP-MMF will seek to effectively maximize yield while maintaining liquidity and a stable net asset value per share, e.g., all contributions will be transacted at \$1.00 net asset value per share.**

### Principal Investment Strategies

The LGIP-MMF will seek to invest primarily in high-quality, short term money market instruments. Typically, at least 55% of the Fund’s assets will be invested in US government securities and repurchase agreements collateralized by those securities. The LGIP-MMF means a sub-pool of the LGIP whose investments will primarily be money market instruments. The LGIP-MMF will only invest in eligible investments permitted by state law. The LGIP portfolio will be managed to meet the portfolio maturity, quality, diversification and liquidity requirements set forth in GASB 79 for external investment pools who wish to measure, for financial reporting purposes, all of their investments at amortized cost. Investments of the LGIP-MMF will conform to the LGIP Investment Policy, the most recent version of which will be posted on the LGIP website and will be available upon request.

### Principal Risks of Investing in the LGIP-Money Market Fund

**Counterparty Credit Risk.** A party to a transaction involving the Fund may fail to meet its obligations. This could cause the Fund to lose the benefit of the transaction or prevent the Fund from selling or buying other securities to implement its investment strategies.

**Interest Rate Risk.** The LGIP-MMF’s income may decline when interest rates fall. Because the Fund’s income is based on short-term interest rates, which can fluctuate significantly over short periods, income risk is expected to be high. In addition, interest rate increases can cause the price of a debt security to decrease and even lead to a loss of principal.

**Liquidity Risk.** Liquidity risk is the risk that the Fund will experience significant net withdrawals of Fund shares at a time when it cannot find willing buyers for its portfolio securities or can only sell its portfolio securities at a material loss.

**Management Risk.** Poor security selection or an ineffective investment strategy could cause the LGIP-MMF to underperform relevant benchmarks or other funds with a similar investment objective.

**Issuer Risk.** The LGIP-MMF is subject to the risk that debt issuers and other counterparties may not honor their obligations. Changes in an issuer's credit rating (e.g., a rating downgrade) or the market's perception of an issuer's creditworthiness could also affect the value of the Fund's investment in that issuer. The degree of credit risk depends on both the financial condition of the issuer and the terms of the obligation. Also, a decline in the credit quality of an issuer can cause the price of a money market security to decrease.

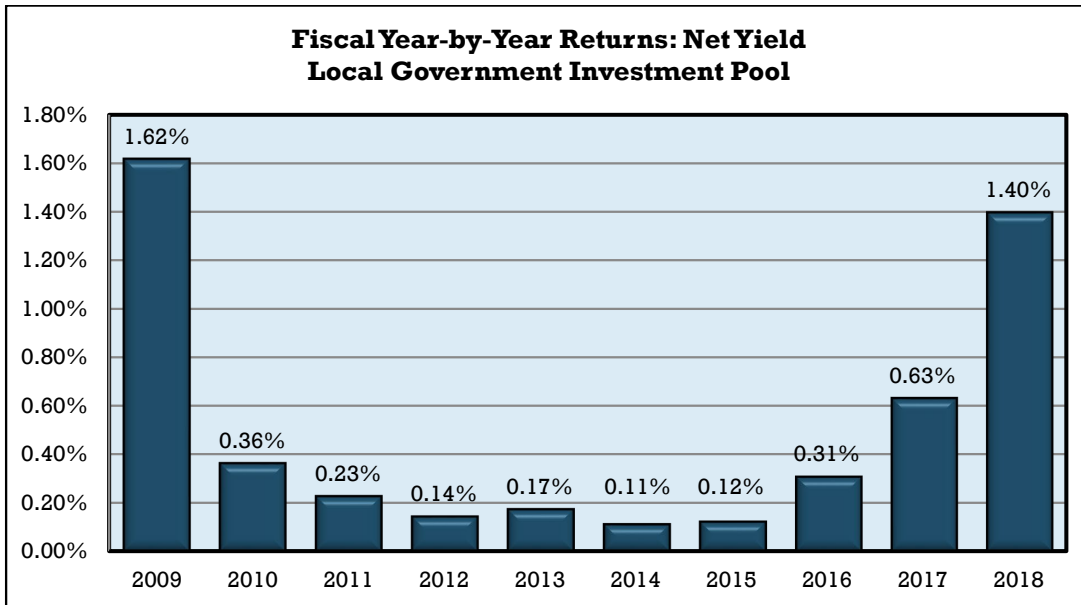
**Securities Lending Risk and Reverse Repurchase Agreement Risk.** The LGIP-MMF may engage in securities lending or in reverse repurchase agreements. Securities lending and reverse repurchase agreements involve the risk that the Fund may lose money because the borrower of the Fund's securities fails to return the securities in a timely manner or at all or the Fund's lending agent defaults on its obligations to indemnify the Fund, or such obligations prove unenforceable. The Fund could also lose money in the event of a decline in the value of the collateral provided for loaned securities or a decline in the value of any investments made with cash collateral.

**Risks Associated with use of Amortized Cost.** The use of amortized cost valuation means that the LGIP-MMF's share price may vary from its market value NAV per share. In the unlikely event that the State Treasurer were to determine that the extent of the deviation between the Fund's amortized cost per share and its market-based NAV per share may result in material dilution or other unfair results to shareholders, the State Treasurer may cause the Fund to take such action as it deems appropriate to eliminate or reduce to the extent practicable such dilution or unfair results.

**An investment in the LGIP-MMF is not a bank deposit and is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency. Although the Fund seeks to preserve the value of investments at \$1 per share, pool participants could lose money by investing in the LGIP-MMF. There is no assurance that the LGIP-MMF will achieve its investment objective.**

## Performance

The following information is intended to address the risks of investing in the LGIP-MMF. The information illustrates changes in the performance of the LGIP-MMF's shares from year to year. Returns are based on past results and are not an indication of future performance. Updated performance information may be obtained on our website at [www.tre.wa.gov](http://www.tre.wa.gov) or by calling the LGIP toll-free at 800-331-3284.



<b>Local Government Investment Pool-Money Market Fund</b>			
<b>Average Accrued Net Yield</b>			
<b><u>1 Year</u></b>	<b><u>3 years</u></b>	<b><u>5 years</u></b>	<b><u>10 years</u></b>
1.40%	0.78%	0.51%	.51%

**Transactions: LGIP-MMF**

**General Information**

The minimum transaction size (contributions or withdrawals) for the LGIP-MMF will be five thousand dollars. The State Treasurer may, in its sole discretion, allow for transactions of less than five thousand dollars.

**Valuing Shares**

The LGIP-MMF will be operated using a net asset value (NAV) calculation based on the amortized cost of all securities held such that the securities will be valued at their acquisition cost, plus accrued income, amortized daily.

The Fund's NAV will be the value of a single share. NAV will normally be calculated as of the close of business of the NYSE, usually 4:00 p.m. Eastern time. If the NYSE is closed on a particular day, the Fund will be priced on the next day the NYSE is open.

NAV will not be calculated and the Fund will not process contributions and withdrawals submitted on days when the Fund is not open for business. The time at which shares are priced and until which contributions and withdrawals are accepted is specified below and may be changed as permitted by the State Treasurer.

To the extent that the LGIP-MMF's assets are traded in other markets on days when the Fund is not open for business, the value of the Fund's assets may be affected on those days. In addition, trading in some of the Fund's assets may not occur on days when the Fund is open for business.

#### **Transaction Limitations**

The State Treasurer reserves the right at its sole discretion to set a minimum and/or maximum transaction amount from the LGIP-MMF and to limit the number of transactions, whether contribution, withdrawal, or transfer permitted in a day or any other given period of time.

The State Treasurer also reserves the right at its sole discretion to reject any proposed contribution, and in particular to reject any proposed contribution made by a pool participant engaged in behavior deemed by the State Treasurer to be abusive of the LGIP-MMF.

A pool participant may transfer funds from one LGIP-MMF account to another subject to the same time and contribution limits as set forth in WAC 210.10.060.

Contributions deposited by ACH will be unavailable for withdrawal for a period of five business days following receipt of funds

#### **Contributions**

Pool participants may make contributions to the LGIP-MMF on any business day. All contributions will be effected by electronic funds to the account of the LGIP-MMF designated by the State Treasurer. It is the responsibility of each pool participant to pay any bank charges associated with such electronic transfers. Failure to submit funds by a pool participant after notification to the State Treasurer of an intended transfer will result in penalties. Penalties for failure to timely submit will be assessed to the account of the pool participant responsible.

**Notice of Wire contribution.** To ensure same day credit, a pool participant must inform the State Treasurer of any contribution over one million dollars no later than 9 a.m. on the same day the contribution is made. Contributions for one million dollars or less can be requested at any time prior to 10 a.m. on the day of contribution. For all other contributions over one million dollars that are requested prior to 10 a.m., a pool participant may receive same day credit at the sole discretion of the State Treasurer. Contributions that receive same day credit will count, for earnings rate purposes, as of the day in which the contribution was made. Contributions for which no notice is received prior to 10:00 a.m. will be credited as of the following business day.

**Notice of ACH contribution.** A pool participant must inform the State Treasurer of any contribution submitted through ACH no later than 2:00 p.m. on the business day before the contribution is made. Contributions that receive same day credit will count, for earnings rate purposes, as of the day in which the contribution was made. Contributions for which proper notice is not received as described above will not receive same day credit, but will be credited as of the next business day from when the contribution is made. Contributions deposited by ACH will be unavailable for withdrawal for a period of five business days following receipt of funds.

Notice of contributions may be given by calling the Local Government Investment Pool (800-331-3284) OR by logging on to State Treasurer's Treasury Management System ("TMS"). Please refer to the [LGIP-MMF Operations Manual](#) for specific instructions regarding contributions to the LGIP-MMF.

Direct deposits from the State of Washington will be credited on the same business day.

**Pricing.** Contribution requests received in good order will receive the NAV per unit of the LGIP-MMF next determined after the order is accepted by the State Treasurer on that contribution date.

**Withdrawals**

Pool participants may withdraw funds from the LGIP-MMF on any business day. Each pool participant shall file with the State Treasurer a letter designating the financial institution at which funds withdrawn from the LGIP-MMF shall be deposited (the "Letter"). This Letter shall contain the name of the financial institution, the location of the financial institution, the account name, and the account number to which funds will be deposited. This Letter shall be signed by local officials authorized to receive and disburse funds, as described in WAC 210-10-020. Disbursements from the LGIP-MMF will be effected by electronic funds transfer. Failure by the State Treasurer to transmit funds to a pool participant after proper notification to the State Treasurer to disburse funds to a pool participant may result in a bank overdraft in the pool participant's bank account. The State Treasurer will reimburse a pool participant for such bank overdraft penalties charged to the pool participant's bank account.

**Notice of Wire withdrawal.** In order to withdraw funds from the LGIP-MMF, a pool participant must notify the State Treasurer of any withdrawal over one million dollars no later than 9 a.m. on the same day the withdrawal is made. Withdrawals for one million dollars or less can be requested at any time prior to 10 a.m. on the day of withdrawal. For all other withdrawals from the LGIP-MMF over one million dollars that are requested prior to 10 a.m., a pool participant may receive such withdrawal on the same day it is requested at the sole discretion of the State Treasurer. No earnings will be credited on the date of withdrawal for the amounts withdrawn. Notice of withdrawals may be given by calling the Local Government Investment Pool (800-331-3284) OR by logging on to TMS. Please refer to the LGIP-MMF Operations Manual for specific instructions regarding withdrawals from the Fund.

**Notice of ACH withdrawal.** In order to withdraw funds from the LGIP-MMF, a pool participant must notify the State Treasurer of any withdrawal by ACH no later than 2 p.m. on the prior business day the withdrawal is requested. No earnings will be credited on the date of withdrawal for the amounts withdrawn.

Notice of withdrawals may be given by calling the Local Government Investment Pool (800-331-3284) OR by logging on to TMS. Please refer to the LGIP-MMF Operations Manual for specific instructions regarding withdrawals from the Fund.

**Pricing.** Withdrawal requests with respect to the LGIP-MMF received in good order will receive the NAV per unit of the LGIP-MMF next determined after the order is accepted by the State Treasurer on that withdrawal date.

**Suspension of Withdrawals.** If the State Treasurer has determined that the deviation between the Fund's amortized cost price per share and the current net asset value per share calculated using available market quotations (or an appropriate substitute that reflects current market conditions) may result in material dilution or other unfair results, the State Treasurer may, if it has determined irrevocably to liquidate the Fund, suspend withdrawals and payments of withdrawal proceeds in order to facilitate the permanent termination of the Fund in an orderly manner. The State Treasurer will distribute proceeds in liquidation as soon as practicable, subject to the possibility that certain assets may be illiquid, and subject to subsequent distribution, and the possibility that the State Treasurer may need to hold back a reserve to pay expenses.

The State Treasurer also may suspend redemptions if the New York Stock Exchange suspends trading or closes, if US bond markets are closed, or if the Securities and Exchange Commission declares an emergency. If any of these events were to occur, it would likely result in a delay in the pool participants' redemption proceeds.

The State Treasurer will notify pool participants within five business days of making a determination to suspend withdrawals and/or irrevocably liquidate the fund and the reason for such action.

## **Earnings and Distribution**

### **LGIP-MMF Daily Factor**

The LGIP-MMF daily factor is a net earnings figure that is calculated daily using the investment income earned (excluding realized gains or losses) each day, assuming daily amortization and/or accretion of income of all fixed income securities held by the Fund, less the administrative fee. The daily factor is reported on an annualized 7-day basis, using the daily factors from the previous 7 calendar days. The reporting of a 7-day annualized yield based solely on investment income which excludes realized gains or losses is an industry standard practice that allows for the fair comparison of funds that seek to maintain a constant NAV of \$1.00.

### **LGIP-MMF Actual Yield Factor**

The LGIP-MMF actual yield factor is a net daily earnings figure that is calculated using the total net earnings including realized gains and losses occurring each day, less the administrative fee.

### **Dividends**

The LGIP-MMF's dividends include any net realized capital gains or losses, as well as any other capital changes other than investment income, and are declared daily and distributed monthly.

### **Distribution**

The total net earnings of the LGIP-MMF will be declared daily and paid monthly to each pool participant's account in which the income was earned on a per-share basis. These funds will remain in the pool and earn additional interest unless withdrawn and sent to the pool participant's designated bank account as specified on the Authorization Form. Interest earned will be distributed monthly on the first business day of the following month.

### **Monthly Statements and Reporting**

On the first business day of every calendar month, each pool participant will be sent a monthly statement which includes the pool participant's beginning balance, contributions, withdrawals, transfers, administrative charges, earnings rate, earnings, and ending balance for the preceding calendar month. Also included with the statement will be the monthly enclosure. This report will contain information regarding the maturity structure of the portfolio and balances broken down by security type.

### III. Management

The State Treasurer is the manager of the LGIP-MMF and has overall responsibility for the general management and administration of the Fund. The State Treasurer has the authority to offer additional sub-pools within the LGIP at such times as the State Treasurer deems appropriate in its sole discretion.

**Administrator and Transfer Agent.** The State Treasurer will serve as the administrator and transfer agent for the Fund.

**Custodian.** A custodian for the Fund will be appointed in accordance with the terms of the LGIP Investment Policy.

### IV. Miscellaneous

#### Limitation of Liability

All persons extending credit to, contracting with or having any claim against the Fund offered in this Prospectus shall look only to the assets of the Fund that such person extended credit to, contracted with or has a claim against, and none of (i) the State Treasurer, (ii) any subsequent sub-pool, (iii) any pool participant, (iv) the LGIP, or (v) the State Treasurer's officers, employees or agents (whether past, present or future), shall be liable therefor. The determination of the State Treasurer that assets, debts, liabilities, obligations, or expenses are allocable to the Fund shall be binding on all pool participants and on any person extending credit to or contracting with or having any claim against the LGIP or the Fund offered in this Prospectus. There is a remote risk that a court may not enforce these limitation of liability provisions.

#### Amendments

This Prospectus and the attached Investment Policy may be amended from time to time. Pool participants shall receive notice of changes to the Prospectus and the Investment Policy. The amended and restated documents will be posted on the State Treasurer website: [www.tre.wa.gov](http://www.tre.wa.gov).

Should the State Treasurer deem appropriate to offer additional sub-pools within the LGIP, said sub-pools will be offered by means of an amendment to this prospectus.

#### LGIP-MMF Contact Information

Internet: [www.tre.wa.gov](http://www.tre.wa.gov) Treasury Management System/TMS

Phone: 1-800-331-3284 (within Washington State)

Mail: Office of the State Treasurer  
Local Government Investment Pool  
PO Box 40200  
Olympia, Washington 98504  
FAX: 360-902-9044

**AGENDA ITEM**

BUSINESS OF THE CITY COUNCIL  
City of Des Moines, WA

SUBJECT: 2023 Vehicle Purchase

FOR AGENDA OF: February 23, 2023

DEPT. OF ORIGIN: Public Works

ATTACHMENTS:

- 1. 2023 Vehicle Purchase List

DATE SUBMITTED: February 6, 2023

CLEARANCES:

- City Clerk \_\_\_\_\_
- Community Development \_\_\_\_\_
- Courts \_\_\_\_\_
- Director of Marina Redevelopment \_\_\_\_\_
- Emergency Management \_\_\_\_\_
- Finance *ML/SL*
- Human Resources \_\_\_\_\_
- Legal */s/TG*
- Marina \_\_\_\_\_
- Police */s/KT*
- Parks, Recreation & Senior Services \_\_\_\_\_
- Public Works *Richard Brown*

APPROVED BY CITY MANAGER  
FOR SUBMITTAL: *[Signature]*

**Purpose and Recommendation**

The purpose of this agenda item is to seek City Council approval to direct administration to bring forward an amendment to the 2023 Vehicle Capital Replacement Budget and to approve 2023 vehicle and equipment purchases. The following motion(s) will appear on the consent calendar:

**Suggested Motion(s)**

**Motion 1:** "I move to direct administration to bring forward a budget amendment to the 2023 Budget, Vehicle Capital Replacement Police account, in the amount of \$244,000."

**Motion 2:** "I move to approve the purchase of vehicles identified in Attachment 1 for a total estimated amount of \$910,000 and to authorize the City Manager or the City Manager's designee to sign the purchase orders at the time they are created."



**Background**

The 2023 Budget includes the replacement and new fleet additions for the following available vehicles and equipment (Attachment 1).

Police

(6) Each – Interceptor Patrol Vehicles

Public Works (Storm Water Utility)

(1) Each - John Deere Backhoe

Public Works (Streets)

(1) Each – John Deere Backhoe

Public Works (Parks)

(1) Each – Ventrac Tractor

Public Works (Parks & Streets)

(1) Each – Forklift

The City has also been notified by vehicle manufacturers such as Ford and International that there is continuing supply chain issues and availability will be very challenging in 2023 and 2024. There still remains four (4) light and heavy duty trucks from the November 18<sup>th</sup>, 2021 Council approval for 2022 vehicle purchases that are still delayed. Currently, Ford has allocated one (1) truck purchase for the City in 2023. Staff will be monitoring this evolving situation closely throughout 2023 and will be servicing existing equipment in efforts to extend vehicle service life.

Given that the combined estimated total of these purchases is over the City Manager’s authorized signing authority of \$50,000.00, Council approval is necessary for these purchases.

**Discussion**

**Budget Amendment (Motion 1)**

In order to complete the purchase of the needed six (6) vehicles for the Police Department, a budget amendment will be required. The current Vehicle Replacement Fund (Fund 501) has revenue to support this amendment.

**Vehicle Purchases (Motion 2)**

*Police Department*

The anticipated 2023 Budget includes six (6) Ford Interceptor pursuit-rated utility/SUV vehicles. Two (2) are new fleet assets, two (2) are fleet end of service life replacements, and two (2) are fleet replacements due to damage which will be mostly funded by insurance adjustments. These vehicles are estimated to cost approximately **\$85,000** each or **\$510,000** total.

*Public Works Department*

The anticipated 2023 Budget includes two (2) John Deere Backhoes; one (1) Ventrac Tractor; and (1) Forklift. These equipment needs are estimated to cost **\$400,000** total.

*Other City Departments (Parks & Rec, Planning & Building, Marina)*

The 2022 Budget assumed vehicle purchases for the Parks & Rec, Planning & Building, and Marina departments, but those have been delayed due to inability to secure orders. The 2023 Budget does account for these delayed vehicle purchases, and when ordering becomes available, Council authorization to execute purchase orders will be sought.

**Alternatives**

Council could decide to revisit the fleet replacements in the anticipated 2023 Budget.

**Financial Impact**

The Vehicle Replacement Fund (Fund 501) has full revenue to support estimated expenditures.

**Recommendation**

Staff recommends adoption of the motion(s).

**Council Committee Review:**

Not Applicable.

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## ATTACHMENT 1

## 2023 Vehicle Purchase List

Description	Estimated Cost	Department	Replaces
Ford Interceptor – Patrol Vehicles (4)	\$340,000	Police	Fleet
Ford Interceptor – Patrol Vehicles (2)	\$170,000	Police	New
John Deere Backhoe (1)	\$155,000	PW - SWM	Fleet
John Deere Backhoe (1)	\$155,000	PW - Streets	Fleet
Forklift (1)	\$40,000	PW – Parks & Streets	New
Ventrac Tractor (1)	\$50,000	PW - Parks	New
<b>Total Estimated Cost Including Tax</b>	<b>\$910,000</b>		

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**AGENDA ITEM**

**BUSINESS OF THE CITY COUNCIL**  
City of Des Moines, WA

SUBJECT: Communications Consultant RFQ  
Staff Recommendation

FOR AGENDA OF: February 23, 2023

DEPT. OF ORIGIN: Administration


**ATTACHMENTS:**

1. Communications Consultant RFQ
2. Consultant Submittals

DATE SUBMITTED: February 16, 2023

CLEARANCES:

APPROVED BY CITY MANAGER

FOR SUBMITTAL: 

**Purpose and Recommendation**

The purpose of this agenda item is for the City Council to consider the responses received from the Request for Qualifications issued by the City to hire a Communications Consultant to plan and create a media strategy, overall marketing and strategic communication plan and strategies necessary for public relations.

**Suggested Motion**

**Motion 1:** "I move to accept staff's recommendation of Conzor as the City's Communication Consultant and authorize the City Manager to sign the Agreement substantially in the form as attached."

OR

**Motion 2:** "I move to select \_\_\_\_\_ as the City's Communication Consultant and authorize the City Manager to sign the Agreement substantially in the form as attached."

**Background**

At the April 7, 2022 Council Study Session it was approved, by a 5-2 vote, that staff begin the process to hire a consultant to evaluate the communication in the City.

**Discussion**

During the discussion on this item, staff recommended that a consultant be selected to review the expectations and intention of each City Councilmember in determining the most valuable course to pursue to enhance Council and City communication with our residents and businesses. It was suggested that a consultant interview each Councilmember separately for an hour, or so, to understand better each Councilmember’s perspective on effective communication. After this initial interview process occurred staff would recommend that Council work with the Consultant to develop the scope of work to guide the consultant’s subsequent actions.

Staff developed a Communications Consultant RFQ, which was made public in November of 2022. Proposals were due by close of business of January 9, 2023 and 4 submittals were received.

The City Manager and Chief Administrative Officer interviewed all 4 applicants. It was clear that the knowledge and expertise of each of the four Consultants was unique and extensive.

However, after discussions, staff’s recommendation is to proceed with Consor due to the Consultant’s extensive history working with local government agencies and a skill set that fits what was requested by the Council.

**Alternatives**

Council may choose to reject staff’s recommendation and move forward with one of the other 3 applicants.

**Financial Impact**

The proposals received ranged from \$62,000-\$75,000, or \$154-\$284 per hour. As this process would require an iterative dynamic, staff would advise City Council of costs associated with fulfillment of this communication enhancement process.

**Recommendation**

Staff recommends moving forward with their recommendations.

It was very encouraging to receive the quality of proposals prepared by all 4 of these consultants and it was a difficult task to make a recommendation, however, we are recommending to Council the group we felt was most impressive and would be most effective. There may be opportunities for some of the other consultants to participate on different elements of City community outreach efforts.

# COMMUNICATIONS CONSULTANT

## RFQ

**November, 2022**

**City of Des Moines**

**21630 11<sup>th</sup> Avenue S**

**Des Moines WA 98198**



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*PROPOSAL DUE BY 3:00 PM ON JANUARY 9, 2023*



# COMMUNICATIONS CONSULTANT

## I. REQUEST SUMMARY

The City of Des Moines (City) seeks proposals from marketing, public relations and/or communications professionals to assist the City informing the press and general public of the City's work in an effective, timely and concise manner. Candidates should have the capability and experience needed to provide comprehensive, strategic and innovative suggestions on how to effectively communicate to the citizens. The intended end result of the communications program is to increase civic engagement for City programs, projects, meetings, and events. A critical component of the project is for the consultant to conduct one-on-one interviews with each member of the City Council and selected members of City staff to establish the appropriate Scope of Work (SOW) going forward.

A contract for one year is anticipated; assuming mutual satisfaction, the contract may be renewed for two consecutive years for up to five fiscal years total.

## II. INTRODUCTION

### A. Community Profile

The City of Des Moines (City) is a Council-Manager form of government incorporated in 1959. The City is governed by a seven-member Council whose members are elected at large. The City Manager directly reports to the City Council.

Des Moines is a waterfront community located midway between Seattle and Tacoma in Washington State. Des Moines has numerous beaches and public parks on Puget Sound. We offer housing opportunities for every income level and the city is continually seeking new business and development opportunities. The city's marina is right next door to our small-town shopping district. Our fishing piers and boardwalk are premiere places to stroll as the sun sets behind the Olympic Mountains. Mild seasons provide an occasional snow day in the winter and temperatures rarely exceed 90 degrees in the summer. The residential population of Des Moines is 33,500. Des Moines is also home to Highline College and several retirement homes.

### B. Background

The primary objective is to effectively partner with a consultant to evaluate the communication in the City. It is noteworthy that different members of the City Council have very distinct views as to the strengths and weaknesses in City communication efforts. Establishing a SOW that incorporates these different views is essential to overall project success. The selected candidate will interview the City Council to collect relevant information to plan and create a media strategy, overall marketing and strategic communications plan, and

strategies necessary for public relations. The integration of the individual City Council responses will be crucial in identifying a holistic and functional strategic plan.

### **C. General RFQ Submittal Information**

The City's designated staff will evaluate proposals received and recommend a consultant who will be approved by the City Council. During the review process, the City reserves the right, where it may serve the City's best interest, to request additional information or clarification from those that submit proposals, or allow clarifications, corrections of errors, or omissions. Any and all changes in the RFQ will be made by written addendum, which shall be issued by the City to all prospective proposers who have registered for the RFQ via the City's website.

Submission of a proposal indicates the consultant's acceptance of the conditions contained in this RFQ, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the City and the consultant selected.

The preparation of the proposal will be at the total expense of the consultant. There is no expressed or implied obligation for the City to reimburse responding consultant for any expense incurred in the preparation of proposals in response to this request. All proposals submitted to the City shall become properties of the City and will not be returned. If any information in your proposal is confidential and/or proprietary, please further submit a separate, redacted copy for servicing public records requests.

The City reserves the right to reject any or all proposals, in whole or part, to waive any informality in any proposal, and to accept the proposal which, in its discretion, is in the best interest of the City. Any consultant may withdraw their proposal, without obligation, at any time prior to the scheduled closing time for receipt of proposals. A withdrawal will not be effective unless made personally or by telephonic notification received prior to the closing date. Proposals may later be referred to the City Council for appropriate action.

All proposals are due no later than (COB) January 9, 2023, at which time they will be opened at the by the City Clerk. Late submissions will not be accepted. To be considered, consultants must send one (1) color original of the proposal in its entirety to:

**City of Des Moines  
City Clerk  
21630 11<sup>th</sup> Avenue S., Suite A  
Des Moines WA 98198**

For a complete list of the City's RFQ submittal terms and conditions, legal statements, and insurance requirements, please refer to the exhibits attached hereto.

**D. RFQ Questions**

Questions with regard to this RFQ should be submitted by e-mail to Bonnie Wilkins, Chief Administrative Officer, [bwilkins@desmoineswa.gov](mailto:bwilkins@desmoineswa.gov) by Friday, January 6, 2023.

Received 1-6-2023  
10:53am

Attachment #2

January 4, 2022

City of Des Moines  
City Clerk  
21630 11<sup>th</sup> Avenue South, Suite A  
Des Moines, WA 98198

WK Productions  
PO Box 12241  
Seattle, WA 98102  
425-941-0102 | whitney@whitneykeyes.com

Dear City Clerk's Office:

Thank you for sharing the Communications Consultant RFO. We are excited about the opportunity to work with the City of Des Moines to engage constituents with a strategic communications program.

Like those of you who work for the City, we understand public perceptions and expectations of government agencies are evolving, along with the tools and methods available to communicate with the community. Staying on top of communication trends is important for city governments, as is earning and maintaining trust through transparency. A strategic and thoughtful communications program can support the day-to-day responsibilities of Des Moines government by providing timely and relevant information to constituents. When done well, a City communications program engages constituents in positive shared outcomes, and spreads the good word of effective government work and the results it delivers.

An effective communications program comes from clear intention. During our process we ask things like:

- How can communications work best to bring people together?
- Where can we demonstrate progress and forward momentum?
- What makes constituents enthusiastic and how do we build more community pride?
- Which media and community touch points are constituents adopting and what implications does this have for our work?

These are some of the questions we're eager to help Des Moines answer through our response to your request for proposal. Having an informed strategic communications plan in place ensures that leaders and other stakeholders are heard, and that connection and conversation happens with the community, ultimately improving public participation. The contents of this proposal include:

- Executive Summary
- Three-Phased Approach with Deliverables, Schedule, and Budget
- Professional Qualifications

As two, local strategic communication consultants, we've grown up in Western Washington and we are very familiar with Des Moines. We've had the opportunity to partner with a variety of cities and government agencies to deliver results for their constituencies. We have a track record of working with diverse groups with different, and at times divergent ideas, to gather information, build consensus, and create momentum that delivers results. Please let us know if you have any questions or need additional information during your proposal review process.

We're excited about the possibility of sharing our deep expertise in communications and passion for civics and community engagement with you and your team.

We appreciate your consideration and wish you all the best,

*Whitney Keyes & Nicole Francois*

Whitney Keyes Nicole Francois

## PROPOSAL

Sitting on the Puget Sound near Seattle, locals know Des Moines is a gem with attractive amenities including an expansive waterfront with a large marina, boardwalk, several parks and beaches, an aquarium, distinct businesses and eateries, and housing at a variety of price points with territorial and water views. City services offer adults, families, and seniors plenty of opportunities to build community, enjoy the outdoors, and live vibrant lives. Transit is accessible and frequent allowing for easy commutes to work, cultural experiences, and fun.

### **Executive Summary**

Our proposal seeks to support consensus among City Council members and administrative leaders while encouraging collaboration on shared communications objectives that ultimately serve constituents of Des Moines and bolster pride in the City. It is our intent to perform most of the work, and we understand we need stakeholder investment in the form of time, energy, and tangible resources to be effective.

To deliver a communications program that works we recommend a three-phased approach.

- First, we will host individual conversations with each member of the City Council, and with administrative and departmental leaders from City government. The information provided, will be combined with quantitative, demographic, and budgetary information as well as competitive analysis to compile a report with key message recommendations.
- Second, we will use the information compiled from the first phase to inform a strategic communications plan. The plan is to be reviewed by key stakeholders, and possibly a dedicated subcommittee, for input, and then finalized.
- Third, we will work to implement the research-informed plan, measuring success against performance benchmarks outlined in the plan, and assessing its progress every few months; an exact timeline will be established during the planning process.

Finally, effective communications work is usually the result of being a step ahead. We anticipate six-to-eight weeks for phase one research work. Phase two strategic planning work should take about four weeks. Investment in front loading our work allows us to form consensus, make agreements, and build momentum so that communications plan implementation can happen with few disruptions or surprises, allowing us to use assessment meetings to refine our work and continue to layer value into the communications program in ways engage all stakeholders, including constituents, in shared successful outcomes.

## **Phase 1 – Deep Insight: Discovery, Research, and Report**

Beginning with hard facts informs conversations. We will dig into numbers from the City, reviewing population statistics, budgetary figures, histories of council meetings, departmental information, and more. With an understanding of how City business functions, we develop a conversation guide, and then proceed with individual conversations with City Council members, administrative leaders, and departmental representatives who serve on subcommittees. These conversations inform the strategic communications plan and provide us with material for key message development.

In addition, we will review communications from cities that Des Moines leadership points us toward. This can be for competitive consideration, and it can also be to gain an understanding of messaging that inspires and / or messaging that fails to resonate.

It's possible, we will learn some additional research would be valuable. At times, it can be helpful to speak with local business and organizational leaders or citizens who are specifically qualified to provide important perspective or insight. The insight gathering leads us to results.

### **Deliverables:**

- Key insights report about community perceptions, strengths to highlight, weaknesses to address, and opportunities to grow.
- A key messaging platform with one central, value-oriented message, and three to five supporting messages to be woven into communications initiatives going forward.
- Recommended framework for communications strategies presented for discussion.

## **Phase 2 – A Map: Strategic Communications Plan**

The insights gained through *Phase 1* inform the Des Moines communications strategic plan. The plan includes strategies, guidance, a timeline for initiatives and actions as well as performance benchmarks. First, we establish strategies meant to guide all communications work. The strategies are to be visionary and directional so that all involved understand why the City is communicating pre-defined messages in chosen formats or on designated platforms, e.g. type of media. Then, we will define criteria for communications work including the approach we are adopting, tone of voice, and delivery methods for best constituent engagement. With guidance in place, the plan moves to action with defined initiatives and actions to be implemented over the course of a year, and hopefully longer.

### **Deliverables:**

- Visionary strategies that provide overarching direction.
- Guidelines defining the City's approach to communications with criteria for work, the tone of our messaging, and the media to deliver communications messages in ways that best engage and benefit constituents.
- A map plan of recommended communications initiatives and actions with corresponding project timelines and delivery dates.

### **Phase 3 – Communications Management: Ongoing Implementation and Consulting**

We will serve as communications experts dedicated to implementing the strategic communications plan and its initiatives. This work includes regular reporting to the City's delegate where work is reviewed, discussed, and prioritized. The scope of work for ongoing implementation and consulting includes:

- Development of materials and content defined in the communications plan.
- Project oversight, management, and assembly.
- Creative direction including identification of (some) vendors, e.g. creative talent, and negotiation of fees for approved communications projects.
- Benchmark and statistical reporting at defined periods.

As communications program implementation evolves, so will the needs of the City. Our intent is to be a valuable resource and manage the program through multiple projects and phases of constituent engagement to steadily build on successes overtime.

#### **Deliverables:**

- Ongoing management of communications plan and programs.
- Reporting and presentation to City delegate and leadership.
- Resource identification, negotiation, direction, and management of budget(s).

### **Budget & Cost Considerations**

Communications Services

\$6,000 / month

We recommend an annual agreement at \$6,000 / month or a \$72,000 annual communications services consulting budget. We request a small, discretionary budget of up to \$350.00 per month for work-related hard costs including fees to develop and print presentations and graphics, workshop materials, and media materials, e.g. press packets. Any costs exceeding \$350.00 will be presented to our main contact at the City for review and approval. Depending on communications consultant recommendations the City and its leadership may choose to incur additional costs for paid media and project hard costs, e.g. graphic design, advertising buys and sponsorships, video or audio message production costs, etc.

## **Professional Qualifications**

**About Whitney Keyes:** Whitney leads WK Productions, a consulting firm with a focus on strategic communications and community partnerships. Whitney provides consulting and facilitation services, and has worked with the City of Des Moines, City of Kirkland, City of Tacoma, and served as the director of communications for the King County Prosecuting Attorney's Office, overseeing strategic communication, media relations and crisis management informing two million + people about criminal justice issues and diversity, equity, and inclusion initiatives. She also served as executive director for Seattle City Club, a 40-year-old nonprofit that informs and engages the public around democratic issues and creates access to elected officials to improve the civic health of our region.

Under the Obama Administration, Whitney was appointed to serve on the National Women's Business Council advising the U.S. President, Congress and Small Business Administration. She has received grants from the U.S. State Department to empower leaders in Asia and Africa and received the Washington State Women in Business Champion of the Year Award from the Small Business Administration. Whitney is the author of *Propel: Five Ways to Amp Up Your Marketing and Accelerate Business* (Career Press). She's taught communication and marketing courses at University of Washington, Seattle University, Bellevue College, and South Seattle College. Whitney earned her MBA and undergraduate degree in communication and journalism.

**About Nicole Francois:** Nicole is a results-focused communications-marketing strategist with more than 20 years of experience. Nicole has consulted with the City of Renton, City of Bellevue, and Washington State Department of Transportation. Through her work, she has built and maintained partnerships with the City of Burien, City of Seattle, University of Washington, and with several public health departments.

Nicole began her career as a broadcast journalist working as a producer for the *CBS Evening News*, CNN, FoxNews, KCPQ-TV, KCTS-TV, KING-TV, KOMO-TV, and KSTW-TV. In 2022 she received the Telly Award for her work on a video campaign that promoted better health outcomes for residents of East Pierce County.

Nicole was on faculty at Bastyr University for three years and has lectured at the University of Washington and Seattle University. She earned her B.A. in Communications – Journalism from Seattle University, and a Post Graduate Degree in Leadership from the Tuck School of Business at Dartmouth College.

**Thank you for considering our proposal for communications consulting services.**



# COMMUNICATIONS CONSULTANT

RFQ RESPONSE



JennieFogliaJones@gmail.com  
(360) 239-3361

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**JANUARY 2023**

**PREPARED FOR :**  
City of Des Moines, WA

*Received*  
*1-9-2023*  
*10:24am*



360-239-3361

✉ jenniefogliajones@gmail.com

📍 Lacey, WA

Dear Ms. Taria Keane, City Clerk,

The City of Des Moines, Washington (City) seeks a proven marketing, public relations, and communications professional with strategic communication and media experience to evaluate City communication and develop a robust media strategy; overall marketing, strategic communications plan; and public relations strategies. Jennie Foglia-Jones LLC (JFJ) will produce a thoughtful communications plan that provides an overall framework and specific protocols to guide internal and external engagement. The plan will include the institution of dynamic and transparent information-sharing tools, clearly-defined roles and responsibilities, and proactive communications that strengthen both internal collaboration and public trust.

The final plan will reflect input from City personnel and external stakeholders and incorporate best practices utilized by peer jurisdictions and other organizations throughout the Pacific Northwest. While proposed approaches will reflect the broad suite of tools and techniques available to communications practitioners today, it will be a living document requiring periodic updates to ensure City communications integrate new capabilities and respond to evolving community priorities.

With a proven track record in communications, marketing, innovative techniques, and the ability to analyze the comprehensive needs of an organization, JFJ is the perfect match for the City of Des Moines Communication consultant needs.

JFJ is passionate about incorporating continual improvements with the aim of meeting evolving organizational objectives. I look forward to bringing my extensive experience to the City of Des Moines.

Best Regards,

**Jennifer Foglia-Jones**

# MEET JENNIE FOGLIA-JONES



Jennie Foglia-Jones is a Communications, Marketing, and Public Relations Expert.

Jennie holds a degree in Integrated Strategic Communication from Washington State University's - Edward R. Murrow College of Communication. She has over 20 years of working in the public sector in Communications, Marketing, Outreach, and Government Affairs. She has been responsible for media relations, crisis communications, community engagement, branding, digital media, social media, and educational outreach. Jennie has successfully utilized various communication strategies to disseminate timely and relevant information. She has advised organizational leaders and elected officials on policy and legislative issues and assisted in the formulation of legislative agendas.

Jennie has experience developing community and industry newsletters, international and local advertising campaigns, strategies to promote the advancement of organizations by informing, educating, and engaging diverse stakeholders, and serving as a creative director for video production projects.

She has led large-scale community engagement and visioning projects, built successful educational and outreach programs, and organized events ranging from small corporate meetings to two Native American Canoe Journey Landing Days demanding complex logistics and multi-jurisdictional coordination. Jennie holds a certification from the International Association of Public Participation (IAP2).

Jennie is an expert at bringing people together. She has effectively built professional relationships with residents, community stakeholders, local Tribal Nations, and the U.S. Military. She has brought individuals and organizations together to formulate and execute complex economic development and community initiatives.

# PROJECT TIMELINE



**Task 1: Organizational In-Reach** - Conduct one-on-one interviews with City council members and key staff to understand how the City communicates as well as ideas for improved internal and external communications.

**Task 2: External Stakeholders Reach** - Conduct one-on-one interviews with key stakeholders and partners to understand how they receive City communications.

**Task 3: Communications and Brand Audit** - Evaluate current communication tools and technologies.

**Task 4: Strategic Communications Plan Development & Review** - Develop the plan and review the product with staff. Making any necessary adjustments.

**Task 5: Present the final plan to Council.**

**Task 6: Staff Training & Implementation.**

# PROJECT BUDGET



**\$75,000**

# CONTACT INFORMATION

**JENNIE FOGLIA-JONES**

☎ 360-239-3361

✉ [jenniefogliajones@gmail.com](mailto:jenniefogliajones@gmail.com)

📍 Lacey, WA



## City of Des Moines

### Communications Consultant RFQ

January 9, 2023

Received  
1/9/2023  
3:35pm

# Statement of Qualifications | Cover Letter



January 9, 2023

City of Des Moines  
Office of the City Clerk  
21630 11th Avenue., Suite A  
Des Moines, WA 98198

**RE: SOQ response to City of Des Moines Request for Qualifications released in November of 2022 for “Communications Consultant.”**

**Dear City Clerk and Selection Committee:**

**Conсор North America, Inc (Conсор)** is your partner in building human connections that increase civic engagement in the local services, programs, projects, meetings, and events. Based on Conсор’s extensive experience developing and implementing highly engaging communications programs, we are uniquely qualified to analyze the City’s existing communications program and develop recommendations for how the City of Des Moines can more effectively engage its citizens.

- › **Conсор** is a multidisciplinary national firm with an award-winning strategic planning, communications, and community engagement practice (formerly doing business as Barney & Worth, est. 1978).
- › **Our goal is to help create more livable and lovable communities,** and we have strong record of collecting meaningful input, developing thoughtful insights, and crafting tailored recommendations.
- › **We bring experience gained from more than 40 years** planning, facilitating, and implementing integrated communications, engagement, marketing, and public relations programs for hundreds of public agencies across the Pacific Northwest.
- › **Our staff help government agencies connect with people they serve,** access opportunity, and experience the defining characteristics that make each city or town a welcoming place.
- › **Our methods leverage qualitative and quantitative information** to formulate insightful recommendations on ways public agencies can best inform, build awareness, and engage with their constituents.
- › **Our approach centers learning** from staff, stakeholders, and the public about their needs, priorities, experiences, and values.

**Our SOQ includes:**

- › An overview of our firm and team qualifications and experience.
- › A synopsis of our project understanding, approach, and methods to assure quality and satisfaction.
- › Examples of similar work from our portfolio of projects.



Our roots in the  
**Pacific Northwest** and  
Western US



**Contact Information**  
**Chris Hoffman**  
**Principal-in-Charge**  
**and Contract Manager**

📍 600 University Street,  
Suite 300  
Seattle, WA 98101

☎ 206.387.2050

✉ Chris.Hoffman@  
consoreng.com

**Firm Legal Name:**  
Conсор North America, Inc.

**State of Incorporation**  
Oregon

**UBI Number (if applicable)**  
601 124 424

**Federal Tax ID Number**  
93-0768555

[www.consoreng.com](http://www.consoreng.com)

**A core team has been selected for this project**—with additional staff on-call as needed. Our staff have worked successfully with hundreds of public agency clients to plan and implement multifaceted communications and engagement programs that include:

- Identification of target audiences, key messages, challenges, engagement opportunities, and channels.
- Facilitation of stakeholder interviews, advisory boards, and focus groups with the public, elected officials, community, agency leaders, service providers, and local organizations.
- Convening large public meetings, online and hybrid forums, informal tabling activities, and community events.
- Administering print and digital surveys, canvassing, public comment opportunities, and analyzing input.
- Planning and executing public relations campaigns that deploy a diverse mix of multilingual marketing and promotion activities, including social media and digital communications.
- Drafting newsletters, ad copy, presentations, and press releases to raising awareness via paid and earned media or the press.
- Identifying inclusive communications and engagement practices that help public agencies learn, consult, and build partnerships with diverse audiences.
- Using our local knowledge, relationships, and experience to help bring diverse perspectives together and create consensus.

**We've collaborated with public agencies such as:**

- King County (Metro, Law Enforcement Oversight, Parks and Natural Resources, Office of Equity and Social Justice, Council, Executive, Public) Sound Transit, City of Seattle (Parks Department, Human Services, Finance and Administration, Budget, Council, Mayor, City Light, Planning and Community Development, Hearing Examiner, Public Utilities, Library, and Race and Social Justice Initiative), the Cities of Normandy Park, Burien, SeaTac, Tukwila, Bellevue, Redmond, Kenmore, Bothell, Kirkland, Mukilteo, Bainbridge Island, Renton, Lynnwood, Vancouver, Hillsboro (OR), Independence (OR), Tualatin Valley Water District (OR), Washington State Department of Transportation, and Oregon Department of Transportation.

Thank you for your consideration, and we appreciate the opportunity to help create a tailored and multifaceted communications plan that will engage the community in all the City of Des Moines has to offer.

Sincerely,



Chris Hoffman  
Principal-in-Charge/Contract Manager  
206.387.2050 • Chris.Hoffman@consoreng.com



Jenna Franklin  
Project Manager  
206.850.9424 • Jenna.Franklin@consoreng.com

Services and Expertise



**Integrated Communications**



**Community Outreach and Engagement**



**Stakeholder Interviews, Input, and Insights**



**Marketing and Public Relations**



**Strategic Planning and Community Visioning**

[www.consoreng.com](http://www.consoreng.com)



# Section 1 | Overview of Firm and Team Qualifications

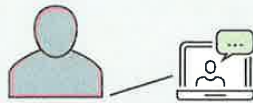
## Conсор helps communities and organizations create their best futures.

**Conсор provides** the City of Des Moines with specialized experience and technical competence gained through decades of planning, facilitating, and managing communications and stakeholder engagement for agencies like King County, Sound Transit, WSDOT, and cities that include Mukilteo, Bainbridge Island, Bellevue, Seattle, and many other urban and suburban cities and towns throughout Washington and Oregon. Over the last four decades, our staff have worked similar projects with public agencies of all sizes, and we have gained a wealth of expertise that creates a better experience and outcomes.



### National Firm With 70 Offices Across the USA and 17 in the Western US

- › **Conсор** is a national firm of 1,500 with deep roots in the Puget Sound and an excellent record serving agencies across the Pacific Northwest.



### 1500+ Cross-Functional Employees with Complementary Expertise

- › **Our senior-level staff** are experienced project managers with the technical competencies sought by the City.



### Focused on the Human Experience, Quality, and Client Satisfaction

- › **We're focused** quality, collaboration, responsiveness, and accountability that builds trust, sparks innovation, leads to client satisfaction.



### Bright Ideas Generated from Input, Training, Ideation, and Analysis

- › **We invite feedback,** foster open ideation, and analyze data to help clients get to bright ideas and better decisions.
- › We develop bright ideas that improve how communities function.



### Award-winning and Specialized Practitioners That Deliver

- › **Our award-winning staff** are communications and engagement experts in planning, marketing and promotion, facilitation, stakeholder input, inclusive and accessible methods, strategic messaging, data gathering, insights development, visioning, and project management.



### Passionate About Creating Inspired and Thriving Communities for All

- › We use inclusive methods that build understanding of the lived experiences, values, and needs of diverse communities.
- › Our approach builds and sustains relationships people less often engaged.

#### **Integrity**

Taking care of each other, co-creation, listening, building trust, and being accountable unites us.

#### **Intention**

We create meaningful, educational, and participatory opportunities that inform good decisions

#### **Consensus**

We bring people, ideas, and analysis together to share views, synthesize information, and generate understanding.



## Our Experience and Expertise



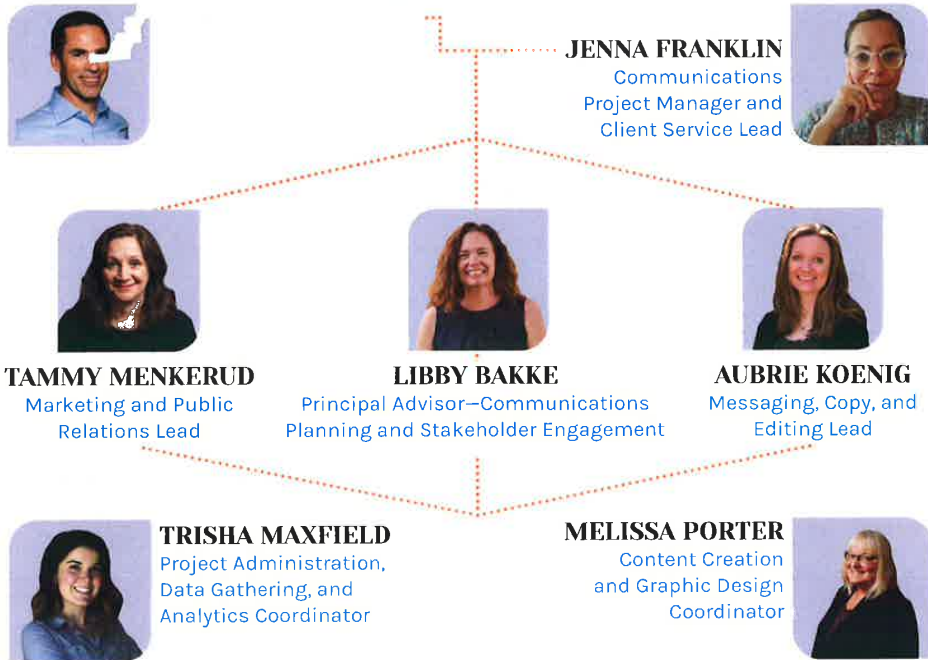
- ▶ Managing communications for the Washington Department of Transportation's \$2 billion Puget Sound Gateway Program, which will complete SR 509 in King County and SR 167 in Pierce County.
- ▶ Supporting the City of Seattle in converting Columbia Street in the downtown core from a one-way to a two-way street to improve traffic flow after SR 99 Tunnel completion and leading work for King County Metro to relocate one of the busiest bus stops in the 3rd Avenue Transit Corridor.
- ▶ Leading engagement on stormwater and surface water management initiatives for local jurisdictions across the Puget Sound region, including the City of Mukilteo, City of Kirkland, City of Kent, and San Juan County.
- ▶ Developing and implementing communication plans for upgrades to RapidRide bus service, transit serving five cities on in the north Eastside, and for innovative mobility programs serving Burien, Des Moines, and Normandy Park.
- ▶ Assisting local and regional government agencies gather and analyze data on community needs to inform project communications, including engagement and marketing strategies, and facilitating public input like the work done on the City of Seattle Denny Substation Project or for Sound Transit Link light rail expansion and siting of a new operations and maintenance facility.
- ▶ Creating strategic engagement plans, messages, and materials for public presentations, briefings, social media promotion, and hybrid virtual and in-person activities for the King County Office of Law Enforcement Oversight, and the cities of Burien (WA), Independence (OR), and Bend (OR).
- ▶ Equipping clients like the City of Seattle, King County, Willamette Water Supply Program, San Juan County, City of Bellevue, and the City of Sammamish with toolkits to communicate, engage, and increase project awareness and support.
- ▶ Analyzing, summarizing, and reporting on public input, stakeholder feedback, and the effectiveness of public engagement efforts used to build awareness of agency programs, issues, services, and inform decision-making on large projects like Sound Transit Link light rail expansion and Seattle's Denny Substation Project.
- ▶ We identified community needs for bridge use, rider preferences for transit route and service changes, and priorities for road and corridor safety improvements for clients like WSDOT, the City of Seattle, and King County.
- ▶ We developed stakeholder and employee surveys for the City of Mukilteo to create a stormwater management plan and for the Tualatin Valley Water District to update their mission, vision, and values, and guide strategic planning.

### Performance

We're known for rigorous analysis and delivering impactful projects that address community needs.



## Meet Your Project Core Team



### Distinguished by Experience, Commitment, and Our Ability to Effectively Meet Project Needs

- Your Consor core team is invested in supporting the City of Des Moines interests, staff, community, and future.
- The project core team bring decades of experience on similar projects and a strong record of performance.
- Staff selected for this project have the integrated communications, stakeholder and community engagement, and marketing and promotion knowledge to develop of a successful communications plan that will serve constituents citywide.
- Our long-term focus on helping local government agencies engage their community members allows for efficient and effective project management that makes smart use of the City's resources.
- We provide experience and capacity of a large firm and the knowledge, responsiveness, and agility of a local, small firm to meet critical milestones, and deliver quality results.
- Our team of seven core staff members are backed by additional staff to ensure we can meet any need that arises.
- Professional qualifications and biographies for key staff are included in individual resumes and in the SOQ section highlighting selected project experience.



## Qualifications & Experience



Years of Experience: 25

### Education

- MS, Conservation Social Sciences, University of Idaho
- BA, English Literature, University of New Hampshire
- Certificate, Facilitating Effective Environmental Agreements, University of California, Berkeley

### Areas of Expertise

- Strategic communications
- Stakeholder needs assessments
- Conflict resolution
- Facilitation
- Public Involvement

### Awards

- International Association of Public Participation, Project of The Year, Brightwater Wastewater Treatment Facility Siting EIS
- Deputy Minister's Prix D'excellence Award, Department of Fisheries and Oceans Wild Salmon Policy
- Public Relations Society of America, Totem Award, Denny Substation Project
- King County's Excellence in Building Green Award

## CHRIS HOFFMAN

### Principal-in-Charge and Contract Manager

Chris has 25 years of experience leading inclusive outreach and involvement programs, with an emphasis on planning, design, and construction of large and complex public projects. Chris enjoys informing, engaging, and working collaboratively with clients, teaming partners, stakeholders, and diverse communities on local and regional projects that create more livable communities. His project expertise includes facilities, roads, transportation services, surface and stormwater management, drinking water supply, natural resources, parks and green spaces. Chris has a long track record of successful projects at neighborhood, city, county, and regional scales. He has led public meetings, implemented construction outreach and communication campaigns, facilitated advisory and work groups, developed briefings for leaders and decision-makers, and ensured that technical and regulatory requirements for public involvement are met. Chris has successfully managed initiatives for clients including the Washington State Department of Transportation, King County, City of Seattle Parks Department, Seattle City Light, City of Mukilteo Public Works Department, Clallam County, the Department of Ecology, San Juan County, and Sound Transit.

### SELECT PROJECT EXPERIENCE:

#### **Puget Sound Gateway Program, WSDOT, WA; Communications Manager.**

Chris managed communications for this \$2.1 billion program to complete two missing links in the Puget Sound's transportation system: SR 167, from where it currently ends in Puyallup to I-5 in Fife; and SR 509, where it currently ends near Sea-Tac International Airport to I-5. In his role, Chris developed and implemented the program's communications plan. This included communicating with the public about key elements of the program, such as funding, route alignments, design, schedule, and construction. Chris conducted briefings with local jurisdictions, held numerous public meetings, developed materials, website and social media content, conducted media outreach, and managed a comprehensive fairs and festivals program (project staff attended dozens of community events to engage with the public pre-pandemic). Chris regularly engaged with several airport communities, including SeaTac, Des Moines, and Burien.

#### **SR 519 Intermodal Access Design-Build Project, WSDOT, WA; Community Outreach Manager.**

Chris managed all community outreach on the \$67 million SR 519 design-build project that connects a westbound off-ramp from I-90 and I-5 to the existing S. Atlantic Street overpass and provides a vehicle and pedestrian bridge over five BNSF railroad tracks on S. Royal Brougham Way. He formed and facilitated a community outreach task force, which included a Port of Seattle representative, to identify stakeholder concerns and to develop strategies to address them during construction. His other duties included managing door-to-door outreach to local businesses; posting information on fan blogs and forums; staffing information booths at Mariners, Sounders, and Seahawks games; overseeing the development of stadium pedestrian way-finding signage on all pedestrian routes; writing news releases and conducting media tours; writing all website updates and project materials; managing a 24-hour hotline; and tracking and responding to all questions and comments.

**Safe Routes To School Program, Swinomish Indian Tribal Community And Town Of La Conner, WA;**

*Communications and Outreach Lead:* Chris was the project manager for the Swinomish Indian Tribal Community (SITC) and the Town of La Conner Safe Routes to School Project. The project identified pedestrian and bicycle safety improvements along 2.5 miles of roadway between La Conner public schools and the Tribal Youth Center. In this role, Chris coordinated the outreach efforts of the tribe and the town, to ensure that they spoke with one voice about the project and that both communities could see their fingerprints on the final plan. He was responsible for all materials, including project mailings, fliers, public meeting display boards, and a website.

**Portland International Airport North Runway Extension, Port of Portland, OR; Outreach Lead:**

Portland International Airport's south runway was the only runway long enough to accommodate larger long-haul aircraft. In order to have at least one runway in operation to accommodate larger aircraft during the south runway rehabilitation project, the Port proposed extending the north runway. With preliminary feasibility and environmental studies completed, the Port prepared an Environmental Assessment (EA) to identify and evaluate the potential impacts of the alternatives for extending the north runway. The Port needed an outreach strategy to reassure the public that the project was a runway rehabilitation, not an expansion, and did not signal an increase in air traffic. Chris developed and implemented the public involvement program for the EA. In this role he assisted with public workshops, documentation, and designed outreach materials such as newsletters, handouts and visual aids for presentations. He also provided updates for the project website and conducted outreach via a Speakers Bureau to interested groups and organizations. Chris helped the Port, through extensive message development and communication, to assuage fears about additional capacity and its associated impacts, and to focus input on the alternatives for lengthening the north runway and repairing the south runway in the most effective and least disruptive manner possible.

**Coal Creek Parkway Culvert Replacement Project, City of Bellevue, WA; Outreach Lead.**

Coal Creek Parkway carries nearly 28,000 cars a day, is an important route for Bellevue and regional commuters, and provides a corridor for a number of underground utilities. With the culvert under the parkway at risk of failure, the City decided to replace it with a bridge. Construction of the bridge required extended lane closures, which reduced traffic capacity by 50%. Chris developed and implemented a public outreach plan that informed commuters and area residents about the project and its benefits, what to expect during construction and how to navigate through the area. Elements of the plan included an open house, a large postcard mailing, and door-to-door outreach.

**North Segment Green to Cedar Rivers Regional Trail Project, King County, WA; Public Outreach Manager:**

King County manages one of the nation's largest regional trails network, with 175 miles of trails extending from Seattle to the Cascades, and from Bothell to Enumclaw. As part of its long-term vision to increase the network to 300 miles of trails that connect 30 cities and three counties, the county is planning to bring the north segment of the trail up to regional trail standards, which includes a 12-foot-wide paved trail. The north segment of the Green to Cedar River Trail is three miles long and runs from the Cedar River Trail to SE Kent-Kangley Road. Chris was responsible for developing the public involvement plan, preparing project materials, planning and coordination of public meetings, trail walks and facilitating a stakeholder group.

**Wildfire Adapted Communities Engagement, Oregon Department of Land Conservation and Development, OR; Facilitator:**

The Oregon Department of Land Conservation and Development (DLCD) has been tasked with developing and providing community-driven recommendations to the Oregon State Legislature on how to address wildfire risks in state and local land use planning programs as part of SB 762—a bill intended to improve Oregon wildfire preparedness. Chris facilitated numerous virtual statewide community listening sessions and stakeholder committee meetings. He helped ensure meetings were interactive and focused emphasizing the use of small group discussions to ensure maximum participation and robust conversation. Chris's work will help DLCD provide recommendations to the Oregon State Legislature in early 2023.

**NE Special Planning Area, City of Burien, WA;**

*Facilitator and Communications Project Manager:* The City of Burien conducted a land use study for the Northeast Special Planning Area (NESPA) to determine uses that are compatible with noise related to the proposed Third Runway at Sea-Tac International Airport. As part of its decision-making process, the City appointed a Joint Advisory Committee (JAC), comprised of members from the City Council, Planning Commission, and Business and Economic Development Commission, as well as citizens who live in or around the study area, to provide guidance regarding the area's rezoning, and ultimately, its redevelopment. Chris Hoffman facilitated the work of the JAC, helping them to identify study area opportunities and constraints, develop evaluation criteria, identify alternatives, review environmental and economic impacts, evaluate alternatives, and recommend a preferred alternative. He was able to work with multiple stakeholders to develop consensus on a preferred alternative for the area's redevelopment. The JAC's recommendation, which was adopted by city council, provided clear guidance regarding the future of this important area.

## Qualifications & Experience



Years of Experience: 23

### Education

- BA, Communications, Scripps College
- Associates, Interior Architectural Design, Bellevue College

### Areas of Expertise

- Integrated communications planning and campaign implementation
- Project management
- Cross-functional teaming
- Public meetings, hearings, open houses, and informal events
- Work group facilitation and key stakeholder interviews
- Cross-cultural public relations and multilingual, inclusive, and accessible engagement tactics
- Survey development, administration, and data analysis
- Community needs and equity assessments

## JENNA FRANKLIN

### Project Manager and Client Services Lead

Jenna has over 20 years of experience working on behalf of public agencies to engage and share information with community constituents and stakeholders. She is known for inclusive community outreach and public involvement strategies that forge shared vision, generate sustainable alliances, and facilitate informed decisions. Jenna's experience includes collaborating with the public on the design and delivery of public projects and facilitating co-creation of concepts for equitable improvements to public services. Jenna has served on executive and senior leadership teams in city and county government, and her professional experience includes planning and implementing outreach and public involvement efforts in urban, unincorporated, and suburban communities. Jenna has served as advisor to public officials and community leaders on politically sensitive initiatives that have shaped major programs, decisions, and policies. Her experience spans public utility services, water quality and environmental stewardship, transportation, access to transit and mobility, capital programs, civil construction, homelessness, public safety, and human services.

### SELECT PROJECT EXPERIENCE:

**Mission-Vision-Values and Strategic Plan Project, Tualatin Valley Water District, OR;** *Deputy Project Manager and Facilitator.* Jenna serves as the Deputy Project Manager for the development of the District's new mission, vision, and set of values, and next Strategic Plan. The project includes extensive internal teaming, project management, employee communications, Board of Commissioner relations, convening and administering a Community Rate Advisory Committee, data gathering and analysis through surveying and stakeholder interviews, public comment, and employee feedback forums. Jenna supports the Project Director, facilitates project administration, and serves as daily point of contact for executive and senior leaders within the District.

**Public Works Upgrade Project, City of Auburn, WA;** *Preconstruction Engagement Advisor.* Jenna developed a community outreach approach and survey questions to engage and collect information from project adjacent communities who would be directly impacted during construction of a public works project to upgrade stormwater assets. The project called for phased construction that would temporarily close vehicle access to residential streets, eliminate parking, and require longer walk distances to homes, vehicles, or transit. Jenna advised project managers and developed a community survey to support a community-informed approach to construction management that would address critical access needs.

**Director Of External Affairs, City of Seattle, Human Services Department (HSD), WA;** *Program Director.* Jenna was responsible for design, implementation, and oversight of the Department's public affairs program. Jenna built relationships with community members, stakeholders, service providers, and partner agencies to broaden awareness of HSD's work and increase the department's impact. She served on the executive leadership team, oversaw outreach and engagement, led internal council and mayoral relations, and managed external communications—including crisis communications, public and media relations, and social and digital communications to the department, four divisions, and five impact areas.

**Engagement Manager, King County Office of Law Enforcement Oversight, WA ; *Engagement Manager.***

Jenna advanced the mission and impact of the Office countywide through communications, outreach, and public involvement, and as a member of the senior leadership team. She developed the Office's first public engagement program, engaged community organizations to drive improvement of the Sheriff's Office, supported strategic planning, facilitated the community advisory group, convened community events, and served as a liaison for people concerned with police actions or misconduct. Jenna also managed media relations and developed briefings for contracted jurisdictional partners.

**Senior Public Engagement Planner, King County Metro Transit, WA; *Senior Public Engagement Planner.***

Jenna led stakeholder, customer, and community engagement for the nation's ten largest mobility service providers. She implemented outreach campaigns targeting diverse and multilingual communities, facilitated advisory committees, and built partnerships to expand engagement. Jenna developed engagement materials, social and digital ad campaigns, online and in-person events, websites, and convened community forums. She assessed community needs, equity opportunities, and analyzed feedback gathered through canvassing, interviews, comment forms, and surveys. Jenna's work informed service decisions and included reports on outreach to project decision-makers, county council members, the media, and the public.

Highlighted Metro Projects:

- **Transit Fare Enforcement Program Redesign -** Jenna led strategic communications, stakeholder engagement, and data collection activities to support equitable redesign of Metro's off-board fair payment compliance program.
- **RapidRide Bus Rapid Transit Framework for Planning and Route 120 Upgrade -** Jenna led strategy, communications, and public engagement for development of programmatic engagement standards, and the Route 120 to H Line Upgrade project—which engaged 15,000+ people in eight languages.
- **Operational Capacity Growth -**Jenna was the strategic engagement advisor to grow service capacity to address regional mobility needs over the next 12 years. Jenna supported development of a framework for equitable facility site evaluation, led outreach, digital engagement, materials and presentations development, and convened public meetings.

**Light Rail Expansion Engagement Specialist, Sound Transit, WA; *Community Liaison.*** Jenna served as a liaison between stakeholders, community members, businesses, and other agencies for East Link, a 14-mile light rail expansion project delivering 10 stations, and for the Link

Operations and Maintenance Satellite Facility Project during the preliminary engineering, EIS, and final site selection phases of work. Jenna engaged with communities during planning, design, and construction of selected projects on alignment alternatives, environmental impacts, resolution of planning issues, facility site options, system elements, safety features, and construction planning. She convened community meetings, public hearings, design charettes, project briefings, and drafted communications, presentations, and parcel access surveys.

**Communications and Engagement Advisor, Seattle Public Utilities (SPU), WA; *Public Engagement Planner.***

Jenna was responsible for leading strategic communications and public engagement programs for four lines of business and multiple impact areas of a major public utility serving 1.4 million customers. She helped raise the visibility of the Utility by building diverse participation in SPU programs related to drinking water, drainage and wastewater, capitol program engineering projects, solid waste, and environmental stewardship.

Highlighted SPU Projects:

- **Combined Sewer Overflow Implementation Plan -** Jenna worked on communications and engagement in support of reducing CSO events and preparing for a 2010 CSO plan amendment. Jenna developed factsheets, newsletters, media events, a website, public meetings, and gathered feedback through surveys and public comment. Her work raised awareness about program goals, costs, projects, and construction and rate impacts.
- **Thornton Creek Flood Prone Areas Project -** Jenna served as the communications and community relations lead for efforts to address urban flooding in the Thornton Creek and Densmore Basin areas. Jenna supported changes to development policies and practices across the city, co-facilitated the day-long Thornton Creek Summit, managed community inquiries, outreach and mailings, material development, presentation development, public input, and analyzed feedback.
- **Ordinance 122752 / Council Bill 116251 - Seattle Green Fee Program -** Jenna provided policy development support and led business community outreach and education related to the City's interest in developing a "20-cent green fee" program. SPU developed legislation to reduce the use of disposable single-use plastic shopping bags and ban the use of expanded polystyrene (EPS) foam food industry containers. Outreach and education focused on community and business owners with limited English proficiency or in low-income areas, provided free reusable bags, and educated the public on single-use bags and foam food containers.

## Qualifications & Experience



Years of Experience: **25+**

### Education

- **Master of Community and Regional Planning, University of Oregon**
- **Bachelor of Science, Fisheries and Wildlife Biology, Kansas State University**

### Professional Activities

- **Oregon Association of Clean Water Agencies (ACWA) | Past Board Member**
- **American Waterworks Association-Pacific Northwest Section | Past Co-Chair Public Information Committee**
- **Water Environment Federation (WEF) / Pacific Northwest Clean Water Association**

### Areas of Expertise

- **Strategic planning**
- **Facilitation**
- **Data driven insights**
- **Survey design and administration**
- **Project management**
- **Leadership advising**
- **Strategic communications**
- **Public engagement planning**
- **Stakeholder relations and needs assessments**

## LIBBY BARGE BAKKE

### Principal Advisor—Communications Planning and Stakeholder Engagement

Libby Barge Bakke has over 21 years of experience in planning and communications for drinking water, wastewater, and stormwater utilities. Libby specializes in developing strategies and programs that support clients' initiatives: master planning, new and expanded facilities, funding plans, and ratepayer communications.

She has worked on Oregon's significant water supply planning and development projects: Hillsboro's and TVWD's water supply plans, the Willamette Water Supply Program, City of Bend's Bridge Creek Pipeline, and water filtration plant, and EWEB's Water Reliability Initiative.

Libby skillfully guides strategic communications programs that move projects forward. She is accomplished at managing a full range of project components: facilitating strategic planning workshops, conducting opinion research, and implementing successful ratepayer outreach plans.

### SELECT PROJECT EXPERIENCE:

**Bend Public Education Research and Strategy Services, City of Bend, OR; *Facilitator*.** The City of Bend selected the Consor team to help develop a public education strategy to promote understanding and support among Bend voters for a package of transportation investments. Consor's work included assisting in implementing a transportation vision for the community, discerning community values for an improved sustainably funded transportation system, ensuring projects to be funded reflect community values and needs, creating outreach tools, and leveraging support from community groups. With the support and effort of a dedicated group of community leaders and Bend's City Council, the General Obligation Bonds for Traffic Flow, East-West Connections, and Neighborhood Safety Improvements passed on November 3, 2020, despite the impacts of the COVID-19 pandemic.

**Community Development Department Transition Plan, Tualatin, OR; *Facilitator*.** Libby facilitated a transition team in identifying recommendations for internal and external communications, internal process improvements and team building regarding the Community Development Department (CDD). Services provided included opinion research, outreach, vision, and branding.

**Monmouth Engaged, Monmouth, OR; *Public Outreach Lead*.** Libby led the public outreach for the community-wide visioning process called Monmouth Engaged for the City of Monmouth. The plan sets the road map for the city's future. The project enlisted a variety of public engagement tools, including stakeholder interviews, two community surveys, a town hall meeting and "sign-up" event for community volunteers. An 18-member citizen Steering Committee guided the process which created a vision for Monmouth's future, a strategic plan for implementation, a greater understanding of shared community values, and a more engaged and informed community.



## Qualifications & Experience



Years of Experience: **25+**

### Education

- **Bachelor of Arts in Journalism with Public Relations Emphasis, University of Oregon**
- **Degree in Modern World History, Lillehammer University, Norway**
- **Six Sigma Yellow Belt**

### Professional Activities

- **WEF Member**

### Areas of Expertise

- **Marketing and promotion planning and campaign implementation**
- **Internal engagement**
- **Digital communications and social media campaign management**
- **Interactive online events, meetings, and open houses**
- **Strategic communications**
- **Public outreach and relations strategy**
- **Leadership advising**
- **Strategic planning**
- **Facilitation and stakeholder relations**

## TAMMY MENKERUD

### Marketing and Public Relations Lead

Tammy has more than 25 years of experience in communications with expertise developing strategic communications, multi-channel marketing campaigns, and online communications tools for outreach, education, and engagement. Tammy began her career in public relations and marketing in the high tech industry where she created strategies and programs for marketing communications, online marketing, public relations, and events. She provides communications strategy, planning, and support for a variety of projects for the Cities of Bend, Hillsboro, Lake Oswego, Salem, Tigard, and Wilsonville. She also provides public outreach and communications support on some of Oregon's largest infrastructure projects including Lake Oswego's new wastewater treatment facility. She is an expert in developing social, digital, and internal campaigns focused on informing, educating, and engaging audiences with memorable messaging and input opportunities. Tammy is also skilled at creating engaging online and in-person workshops, meetings, and community conversations.

### SELECT PROJECT EXPERIENCE:

**Willamette Water Supply Program, Tualatin, OR; *Communications and Engagement Strategist:*** Tammy is part of the communications team providing public outreach for the project. This includes developing online surveys, neighborhood and business canvassing, message development, website content development, fact sheets, mailers, and other community outreach.

**On-Call Public Outreach, City of Salem, OR; *Communications Manager:*** Tammy is part of the team that provides on-call communications and public engagement services to the City of Salem. This includes developing website and virtual open house content, educational marketing and promotional strategies and materials, surveys, meeting materials, and providing other public outreach support.

**Portland Water Bureau, Portland, OR; *Communications and Content Strategist:*** Tammy provides communication strategy and content development services for the Bull Run Treatment Projects. Projects include messaging development, campaign planning, website content planning and development, educational materials, newsletters, blogs, social media, and program management.

**Tigard Public Safety Advisory Board, Tigard, OR; *Stakeholder Workgroup Facilitation:*** Tammy co-facilitates the Tigard Public Safety Advisory Board to help the community re-imagine the City's public safety system with a lens on equity and inclusion.

**City of Wilsonville, Wilsonville, OR; *Communications and Content Strategist:*** Tammy has provided public outreach strategy and content development services for several projects for the City of Wilsonville. Projects include messaging development, campaign planning, website content planning and development, educational materials, newsletter content, surveys and program management.

**Tualatin Valley Water District Mission, Vision, Values, Tualatin, OR; *Internal Engagement Manager:*** Tammy leads internal marketing and employee engagement for the creation the District's new mission, vision, and values. This includes digital communications, surveying, conducting interviews, and planning employee events.

## Qualifications & Experience



Years of Experience: 15

### Education

- Bachelor of Arts, California State University, Chico
- Project Management Certificate, Portland State University
- Certificate in Planning and Techniques for Effective Public Participation, International Association of Public Participation

### Areas of Expertise

- Public outreach
- Community engagement
- Managing communications campaigns
- Facilitating interactive in-person and online community meetings
- Developing infographics and outreach materials that convey complex technical information
- Designing engaging project websites and information materials to keep community members informed

## AUBRIE KOENIG

### Messaging, Copy, and Editing Lead

Aubrie has more than 15 years of communications experience with public agencies, businesses, and non-profits. She partners with water and wastewater utilities to design effective community engagement strategies that lead to sustainable decisions. Aubrie brings creativity, strong writing and editing skills, and a love of storytelling to preparing audience-focused communication materials.

### SELECT PROJECT EXPERIENCE:

**Utilities Public Advisory Group Facilitation and Support, City of Bend, OR;** *Project Manager and Facilitator.* Aubrie is working with Utilities Department staff to facilitate engagement with nearly 20 community members representing a cross-section of professional and lived expertise in water. This includes designing a dynamic meeting series around the City's water conservation and stormwater programs, developing monthly meeting plans and materials with clear focus questions to gather the group's advice, and documenting meeting outcomes and group input to inform City policies and programs.

**Water Stewards Engagement and Facilitation, Portland Water Bureau, OR;** *Project Manager and Facilitator.* Aubrie worked with staff to design and facilitate an engagement series with Water Stewards from nine historically underrepresented communities in the Portland metropolitan area. The series of virtual meetings included information sharing to empower the Water Stewards to educate their respective communities about important infrastructure improvements underway. The engagement series also invited feedback on a debt-relief program for water shutoffs during the pandemic and ways to make outreach materials for planned improvements more inclusive.

**Community Vision Action Plan 2040, City of The Dalles, OR;** *Project Manager and Facilitator.* Aubrie led development of The Dalles Vision 2040. As part of the outreach, she facilitated a virtual community town hall that included live Spanish interpretation and a dozen breakout rooms where City and partner organization representatives led community discussions. Aubrie also facilitated an in-person workshop with staff and partner organization representatives to help refine and prioritize vision actions. In addition, the work included a social campaign, type treatment, stakeholder interviews, video script, digital whiteboards, news releases, online surveys in English and Spanish, and briefings to City Council.

**Municipal Golf Course Renovation Communications and Facilitation, City of Lake Oswego Parks and Recreation, OR;** *Project Manager and Facilitator.* Aubrie provided planning, content creation, and facilitation for virtual meetings to provide design updates to a technical advisory committee and the broader community. The meetings included information sharing as well as interactive polling and public comment and questions to gather feedback about upgrades to the community amenity.

**Authority Communications Strategy and Community Engagement, Oak Lodge Water Services OR;** *Lead Communications Planner and Project Manager.* Aubrie helped design a communications strategy and informational materials about the reasons for reorganizing as a Joint Water and Sewer Authority. This included coordinating with staff and board members, preparing briefings for community organizations, and supporting customer mailings and two virtual community conversations with live polling and question and answer periods. A key focus was simplifying topics and clearly conveying customer benefits.

## Qualifications & Experience



Years of Experience: 6

### Education

- MS, Strategic Communications, University of Oregon
- MS, Conflict & Dispute Resolution, University of Oregon
- BS, Environmental Studies, University of Oregon

### Areas of Expertise

- Project coordination
- Scheduling and resource planning
- Social media + digital engagement
- Strategic communications
- Conflict resolution
- Constituent relationship management
- Facilitation
- Survey development

## TRISHA MAXFIELD

### Project Administration, Data Gathering, and Analytics Coordinator

Trisha is a project coordinator who brings rich experience working in rural communities, facilitating multi-party stakeholder groups, conducting stakeholder research, and implementing public outreach initiatives. She has unique experience supporting projects throughout public engagement processes, with 900-hours studying conflict, a 30-hour mediation certificate, and professional experience navigating conflict. She has a multi-faceted background as a first-generation high school graduate, serving her State and Country with an eight-year stint in the Oregon Army National Guard, including a deployment to Afghanistan in 2014-2015, and serving her rural hometown as a City Councilwoman.

### SELECT PROJECT EXPERIENCE:

**Wildfire Adapted Communities Engagement, Oregon Department of Land Conservation and Development, OR; Project Coordinator.** The Oregon Department of Land Conservation and Development (DLCD) was tasked with developing and providing community-driven recommendations on how to address wildfire risks in land use planning to improve preparedness. To garner a diverse array of community solutions, the DLCD sought to execute a multi-faceted communications, outreach, and involvement initiative. Trisha supported project planning, meeting facilitation for virtual statewide community listening sessions and stakeholder committee meetings, coordinated meeting logistics, and worked closely with DLCD staff to develop meeting messaging and materials. She helped ensure meetings were interactive, uses of small group discussions to ensure maximum participation, and documented input. Trish also coordinated and contributed to development input analysis and summaries of each session to inform DLCD recommendations. Trisha's work will help DLCD provide guidance to the Oregon State Legislature in early 2023.

**Mission-Vision-Values and Strategic Plan Project, Tualatin Valley Water District, OR; Project Coordinator.** Trisha serves as the Lead Project Coordinator for the development the District's new mission, vision, and set of values. Trisha supports scheduling, facilitating internal teaming, project controls and procedures, conducting stakeholder interviews, Board of Commissioner relations, and data gathering and analysis that informs recommendations.

**Stakeholder Engagement Strategy Services, Southern Willamette Forest Collaborative, OR; Project Coordinator.** The Southern Willamette Forest Collaborative caters to several stakeholder groups interested in land management decision-making. Trisha was tasked with identifying key audiences, developing a brand identity, and developing a strategy to communicate with and engage partners. The strategy centered on developing audience profiles, ladders of engagement, engagement tactics, brand voice, and revamping the website to better communicate with the public.

**Oakridge Air Communications, Outreach, and Education | Oakridge Air Program, OR; Project Coordinator.** Trisha led the communications and public education component of the \$4.9 million grant funded project to improve air quality for the City of Oakridge. She took a multi-faceted approach that partnered with local youth to create brochures and mailers, build a website, and produce educational videos for the marketing campaign.

## Qualifications & Experience



Years of Experience: 30

### Education

- MFA, Graphic Design Track, Kansas State University
- Diversity, Equity, and Inclusion Certificate, University of South Florida

### Professional Activities

- American Marketing Association, Portland Chapter

### Areas of Expertise

- Project coordination
- Graphic and visual information design
- Social and digital content
- DEI strategies
- Communications campaign planning
- Event and meeting planning
- Community engagement implementation and partnerships development

## MELISSA PORTER

### Content Creation and Graphic Design Coordinator

Melissa is an experienced graphic designer and project coordinator who provides everything from corporate communications for public agencies to social media collateral and ad-buys to build advocacy for major initiatives. She has expertise developing project graphics, presentations, briefing materials, and coordinates community events, engagement activities, and partnerships with community organizations and local businesses. Melissa is certified in DEI and supports activities and workshops that build organizations capacity improve inclusion, advance equity, and harness the power of diverse perspectives in decision-making.

### SELECT PROJECT EXPERIENCE:

#### **Comprehensive Plan Implementation, City of Milwaukie, OR; Project**

*Coordinator:* Melissa is part of the outreach team seeking input on Milwaukie's plan to comply with HB 2001. She developed graphic elements and supported community outreach planning and activities seeking input on the bill and created a video to convey the key concepts being considered and oversees the translation of project materials.

#### **Willamette Water Supply Program Communications, Tualatin Valley Water District and City of Hillsboro, OR; Project Coordinator:**

Melissa creates outreach materials and supports coordinating and staffing public events for the Willamette Water Supply Program, a \$1.2 billion drinking water project for Tualatin Valley Water District and the City of Hillsboro. Melissa participates in tabling events in both communities and assists in project coordination. She is also providing graphic design services for newsletters, factsheets, maps, mailings and display boards used to communicate design elements to the public.

#### **Tualatin Moving Forward, City of Tigard, OR; Project Coordinator:**

Melissa created the design template and has produced four Tualatin Moving Forward annual reports. She provides year-round project and graphic support for quarterly report presentations, newsletter articles, and community educational marketing and engagement campaigns.

#### **Main Street Green Street, City of Tigard, OR; Project Coordinator:**

Melissa designed the "open for business" logo for Main Street Green Street and is creating a marketing campaign around the logo to encourage people to come to downtown Tigard during construction. She is also conducting business stakeholder interviews and writing a series of monthly business spotlight articles for Tigard Life publication.

#### **Independence Vision, City of Independence, OR; Project Coordinator:**

Melissa organized and executed a plan for a community-wide outreach as the vision moved through the development stage to adoption/celebratory stage. This included developing an online photography contest, video content, and graphic design for social media.

#### **Gladstone Public Works Building Replacement Project, City of Gladstone, OR; Project Coordinator:**

Melissa provided general project support for a public education campaign for the ballot measure that was passed in the November 2021 Special Election. She also designed two postcards, a special edition newsletter, and created a video and social media toolkit.

## Section 2 | Project Understanding, Approach, and Methods to Assure Quality and Satisfaction.

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### Project Understanding

The City of Des Moines, incorporated in 1959, is a waterfront community located midway between Seattle and Tacoma in Washington State. The city is situated along six miles of eastern shore of and offers a smalltown shopping district, public beaches, waterfront parks, a marina and fishing piers, and wonderful community events, local amenities, and public programs and services. Des Moines has a diverse residential population of 33,500, provides housing opportunities for every income level, and the city is works to attract new business and foster economic development opportunities.

- Des Moines is a friendly, dynamic, and diverse community that values partnerships and community engagement. Des Moines is also home to Highline College, several retirement homes, and counts Normandy Park, Burien, Federal Way, SeaTac, and Seattle as neighbors.
- As the city continues to grow, City leaders seek to evaluate the City's communication, marketing, and public relations program to build a refreshed plan that will keep the public and media aware of the City's work, expand community awareness of and civic engagement in City programs, projects, meetings, and events.
- To effectively communicate with area residents, business owners, visitors, and local organizations our team will conduct one-on-one interviews with each member of the City Council and selected members of City staff to establish a tailored scope of work that incorporates the interests of City leaders, stakeholders, and the local community.
- To create a successful and strategic integrated communications plan the Consor team will evaluate the strengths and weaknesses of current City communication efforts, tools, and tactics against goals, opportunities, resources, and needs.

### Approach Overview

The approach and methods we propose provide for **quality internal coordination and meaningful understanding** of goals to create a strategic plan that connects effectively with those who live, work, learn, visit, and recreate Des Moines.

**Initiate and manage:** Project initiation and management supports successful alignment and governance, goal clarity, and informed decision-making. This step facilitates timely management of emerging needs, and collaborative teaming on each task and deliverable.

**Discover and define:** We identify critical activities, project elements, milestones, and review key context-setting information. This step brings goals, objectives, and desired outcomes into alignment with resources and opportunities, and refines strategies for communications and engagement to inform the development of the plan.

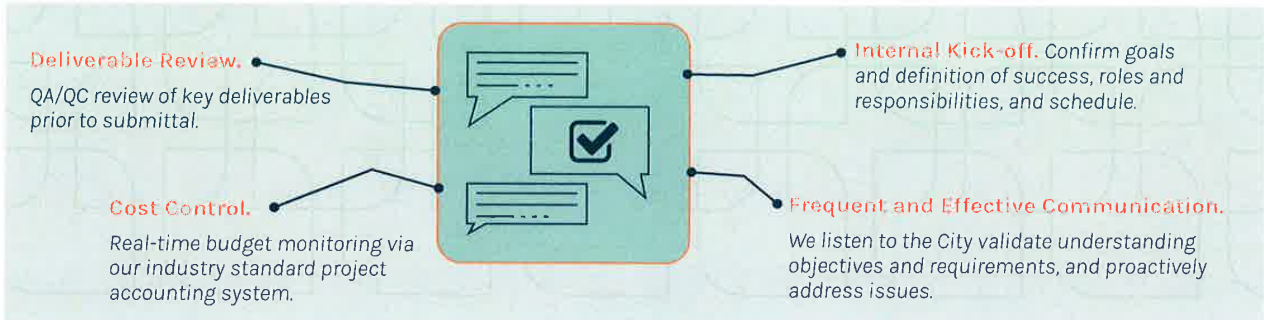
**Plan, implement, and report:** This component leads to mutual agreement on steps and activities that will be used to gather input and validate recommendations, including tactical activities, ways to collect and weigh feedback, and the schedule for tasks, assignments, and deliverables.

- **Our team understands** the need to plan and be responsive to emerging needs. Our collaborative process supports efficient teaming and knowledge sharing.
- **Planning identifies** the creative materials and unique tactics we will deploy and ensures work and staff time is scheduled to support project objectives.
- **Our team ensures** timely and proactive communication and reporting that keeps our clients informed of the status and progress of our work, and how well activities and tactics perform.

## Quality Assurance Methods

**Conсор’s staff understands the dynamic of teaming across organizations and disciplines.** Our approach to project management is to work closely with City staff to ensure that our understanding and approach are on-point. We are agile, people-centered, efficient, and facilitate dialogue that keeps roles and responsibilities clear and fosters timely issue resolution.

As the project manager, Jenna Franklin will begin each task order by confirming needs, goals, and deliverables. Kickoff meetings provide an opportunity to refine the work plan and schedule, and to clarify needs, task goals, objectives, and deliverables prior to launching a new task. Chris Hoffman will provide oversight and contract management, and conduct deliverable reviews to eliminate rework, produce high quality products, and reduce the time the City needs to dedicate to review.



- › Our project manager will conduct standard monthly progress reports, join weekly coordination meetings and calls, and participate daily as needed in communication with the City’s project manager. During project initiation we identify the preferred communication style, frequency, and methods to make efficient use of the City’s time, manage issues, and maintain schedule.

## Customer Satisfaction

The Conсор team is all-in; we understand the nature and schedule of work within this project and are committed to ensuring a high-level of client service and satisfaction. We have a strong track record of on-time performance within budget and exceeding expectations, and if goals exceed the scope of work or allocated funds for the task, we quickly elevate risks and/or resourcing needs to our clients for discussion and decision.

## Staffing and Rates

The work within this contract is a part of Conсор’s core practice area. Internally, that means we have prioritized this project and it will be a focal point of our active work during the contract period.

- › Our team uses project planning software that draws on real-time data to ensure selected team members will retain the ongoing capacity needed to support the full range of needs.

Position	Staff	Hourly Rates
Principal 2	Libby Bakke	\$284.00
Principal 1	Chris Hoffman and Tammy Menkrud	\$257.00
Senior Associate 3	Jenna Franklin and Aubrie Koenig	\$236.00
Project Coordinator 4	Melissa Porter	\$166.00
Project Coordinator 3	Trisha Maxfield	\$154.00

## Section 3 | Examples of Similar Work



### Puget Sound Gateway Program

*Washington State Department of Transportation, WA:* Consor's Chris Hoffman served as the communications manager for the \$2.1 billion Puget Sound Gateway Program. The program will complete two missing links in the Puget Sound's transportation system: SR 167, from Puyallup to I-5 in Fife; and SR 509, from Sea-Tac International Airport to I-5 in SeaTac and includes building new highways, bridges, and interchanges in several communities including diverse cities such as SeaTac, Kent, and Burien. Chris conducted field surveys, data analysis, and created program materials, held open houses, and provided virtual engagement forums in many languages to increase participation and input.



### North Eastside Mobility Project Service Restructure

*King County Metro Transit, WA:* King County Metro revised and improved mobility service in the north eastside of King County, creating a more connected network for Bellevue, Bothell, Kirkland,

Kenmore, Woodinville, and Redmond. The NEMP was designed to make the overall system more efficient and increase the performance of specific routes. Jenna Franklin, served as the communications and public engagement planner and project manager, outreach implementation lead, and facilitated the community advisory board. She developed briefings, surveys, project educational materials, held events, and drafted the public engagement report for the King County Council.



### Wildfire Adapted Communities

*Department of Land Conservation and Management, OR:* Senate Bill 762, passed with bipartisan support, provided more than \$220 million to help Oregon modernize and improve wildfire preparedness through three key strategies: create fire-adapted communities, develop safe and effective response, and increase the resiliency of Oregon's landscapes. The Oregon Department of Land Conservation and Development (DLCD) has been tasked with developing and providing community-driven recommendations to the legislature on how to address wildfire risks in state and local land use planning programs. To garner a diverse array of community solutions, the DLCD sought out Consor to execute the multi-faceted public involvement initiative. Consor's role has included coordinating and facilitating several virtual statewide community listening sessions and stakeholder committee meetings. These meetings have been interactive, emphasizing the use of small group discussions to ensure maximum participation and robust conversation. Chris co-facilitated the community listening sessions, while Trisha coordinated meeting logistics and worked closely with DLCD staff to develop meeting materials. Our team prepared a summary of each session allowing DLCD to easily refer to public input as they draft their final report. With the information gathered, DLCD will provide recommendations to the Oregon State Legislature in the first quarter of 2023.

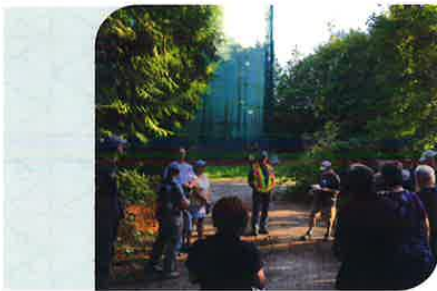


## Section 3 | Examples of Similar Work



### Mukilteo Stormwater Comprehensive Plan Engagement

**City of Mukilteo, WA:** The City of Mukilteo recently selected Consor as a subconsultant to the AltaTerra team to work with the City's Stormwater Utility to develop a 2024 Stormwater Comprehensive Plan (Plan). The Consor team's scope of work includes project management, facilitation, and public engagement. Consor is leads or supports goal setting, progress reporting, coordination between teams, development of a public involvement and stakeholder engagement plan, leading implementation of the public engagement program, developing community surveys and analyzing data, development of project updates and reports, and supporting the development of a StoryMap for the project's website. The team is also conducting public meetings and creating project materials in multiple languages, facilitating the advisory board, planning and facilitating public meetings.



### Winslow Water Tank Replacement Communications and Engagement

**City of Bainbridge Island, WA:** The City of Bainbridge Island (City) has made the critical decision to proceed with design and construction of a new reservoir to better serve their Winslow water system. When complete, the project will provide structurally sound and resilient water storage that provides improved operations and water quality for the City's rate payers. Our approach to the Winslow Water Tank Replacement Project is to provide excellent service through solid, efficient, and quality community engagement that is diligent in using

public feedback and participation to inform the City, and work in a manner that is responsive to the City's input and needs.

The Consor team's scope of work supports a thorough public involvement process that ensures project success. Consor will help the City actively gather input about the new tank and its visual impacts along with construction related impacts to the neighbors. We are assisting the City with site tours with affected neighbors prior to the land use permitting, open house/neighborhood meetings, creating high-quality, easy to understand renderings, mapping, and exhibits, and creating presentations by effectively presenting technical data in layman's terms.

Recent Media Coverage: <https://www.bainbridgereview.com/?s=winslow+water+tank>



### Oak Lodge Water Services Strategic Plan

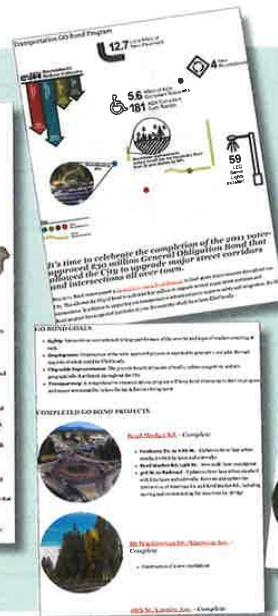
**Oak Grove, OR:** Consor led this Strategic Plan Update, beginning with a visioning workshop for the Board of Directors and reshaping the Oak Lodge Water Services District's vision, mission, values, and goals. The results were shared with the management team for refinement. B&W facilitated a focus group with local opinion leaders to verify the strategies resonated with the most interested stakeholders. We also developed a rollout scheme for the plan that included presentations to neighborhood associations, business organizations, and environmental groups; newsletter articles and news releases; and a publication for customers.





### Mission–Vision–Values Strategic Plan

**Tualatin Valley Water District, OR:** The Tualatin Valley Water District hired Consor to update District’s Mission, Vision, and Values statements, update its strategic planning framework to assist with the development of the District’s 2023-2025 strategic plan. For this project, Jenna Franklin serves as the Deputy Project Manager, Trisha Maxfield is the Lead Project Coordinator, and Chris Hoffman provides stakeholder engagement support. Consor’s team also facilitates staff engagement, surveys, interviews, and implementation of briefings, input activities and events, and develops reports for the District summarizing findings and providing insights gathered from input received. Key project tasks also include project planning and management, scoping, scheduling and logistics, data gathering, meeting facilitation, input workshops, leadership Board of Commissioner work sessions and briefings, facilitation of a Rate Advisory Committee (including meeting planning) and Project Steering Committee, development of a new mission, vision, values, and strategic planning framework to guide the development of TVWD’s next strategic plan.



### INDEPENDENCE VISION 2040

### Independence Vision 2040

**City of Independence, OR:** Consor, in partnership with Steven Ames, worked with the City of Independence to prepare a Vision 2040 Plan that reflected input received through broad community outreach and engagement, the deliberations of a Vision 2040 Steering Committee, and review and comment by City staff and officials. The Plan included updated core values, a vision statement, and an implementation plan for projects across five key focus areas. The team planned a variety of communication activities and deployed engagement tools ranging from online surveys and photo contests to fun in-person events such as an ice cream social and town hall. Libby subsequently worked with the Board to facilitate priority setting.

Received 1/9/2023  
4:28 pm

# DES MOINES COMMUNICATIONS PLAN THAT TELLS YOUR STORY

SUBMITTED BY:  
BETTINA CAREY, | CEO - BETTINA  
CAREY PRODUCTIONS

CLIENT :  
CITY OF DES MOINES

DELIVERED ON:  
JANUARY 9, 2023

Make a folder +  
organize  
for

## FOCUS AND OBJECTIVES

You may hear about communications planning and "content marketing" all the time, but what does it really mean? Is it blog posts? Videos? White papers? Where do newsletters fit in? And what about SEO? It can feel pretty overwhelming.

That's where Bettina Carey Productions comes in. We know communications and content marketing. Our four-step process results in a plan that is evidence-based, strategic, and do-able. We won't stop until we see results you deserve.

Here's what's included:

- An interview process to learn current practices successes and challenges of current communication plan to date using DISC profile and EQ2.0;
- How to use the relevant information gleaned to apply to a new overall strategy to improve media, overall marketing, and strategic communication;
- How to learn more about the views of the council members;
- How to assist the council members to better understand the communication styles of each member and how they are communicating with one another;
- How to create a highly effective communication process between council members;
- Use "The Appreciative Inquiry" process to assist the team to move forward; collaboratively in a holistic and functional strategic plan.

Your communications plan and content marketing strategy will tell your audience how awesome the City of Des Moines is, and tell them how they can be part of that awesomeness. It will convert interest into engagement, and neighbors into long-term loyal community. I look forward to discussing this proposal with you in detail, and to working with you to make big things happen.

# OUR GOALS FOR CITY OF DES MOINES:

- **GENERATING 50% MORE QUALIFIED TRAFFIC TO YOUR WEBSITE AND E-COMMERCE SITE**
- **EDUCATING YOUR AUDIENCE ABOUT WHY THEY SHOULD APPROVE YOUR RECOMMENDATIONS**
- **CONVERTING TWICE AS MANY SITE VISITORS TO COMMUNITY MEMBERS**
- **OPTIMIZING YOUR SEARCH ENGINE VISIBILITY**
- **INCREASING YOUR REVENUE BY 25% IN THE FIRST YEAR AFTER DEPLOYING OUR PLAN**

## STEP 1: GETTING TO KNOW YOU

**THIS IS WHERE WE LISTEN CLOSELY TO DISCOVER WHO YOU ARE AND WHAT THE CITY OF DES MOINES' GOALS LOOK LIKE. WE ALSO RESEARCH YOUR AUDIENCE AND POTENTIAL VOTING BASE.**

- Buyer personas - Who in the community is listening, watching and voting on decisions reached by the City Council and who else would you like to reach?
- Keyword search estimates - What are the volume and competitiveness of your words and phrases?
- Competitive link analysis - What's going on in the industry?
- Data collection - What are your current site and social media analytics, and how does the rest of your marketing strategy fit?

## STEP 2: SETTING THE STAGE

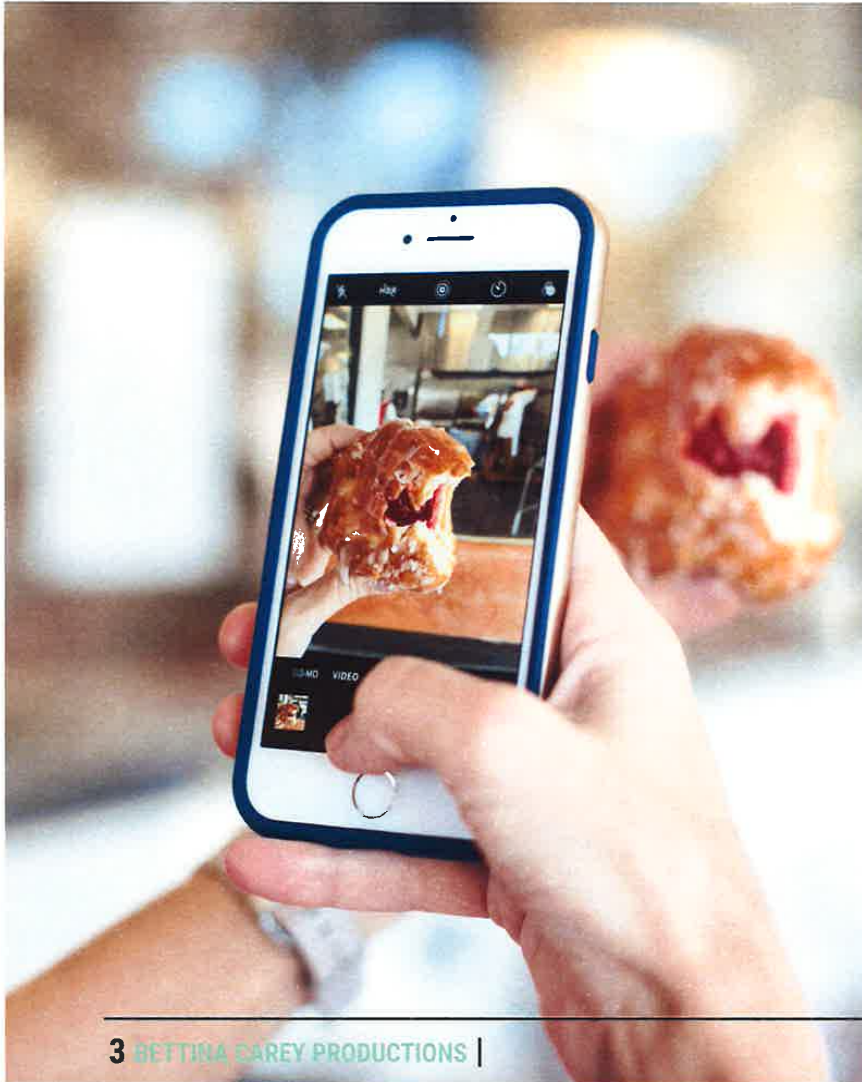
**THIS IS WHERE WE STRATEGIZE AND PREPARE. WE DO A FULL SITE AND CONTENT AUDIT, OPTIMIZE ALL YOUR PAGES, AND MAKE SURE EVERY RESULT WE'RE GOING FOR IS TRACKABLE AND MEASURABLE. ONCE WE'VE BUILT A FOUNDATION OF FACTS, WE'LL FIND THE PERFECT COMMUNICATION MIX TO REACH, ENGAGE AND PERSUADE YOUR TARGET MARKET.**

- Identify conversion opportunities
- Define and set up content management systems, logistics, and approval processes, and identify content sources
- Brainstorm content ideas that will educate, entertain, and engage your audience

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2 BETTINA CAREY PRODUCTIONS |





3 BETTINA CAREY PRODUCTIONS |

### STEP 3: DESIGNING AND IMPLEMENTING YOUR CONTENT MARKETING SOLUTION

**ONGOING CONTENT INITIATIVES REQUIRE SEVERAL KEY DECISIONS: WHAT KIND OF CONTENT? HOW OFTEN? AND WHERE WILL IT GO?**

- Choose SEO optimized blog posts, E-books, templates, videos, infographics, white papers, newsletters, case studies, podcasts, and reliable external content
- Determine frequency by keyword and traffic goals
- Establish an editorial calendar
- Generate content
- Develop a social media plan to support content marketing

### STEP 4: ANALYTICS AND REPORTING

**FIGURING OUT WHAT WORKED IS THE MOST IMPORTANT STEP OF ALL. OUR WORK HERE IS DONE WHEN WE CAN PROVE TO YOU THAT YOUR INVESTMENT IS PAYING OFF. WHETHER IT'S PAGE VIEWS, WEBSITE VISITS, CONVERSION OF PROSPECTS, OR THE BOTTOM LINE, WE'RE CONFIDENT YOU'LL SEE RESULTS, INCLUDING:**

- Monthly reports showing the value of your investment
- Key metrics and performance indicators
- Tools to measure ongoing results

# YOUR INVESTMENT

DESCRIPTION	SUBTOTAL
<b>GETTING TO KNOW YOU</b> DEFINING YOUR PRODUCT, COMPANY, AND AUDIENCE	\$4,000
<b>SETTING THE STAGE</b> PINPOINTING AND DOCUMENTING OPPORTUNITIES AND OBSTACLES USING EVIDENCE-BASED TOOLS AND DATA	\$5,000
<b>DESIGNING AND IMPLEMENTING YOUR /COMMUNICATIONS PLAN &amp; CONTENT MARKETING SOLUTION FOR ONE YEAR</b> DETERMINING THE TYPE, FREQUENCY, AND SOCIAL MEDIA COMPONENT OF YOUR CONTENT	\$48,000
<b>ANALYTICS AND REPORTING</b> CONTINUOUS MONITORING AND ANALYSIS OF CONTENT MARKETING METRICS THROUGHOUT FIRST 12 WEEKS	\$5,000
<b>Total</b>	<b>\$62,000</b>

**A DEPOSIT OF \$3000 IS DUE UPON SIGNING THE ATTACHED CONTRACT. AN INVOICE  
WILL BE GENERATED AT THE END OF EACH MONTH TO REFLECT THE WORK DONE  
DURING THAT TIME PERIOD.**

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# TIMEFRAME

PHASE	WEEKS
1. GETTING TO KNOW YOU	1
2. SETTING THE STAGE	2 TO 3
3. DESIGNING AND IMPLEMENTING YOUR CONTENT MARKETING SOLUTION	52
4. ANALYTICS AND REPORTING	12 - 16

# WHY BETTINA CAREY PRODUCTIONS COMMUNICATIONS PLAN & CONTENT MARKETING EXPERTISE?

Read our customer testimonials - Sent under separate emails.

## OUR SATISFIED CUSTOMERS INCLUDE:

**B & E MEATS & SEAFOOD**

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**NEWFANGLED COMMERCE**

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**DUKE'S CHOWDER HOUSE**

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**ALLEN EKBERT, TUKWILA MAYOR**

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**PERCHE' NO**

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I highly recommend Bettina for any job, she's literally skilled in so many things. She  is a can-do person with a positive attitude and a trusted confidant, ally and advisor. - **Duke Moscrip, Duke's Seafood**





# MEET OUR TEAM



**BETTINA CAREY**

**Team Lead**

Veteran marketer with nearly 30 years experience in marketing, PR, communications, video and book production.



**LYNETTE HOY**

**PR Expert**

Since 1994 publicity campaign expert Lynette Hoy has practiced public relations in different capacities, inclusive of founding her firm Firetalker PR, 11 years ago. The “fire chief” has worked with organizations like the National Institutes of Health, and the American Cancer

Society to put their products, services, and events on the map.



**JANAKI**

**Executive Coaching**

Janaki Severy is an experienced consultant with 27 years working with individuals, teams and organizations. She has over 20 years working in City Government and is an expert in communication and leadership excellence.



**LARRY DOMINICO**

**Videographer**

Leading videographers in the Pacific Northwest, Larry Dominico, the founder of Evoke Video, a Seattle based video firm specializing in jaw dropping and result g the viewers of his videos through his clients doors.