

**RESOLUTION NO. R89-2014
CITY OF KUNA, IDAHO**

A RESOLUTION OF THE CITY OF KUNA, IDAHO APPROVING THE CONSULTANT SERVICES AGREEMENT WITH THE LANGDON GROUP RELATED TO THE FORMATION OF THE RECREATION DISTRICT PURSUANT TO THE SCOPE OF WORK AGREEMENT, AND AUTHORIZING THE MAYOR TO EXECUTE THE AGREEMENT.

BE IT HEREBY RESOLVED by the Mayor and Council of the City of Kuna, Idaho as follows:

Section 1. The Consultant Services Agreement with the Langdon Group, Inc. in substantially the form of the copy of said Agreement attached hereto and hereby incorporated herein by reference, be and the same is hereby authorized and approved.

Section 2. The Mayor of the City of Kuna, Idaho is hereby authorized to execute the agreement, and the City Clerk of the City of Kuna, Idaho authorized to attest to the Mayor's execution of said agreement.

PASSED BY THE COUNCIL of Kuna, Idaho this 9th day of December 2014.

APPROVED BY THE MAYOR of Kuna, Idaho this 9th day of December 2014.

W. Greg Nelson, Mayor

ATTEST:

Brenda S. Bingham, City Clerk



**THE
LANGDON
GROUP**
a J-U-B Company

Scope of Work (Full)

December 9, 2014

Petition for Kuna Recreation District Ballot Measure

Kuna, Idaho

Task 1 – Project Messaging and Information Sheet

TLG will work with the city to develop project messaging and an informational flier. This messaging will neutrally explain the proposed ballot measure the city seeks to have included on the May election ballot, and will assist with volunteer talking points.

Assumes content production of key messaging and project information sheet by TLG. City to print, distribute and assume costs of postage, if necessary.

This task will be completed for a lump sum amount of **\$1,200**.

Task 2 – Media Outreach

TLG will assist the city in the creation and dissemination of press releases pertaining to the proposed ballot measure. This task will include strategic advice on incorporating the use of social media.

Assumes that city will utilize existing social media outlets.

This task will be completed for a lump sum amount of **\$1,200**.

Task 3 – Event-based Outreach Support

TLG will coordinate event-based outreach efforts, including providing talking points and information fliers, coordination of staff and volunteers to collect signatures, and event attendance when TLG staff availability allows.

Assumes city will provide adequate manpower in the form of staff and volunteers. A minimum of ten staff and/or volunteers should be in attendance at each event to collect signatures. TLG will work with City to identify appropriate local events.

This task will be completed for a lump sum amount of **\$2,500**.

Task 4 – Key Stakeholder Outreach

TLG will identify key businesses and community members that will assist in the collection of signatures. TLG will make personal visits with these stakeholders, and be responsible for distributing and collecting informational material and signature sheets.

Assumes the city will print materials and assist in identifying what efforts have already been taken on behalf of these key stakeholders.

This task will be completed for a lump sum amount of **\$2,600**.

Task 5 – Strategic Guidance on canvassing efforts

TLG will support the city in identifying appropriate neighborhoods to send teams of canvassers out into for signature collection. TLG will provide informational material for canvassers to share with constituents, and support the city in coordinating the timing and location of all canvassing efforts.

Assumes that the city will provide sufficient staff and volunteers to canvass as many evenings and weekends as possible until the adequate number of signatures are collected.

This task will be completed for a lump sum amount of **\$2,450**.

Total Cost - \$9,950

About The Langdon Group

The Langdon Group is a public involvement/participation firm that provides a full range of services including mediation, facilitation, public relations and policy dialogue. It is our belief that five critical elements must be addressed to make a public project successful: planning, engineering, public involvement, environmental and funding. All five of these elements must work together to accomplish a holistic and usable project. Our professionally-trained staff design and implement facilitation, public involvement, and media relations plans for a variety of transportation and engineering and urban planning projects.

The Langdon Group approach to public participation is to engage the public, agencies and elected officials in a manner that is values-based, objective-driven, and problem-solving oriented. We believe that by engaging the various stakeholders in a process as early as possible we can develop a partnership and project support. By working with stakeholders in a continuous and meaningful way we are able to reduce uncertainty, understand the interests of the stakeholders, and develop advocates to help share project information.

The Langdon Group: Building Community Solutions

The Langdon Group is a wholly-owned subsidiary of J-U-B Engineers, Inc. Our firm offers the following benefits and expertise:

- **Strength in numbers:** The Langdon Group has three public involvement experts in our Boise office, one in Pocatello, and several more in northern Utah. We are able to respond immediately to stakeholder and agency needs.
- **Experience:** Not only do we have the resources but also the experience needed to help groups have effective and productive dialogue, whether in a public meeting, workshop, or planning session. Our staff members have advanced degrees and specialized training in public processes.
- **Technology:** The Langdon Group has in-house capabilities to design and layout newsletters, project displays, custom interactive websites, and other outreach methods.
- **Relationships:** Through our project work, we have developed strong relationships with key special interest groups, local, state and federal agencies throughout Idaho.
- **Media Relations:** Our award-winning staff members include former print and broadcast journalists who have been honored for their press releases and news writing. We know how to properly engage the local media from past project experience and media campaigns.
- **Federal Environmental Experience:** The Langdon Group follows NEPA guidelines in virtually all of our public involvement processes. When we follow NEPA process from the beginning, we avoid duplicating work and time if the status of a project changes.

For project examples and staff bios visit our website at www.langdongroupinc.com.



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Scope of Work (Reduced)

December 9, 2014

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Kuna, Idaho

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Assumes content production of key messaging and project information sheet by TLG. City to print, distribute and assume costs of postage, if necessary.

This task will be completed for a lump sum amount of **\$1,200**.

Task 2 – Media Outreach

TLG will assist the city in the creation and dissemination of press releases pertaining to the proposed ballot measure.

This task will be completed for a lump sum amount of **\$1,200**.

Task 3 – Social Media Outreach

TLG will provide guidance on the use of social media outlets, such as Facebook. TLG will adapt content from Task 1 for the various social media outlets.

Assumes that city will utilize existing social media outlets.

This task will be completed for a lump sum amount of **\$1,850**.

Total Cost - \$4,250

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