

## Heart of the Valley METROPOLITAN SEWERAGE DISTRICT

### ***Heart of the Valley MSD Monthly Report for October 12, 2021***

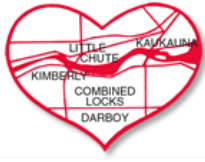
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#### ***Work completed in September / October:***

- Info Sheet, FAQ and Community Outreach PowerPoint presentation completed
- Review of website estimates / compiled follow up questions
- Monthly update meeting (virtual) with Brian and Dawn
- Drafted Community Outreach Plan with Task & Timeline
- Drafted presentation for Special Commission meeting (Oct. 28)
- Drafted Project Announcement news release
- Updated Task & Timeline
- Monitored media coverage
- Drafted Monthly Report

#### ***Coming up in October / November:***

- Complete Community Outreach Plan and Task & Timeline based on feedback received
- Complete Community Outreach presentation for Special Commission meeting based on feedback received
- Deliver Community Outreach presentation to Commission (Oct. 28)
- Continue planning for website redesign
- Monthly update meeting (scheduled for 10/18)
- Update Task & Timeline
- Monitor media coverage
- Draft Monthly Report



# Community Outreach Plan

*Updated 9-29-21*

## Background

The purpose of the Community Outreach Plan is to share information for the utility's major interceptor project that will impact several stakeholder groups in the district's five member communities. The project has been in the planning stages for some time, but will move into the bidding and construction aspects in the next several months.

It is essential to be transparent about the project and provide ongoing communications to be sure all stakeholder groups are up to date on the progress of the project for the next 3 to 4 years.

The 5.5-mile system, originally installed in 1977, has experienced corrosion of the concrete pipe and structures (manholes and metering stations). The most recent video inspection by Great Lakes TV Seal, Inc. found extensive surface corrosion of the pipe, which threatens the longevity of the pipe.

The interceptor improvement project involves installing a liner inside the pipe; a liner that is resistant to acid, which has caused the corrosion of the pipe.

## Audiences

- Municipal members
  - City of Kaukauna
  - Village of Combined Locks
  - Village of Kimberly
  - Village of Grand Chute
  - Darboy Sanitary District
- Residents along the river where the interceptor is located
- Residents / businesses served by HOVMSD
- General public / media

## Key Messages

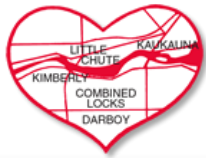
- Without this interceptor system improvement project now, the system will continue to deteriorate and require more substantial and costlier repairs in a few short years.
- This project positions the interceptor system to serve the district for an estimated 50 years without major upgrades.

## Tactical Approach

It is important to take a proactive approach in communicating the importance of the interceptor project and timeline for the project. Regular updates to the district members and those along the interceptor route are essential.

*The following table outlines tactics, stakeholders, messaging, and timing, and can be updated as needed as the project on an annual basis; impact and tracking of efforts to occur quarterly.*

Tactics	Stakeholder group(s)	Messaging	Timing & Frequency
Info sheet / FAQ sheet	All	Overall project description	Drafted summer 2021 Can be used for all interactions Update as needed throughout project
Community PowerPoint Presentation	All	Overall project description	Drafted summer 2021 Can be used for various community presentations Update as needed throughout project
Whiteboard / explainer video for website, presentations and social media	All	Overall project description	Late 2021
Announcement news release	All	Highlight project need and timing.	Late 2021 or early 2022
Municipal Board presentations	Municipal members	Provide regular updates to discuss need, timing and financial impact	Begin in early 2022 2x / year to each municipal member board
Small group meetings	Residents in impacted areas along the river	Project timeline, specific work along river, impact on neighborhoods	2022 and 2023 As needed
Social media / website messaging for municipal members	Municipal members, residents	General project updates focuses on needs and progress of project	Begin in early 2022 1 post / quarter
Project update news releases	All	Provide latest information on status of project	Starting in Q2 2022 Quarterly updates
Newspaper column to Post-Crescent / Times-Villager	All	Project benefits/ overview and updates on progress	Early 2022 1x / year for remainder of project
Website redesign, including Interceptor Project page	All	Tool to provide regularly updated materials to community	2022
Door hangers	Residents in impacted areas along the river	Provide updated information on project and neighborhood impact	Begin in 2023 as project work launches



## Heart of the Valley Metropolitan Sewerage District Interceptor Improvement Project 2021 – 2022 Task & Timeline

*Updated 10/5/2021*

Task	Date	Info From	Responsibility	Drafted	Approved	Status / Result
<b>JUNE</b>						
<b>In-person kick-off meeting</b>	June 3	All	All	X	X	Completed
<b>Fact Sheet/FAQ development</b> <ul style="list-style-type: none"> <li>• Copy</li> <li>• Design</li> </ul>	June	All	L&F	---	---	Continued in July
<b>JULY</b>						
<b>Monthly planning, update and strategy meeting</b>	July 7	All	All	X	X	Completed
<b>Commission meeting</b> <ul style="list-style-type: none"> <li>• Monthly report</li> </ul>	July 13		L&F	X	X	Completed
<b>Fact Sheet/FAQ development</b> <ul style="list-style-type: none"> <li>• Copy</li> <li>• Design</li> </ul>	July	All	L&F	X	X	Copy sent to Brian / Dawn Design in progress
<b>Community Presentation</b> <ul style="list-style-type: none"> <li>• PowerPoint</li> </ul>	July		L&F	X		Two options drafted and sent to Brian H. 7/26

<b>Task</b>	<b>Date</b>	<b>Info From</b>	<b>Responsibility</b>	<b>Drafted</b>	<b>Approved</b>	<b>Status / Result</b>
<b>Website review</b> <ul style="list-style-type: none"> <li>• Observations / recommendations for website redesign</li> </ul>	July	Brian	L&F	X	X	Submitted to Brian / Dawn
<b>AUGUST</b>						
<b>Monthly planning, update and strategy meeting</b>	August 11	All	All	X	X	Completed
<b>Commission meeting</b> <ul style="list-style-type: none"> <li>• Monthly report</li> </ul>	August 10		L&F	X	X	Completed
<b>Fact Sheet/FAQ development</b> <ul style="list-style-type: none"> <li>• Copy</li> <li>• Design</li> </ul>	August	All	L&F	X	X	Design completed and submitted to Brian / Dawn
<b>Photos</b> <ul style="list-style-type: none"> <li>• Shoot photos at HOVMSD for future use</li> </ul>	August 11	Brian	L&F	X	X	Completed
<b>SEPTEMBER</b>						
<b>Monthly planning, update and strategy meeting</b>	Sept. 22	All	All	X	X	Completed
<b>Commission meeting</b> <ul style="list-style-type: none"> <li>• Monthly report</li> </ul>	Sept. 14		L&F	X	X	Completed
<b>Complete Community Presentation</b>	September		L&F	X	X	Final review – added several new photos – approved
<b>Fact Sheet/FAQ development</b> <ul style="list-style-type: none"> <li>• Copy</li> <li>• Design</li> </ul>	September	All	L&F	X	X	Info Sheet / FAQ completed

<b>Task</b>	<b>Date</b>	<b>Info From</b>	<b>Responsibility</b>	<b>Drafted</b>	<b>Approved</b>	<b>Status / Result</b>
<b>Create Community Outreach Plan</b>	September		L&F			Continued in Oct.
<b>OCTOBER</b>						
<b>Monthly planning, update and strategy meeting</b>	Oct. 18	All	All			
<b>Commission Meeting</b> <ul style="list-style-type: none"> <li>• Monthly report</li> </ul>	Oct. 12		L&F			
<b>Complete Community Outreach Plan</b>	October		L&F			Draft completed
<b>Whiteboard video</b> <ul style="list-style-type: none"> <li>• Draft outline</li> <li>• Video production</li> </ul>	October		L&F			
<b>Special Commission Meeting</b> <ul style="list-style-type: none"> <li>• L&amp;F Outreach presentation</li> </ul>	Oct. 26		L&F			
<b>NOVEMBER</b>						
<b>Monthly planning, update and strategy meeting</b>	November	All	All			
<b>Commission meeting</b> <ul style="list-style-type: none"> <li>• Monthly report</li> </ul>	November		L&F			
<b>News release</b> <ul style="list-style-type: none"> <li>• Announcing project</li> </ul>	November	Brian	L&F			
<b>DECEMBER</b>						
<b>Monthly planning, update and strategy meeting</b>	December	All	All			

<b>Task</b>	<b>Date</b>	<b>Info From</b>	<b>Responsibility</b>	<b>Drafted</b>	<b>Approved</b>	<b>Status / Result</b>
<b>Commission meeting</b> <ul style="list-style-type: none"> <li>Monthly report</li> </ul>	December		L&F			
<b>January 2022</b>						
<b>Monthly planning, update and strategy meeting</b>	January	All	All			
<b>Commission meeting</b> <ul style="list-style-type: none"> <li>Monthly report</li> </ul>	January		L&F			
<b>Plan and schedule Municipal Board presentations</b> <ul style="list-style-type: none"> <li>Kaukauna</li> <li>Little Chute</li> <li>Kimberly</li> <li>Combined Locks</li> <li>Darboy Sanitary Board</li> </ul>	January		L&F			
<b>February 2022</b>						
<b>Monthly planning, update and strategy meeting</b>	February	All	All			
<b>Commission meeting</b> <ul style="list-style-type: none"> <li>Monthly report</li> </ul>	February		L&F			
<b>Newspaper column</b> <ul style="list-style-type: none"> <li>Draft and submit to Post-Crescent and/or Times-Villager</li> </ul>	February					
<b>Social media / website copy for municipalities</b> <ul style="list-style-type: none"> <li>Draft and distribute</li> </ul>	February		L&F			

Task	Date	Info From	Responsibility	Drafted	Approved	Status / Result
<b>March 2022</b>						
<b>Monthly planning, update and strategy meeting</b>	March	All	All			
<b>Commission meeting</b> • Monthly report	March		L&F			
<b>News release</b> • Quarterly update	March	Brian	L&F			
<b>Schedule small group meetings</b> • As needed / requested	March	Brian	L&F			
<b>April 2022</b>						
<b>Monthly planning, update and strategy meeting</b>	April	All	All			
<b>Commission meeting</b> • Monthly report	April		L&F			
<b>May 2022</b>						
<b>Monthly planning, update and strategy meeting</b>	May	All	All			
<b>Commission meeting</b> • Monthly report	May		L&F			
<b>Social media / website copy for municipalities</b> • Draft and distribute	May		L&F			
<b>June 2022</b>						
<b>Monthly planning, update and strategy meeting</b>	June	All	All			



<b>Task</b>	<b>Date</b>	<b>Info From</b>	<b>Responsibility</b>	<b>Drafted</b>	<b>Approved</b>	<b>Status / Result</b>
<b>Commission meeting</b> <ul style="list-style-type: none"> <li>• Monthly report</li> </ul>	June		L&F			
<b>News release</b> <ul style="list-style-type: none"> <li>• Quarterly update</li> </ul>	June	Brian	L&F			
<b>July 2022</b>						
<b>Monthly planning, update and strategy meeting</b>	July	All	All			
<b>Commission meeting</b> <ul style="list-style-type: none"> <li>• Monthly report</li> </ul>	July		L&F			
<b>Plan and schedule Municipal Board presentations</b> <ul style="list-style-type: none"> <li>• Kaukauna</li> <li>• Little Chute</li> <li>• Kimberly</li> <li>• Combined Locks</li> <li>• Darboy Sanitary Board</li> </ul>	July		L&F			
<b>August 2022</b>						
<b>Monthly planning, update and strategy meeting</b>	August	All	All			
<b>Commission meeting</b> <ul style="list-style-type: none"> <li>• Monthly report</li> </ul>	August		L&F			
<b>Social media / website copy for municipalities</b> <ul style="list-style-type: none"> <li>• Draft and distribute</li> </ul>	August		L&F			

<b>Task</b>	<b>Date</b>	<b>Info From</b>	<b>Responsibility</b>	<b>Drafted</b>	<b>Approved</b>	<b>Status / Result</b>
<b>September 2022</b>						
<b>Monthly planning, update and strategy meeting</b>	September	All	All			
<b>Commission meeting</b> • Monthly report	September		L&F			
<b>News release</b> • Quarterly update	September	Brian	L&F			
<b>October 2022</b>						
<b>Monthly planning, update and strategy meeting</b>	October	All	All			
<b>Commission meeting</b> • Monthly report	October		L&F			
<b>November 2022</b>						
<b>Monthly planning, update and strategy meeting</b>	November	All	All			
<b>Commission meeting</b> • Monthly report	November		L&F			
<b>Social media / website copy for municipalities</b> • Draft and distribute	November		L&F			
<b>Door hangers</b> • Design and print initial batch	November	Brian	L&F			
<b>Draft Task &amp; Timeline for 2023</b>	November		L&F			

<b>Task</b>	<b>Date</b>	<b>Info From</b>	<b>Responsibility</b>	<b>Drafted</b>	<b>Approved</b>	<b>Status / Result</b>
<b>December 2022</b>						
<b>Monthly planning, update and strategy meeting</b>	December	All	All			
<b>Commission meeting</b> <ul style="list-style-type: none"> <li>• Monthly report</li> </ul>	December		L&F			
<b>News release</b> <ul style="list-style-type: none"> <li>• Quarterly update</li> </ul>	December	Brian	L&F			