



coming full circle: Massillon Road South

City of Green RFP

01 28 2022

the road ahead, again

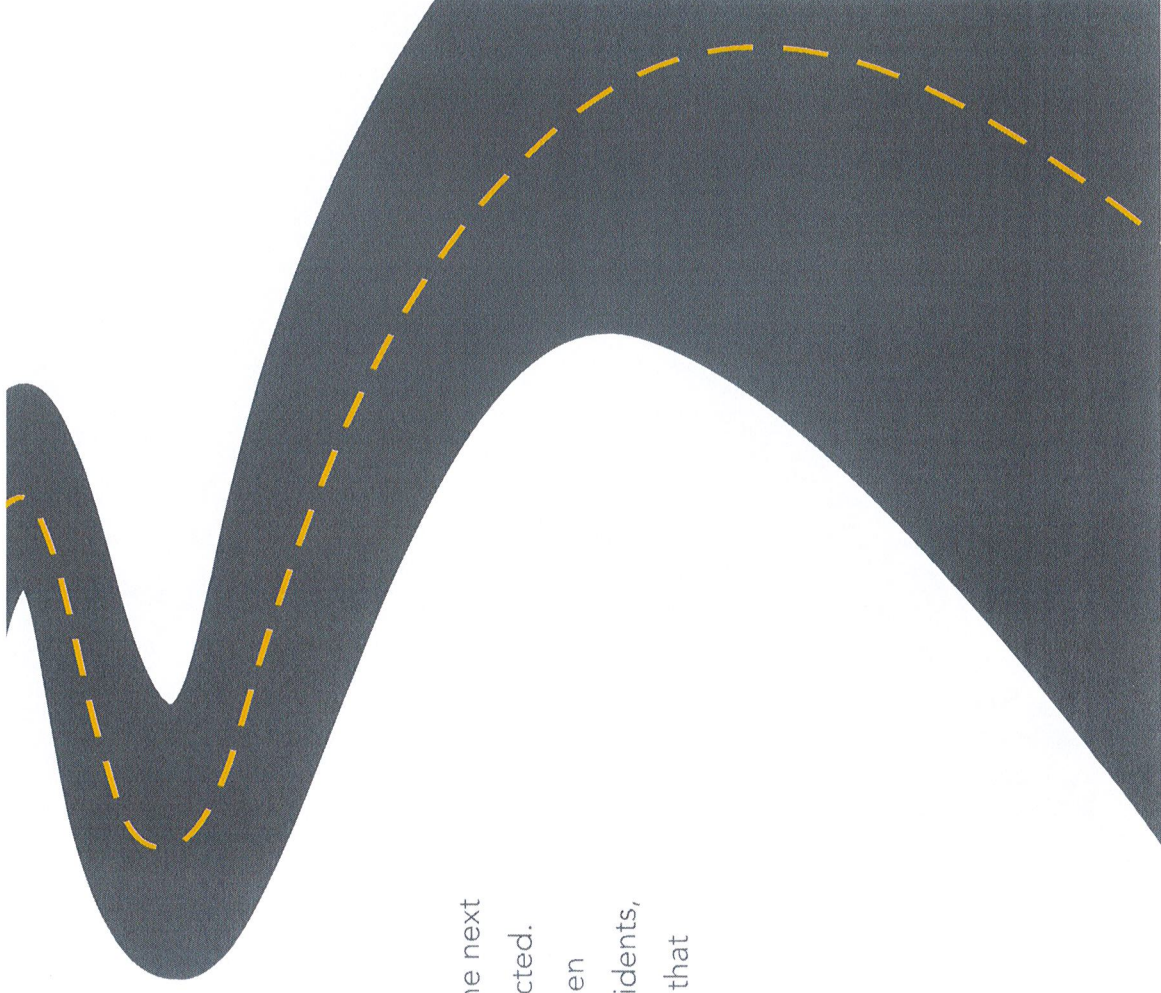
We've been here before.

The City of Green is a leader. You're responsive and proactive to the needs of your citizens and businesses. You have a strong reputation for being at the forefront of creating a thriving community. You build for the future without losing sight of the present. You're not afraid to take on challenges with open-minded, rational and right-for-you solutions. The corridor improvement of 241—with roundabouts at its core—is a perfect example. By keeping traffic flowing smoothly, the City is positioned to welcome more businesses and grow with residents and their families.

the road ahead, again

The connection is still there.

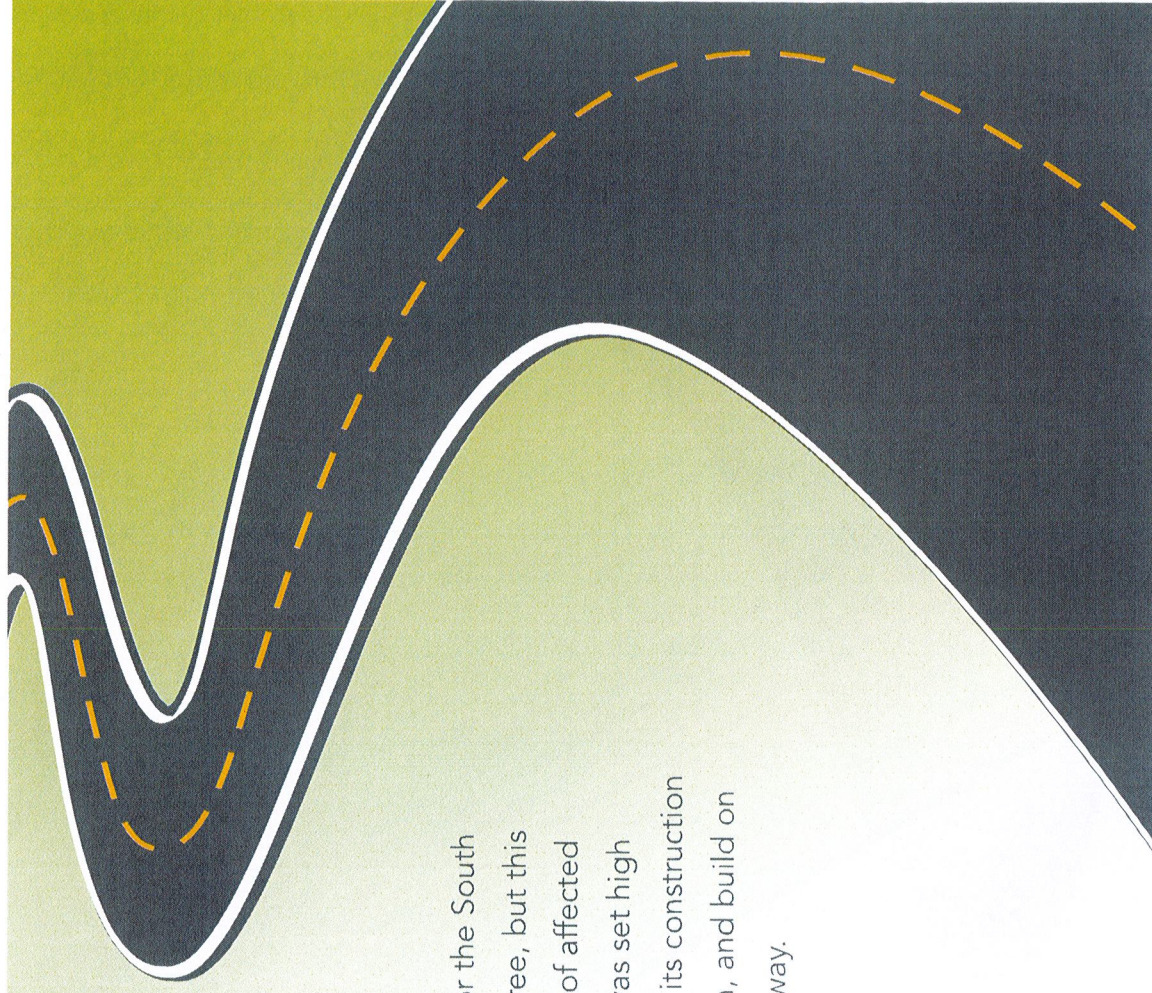
Now, one completed corridor expansion in the North gives way to the next project in the South. It's an even bigger phase. More businesses affected. More heavily driven. Besides conveying a sense of pride in what's been accomplished with excitement for what's to come, it's crucial that residents, drivers and business owners continue to understand the project and that its roundabouts are a key part of the city's ongoing growth.



the road ahead, again

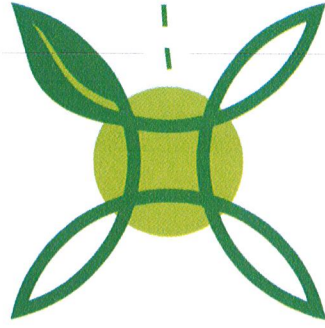
Let's do it one more time.

The Massillon Road North project was substantial. And the project for the South doesn't get any easier. There are two new roundabouts instead of three, but this heavily trafficked part of the corridor and significantly larger number of affected businesses certainly adds layers to the project. Fortunately, the bar was set high with the collective success of Massillon Road North, both in terms of its construction and its communication. Raise it even higher for Massillon Road South, and build on that success with a partner who has been with you every step of the way.



destination

Educate, engage and **excite** residents and businesses about the Massillon Road South infrastructure improvement project through a community-focused communications campaign.



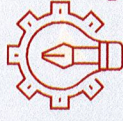
road map



Build on the existing brand identity of the Massillon Road North infrastructure project for greater awareness and association with previous project success, while still making it ownable to the South project.



Establish a consistent cadence for ongoing communication to keep residents and businesses informed of project milestones, traffic pattern changes and other relevant updates.



Create regular touchpoints with the businesses to proactively share project updates and allow for a continuous feedback loop on what's going well and where the City can offer support.



Utilize a combination of both "show" and "tell" communications tools that help bring the project to life from rendering to realization.



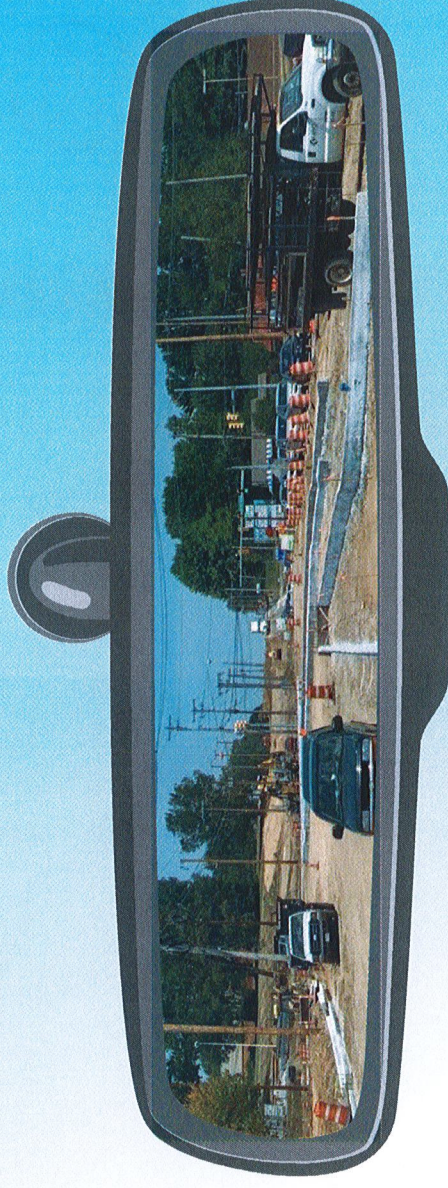
Identify project ambassadors to help reinforce key messages and provide a third-party perspective on the positive impact of the infrastructure improvement project.

ready for round 2

The North project is in the rearview mirror.
The South project is up ahead.

Before construction gets too far along in the next phase, we have some thinking for what's next based on what's already been done.

- **Some things would be new.**
- **Some things we'd continue.**
- **Some things we'd build upon.**



*Best of all, taking what we've learned
and applying it to the next, big phase enables
all of us to hit the road running.*

*Here are three avenues of thought
and where we would take them.*

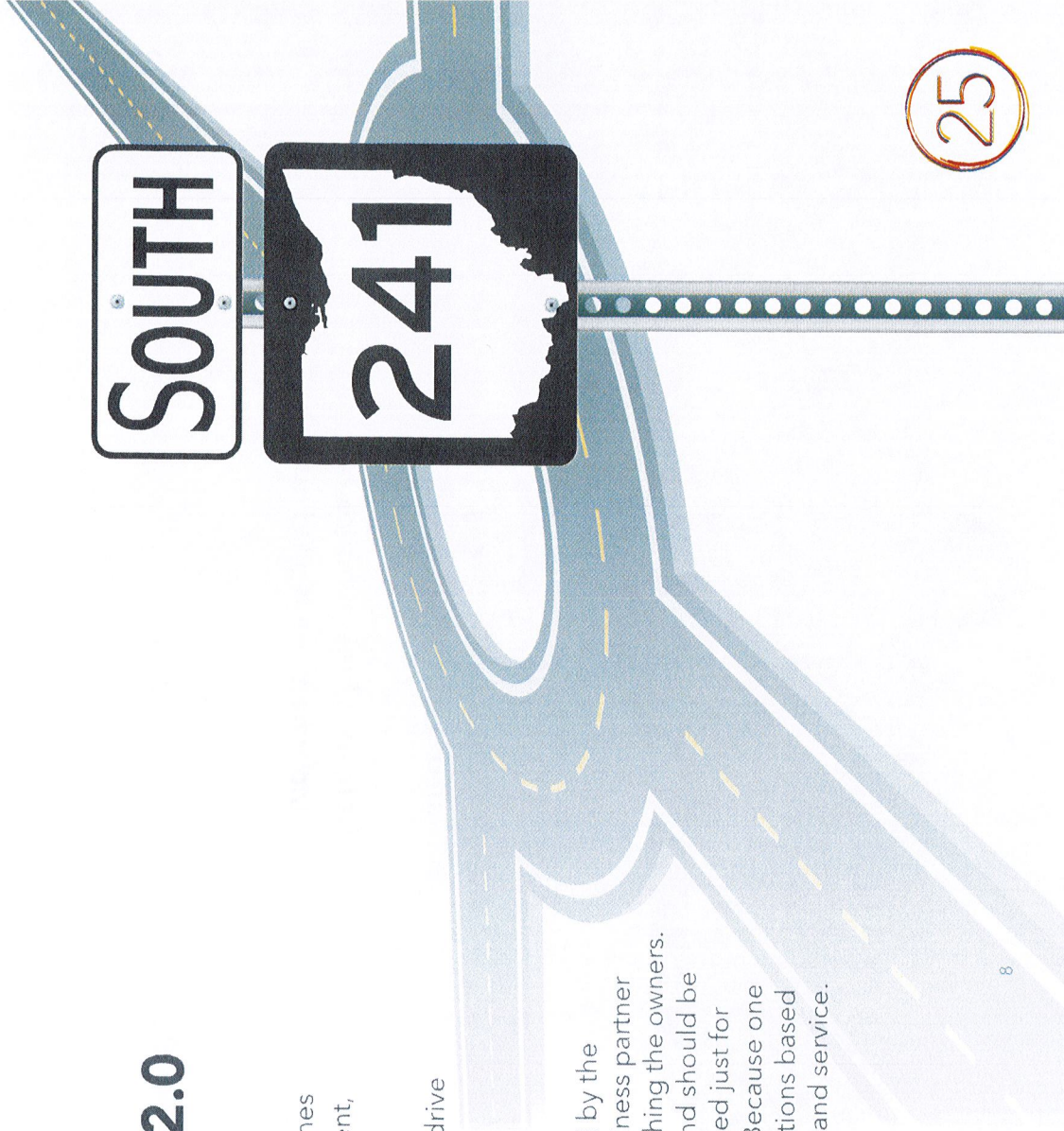
business partner program 2.0

what we learned:

- Building connections with business owners opened the lines of communication and demonstrated the City is transparent, welcoming of input focused on their success.
- Creating incentive programs (gift card giveaway) helped drive traffic to construction-affected retail locations.

what we recommend:

With more businesses—134!—identified as being impacted by the construction on Massillon Road South, let's expand the business partner toolkit and create a communications channel specific to reaching the owners. Face-to-face and in-person conversations are still critical and should be supported through a dedicated monthly touchpoint designed just for businesses along with tailored promotional opportunities. Because one size doesn't fit all, let's also categorize business communications based upon the established light industry/office, retail, healthcare and service.



business partner program 2.0

what we also like:

2 for 1 (241) deals: Either as an alternative to the gift card giveaway program or extension, offer consumer incentives at local retail and service businesses. Encourage businesses to pair up and cross-promote one another.

North and South come together: Business-to-business coffee chats pair business owners from Massillon Road North with business owners from Massillon Road South to share insights for navigating the construction phase, customer outreach and access, and making their voices heard.

Business roundtable events: One per quarter brings businesses together for an overview of the project and what to expect. Engineering, Anser Advisory and Community Development are there for Q&A. Consider breakouts or dedicated events for each of the four specific business categories.



more on the map

what we learned:

- Communicating early and often on project progress (what's happening and what's ahead) puts the City in a proactive position with residents and businesses.
- Scenario planning and tailored messages allowed the City to be in front of any potential questions and concerns, addressing them before they spiraled to larger issues.
- COVID-19 shutdowns in the Spring of 2020 meant fewer cars on roadways—allowing less disruption for drivers—and fewer businesses open to customers—tightening their customer pipeline.

what we recommend:

With construction now planned for the busiest corridor in the City, businesses operating at full capacity and roads highly traveled without COVID restrictions in place, real-time updates are even more vital.

In addition to sharing construction milestones through an e-newsletter and social media content, explore opportunities to provide more real-time access to project updates, detours and traffic pattern changes through interactive maps, video messages and live traffic cameras.



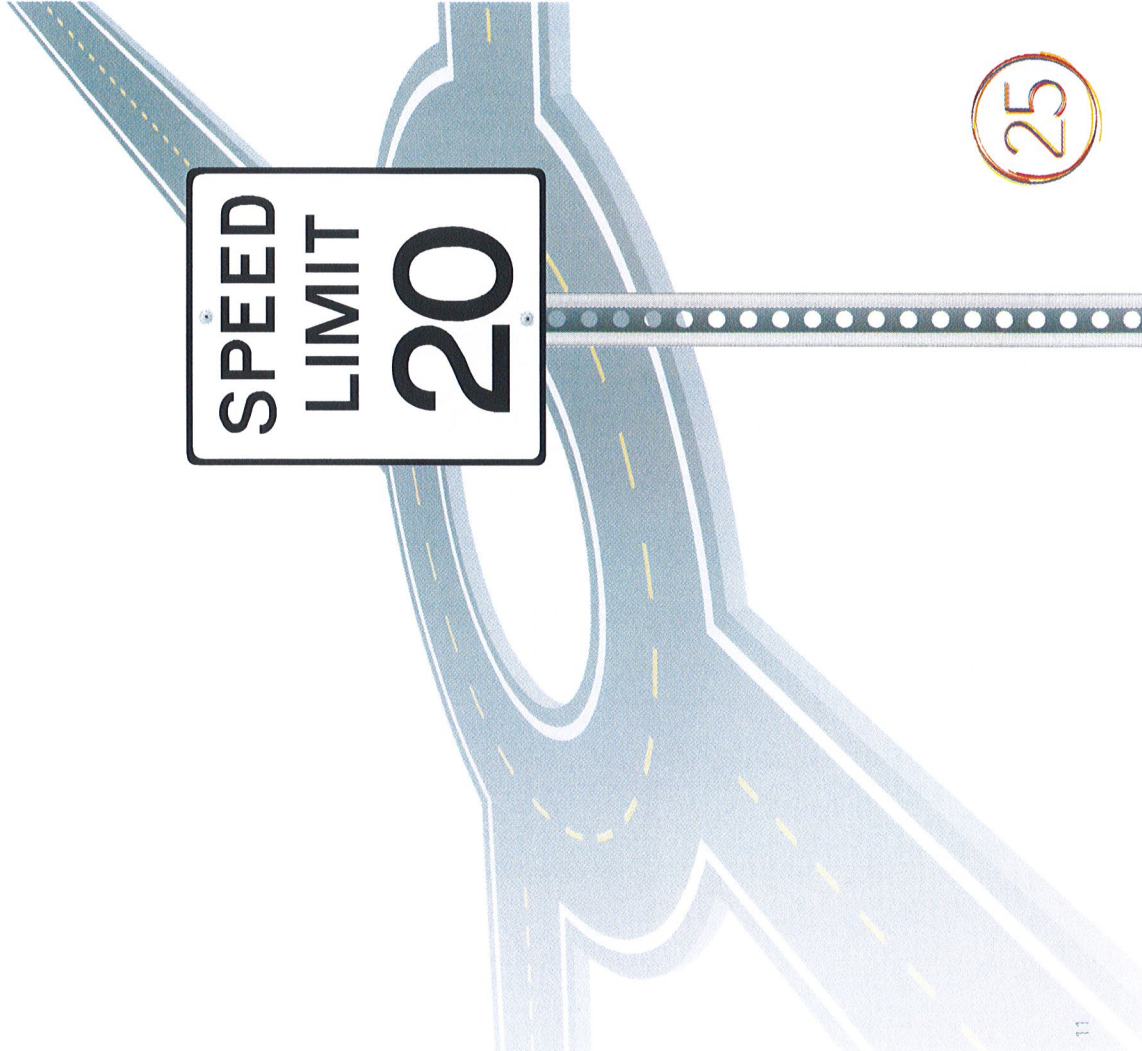
more on the map

what we also like:

Location, location, location: Ongoing and updated interactive maps live online, allowing visitors to hover and click on hotspots to see the latest info for various aspects of the construction.

What's the 241: Set up a digital info "hotline" featuring a set of frequently asked questions that people can explore. If their question isn't there, they can add it, and an answer comes shortly thereafter. This growing hotline becomes a resource of answers.

Read all about it: A more expansive e-newsletter categorizes the four focused types of businesses (with more business spotlights to encourage foot traffic) while layering in the added effects of the construction on such a busy part of the corridor.



show & tell

what we learned:

- For the North, the focus for drivers was education. Showing the basics on roundabout navigation required a multifaceted approach to reinforce safety tips and highlight the need-to-know basics.
- The City reached residents and business owners through a combination of infographics, animations, emails and social media posts to help drive home these key messages, while creating scenario-specific tactics that were ownable to Green and the project itself.

what we recommend:

Take education from how-to to “how it works,” with a stronger focus on specific scenarios, both in terms of construction and driving. Developing tools that help visually illustrate the traffic patterns for the two new roundabouts will be important to showing drivers what to expect at various stages of the project. Use short animations and infographics for detour updates and longer-form animations/videos to show best practices for safely navigating these roundabouts.



show & tell

what we also like:

Driver's test: Develop an in-car driving tour video of the completed roundabout. Consider using the completed roundabouts from the North to create footage for the basis of these in-car scenarios.

Site-seeing: Capture more video from the construction site—either through drone footage and/or iPhones—to show work in progress. SMEs on-site can provide on-camera or voiceover narration of the steps in the project.

Stay alert: Share pop-quiz style with visual graphics on social media channels to help increase awareness and educate residents on South-specific roundabout scenarios.



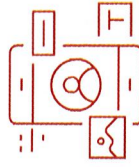
measuring success

Create opportunities to gauge how well the communications program is performing in reaching and educating residents and businesses on the construction project and general roundabout navigation.

metrics to consider



Open rates on project milestone emails



Engagement on social media channels



Video views of animations and videos on the City's YouTube channel



Public sentiment (positive, negative, neutral) through social media monitoring



Pulse surveys to residents and business owners to gauge sentiment, awareness and general knowledge about the project and general roundabout education

a partner that gets you

your crew

The South phase continues a substantial project. Your familiar akhia team will continue on as well, providing senior leadership and understanding, acquired knowledge and consistency in deliverables.

Each of us brings more than 20 years of experience in our key disciplines, backed by the resources of a full-service agency at our—and your—disposal.



april wonsick
PR and communications

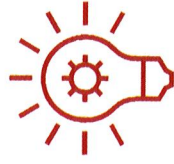


mike lawrence
content and
creative copywriting



jason smith
art direction and
creative design

a partner that gets the job done



our experience

Communicating with local communities—whether on behalf of clients like Akron Children’s Hospital or Pinecrest, or municipalities like the City of Hudson and the City of Green—is a key area of our expertise. We enjoy getting to know the stakeholders, their tone of voice and their audience as we work together to develop communications that fulfill their goals.



our relationships

We ramp up the client/agency relationship by getting to know the stakeholders and their roles inside and out. Then that relationship becomes stronger and more seamless as we work together. Right now, we’re already there. We know the City stakeholders—engineering, council and community development—plus the outside partners like Anser Advisory. For the South project, our time spent getting to know each other can instead be spent getting to work.



our approach

We feel the best way to deliver communications strategy, counsel and execution, plus creative design, comes when we are an extension of your team. We’re flexible, adaptable, always on and ready to respond quickly to the unexpected. You have a direct channel to the people who do “the work,” which eliminates red tape and extra steps.

proposed budget

akhia offers a \$135/hour fee for all agency services supporting the communications program for Massillon Road South. This includes program planning and management, messaging and content development, and creative design services for communications tools.

Based on budget allocated for agency support of this program, akhia will provide a detailed statement of work outlining deliverables and fees for each phase of the project (year one/year two) and will establish a monthly retainer agreement. This will give the City flexibility to support a variety of planned activities as well as rapid-response situations should they arise.



Initial recommendation for how to allocate budget dollars to key program elements is outlined above and will be further refined based on feedback from the City of Green.

rounding it out

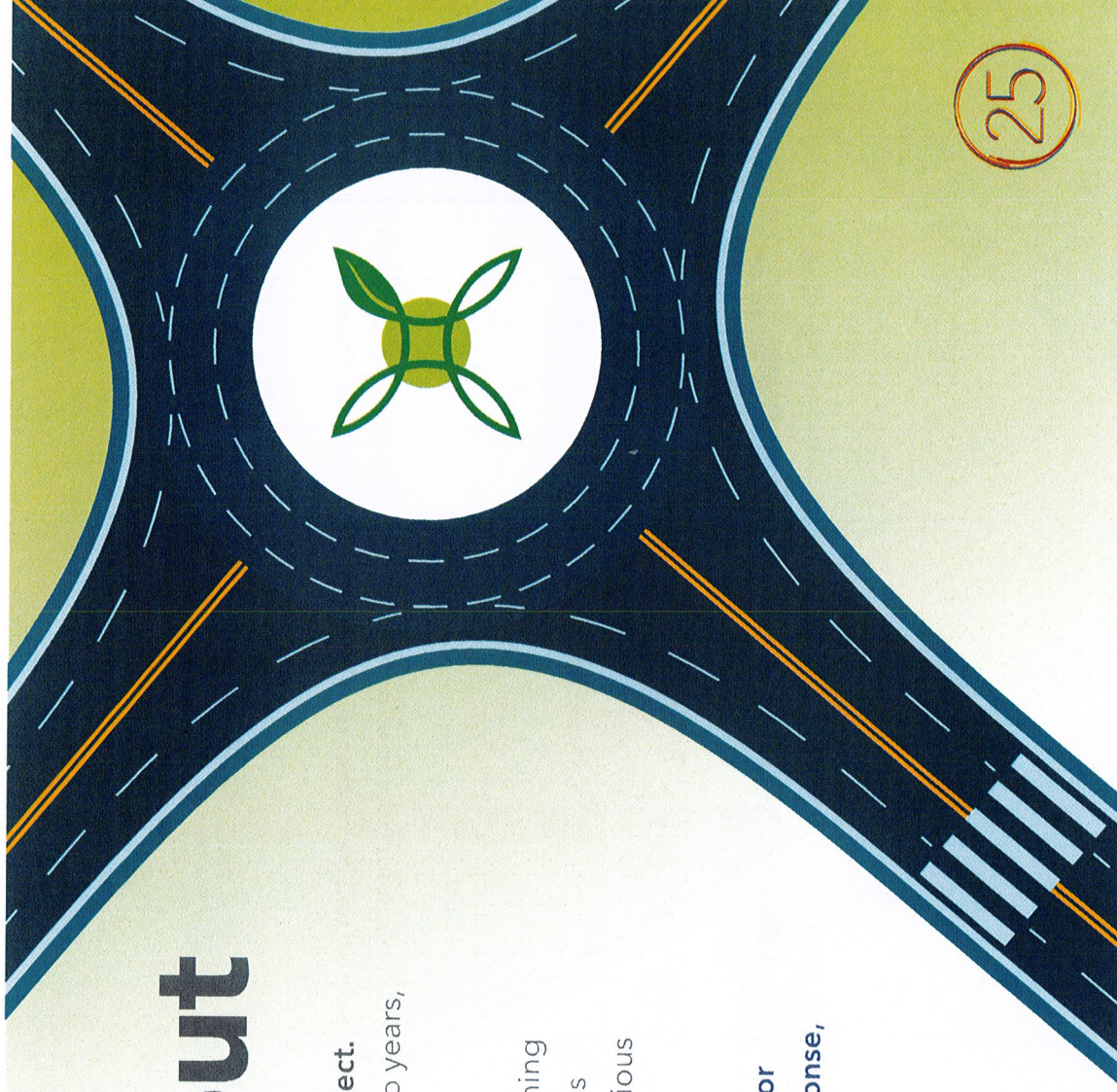
We're very excited for the chance to be a part of this project.

And this project, from what we've learned over the last two years, is like being in a roundabout. You keep moving.

Until we reach the destination, there will always be something to communicate, facilitate and articulate. As the City comes full circle to connect the success of the North to the ambitious venture of the South, we'll be ready to go.

Thank you for the opportunity. If you have any questions or would like more information on anything within this response, contact April Wonsick.

april.wonsick@akhia.com



we are an organization
driven by our values

think
like an
owner

keep
being
different

client
obsessed

work
for
balance





Massillon Road South communications program

proposed budget recommendation

02 16 2022

proposed budget

akhia communications is recommending a proposed total budget of \$150,000 for agency services allocated over the two-year infrastructure improvement project. This is based on learnings from the previous communications program for Massillon Road North and the anticipated needs to effectively communicate to residents and business owners given the large number of businesses along this section of the corridor.

The proposed budget would include the following:

- Ongoing communications strategy, planning and counsel
- Messaging and content development
- Creative conceiving and design services

akhia will work with the City to develop a communications plan outlining strategies and tactics/deliverables for each phase of construction. This will serve as a roadmap for planned activity while leaving room for real-time needs that may arise.

To help maximize the budget, akhia recommends establishing a monthly retainer agreement for agency services to give the City the greatest flexibility in partnering for communications needs. akhia will track hours and provide monthly reports to aid with prioritization and provide budget visibility.



communications that drive business

