

RESOLUTION NO.: 2020-R04 (AMENDED FEBRUARY 11, 2020)  
SPONSOR: MAYOR NEUGEBAUER  
INTRODUCED: JANUARY 14, 2020 ASSIGNED TO: Rules & Personnel

**A RESOLUTION AUTHORIZING THE CITY OF GREEN TO ENTER INTO A CONTRACT WITH AKHIA COMMUNICATIONS TO PROVIDE SPECIALIZED PUBLIC RELATION SERVICES REGARDING THE MASSILLON ROAD ROUNDABOUT PROJECT, MAKING AN APPROPRIATION, AND DECLARING AN EMERGENCY.**

WHEREAS, the City of Green wishes to procure the services of a public relations firm to provide certain public relations and communication services **regarding the Massillon Road Roundabout Project.**

**NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF GREEN, COUNTY OF SUMMIT, AND STATE OF OHIO THAT:**

**SECTION ONE:**

Green City Council authorizes the Mayor to enter into an agreement between the City of Green and Akhia Communications for public relation services based upon the scope of services, which is attached hereto and incorporated herein as Exhibit "A", **regarding the Massillon Road Roundabout Project.**

**SECTION TWO:**

Green City Council authorizes the Finance Director to make payment to Akhia Communications Services for public relation services through the established purchase order process.

**SECTION THREE:**

*The Finance Director is authorized to appropriate the sum of One Hundred Forty Thousand Dollars (\$140,000.00) to the Massillon Road North Account (Acct #201-2100-53636) from the unappropriated balance of the Street Construction, Maintenance & Repair Fund.*

**SECTION ~~THREE~~ FOUR:**

The City of Green finds and determines that all formal actions of this Council concerning and relating to the adoption of this Resolution were taken in open meetings of this Council and any deliberations of this Council and any of its committees that resulted in those formal actions were in meetings open to the public, in compliance with all legal requirements.

**SECTION ~~FOUR~~ FIVE:**

Green City Council declares this to be an emergency necessary for the preservation of the public peace, health, safety and welfare of the citizens of Green and for the further reason that public relation services are required to proceed immediately to ensure that the communications services can be timely commenced and timely completed. Provided that this legislation receives the affirmative vote of three-fourths ( $\frac{3}{4}$ ths) of the members elected

Page 2 (AMENDED FEBRUARY 11, 2020)  
Resolution 2020-R04

or appointed to Council, it shall take effect and be in force immediately upon its passage and approval by the Mayor; otherwise, it shall take effect and be in force at the earliest time allowed by law.

ADOPTED: FEBRUARY 25, 2020

Molly Kapeluck  
Molly Kapeluck, Clerk of Council

Barbara Babbitt  
Barbara Babbitt, Council President

APPROVED: Feb. 26, 2020

Gerard M. Neugebauer  
Gerard M. Neugebauer, Mayor

COPIED  
MAY FIN LAW PLAN ENG  
SVCE FIRE PARK ZONE HR

ENACTED EFFECTIVE: February 26, 2020

ON ROLL CALL: Babbitt -aye Brandenburg aye DeVitis -aye France -aye  
Shaughnessy -aye Yeargin -aye Young -aye adopted 7-0

Suburbanite publication on March 6 and March 13, 2020

Molly Kapeluck  
Molly Kapeluck, Clerk

[Signature]  
2-4-2020

2020-R04  
EXHIBIT "A"



# a roadmap **to the future**

City of Green RFP

12 09 2019

intro | City of Green RFP

# the road ahead

**Congratulations!** After years of laying the groundwork, it's time to do the job.

With a two-year construction schedule ahead, there's a lot to be said and a lot of ground to cover. We're ready to jump in and be a partner that can connect with multiple stakeholders (and their multiple viewpoints).

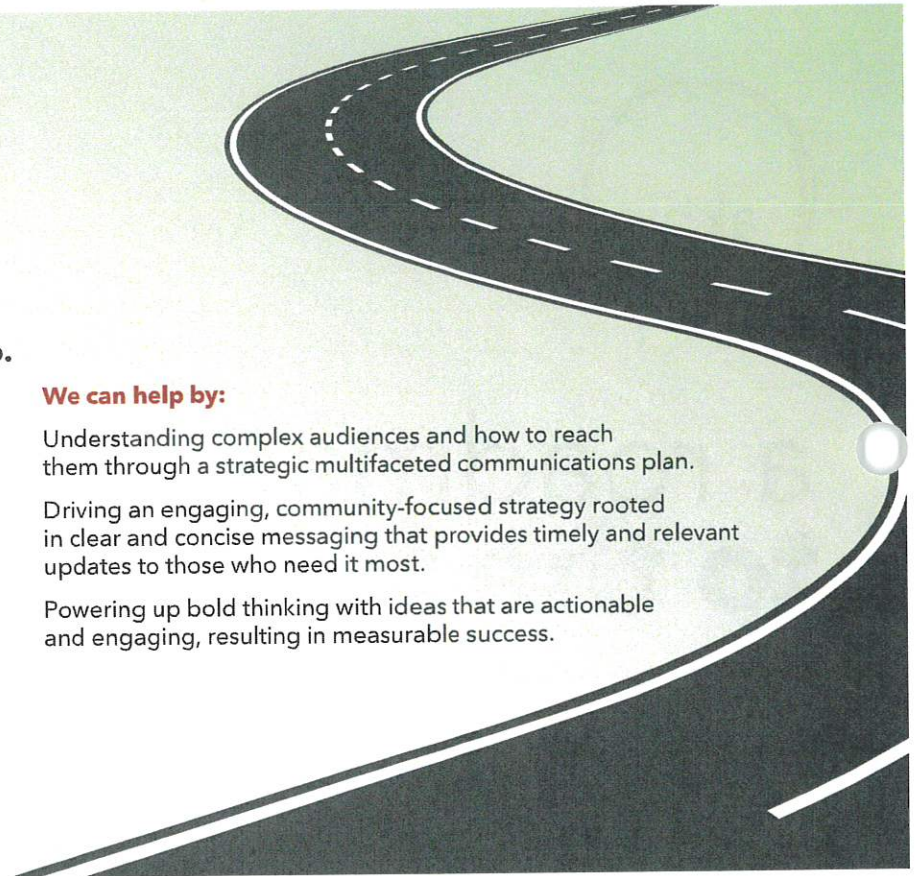
We know the area. We know communications. And we're ready to effectively convey the important points that ultimately get ongoing support and enthusiasm for the long-term strategy execution.

**We can help by:**

Understanding complex audiences and how to reach them through a strategic multifaceted communications plan.

Driving an engaging, community-focused strategy rooted in clear and concise messaging that provides timely and relevant updates to those who need it most.

Powering up bold thinking with ideas that are actionable and engaging, resulting in measurable success.



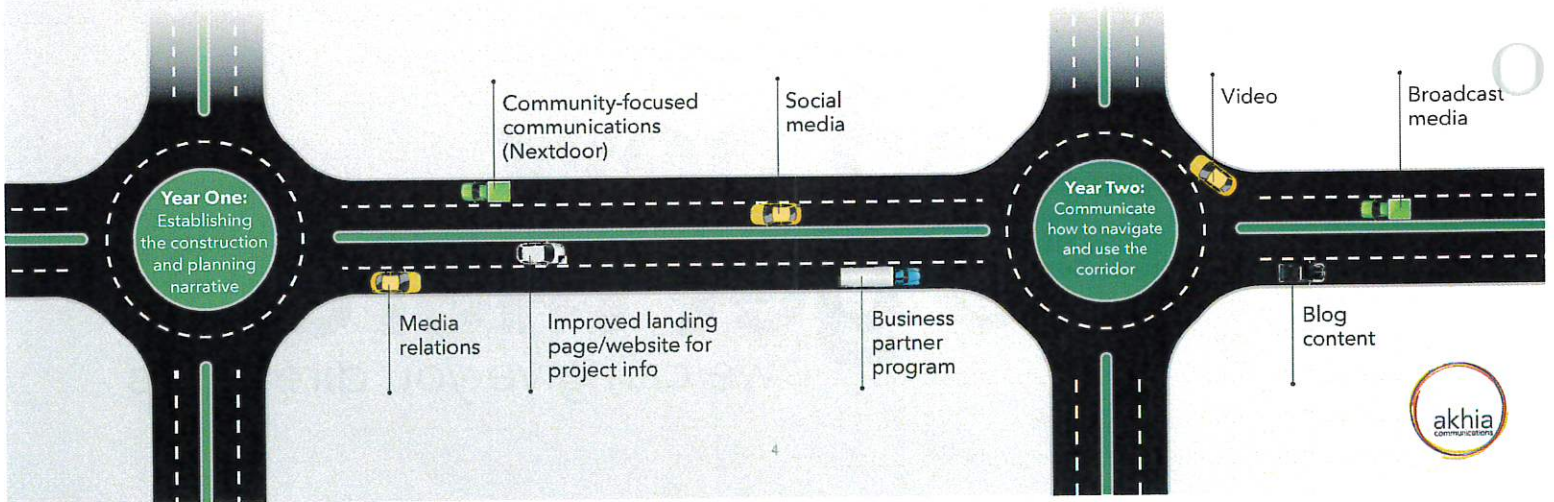


**you need new  
ways to get there**  
we can give you directions

our approach | City of Green RFP

# a roadmap to generating community conversation

Below is a sampling of suggested tactics incorporated in the overall communications plan. These vehicles work together to get you to your destination.



big idea | City of Green RFP

# the 241 Corridor



What's in a name? It turns out, a lot.

## Let's brand the project

to provide one recognizable and ownable designation.

### Give it a proper name:

- Give it an identity.
- Give it meaning to businesses and residents.
- Get the community excited about the improvements.

### Put a face to the name:

- Give it a look (logo).
- Give it another shade of green (similar but not the same ol' City of Green).
- Help it build relationships with the community by making it recognizable—not through orange construction cones and lights but by creating a vision of an improved and beautified space.

### Make it mean something:

- Create a structure that has a memorable hook for further roundabout communications: **2 lanes. 4 directions. 1 solution.**
- Make it resonate with the community to make them feel they have a piece of it.



big idea | City of Green RFP

# the 241 Corridor: messaging pillars

This is how we communicate to whom and exactly when it matters. It's an avenue to alleviate concerns by shining a light on a new and improved corridor arriving in 2022. The 241 in '22.

Build the pillars that support the long-term communications plan, which become the foundation for all messaging over the course of the project.

Increased capacity on the roadway allows for more traffic to visit the businesses along the corridor





big idea | City of Green RFP

# the 241 Corridor: business-driven

You know the project. You know the goals. You know the possibilities. Now, it's time to help the community see the same vision we see.

## Corridor Partner Program

Take the questions and impending concerns that some residents and area businesses have by highlighting the positives. The **Corridor Partner Program** will help create a sense of community and exclusivity to businesses along the construction route. Think of it as a club, full of ambassadors who feel they are an active part of a bright future. With increased capacity comes more traffic. More traffic can mean more business for the retailers, service centers and manufacturing facilities along the route.



### Business Toolkit

Provide businesses with tailored communications toolkits to allow them to articulate the coming changes accurately. From email and social copy to finished renderings of the new corridor and directions, we provide customized yet specific and consistent language to help their customers understand the details of the project, timelines and changing traffic patterns.



### Wayfaring Signage

Branded and directional street signage to be placed along the corridor helps drivers find their way during construction to ensure that traffic to the businesses is minimally impacted.



### Storefront Decals

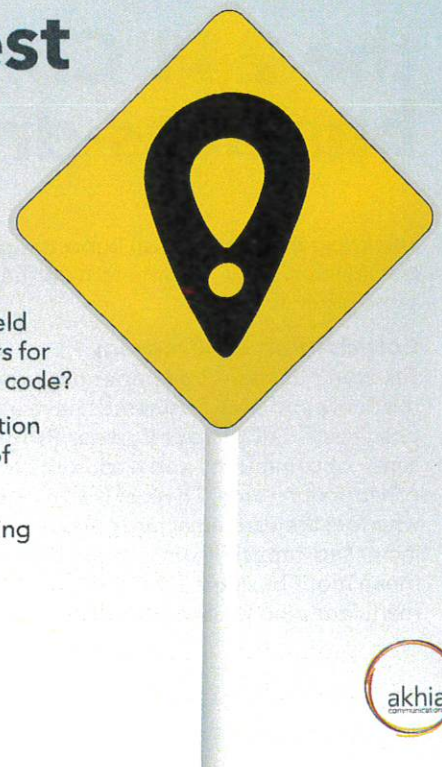
Call it their official club badge. Each business along the corridor can proudly display that they are part of the Corridor Partner Program and embrace the positive impact it will have on the community once complete. This can be a conversation starter and further show dedication to nurture and enable prosperous growth for businesses in Green.



## a few more points of interest

The potential to partner with the City of Green has sparked a few more possibilities that can be rolled into the big idea and overall plan.

- **What if** we communicated with Green residents through Facebook Groups or an app like Nextdoor?
- **What if** we offered discounts to construction workers, encouraging them to patronize nearby restaurants?
- **What if** we used SMS or email to keep in daily contact with workers and residents?
- **What if** we created doorhangers or postcards for residents with a fun infographic: "How to Navigate a 2x2 Roundabout"?
- **What if** we put flyers under windshield wipers of parked cars to thank drivers for their patience and/or offer a coupon code?
- **What if** we rented a digital construction sign that displayed daily messages of beauty, change and safety?
- **What if** we gave away noise-cancelling headphones as part of a social promotion/contest?





# **communications making an impact in the community**

case studies

case study | media relations

# lighting up Hudson for a big initiative

With the goals of attracting and retaining businesses in the community, The City of Hudson became a pioneer in economic development by becoming the first gigabyte city in Northeast Ohio. Known as Velocity Broadband, the program offers high-speed fiber-optic broadband to local businesses. akhia communications was asked to develop an attention-grabbing campaign to help the city meet their sign-up goals.

## the quick take



## buzzworthy results

**3-year sign-up goal**  
met in just one year

**3 awards earned**  
from The Ohio Economic Development Association and the City-County Communications & Marketing Association



## what drove our success?



**city dwellers**  
We understood the Hudson area and its local business audience.



**wow factor**  
From lighting up the iconic Hudson clocktower to creative PowerPoint support, each tactic was attention-grabbing.



**budget conscious**  
Municipal budgets can be tight, and we made effective use of the city's council-approved budget.

case study | building beautiful relationships

# celebrating a community pioneer for a full year



When Akron Children's Hospital was celebrating their 125th anniversary, they chose akhia communications to create impactful ideas for a yearlong celebration that engaged employees, energized volunteers and excited the community.



## the quick take



## tracking our results

akhia worked closely with Akron Children's Hospital to deploy deliverables that represented the healthcare system's legacy of positively impacting the community.

**25** flower sculptures installed   **10** celebrities participated   **1** collector's book created   **3** events executed

## what drove our success?



**event expertise**  
Our rich expertise in event coordination ensured a memorable, smooth and tailored experience for VIPs, employees and community members.



**superior storytelling**  
We used the ABCs to tell the hospital's 125-year story, tying illustrated letters to concepts that represented its impact on the community.



**influencer engagement**  
We coordinated flower sculpture deployment with local artists and selfie-style video messages with celebrities to build outside support for this milestone.

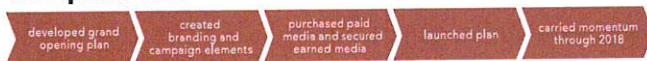
case study | events

# bringing the best to the east

Pinecrest, a mixed-use shopping and entertainment destination on Cleveland's east side, turned to akhia communications to develop and manage its grand opening communications plan, including the strategy and execution of a paid media plan comprising digital, social, search, print, radio and outdoor components. The program was built to generate awareness and drive traffic to Pinecrest, while also helping to differentiate the district from competitors in the area. In addition, the akhia team developed the Pinecrest creative campaign and managed all media relations and influencer outreach.



## the quick take



## tracking our results

results generated during first 6 months of campaign	83 million paid media impressions	1.4 million unique website views
240% growth in Facebook followers	269 earned media placements	119 million earned media impressions

## what drove our success?



**close collaboration**  
Regular and open communication between our team and the client ensured we were aligned, on time and on budget.



**dynamic creative**  
We leveraged high-end photos, striking colors and engaging messaging to make an impact and tell the story of all of the things Pinecrest has to offer.



**a sound strategy**  
Every component of our campaign was carefully selected to help differentiate Pinecrest to our target audience.

don't take our word for it | City of Green RFP

## talk to these delighted clients

### **Erin Johnson, Quanex Building Products**

**Email:** erin.johnson@quanex.com  
**Mobile:** 330.447.7337

A client for more than 13 years, you can ask Erin about how akhia plans and implements Quanex's marketing communications. She'll tell you that akhia does strategic planning and develops extensive content marketing programs (trade media relations, article development, blog writing, social media content development, award submissions, newsletter development, email outreach, reporting, etc.), along with trade show management and support, website design and development, and overall client counsel.

### **Lisa Pocci, Fairmount Properties (Pinecrest)**

**Email:** lpocci@fairmountproperties.com  
**Office:** 216.514.8700  
**Mobile:** 440.317.1188

akhia partnered with Lisa and her team to develop Pinecrest's grand opening creative strategy and campaign, along with the paid media strategy. The akhia team executed the paid media buy, conducted media relations outreach and support, developed social content and managed social ad buys, and managed a Google AdWords campaign, all supported by ongoing reporting. Lisa will tell you the grand opening worked so well that akhia continues to support the ongoing marketing communications plan to drive traffic to the district.

### **Jim Stifler, Chief Economic Officer for the City of Hudson**

**Email:** jstifler@hudson.oh.us  
**Office:** 330-650-1799

The City of Hudson has been a client for six years, with a wide and encompassing breadth of work. We've supported strategies and provided tactical creation and execution for the city's Business Leader's Advisory Board. We've also developed a regional media relations campaign to support the city's first-of-its-kind Velocity Broadband service launch. You can ask Jim about how akhia plans, strategizes and implements big ideas to earn successful outcomes for the City of Hudson. And he will likely tell you how responsive we are too.





**who we are,  
what we do**



**akhia was founded in 1996  
with one foundational mission:  
to serve our clients beyond their  
expectations, in everything we do**

That mission still stands strong today, even as our specialties work to make an impact and create consistency for your project.



akhia communications | City of Green RFP

## our specialties

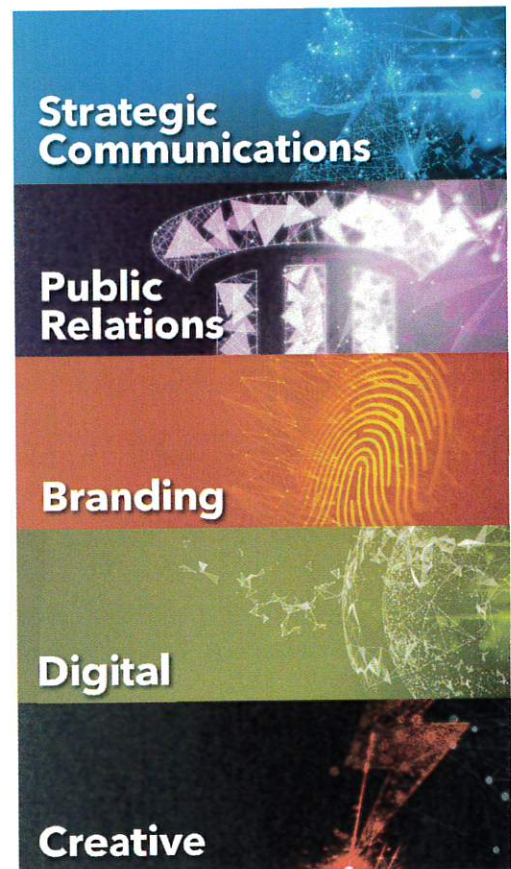
**Strategic Communications:** *We cover everything.* We bring clarity to the complex, prioritizing messages and finding the best channels to reach target audiences.

**Public Relations:** *Give them something to talk about.* We unlock the power of PR to build and protect your reputation internally and externally and create the connections that matter.

**Branding:** *Identity heft.* We are passionate about creating strong brands (and reimagining strong brands) that inspire positive action, build customer trust and loyalty, and convey consistent messages to the world.

**Digital:** *The perfect combination of 1s and 0s.* We find the right strategy, messages, technologies and channel tactics to connect with your audiences.

**Creative:** *More than just a pretty space.* We bring brands to life through compelling video, print, advertising, infographics, dynamic presentations and more to yield the best results. It's creative work that embraces—rather than tolerates—sound strategy.



akhia communications | City of Green RFP

# the right partner to help you navigate

Our Inside program sets us apart.

Whether it's in your offices, ours or somewhere in between, we're there as an extension of your team.

When your to-do list goes beyond capacity or you need the extra support, we send an expert to help with writing, design, strategy and day-to-day work right there with you.

## your team



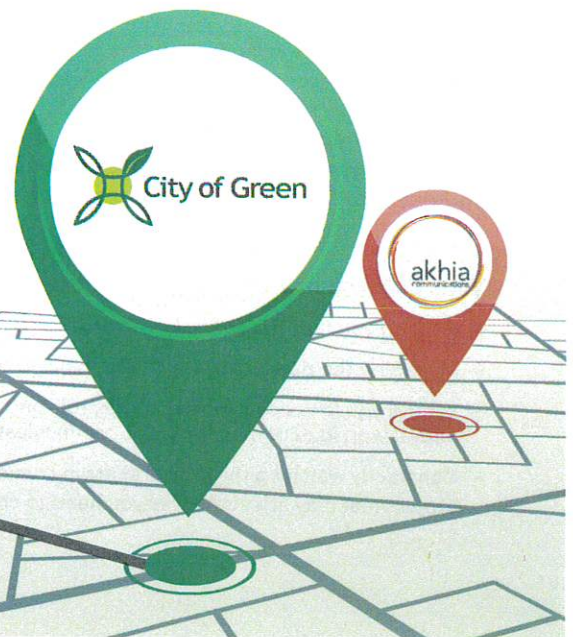
**jane richards**  
senior account executive



**jason smith**  
associate creative director



**patrick pujolas**  
creative content strategist



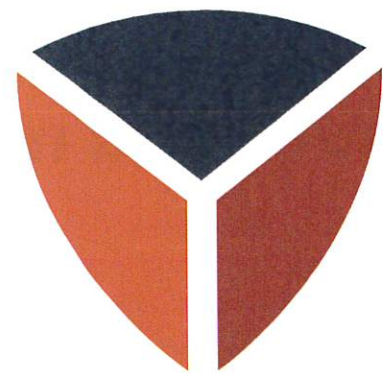
akhia communications | City of Green RFP

## we don't stop there...

We'll go the extra mile. In addition to your team, you'll have a Core Agency Team (CAT). This highly specialized team is comprised of one person from each department (Client Services, Content, Visual Communications), bringing new ideas to the table throughout our partnership. They immerse themselves in your industry's trends and best practices to drive the right results for you.

### Your CAT will protect and perfect the work by:

- Helping you take a step back... and then organize all the steps forward.
- Managing the day-to-day while also thinking of the big picture.
- Letting you focus on your day-to-day role and strategic objectives without the added workload of managing the communications plan for this project.
- Constantly watching the critical shifts in community perceptions and in the project that may affect the way you need to communicate.



core  
agency  
team

akhia communications | City of Green RFP

# leadership team

Our leadership team gets involved with every account. They work directly with your Core Agency Team while giving them the freedom to make the project work. The Core Agency Team innovates and brings the energy. They're in the driver's seat. Leadership looks to harness their momentum and provide some direction.

But all of us own the work. We're accountable to it. It's why all of us are a phone call, email and text away.



**ben brugler**  
CEO, president  
17 years with akhia



**angela bachman**  
COO  
11 years with akhia



**mike lawrence**  
creative director  
6 years with akhia



**nick pfahler**  
creative director,  
8 years with akhia



**april wonsick**  
vice president of  
client services  
8 years with akhia



**patsie dionise**  
director, optimization  
15 years with akhia

# costs and timelines

## **Phase 1: Discovery + Strategy** (\$150 an hour)

- We take the time to learn about the project, the audiences and stakeholders, and analyze background information to help inform our strategy
- Audit current and past communications to determine both implied and stated messages, identifying opportunities to enhance, amplify and make any necessary shifts in messaging to create a positive impact
- Define strategy, key framework for campaign and develop key drivers of the communications plan

## **Phase 2: Execution with a focus on the project** (\$135 an hour)

- Creation and deployment of any and all campaign pieces and communications collateral
- Roll out a media relations program to ensure messaging reaches target audiences
- Day-to-day support and continued development and execution of messaging as project evolves

## **Phase 3: Execution with a focus on the finale of the project** (\$135 an hour)

- Recommending the right channel mix through print, digital and social mediums, through earned and owned approaches to continue to engage stakeholders
- Creating multimedia assets to support new ways to educate and communicate with the community
- Develop and track KPIs to measure success every step of the way

## costs and timelines

As we collaborate with you to develop an actionable communications plan, we will provide a detailed scope of work that clearly defines the budget and timeline for each deliverable.

Our recommendation for budget planning is as follows:

### Year One

Efforts will focus on communications through the construction phase with specific messaging and assets tailored to each key audience (residents + business community).

Includes support such as:

- Development of the communications plan
- Creative concepting and development of branded graphics
- Establishing messaging pillars and key message points for each audience
- Developing the business partner program and assets to support
- Content and asset creation as needed (blogs, emails, newsletters)
- Ongoing strategic counsel and project management support

### Year Two

Efforts will focus on communications educating key audiences on how to navigate the roundabout.

Includes support such as:

- Development of educational tools to reach the general public (video, signage, social media content, infographics)
- Monitoring community forums and social channels for community sentiment
- Content and asset creation as needed (blogs, emails, newsletters)
- Ongoing strategic counsel and project management support



# costs and timelines

As we collaborate with you to develop an actionable communications plan, we will provide a detailed scope of work that clearly defines the budget and timeline for each deliverable.

Our recommendation for budget planning is as follows:

• Ongoing counsel and support.....	\$30,000	(222 hours, or approximately 9 hours of support monthly for 24 months)*
(communications plan development, project management, strategic counsel)		
• Creative concepting for platform and development of logo concepts .....	\$10,000	
• Messaging pillars and key message points for each audience .....	\$25,000	
• Content development .....	\$15,000	
• Infographics and other visual assets .....	\$10,000	(up to approximately 75 hours of design to be specified and prioritized in the communications plan)
• Animated instructional video .....	\$10,000	
• Partner plan development and tool kit creation .....	\$30,000	
• Out of pocket (printing tool kit + other creative assets as needed) .....	\$10,000	
	<hr/>	
	<b>Total: \$140,000</b>	

Please note, if there are any unused hours for each deliverable above, those hours would be applied to the ongoing counsel and support funds. This is simply a rough estimation based on what we currently know.

\*akhia will track hours and provide monthly reports to aid with prioritization and budget visibility.







## a values-driven organization

**at akhia communications, we:**

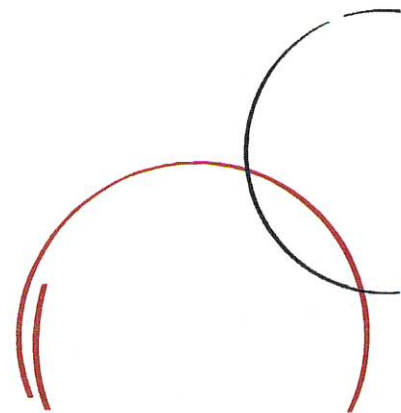
counsel our clients

support each other

work hard and find balance

believe in ourselves

hold ourselves accountable in all that we do





**communications** that drive business

[akhia.com](http://akhia.com)

akhia communications, 85 Executive Parkway Suite 400, Hudson, Ohio 44236



**Communications Agreement  
By and Between akhia communications, Inc. and The City of Green**

*"We," "us," the Agency," "our," and "akhia" refer to akhia communications, Inc. and "Client," "you" and "your" refer to The City of Green, collectively the "parties" or singularly as the "party."*

1. akhia communications, Inc. will work in partnership as a communications partner to The City of Green to support communications efforts surrounding the Massillon Road North of I-77 Infrastructure Improvement Project. Under this Communications Agreement ("agreement"), akhia will implement communications strategies and tactics as agreed upon with Client in signed estimates or statements of work.
2. This agreement will begin \_\_\_\_\_.
3. This agreement may be terminated at any time with written notice of termination to the other party. You remain liable for all fees and reasonable expenses accumulated through the date of termination. This applies to signed estimates for work completed or in progress at the time of termination.
4. We will bill you for, and you agree to pay for, our services as follows:
  - A. Any services as agreed upon through supplemental signed estimates or statements of work will be billed to estimate unless the work requested by Client is beyond the scope of the original agreement or Client cancels the project, at which point Client will be billed for actual time in at a rate of \$135/hour. akhia will provide detailed hours reports at Client's request. All estimates and/or statements of work will be agreed upon in advance. All payments are due within 30 days of invoice.
  - B. Out-of-Pocket expenses purchased by the Agency on behalf of Client will carry a standard 18 percent mark-up unless purchases are prepaid by Client. This includes items such as stock photography, shipping, supplies, printing, etc. Any prepayments must be received in advance of akhia making purchases on behalf of Client. We will maintain accurate records of all out-of-pocket expenses made on your behalf. We will be prepared to supply, during normal business hours and at reasonable intervals, reasonable supporting detail as required by you.
  - D. Media placements purchased by the Agency on behalf of Client will carry a standard 15 percent mark-up and must be prepaid by Client prior to the Agency signing the media contract.
5. akhia hereby assigns to you, in consideration of the fees paid by you to akhia pursuant to this agreement, all of akhia's worldwide rights, titles and interest in and to the work product and all intellectual property rights and other proprietary rights that akhia may have therein or thereto. The assignment shall become effective immediately upon payment in full of all amounts owed to akhia by you, without the need for further consideration or written agreement among the parties. Upon request, akhia will provide materials to you, charging only for the amount of hours it takes to prepare and execute the files on your behalf.
6. All information, facts and figures that come to our attention will be handled in a most confidential manner. All confidential information belonging to Client shall be returned to Client upon termination of this agreement, or upon Client's request, whichever is earlier.



We understand that any and all information supplied by you, and our work in progress, is of a confidential nature and that conflicts of interest must therefore be avoided.

7. After material has been issued by us to the news media or to another third party, its use is no longer under our control. We do agree, however, upon request, to use our best efforts to correct any inaccurate presentation or use of the material by any news organization(s) or other third parties.
8. While it is understood that we will take all prudent care possible in the development of material to be issued, we cannot undertake to verify facts supplied to us by you.
9. akhia communications strives to adhere to the Code of Professional Ethics for the practice of public relations as adopted by the Public Relations Society of America.
10. akhia communications agrees to indemnify and hold harmless Client and its affiliates, employees, officers, directors and agents, from and against any losses, claims, damages, obligations, expenses or liabilities which you may incur based on a claim or lawsuit alleging our gross negligence or intentional misconduct in any idea, special event, activity or other matter developed for you.

Client further agrees to indemnify, defend, and hold harmless akhia from and against any claim, suit, or proceeding brought against akhia based upon or arising out of any information or materials provided to akhia which a third party claims violate their rights, including but not limited to intellectual property rights.

11. Unless otherwise requested, any notices, if to us, should be sent to:  
Angela Bachman, Chief Operating Officer  
akhia communications, Inc.  
85 Executive Parkway  
Hudson, OH 44236
12. Should either party modify or waive any right, term, or condition contained in this agreement or fail to exercise a right or remedy it is permitted to exercise under this agreement, it shall not constitute a waiver by either party of the same or any other right, term, or condition, or remedy contained in this agreement.
13. The parties agree that should any dispute arise between them requiring legal action, each party is responsible for its own attorney's fees and costs regardless of the claim asserted. However, should akhia incur enforcement costs, including attorney's fees and costs, related to unpaid invoice balances, akhia is entitled to seek and recover those costs from Client.
14. The parties agree that any claim or lawsuit arising out of this agreement must be filed within the applicable statute of limitations.
15. To the fullest extent by law, in no event shall akhia be liable for any consequential, indirect, punitive, incidental, or special damages. Since some states do not allow the exclusion or limitation of consequential damages, this limitation may not apply to Client. The parties agree that akhia's total liability for all damages, alleged damages, and losses hereunder, whether based in contract, tort, including negligence, or otherwise, shall not exceed the total amounts received by akhia under this agreement.



16. This agreement shall be construed and interpreted in accordance with the laws of Ohio, without regard to its conflict of law provisions.
17. This agreement, along with any related statements of work, estimates, addenda, etc., constitutes the entire agreement between the parties and replaces any prior oral or written agreement(s) between the parties. All modification to this agreement must be in writing.

The parties signing below agree to the items outlined in this contract:

**CLIENT: The City of Green**

By: \_\_\_\_\_ (*Client signature*)

Name: Gerard Neugebauer

Title: Mayor Date \_\_\_\_\_

**AGENCY: akhia communications, Inc.**

By: \_\_\_\_\_ (*Agency officer signature*)

Name: Angela Bachman

Title: Chief Operating Officer

Date:

