



**Village of Algonquin
Minutes of the Committee of the Whole Meeting
Held in Village Board Room
June 18, 2019**

AGENDA ITEM 1: Call to Order – Establish Quorum

Trustee John Spella, Chairperson, called the Committee of the Whole meeting to order at 8:00 p.m.

Present: Trustees Jim Steigert, Janis Jasper, Jerry Glogowski, Debby Sosine, Laura Brehmer, John Spella, and President Schmitt. A quorum was established.

Staff Members Present: Community Development, Russ Farnum, Public Works, Bob Mitchard. Police, Ryan Markham, Village Clerk, Jerry Kautz, Village Attorney, Kelly Cahill.

AGENDA ITEM 2: Public Comment - Audience Participation
None

AGENDA ITEM 3: Community Development
None

AGENDA ITEM 4: General Administration
None

AGENDA ITEM 5: Public Works & Safety
(Bob Mitchard)

A. Consider an Agreement with Metro Strategies, Inc. for Contracted Public Relations

Discussion of a proposal and resumes for contracted Public Relation services to be provided by Metro Strategies, Inc. This firm will begin immediately upon approval of the Board of Trustees and will be tasked with various communication services associated with the various projects. The list was compiled in a discussion between Michele Zimmerman, Assistant Public Works Director and Bob Mitchard.

The list is intended as a starting point, is certainly not all-inclusive, and can be modified as Village staff sees fit. Services provided by this firm can also be provided to Community Development staff and General Administration by sending requests through Public Works.

During the budget approval process, \$100,000 was appropriated to pay for these services, split equally between the Street Improvement Fund and the Water and Sewer Improvement Fund. The lead contact assigned to our operation will be Ms. Tammy Wierciak, Director of Policy and Public Affairs, who has a wealth of experience and knowledge in providing quality public works and municipal communication services. Her efforts will be supported by the other two capable associates when Tammy is unavailable or on vacation. We anticipate the PR team to work weekly on all our current and future projects for a monthly retainer of \$3,000.00, plus a negotiated not-to-exceed contract price for each identified project.

The following is a compilation of what services Metro will provide:

Firm Overview

Metro Strategies is a public affair, public engagement, and planning firm that launched in 2004. Our clients range from local governments to regional planning organizations and state agencies. We also provide services to private sector and nonprofit clients. Most of our projects involve communications, outreach and public education campaigns. We provide services ranging from communication strategies in addition, implementation to branding and developing communication materials.

Project Understanding

We understand the Village of Algonquin's Public Works Department does not have dedicated communications staff and is looking to work with a communications consulting firm to provide support services. Public Works staff wants to be proactive and communicate information in a timely manner and which promotes the many activities and achievements of the department. There will also be annual capital projects for which communications activities will need to occur from the planning phase through construction. Currently, Public Works uses social media, the Village's website and a quarterly print newsletter as the primary forms of communication to residents and business owners.

Project Approach & Services

Staff Meetings

We will start by setting up bi-monthly meetings with the Director of Public Works, key staff and capital improvements project managers. Metro Strategies staff will coordinate these meetings in order to understand the department's projects and activities and develop key messages that will be shared through communications channels (website, social media, newsletters, press releases), and the Village

Board Communication Bulletin

Newsletter Articles & Social Media Postings Metro Strategies will work with the department to identify and craft informative news articles for the Village's quarterly newsletter to raise awareness about the important benefits and impacts of public works activities and projects. Social media posts will be crafted to share information in a visual, engaging and informative manner.

Village of Algonquin; Department of Public Works Support Services Village Board Communications Bulletin Metro Strategies will assist the department in communicating department activities and news, planning projects and construction information to Village officials through the Village Board Communications Bulletin. Updates for the bi-monthly bulletin will include details about projects, as well as information about how the department is informing and engaging residents and business owners about projects and activities. This information will help Village officials respond to project inquiries in an effective manner. These articles will be provided for review before finalizing for the Bulletin.

Additional Communication Tools

Metro Strategies staff will work with department staff to identify additional strategies, activities, events and tools that can be implemented to help promote the department's activities and communicate essential information to residents, businesses, visitors and other stakeholders.

By providing consistent, accurate information through newsletters, social media and other outreach and engagement strategies, residents and business owners will view the Village and the Public Works Department as a credible and reliable source of information. It also helps build public trust.

Special Projects

At the beginning of the budget year, Metro Strategies will meet with the Village of Algonquin to discuss special projects that will require additional communication efforts. Examples include road construction projects, planning studies and improvement activities. As projects are identified, Metro Strategies will provide the Village with a proposal for the hours and direct expenses needed to conduct project outreach efforts. Proposals for specific projects will include recommended outreach activities, communication plans and any direct expenses anticipated, including project boards, email distribution services and websites. The work would be similar in nature to the communications and outreach services Metro Strategies provided on the Main Street construction project but tailored for each individual project and audience. Depending on the size of the projects, outreach efforts have ranged from \$15,000 to \$60,000 plus.

Staff: Tammy Wierciak, Metro Strategies' director of policy and public affairs, will oversee the communication efforts for the Village. Tammy will be supported by Jennie Vana and Noelle Lloyd. Tammy recently led the outreach campaign for the Old Town Algonquin project with the assistance of Noelle.

The Committee of the Whole thought this was a very good plan as three associates at Metro Strategies are very well qualified.

The Consensus was to move this forward for approval at the next Board meeting.

B. Consider an Agreement with Martam Construction, Inc. for Downtown Streetscape Stage 2 Wet Utilities Construction

Bids received on the Downtown Streetscape Stage 2 Wet Utilities – VoA16-02-25B project that the Village of Algonquin is proposing. Each bid was reviewed to ensure conformance with the bid specifications (certification, security, cost, etc..).

Firms:

Martam Construction Inc. \$2,494,665.96

Bolder Contractors, Inc. \$2,772,930.00

DiMeo Brothers, Inc. \$3,289,957.00

Trine Construction Corp. \$4,418,572.70

Per the bid requirements all firms submitted unit pricing based on 84 line items. The bids received have a large cost spread, as there is a 77% cost difference from the max and min bids received, indicating uncertainty of the plans and specifications, or in this instance site conditions. The Village and Engineer for the project were asked frequently about the impact of ground water on the installation, due to the proximity of the Fox River to the project and the depth of the excavations necessary to install the proposed sanitary sewer. Test holes were performed to provide additional ground water information beyond what was called out in the Village supplied geotechnical report. Yet, even with that information it is obvious by the bid spread and drilled down line item numbers that bidders were taking vastly different approaches in dealing with the ground water issue. Some amount of comfort should come from the 10% spread of the 2 low bids. Lastly, in reviewing the low bidder unit pricing against the engineer's estimate, two line items (Mobilization & Sanitary Service – 6") had a cost that stuck out. In the case of the Mobilization line item it is evident that all contractors used this line item to catch costs involved with the dewatering uncertainty. As for the Sanitary Service line item, it appears that the engineer may have missed on their estimate, as the two low bid contractor line items were consistent with each other.

Budget Information:

The Engineers Estimate of Probable Cost (EEOPC) was provided in the amount of \$2,554,327.50, which is 2% higher than the cost of the low bid. This projects funding is unique in that the Village has applied for Illinois Environmental Protection Agency (IEPA) State Revolving Fund Loans (SRFL). Previously the Board authorized (Ordinance No. 2018-0-24) the borrowing of \$2,924,400.00 from the IEPA SRFL program for this project. The IEPA limited the financing of the project to \$2,851,128 and per the bids the anticipated loan agreement amount will be written for \$2,569,505.94, including the low bid amount and 3% contingency.

Recommendation:

The Village has worked extensively with Martam Construction, Inc. of Elgin, IL over the last 18 months, as they are the key contractor for the ongoing Downtown Streetscape improvement projects. They most recently completed the wet utility installations on Stage 1C (N. Main St.) and are very familiar with the Village process and expectations. It is for those reasons and the analysis conducted that Staff, along with Trotter & Associates, Inc. recommend entering into a contract with Martam Construction, Inc. for \$2,494,665.96 on the subject project. Mr. Mitchard added that all paperwork and permits have been approved.

Consensus was to forward this item on to the Board for approval.

AGENDA ITEM 6: Executive Session

None

AGENDA ITEM 7: Other Business

(1) Mr. Mitchard replied to a question and said he is hoping for the Main Street Bridge to be ready by Founders Days. This is if the weather cooperates and no unexpected things happen.

AGENDA ITEM 8: Adjournment

Being no further business, the meeting was adjourned at 8:10 pm.

Submitted by: Jerry Kautz, Village Clerk