

**Administrative-Finance Committee
January 6, 2020
6:00 p.m. – City Hall Conference Room**

- 1. Call to Order**
- 2. Public Comment**
- 3. New Business**
 - a. Strategic Communications Plan Review**
 - b. Communications Support Proposal**
 - c. Brookhaven Incentive Agreement**
 - d. Clarke Mosquito Renewal**
 - e. Approval of Minutes – November 4, 2019**
- 4. Other Business**
- 5. Next Meeting – February 3, 2020**
- 6. Adjournment**

AGENDA MEMO
Administrative/Finance Committee
January 6, 2020

ISSUE STATEMENT

Motion to accept the Strategic Communications Plan prepared by Metro Strategies.

BACKGROUND/HISTORY

During the October 2019 Goal Setting session, the commonality throughout the council was to provide better communication tools to the City's residents/businesses. At the November 18th City Council meeting, Council agreed to a motion to accept a proposal from Metro Strategies to conduct a communication analysis and develop a resident engagement plan.

The attached plan identifies the framework needed to guide the City in implementing an effective and robust communications plan. Further, the plan outlines the recommended goals, objectives and specific strategies that will lead to effective, accurate, professional and consistent communications and storytelling.

The City's existing communication tools were outlined along with the goals/strategies Metro Strategies suggested.

STAFF/COMMITTEE RECOMMENDATION

As directed.

ALTERNATE CONSIDERATION

As directed.

DECISION MODE

This item will be placed on the January 20, 2020, City Council Agenda for consideration.

STRATEGIC COMMUNICATIONS PLAN

Prepared for the City of Darien
by Metro Strategies, Inc.



Communications Plan

The Darien City Council participated in a goal setting discussion in October 2019 and identified enhanced resident communications as a top priority. That discussion concluded with a consensus that the City develop a communications plan.

The purpose of this recommended plan is to provide a framework that guides the City of Darien in implementing an effective and robust communications program.

The plan outlines recommended goals, objectives and specific strategies that will lead to effective, accurate, professional and consistent communications and storytelling. These efforts will not only increase awareness about the City and its programs and services, they will help bolster the City's brand identity and position the City as a trusted, first source of information. Over time, effective communications will help grow relationships with residents and stakeholders and build trust and confidence in the City's elected officials and staff. Strong communications will also likely result in more citizen engagement and public participation in policy and programs.

THE PLAN

- Summarizes research/analysis findings
- Defines the City's goals/objectives
- Recommends strategies to achieve the City's goals

This plan was developed based on research, analysis and information gathering, and leverages communications best practices.

RESEARCH/ANALYSIS

Metro Strategies met with the Darien leadership team to discuss existing communications activities, priorities and future goals. Here is a summary of the findings:

VOICE

The voice of Darien is unified and in alignment with the mayor's and council's vision; professional and performance-driven; friendly; helpful; responsive and genuine.

COMMUNICATIONS VALUES

When asked what differentiates the City from other municipalities, the team described the extraordinary level of professionalism and committed work ethic that permeates throughout the organization. The City's motto – "A Nice Place to Live" – is exemplified by staff and they strive to live out this mantra in everything they do. This team consistently "goes above and beyond."

The City has built an excellent reputation of efficient governance and management and maintains a high standard of service delivery. The City operates with a lean staff who are cross trained to maximize operational efficiencies. City staff, along with residents, also value Darien's lower crime rate compared to other communities.

Our Communications will be...

The team shared their input on how they view the City's future communications. It is recommended that all communications exemplify the voice and values of Darien through words and imagery.

Positive
Genuine
Authentic
Transparent
Appeals to human interest
Proactive **Concise**
Visually appealing
Relatable
Engaging
Timely
Pro economic
development

Communications Goals

The group described their communications goals. This plan breaks them into primary and secondary based on the group's comments and feedback.

PRIMARY

- An informed public/citizenry
- Increased connection/engagement
- Increased trust/confidence
- The City is viewed as a trusted source of information
- Tell the City's stories

SECONDARY

- Targeted communication (to a specific geographic audience)
- Increased community pride and volunteerism

STRATEGIES/TACTICS

- As part of this discussion, the mayor and staff also shared strategies/tactics to help achieve these goals, including:
 - Reach more people
 - Develop a more interactive, user-friendly website

Existing Communication Tools/Vehicles

WEBSITE

The City of Darien website has a wide range of content, which is regularly updated by staff. The City’s website should be the primary source of information for all audiences. The website is mobile-friendly, and the City also has a mobile app (Darien Connect) available for download. The global navigation is consistent with other local governments. The homepage features fresh content under “Upcoming Events” and “News & Announcements.” The City has a decentralized content management process where departmental staff is responsible for updating content.

DIRECT CONNECT eNEWS

The City publishes weekly Direct Connect eNews and also sends special eNews, as needed. It features city news, including meeting notices, service updates, as well as community news and happenings. The sidebar includes a meeting schedule, contact information with direct links to emails, as well as links to social media platforms.

SOCIAL MEDIA

The City uses several social media platforms, including:

- Nextdoor
- Facebook
- Twitter (Village and Police Department)
- YouTube

FREQUENCY

Ongoing

Weekly and as needed

Periodically

EVALUATION MEASUREMENT

- Website analytics; Darien Connect downloads not available
- Citizen Action Center Requests - 534 in 2019
- 2016 Darien Resident Survey indicated that 87.82% of 468 respondents (or 411) are satisfied with the information contained on the City’s website.

- 4,210 subscribers
- Average open rate: 50%
- 2016 Darien Resident Survey indicated that 89.47% of 437 respondents (or 391) obtain information about the City from email

- Twitter
 - @DarienPolice: 1,219 Followers
 - @CityofDarien: 679 Followers
- Facebook
 - 2,490 likes / 2,714 Followers
- Nextdoor not available
- YouTube Darien Cable Channel
 - 51 subscribers

KEY TARGET AUDIENCE

Residents, businesses, visitors, community partners

Residents, businesses, visitors, community partners

Residents, businesses, visitors, community partners

Existing Communication Tools/Vehicles

PRINT NEWSLETTER

The City, in partnership with other agencies, including School District 61, the Park District and Chamber, mails the Neighbors of Darien community magazine to all Darien households. The City has four pages of content plus the mayor's column. The City also includes the annual water report in the magazine.

VIDEO (CABLE CHANNEL & OTHER)

The City broadcasts its council meetings on Darien Cable TV (Channel 6) and posts meeting videos to the City's website and on YouTube. The City is working with a video production team to produce a new marketing video.

TRADITIONAL MEDIA

Local news outlets that have covered the City of Darien: Patch, Chicago Tribune (Local Suburbs/The Doings/Pioneer Press)

FREQUENCY

Six times annually

Ongoing

Periodically

EVALUATION MEASUREMENT

2016 Darien Resident Survey indicated that 37% of 437 respondents (or 162) obtain information about the City from Neighbors Magazine

Average YouTube views for last five meetings is 64.8.

2016 Darien Resident Survey indicated that 13.5% of 437 respondents (or 59) obtain information about the City from television.

Not available

KEY TARGET AUDIENCE

Residents (households)

Residents, businesses, community partners

Residents, businesses, visitors, community partners

1

Tell Darien's Story

Communicate city news and information in a timely, transparent and accurate manner so that citizens, businesses, visitors and partners are knowledgeable about City government and community happenings.

STRATEGIES:

A. Create and utilize an annual content calendar to shape and guide communications activities. A shared communications calendar is a best practice to build and track content to assure alignment with the City's news items and communications priorities.

B. Share informative and compelling content consistently, leveraging different communications/engagement tools and platforms.

C. Build relationships with local media to garner positive news coverage and provide City content more regularly.

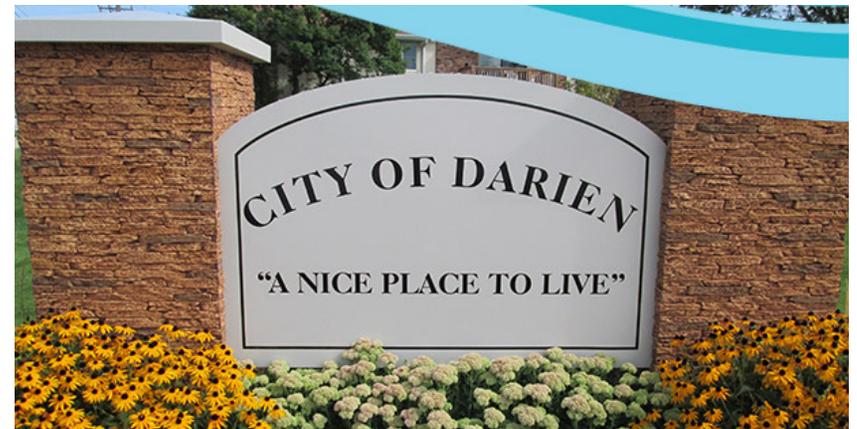
D. Find and tell human interest stories relative to the City – which feature people and their unique stories – to engage audiences in a compelling way.

E. Establish a communications team that coordinates regularly with City staff and fosters strong working relationships with departments and staff to develop original content and populate the calendar.

F. Monitor analytics/metrics across platforms and use data and trends to shape the communications strategy and content planning.

MEASURES: CREATE PLANNING AND TRACKING TOOLS

- Annual Content Calendar
- Communications/Engagement metrics reporting



2

Create Effective and Compelling Content

As the saying goes, “content is king.” The better your content, the higher your reach and engagement. It’s no surprise that people’s time to digest information and attention spans are limited. To get a return on your communications investment, content must stand out, tell a strong story and engage your audience using visual content (text, pictures, infographics, video) to effectively convey stories, facts, ideas and messages.

STRATEGIES:

- A. Develop and deliver consistent visually appealing content that incorporates the City’s key messages, Council priorities, City services, programs and projects, and demonstrates operational transparency and humanizes government (the work government is doing).
- B. Use photos and imagery whenever possible for better storytelling and increased reach and engagement.
- C. Write copy that is concise and easy to understand. (Journalism rule: write at a 5th grade level).
- D. Explore opportunities to hire a professional photographer to build a photo library and/or recruit and train key staff to take photos and capture short videos (on smart devices) for use across print and electronic communications.

MEASURES: RESULTS/OUTCOMES OF CONTENT SHARING

- Growth in reach and engagement across platforms

Strategic Budget Priorities

The Village’s 2020 Budget fulfills the community’s needs by focusing on these key priorities to ensure that Wilmette retains its hometown identity, high quality of life and natural beauty.

 <p>Public Safety Nationally accredited police and fire departments provide 24/7 ambulance, fire, police and 9-1-1 services through community-oriented policies that garner the community’s trust and support.</p>	 <p>Economic Development Create a thriving business environment and economy by way of supporting existing businesses and recruiting new and innovative companies.</p>
 <p>Infrastructure Forward-thinking investment into the Village’s vast infrastructure, including stormwater management, water plant, roads and facilities.</p>	 <p>Service Delivery Maintain excellent services, such as leaf collection, composting, refuse and recycling services, snow and ice control and drinking water.</p>
 <p>Technology Continued improvements in customer service through the use of technology like Smart-911, My311, Community Portal and e-billing.</p>	 <p>Good Governance Meet the highest standards of accountability, stability and fiscal responsibility, including Aaa bond rating—the highest possible rating—and awards for achievement in financial reporting and budgeting.</p>

2020 Capital Improvement Projects

Total Planned Investment: \$40.3 million
The Village of Wilmette is strategically investing in capital improvements with a significant focus on improving our road system. For example, this budget allocates \$5.6 million toward roads, sidewalks and alleys, of which \$0.5 million is grant funded.

<p>\$355,000 • Fire Equipment • Communications Equipment Equipment</p>	<p>\$1.08 million • 4 Hybrid squad cars • Ambulance • 6 Public Works trucks • Sidewalk snowplow • Fire utility vehicle Vehicles</p>	<p>\$5.6 million • Roads • Alleys • Brick Streets • Sidewalks • Traffic Calming Road System Improvements</p>	<p>\$33.3 million • Neighborhood Storage Improvements • Sewer Lining • Sewer Main Repairs • Water Main Surge Suppressors • Water Plant Electrical Improvements • Water and Sewer Vehicles Water & Sewer Infrastructure</p>
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Our police cars are going green!

Excerpt from Fiscal Year 2020 Budget in Brief by Metro Strategies for the Village of Wilmette

3

Deliver multi-channel engagement

Deliver multi-channel communications engagement to build an informed citizenry, increase transparency and build public trust/confidence in City government.

3a. WEBSITE

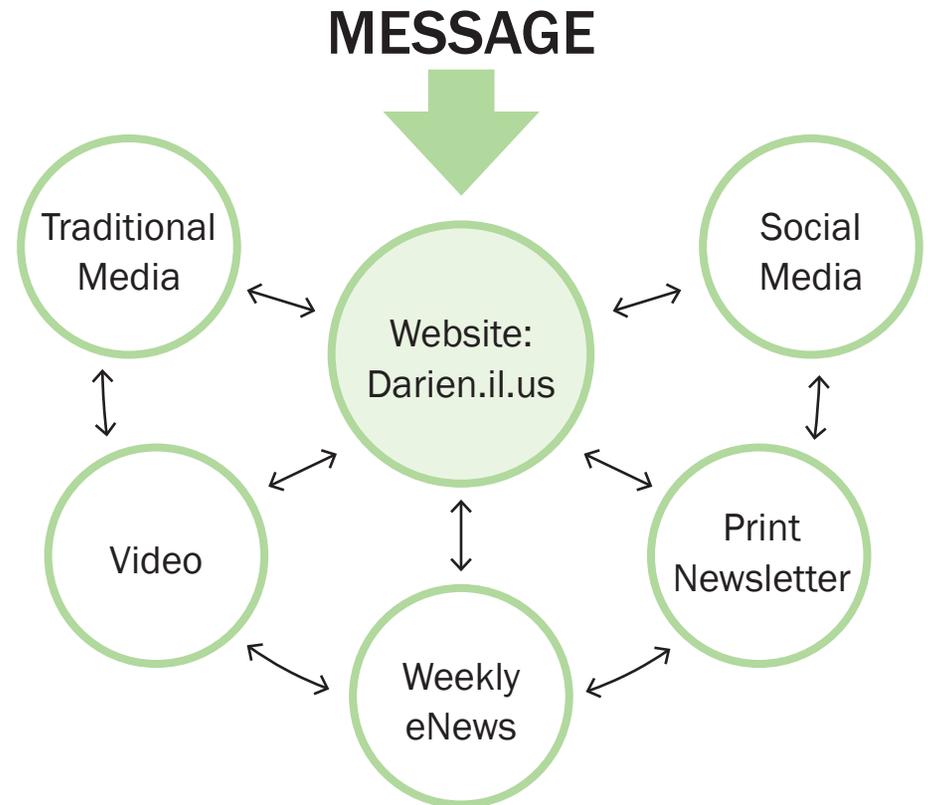
The City of Darien’s website should be at the center of its communications program and all communications should point back to this. (It’s considered the “motherhood” of your communications strategy).

STRATEGIES:

- A. Evaluate the City’s website content management process. Identify content editors who are responsible (and held accountable) for keeping content up to date.
- B. Frequently update content on the homepage and add videos (when possible).
- C. Incorporate more videos (e.g.: Message from the Mayor).
- D. Explore a community calendar module whereby partner agencies could populate events and happenings. During the strategy meeting, staff identified this as a priority that would be very beneficial for both staff and residents.
- E. When/if the City transitions to a different web platform, include functionality to add a scrolling banner for important/critical information.

MEASURES:

- Growth in website visits and click-throughs (from eNews and social media)



3

3b. SOCIAL MEDIA

The City's current social media platforms (Facebook, Twitter, Nextdoor) are the most effective channels to reach your target audiences and these are consistent with other local governments social media programs. There are specific strategies that can be implemented to achieve higher reach and engagement.

STRATEGIES:

- A. Post content regularly and strategically. Each platform's audience engages slightly differently – tailor content and frequency accordingly.
- B. Engage with users by monitoring and responding to social media activity. The City should “like” posts and respond to comments/messages in a timely, personable and transparent way. This can lead to loyal followers and can amplify posts. It also can quickly dispel rumors and misinformation. Social media managers should respond as soon as possible. If they don't have the answer, let the commenter know that they are going to ask the subject matter expert, and will respond as soon as they can.
- C. Create compelling and interesting content to gain better reach. Explore content series opportunities like “Feel Good Fridays,” “Fun Fact Friday” and “Monday Message from the Mayor.”
- D. Share interesting facts and data points about City policies, programs and people.
- E. Invest in liking/following all partners' social accounts and invite them to like the City's pages. Also share partners' posts regularly. Pages are more likely to engage with you if you engage with them.
- F. Invest in growing your social media audiences. For example, encourage staff to like/follow the City and invite their friends to like/follow. Social media managers should monitor post engagement and invite those who have liked posts to like the City's page.
- G. On Twitter, use hashtags and mentions whenever possible. Hashtagging categorizes tweets in searches and can help amplify your message. Also, “tag” other organizations as appropriate to notify that person/agency and engage with their audience to expand the City's reach.
- H. Update City Council and staff email electronic signatures to add direct social media links or icons (as well as Direct Connect).
- I. Boost appropriate content on Facebook to reach a new audience, increase reach and engagement and increase page likes.
- J. Incorporate more interactive/two-way communication, including Twitter and Facebook Chats, Facebook Live, question/survey functionality and even fun contests. Facebook prioritizes “Live” content in newsfeeds so it will result in higher reach and engagement. Events will require advance promotion but will result in a stronger reach and following. The City could utilize social media polls to obtain input on a policy question/decision and the responses can be shared with the Council.
- K. Develop and implement a social media usage policy. (The consultant team can provide examples). This will protect the City when managing content and potentially removing posts that are in violation of the stated policy.
- L. Recommend procuring a social media records retention subscription service and establishing a retention disposal process.

MEASURES:

- Communications/ Engagement metrics monitoring and reporting
- Growth in number of followers/ likes to platform
- Comment response time

3

3c. DIRECT CONNECT ENEWS

Email communication continues to be a successful strategy for local governments as it is convenient and, most importantly, effective. While the Darien Direct Connect eNews is the most effective source to obtain information, as indicated in the Citizen Survey, specific strategies are recommended to build on this foundation, grow subscribers and deliver valuable, digestible content.

STRATEGIES:

- A. Update the eNews layout and design. The header and overall look and feel should reflect the City’s brand (or personality) and promote readability, allowing readers to efficiently take in the information in the email.
- B. Keep design and copy minimal. The current eNews is text heavy. A new layout that organizes content into digestible pieces of text with compelling images will improve readability (especially on mobile devices).
- C. Copy should be concise and follow the inverted pyramid model – most important points at the top (like in a newspaper article). Overall content in the eNews should also be prioritized by importance and articles should be limited to six to eight per eNews edition. Calendar items can be grouped and listed in a consistent spot that readers know to reference each week. The focus of content should be informative/educational and include calls to action and website links whenever possible. It should be skimmable and messages should be quick and to the point to grab and keep attention. Readers should be directed to a website to read more or learn more.
- D. Customize email subject lines. Currently, the subject lines reads: Darien Direct Connect – Date. Create a unique, creative, engaging subject line for each eNews that describes the content that is included and entices recipients to open the email.
- E. Continue to send eNews weekly and send special eNews to bring attention to specific topics. In addition to “hot topics,” other topics that are likely to garner interest and engagement include: Year in Review (highlights/success from previous year); Capital Projects Overview; Council Priorities (annual); Winter Weather - Things You Should Know (parking restrictions, snow plow routes, etc).
- F. Develop and implement a process to grow and manage subscribers.
 - 1. Add sign-up box to City homepage and add eNews icon to website navigation banner.
 - 2. Promote sign ups regularly on social media.
 - 3. Utilize Constant Contact “text to join” feature.
 - 4. Leverage email databases at City (e.g. Citizen Action Center emails).
 - 5. Create visual promotional materials (e.g. postcard) to distribute to audiences. This can be used in the new resident packet, distributed at community events, made available at City hall and other high traffic places. Consider adding sign up information to business cards.

MEASURES:

- Growth in subscribers
- Growth in open rates
- Growth in click-throughs

Mobile is a “must”

- **More than 60%** of email opens are on a mobile device.
- The average adult spends more than **3 hours per day** on a mobile device
- The average attention span is just **8 seconds**
- The majority of U.S. Facebook users are “**mobile-only**”

3

3d. PRINT NEWSLETTER

There has been a trend among local governments to discontinue print communications and focus on electronic communications due to its convenience and cost-effectiveness. However, many local governments still continue to invest in print newsletters by direct mail in order to reach audiences where they are – at their homes. This strategy is very effective at reaching elderly populations and the City confirmed that it has received positive feedback from seniors about the Neighbors Magazine. It is critical to have your direct mail piece stand out and not get lost (and tossed) with other mail.

STRATEGIES:

- A. Produce a visually appealing quarterly newsletter that is sent directly to all Darien households that includes a message from the Mayor, city news and other relevant information. Consider including seasonal inserts about City services (i.e. snow removal, refuse collection) that residents can keep as quick-references.
- B. It is recommended that the City not include content from partner agencies, except for official City sponsored activities/events. This will help build the City's brand identity and help the audience have a clear understanding of the City's leadership and City services/programs.

MEASURES:

- Darien City Survey
- Feedback via online surveys (marketed in newsletter)

3e. TRADITIONAL MEDIA

There are opportunities for the City to garner additional media coverage in order to reach more people – inside Darien and beyond. The City should regularly share news and information, including City Council decisions, service and projects updates, economic development news and human-interest stories about employees with the media to provide depth and context to the Village of Darien's work.

To help with this effort, the City and Communications Team should connect more frequently with local media and develop relationships with local reporters.

STRATEGIES:

- A. Provide City content regularly to the local media by adding assignment desk and reporters' emails to Direct Connect eNews.
- B. Send news releases (1 per quarter or as needed).
- C. Build relationships with local media reporters to pitch positive news stories.
- D. Regularly utilize the Community Contributor feature on Chicago Tribune to share information.
- E. Work closely with staff to identify opportunities to tell interesting and in-depth stories about the City.

MEASURES:

- Number of media articles

3

3f. VIDEO

Video remains the most powerful and effective tool to share information and producing a short video on a smart device can be fast and easy.

STRATEGIES:

- A. Create short video clips to be incorporated into eNews and social media (utilizing Channel 6 staff and/or consultant team) to highlight specific news items/topics. Edit council meeting video to share clips and bring attention to specific agenda meeting items or discussions.
- B. Create short “how to” videos (e.g. How to sign up for Smart 911; How to request Vacation Watch).

MEASURES:

- Video views
- Growth in eNews clicks and social engagement

OTHER STRATEGIES

The City may also wish to explore and implement other strategies, including podcasts, live messaging or other media to engage niche audiences.

Regarding public comment, neighboring Woodridge accepts electronic public comment as a convenient alternative to in-person testimony. Residents who are not able to attend the meeting, may comment electronically by submitting an electronic public comment form. The unedited comments and any attachments or other supporting materials will become part of the official meeting record as public testimony. This is an easy and low-cost way to broaden public input and participation in City government.



Live video is a powerful engagement tool!

Left: Facebook Live Q&A session to answer residents' questions about a new fee in the Village of Wilmette.

Virtual town hall meetings can also be very effective to connect with thousands of residents, businesses and stakeholders via telephone and web. These meetings can be especially effective in raising awareness and obtaining input around a particular issue and produce quantitative and qualitative input that can be used in decision-making. Using a pay-to-use platform (e.g. Tele-Town Hall®), the City can host a meeting and incorporate survey questions and take questions “live.” The event would need to be promoted to local audiences in advance through all communications channels and other tactics can be considered, such as a robocalls/texts in advance to invite people to participate with stated date/time. The formats can vary and include an experienced moderator and a limited number of hosts/guests to the entire City Council.

Facebook Live is a free option for a virtual town hall meeting whereby people could submit questions live.

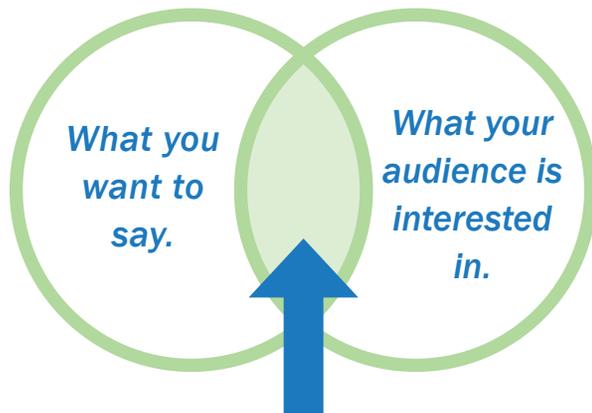
Implementation & Summary

TEAM COORDINATION

In order to develop and deliver a tailored content strategy and consistently share the City’s stories, it must be sustained by a team of people. Keeping open lines of communication between the future Communications team and City leadership/staff is a critical component to successful communications efforts. Therefore, it is essential for the team to hear directly what’s going on at the City and participate in meetings with the City Administrator and departments regularly. It is recommended that the City establish a central email for the Communications team to access and for staff to consistently share information.

COMMUNICATIONS/STYLE GUIDE

The City should develop a Communications/Style Guide that outlines a set of guidelines and standards for City communications and publications. The goal is to institute a consistent and uniform communications style. It should include a comprehensive list of guidelines for consistency in logo use, capitalization, spelling and more.



SUMMARY

This plan outlines key strategies to help the City of Darien achieve its communications goals. Darien’s City Council has recognized the value of communications and identified this as a priority area. At the core of successful local government communications is conveying and communicating WHY you do what you do (not just the WHAT). This helps build trust, relationships and higher citizen engagement.

In the book “Made to Stick: Why Some Ideas Stick and Others Die,” authors Chip and Dan Heath discuss “the curse of knowledge.” This concept simply points out “that when we know something, it becomes hard for us to imagine not knowing it. As a result, we become lousy communicators.” In government, jargon and lingo, as well as complex concepts, can be confusing to the layperson. It’s helpful to have outside perspective and a strategy for turning the wealth of knowledge within government into accessible, valuable content for citizens.

This plan also recognizes that communicating more does not necessarily mean you are communicating better. People are bombarded with messages all day, every day—there is a lot of competition for attention. Finding that sweet spot for what you want to say and what your audience is interested in is key. Strategically utilizing a range of communication tools—print, email, social media, video, etc.—and developing tailored content that resonates with audiences will deliver the most value for the effort.

AGENDA MEMO
Administrative/Finance Committee
January 6, 2020

ISSUE STATEMENT

Consideration of a proposal from **Metro Strategies, Inc.** to provide communications and public engagement services, along with policy, issue advocacy, planning and project implementation services.

BACKGROUND/HISTORY

The City Council approved a proposal from **Metro Strategies, Inc** <https://www.metrostrategiesinc.com/> to conduct a communications analysis and develop a resident engagement plan. The Administrative/Finance Committee will also review said plan January 6, 2020. Given the high priority of this topic expressed in the goal-setting meeting and the Council survey, a proposal was requested from Metro Strategies to provide services identified in the plan. In summary, the proposal provides that Metro Strategies would deliver full-service communications support under a monthly retainer of \$4,000 to help the City achieve its communications goals and implement the strategies identified in its Strategic Communications Plan. The proposal also provides estimated costs if the City wanted to continue distributing four printed quarterly newsletters to Darien residents. The optional annual costs for the four newsletters range (depending on the number of pages 4 or 8) from \$19,404 to \$26,648 and include \$8,000 to \$10,700 for Metro designing/writing/creating the newsletter and the balance for printing/mailing services/postage.

As a comparison, Staff also researched current recruitments from several communities that are advertising for full time Communications and Community Engagement Directors. The estimated starting salary with benefits for these positions would be approximately \$115,000 per year, which are considerably higher than Metro's proposal.

STAFF/COMMITTEE RECOMMENDATION

As directed

ALTERNATE CONSIDERATION

As directed.

DECISION MODE

This will be placed on the January 20, 2020 City Council Agenda for formal consideration.

City of Darien Proposal

Firm Description

Metro Strategies, Inc. provides communications and public engagement services, along with policy, issue advocacy, planning and project implementation services. Over the last 15 years, our firm has delivered creative, strategic solutions for public sector clients, including numerous local governments. In addition to communications, outreach and engagement work, our team provides project management, best practices research, policy development, grant writing and more.

With a solid reputation among industry leaders, public officials and clients, we bring many years of expertise and a hands-on approach to every project. We take pride in developing innovative strategies and approaches that are tailor-made for each client and project. Metro Strategies, Inc. is certified as a Disadvantaged Business Enterprise (DBE) and a small business/female-owned business headquartered in DuPage County.

Our Knowledge and Expertise

Metro Strategies recently developed the City's Strategic Communications Plan, conducting a thorough analysis, which included a strategy session with the mayor and staff, research, including review and evaluation of existing tools and materials, and recommended strategies based on communications best practices.

Our team can create and deliver engaging content across multiple channels and achieve results. We know how to develop tailored messages that reach and resonate with audiences, and produce compelling, high-quality materials.

Metro Strategies currently provides full-service communications support to the Village of Wilmette. This includes weekly content development for both eNews and social media (Twitter, Facebook and NextDoor), monthly press releases, a quarterly printed newsletter and updates to the Village's website. We strive to create compelling content through strong writing and visually appealing graphics and images. We also provide regular communications support to the Village of Algonquin Public Works Department, which includes regular eNews and social media content, as well as other special communications activities. For the last 15 years, our firm has also provided project-based communications support and community outreach services for municipalities, counties and state agencies across the region.

Project Understanding and Approach

It is our understanding the City of Darien is interested in establishing a communications team to help the City achieve its communications goals and implement the strategies identified in its Strategic Communications Plan.

A. General Communications Support - \$4,000 Monthly Retainer

Metro Strategies proposes providing full-service communications support under a monthly \$4,000 retainer that would include the following:

Goal 1: Tell Darien's Story (Strategy/Planning)

In order to effectively tell Darien's story, the communications team will invest in strategic communications planning that will continuously shape and guide the strategy and implementation.

This will require regular coordination with the mayor and City staff, including weekly check-ins (by phone) and monthly in person meetings, as well as an annual planning meeting with staff. The team will work with staff to identify key messages to consistently incorporate into content and identify communication priorities, news and events for the year. The team will create and produce a communications style guide and annual communications calendar.

The team will work with staff to find and tell stories and generate ideas and curate content. There are tremendous opportunities to share stories about Council strategic priorities and results/outcomes, the behind the scenes work that government is doing, progress on projects, government effectiveness/efficiencies and the value of tax dollars, how City services are enriching the community, the impact of economic development, and so much more.

The team will also develop relationships with the local media and partners to help tell and share Darien's story.

Goal 2: Create Effective and Compelling Content (Implementation)

The Communications team will work with the City to create effective and visual content that informs and engages audiences.

The team will review, refine and write content using the City's designated style (e.g. AP) and ensure copy is concise and easy to digest/understand. We will create visual imagery for use across platforms and work with staff to capture and collect images/photos.

Goal 3: Deliver multi-channel engagement

A. Website

As the website should be the central point for all City communications, the team will consistently direct audiences to the website for more information.

We will assist in managing content on the homepage and write news items for posting on the homepage as appropriate. The team will make recommendations for staff to update content across the website to ensure it is accurate and up to date (especially when linking from other platforms).

B. Social Media

The team will manage the City's social media platforms (Facebook, Twitter and NextDoor). Management includes: writing and posting content regularly and listening/monitoring and responding to posts/comments*, engaging with and inviting new audiences and actively engaging with partners' social accounts.

We will work with staff to identify and compile content and create a weekly content schedule for review/approval by the City. The team will work with the City to identify relevant topics and host Facebook Live events (3 – 4 per year).

Other deliverables include: recommending boosted content (pay to have your posts show up as sponsored content on non-followers' timelines in order to gain more exposure), development of a

Examples of images from the Village of Wilmette:



social media policy; use of tags and hashtags and creation of an email template for staff with icons/links.

**The team will work with staff to respond to questions within one business day or sooner. Depending on the nature of the question, some responses may take longer.*

C. Direct Connect eNews*

The team will create a new template in Constant Contact for Direct Connect eNews for review/approval by the City. Design and copy will be clean and the layout will feature digestible pieces of content with images to improve readability. The team will solicit and collect content from staff and reference on a regular basis and reference the annual content calendar for weekly content. On a weekly basis, we will get staff input on content and discuss during check-ins. The team will then develop/layout final content for review/approval and weekly distribution.

The team will generate and recommend content ideas for increased engagement and assist the City in growing its eNews subscribers.

As needed, the team will develop and send special eNews. (These should be unexpected/unplanned or emergency items that could not be included in the regular, weekly eNews).

**Retainer does not include cost for Constant Contact.*

D. Traditional Media

The team will research and connect with local media reporters and make sure they are receiving eNews and following the City on social media. We will pitch stories to local media and contribute content to news sites (at least one per month). As news warrants and in coordination with staff, the team will occasionally develop press releases (1 per quarter or as needed).

E. Video

The team will work with staff to identify City Council agenda items that can be edited from YouTube video and shared in eNews and social media (1-3 per quarter). When the team attends staff meetings, we will seek and leverage opportunities to film short interviews and get B-roll and edit for sharing across platforms (1 per quarter).

F. Other

The team will serve as a trusted communications advisor to the City Council and staff and provide communications counsel as needed.

Metro Strategies will bill for ongoing retainer services on a monthly basis and provide a progress report summarizing communications activities for that month that includes key results/outcomes as it relates to reach and engagement. The team will also produce a more in-depth quarterly metric/trends report.

B. Printed Newsletter \$19,404 - \$26,648 Annually*

Estimated costs are based on 9,000 households in Darien. The every door direct mail (EDDM)/Carrier route would be the most cost effective option. Every household would receive a newsletter on that route, even in multi-family units.

4 quarterly newsletters / 8 pages (Booklet: 2 signature 4/4 on 100# gloss text with Aqueous coating)

Annual Cost

Metro Strategies (template design, writing/content creation, design)	\$10,700
Printing \$2,304/per newsletter	\$9,216
Mailing services \$225/per newsletter	\$900
Postage \$1458//per newsletter	\$5,832
Total	\$26,648

4 quarterly newsletters / 4 pages (Booklet: 11x17s folded to 8.5 x 11 flat)

Annual Costs

Metro Strategies (template design, writing/content creation, design)	\$8,000
Printing \$1,168/per newsletter	\$4,672
Mailing services \$225/per newsletter	\$900
Postage \$1458//per newsletter	\$5,832
Total	\$19,404

**These are cost estimates from the printer that the Village of Wilmette uses for its newsletter printing and mailing. Metro Strategies recommends the City procure a local vendor.*

C. Economic Development Document \$2,500*

Metro Strategies will create and produce a two page (double sided) visually appealing Economic Development/Business Friendly document for the City of Darien to include icons, infographics, images and text. It is our understanding that this will be included in a folder along with a letter from the Mayor to provide to existing businesses.

Metro Strategies recommends a kickoff meeting with the Mayor and City staff to identify goals/objectives, audience, key messages and visual preferences. Metro Strategies will also provide examples from other municipalities to review. For example, here is an example of an effective Economic Development piece from the Village of Deerfield: <https://files.deerfield.il.us/public/folder/bHNCstDzEE67JuFMDyt6Jw/BusinessPromo3-8-17b/mobile/index.html#p=8>

*Note, this is an 8 page piece as opposed to a 2 page piece as proposed by the City.

**Printing costs are not included. Metro Strategies will coordinate with the City's selected printing vendor and submit the specifications and file.*

Thank you for your consideration.

Terms of Agreement for Services

Metro Strategies will invoice the City of Darien \$4,000 on a monthly basis for communications retainer services for a period of 12 months effective approval of this proposal. Metro Strategies will also provide a progress report summarizing communications activities for each month with the invoice.

For all additional special projects including the quarterly newsletters, economic development document and any other communications initiatives, Metro Strategies will only initiate work based

on a case-by-case approval for services from the City of Darien according to an agreed upon scope and budget for each special project.

Metro Strategies also understands that the agreement for services for work identified in this proposal may be terminated upon 30 days written notice provided on the 1st day of the calendar month, without cause or penalty by either the City of Darien or Metro Strategies.

Contact Information

Jennie Vana | Vice President, Communications
office 630.534.6400 ext. 114 | cell 847.707.9210
Metro Strategies, Inc.
1901 Butterfield Road, Suite 305, Downers Grove, IL 60515

AGENDA MEMO
Administrative/Finance Committee
January 6, 2020

ISSUE STATEMENT

AN ORDINANCE AUTHORIZING THE EXECUTION OF A CONSTRUCTION GRANT AGREEMENT (NORTHWEST CORNER OF PLAINFIELD AND CASS) NOT TO EXCEED \$150,000

BACKGROUND/HISTORY

At the January 16, 2019, Council meeting, the Council approved a motion for staff to negotiate a formal economic development agreement with Jemco & Associates, LTD. John Manos, President of Jemco & Associates, LTD. is moving forward with plans to construct a new building at the vacant lot on the NW Corner of Plainfield and Cass Avenue. Upon review of building plan options, the City Council expressed interest in having the developer include certain discretionary building upgrades to compliment the clock tower/retail center developed across the street. These upgrades are over and above what is required by city codes. Current cost estimates to include upgrades to the building total \$300,000 of which the developer would split with the City. If the final upgrade costs are below \$300,000 then the City would split those equally with the developer making our maximum contribution \$150,000. The developer will still develop the property if the City Council does not approve the grant agreement, however, it will not include the discretionary upgrades.

The attached proposed agreement includes those items identified by the staff at the January 16, 2019, Council meeting.

STAFF/COMMITTEE RECOMMENDATION

As directed

ALTERNATE CONSIDERATION

As directed.

DECISION MODE

This will be placed on the January 6, 2020 City Council Agenda for formal approval.

CITY OF DARIEN
DU PAGE COUNTY, ILLINOIS

ORDINANCE NO. _____

**AN ORDINANCE AUTHORIZING THE EXECUTION OF
A CONSTRUCTION GRANT AGREEMENT
(NORTHWEST CORNER OF PLAINFIELD AND CASS)**

**ADOPTED BY THE
MAYOR AND CITY COUNCIL
OF THE
CITY OF DARIEN**

THIS ____ DAY OF _____, 2020

**Published in pamphlet form by authority
of the Mayor and City Council of the City
of Darien, DuPage County, Illinois, this
_____ day of _____, 2020.**

ORDINANCE NO. _____

**AN ORDINANCE AUTHORIZING THE EXECUTION OF
A CONSTRUCTION GRANT AGREEMENT
(NORTHWEST CORNER OF PLAINFIELD AND CASS)**

WHEREAS, the Mayor and City Council have been presented with a proposed Construction Grant Agreement (“Agreement”); and

WHEREAS, the Agreement is intended to and will provide financial support to the construction of enhanced improvements for a new commercial development at the northwest corner of Plainfield Road and Cass Avenue; and

WHEREAS, the Mayor and City Council have determined that supporting the construction of the enhanced improvements as described in the Agreement attached to this Ordinance will help to revitalize a long dormant commercial property in the City; improve property values throughout the Plainfield-Cass commercial area; and enhance the overall appearance and viability of the Plainfield-Cass commercial area; and

WHEREAS, the City Council hereby finds that expending public funds in support of said Agreement constitutes a legitimate public purpose.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF DARIEN, DU PAGE COUNTY, ILLINOIS, IN THE EXERCISE OF ITS HOME RULE POWERS, ILLINOIS, as follows:

SECTION 1: Agreement Approved. The City hereby approves of the “Construction Grant Agreement,” a copy of which is attached to this Ordinance as **Exhibit 1** and made a part

hereof.

SECTION 2: Authorization. The Mayor and Clerk are hereby authorized and directed to execute and attest respectively said Agreement.

SECTION 3: Implementation. City staff is hereby authorized and directed to implement the terms of said Agreement.

SECTION 4: Full Force. This Ordinance shall be in full force and effect upon its passage, approval, and publication as required by law.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF DARIEN, DU PAGE COUNTY, ILLINOIS, this ____ day of _____, 2020.

ABSENT: _____

AYES _____

NAYS: _____

APPROVED BY THE MAYOR OF THE CITY OF DARIEN, DU PAGE COUNTY, ILLINOIS, this ____ day of _____, 2020.

JOSEPH A. MARCHESE, MAYOR

ATTEST:

JOANNE E. RAGONA, CITY CLERK

APPROVED AS TO FORM:

CITY ATTORNEY

CONSTRUCTION GRANT AGREEMENT

THIS CONSTRUCTION GRANT AGREEMENT (“Agreement”) is dated this ____ day of _____, 2020, by and between the City of Darien, DuPage County, Illinois (“City”) and 7532 Cass Avenue, LLC (“Owner”).

RECITALS

A. Owner is the Owner of a property identified on **Exhibit 1** attached hereto (the “Subject Property”). The Subject Property is located at the northwest corner of Plainfield Road and Cass Avenue in the City.

B. The Subject Property is unimproved. Owner is in the process of obtaining all governmental and private approvals necessary to improve the Subject Property with a multi-tenant retail facility (the “Improvements”).

C. The intersection of Plainfield Road and Cass Avenue is heavily traveled and represents one of the City’s gateway areas for commerce and redevelopment.

D. Over the past several years, the City has supported substantial redevelopment efforts in connection with the commercial properties located east of the Subject Property on the east side of Cass Avenue. Among other things, the City has supported and encouraged a unified, aesthetically pleasing appearance for the redeveloped Cass Avenue properties.

E. The impending construction of the Improvements offers the parties a unique opportunity to enhance the Improvements (“Enhanced Improvements”) by way of design, architecture, construction materials and signage, which will be consistent with the City’s development goals and overall vision for the Plainfield-Cass corridor.

F. The Enhanced Improvements are over and above what is required by City Codes. Owner is willing to construct the Enhanced Improvements, but is requesting City financial support for the construction of the Enhanced Improvements.

G. The City Council has determined that participating in providing the Enhanced Improvements will serve a number of public purposes, including the continued revitalization of the Plainfield-Cass corridor, support the businesses on both sides of Cass Avenue, and further enhance the City's image as a progressive partner to local businesses.

H. The parties have met and conferred. Pursuant to those meetings and conferences, the City has agreed to provide up to ONE HUNDRED FIFTY THOUSAND & 00/100 DOLLARS (\$150,000.00) in support of Owner's construction of the Enhanced Improvements.

I. It is the purpose of this Agreement to provide the mechanism for the City's reimbursement for some of the Enhanced Improvement costs, as well as a provision for a permanent easement granted from Owner to the City for purposes of constructing and maintaining a gateway signage.

Accordingly, it is hereby agreed by and between the City and Owner as follows:

Section 1. Incorporation of Recitals. The Recitals set forth hereinabove are incorporated as if fully set forth herein.

Section 2. "Enhanced Improvements" Defined. For purposes of this Agreement, "Enhanced Improvements" mean those Improvements of the Subject Property over and above what is required by City Codes, designed to upgrade the appearance of the Improvements to be constructed on the Subject Property in a manner consistent with the parties' mutual goals for the Plainfield-Cass corridor. The Enhanced Improvements are depicted and described on **Exhibit 2** attached hereto and made a part hereof.

Section 3. Agreement To Construct Enhanced Improvements.

A. Owner agrees to include the Enhanced Improvements as part of the construction of the Improvements to the Subject Property.

B. Owner's good faith estimate of the additional project costs in connection with constructing the Enhanced Improvements will be \$300,000.00

C. From time to time as the project progresses, Owner will provide the City with evidence reasonably acceptable to the City evidencing the actual Enhanced Improvement costs.

Section 4. City Agreement To Reimburse.

A. The City hereby agrees to reimburse Owner for FIFTY (50%) PERCENT of the Enhanced Improvement costs subject to a maximum City reimbursement of ONE HUNDRED FIFTY THOUSAND & 00/100 DOLLARS (\$150,000.00).

B. The City reimbursement payment shall be made within fourteen (14) days after the City issues a final occupancy permit for the Subject Property.

Section 5. Grant Of Easement For Signage; City Agreement To Reserve.

A. On or before the issuance of the final occupancy permit and in further consideration of the City's agreements contained herein, Owner agrees to grant the City and the City's contractors and assigns a permanent easement to construct and maintain a monument-style advertising signage on that portion of the Subject Property designated on **Exhibit 3** hereto.

B. There shall be no further payment to the Owner from the City for this easement.

C. The City will be solely responsible for the construction, maintenance and upkeep of said signage.

D. The signage has not yet been designed. The City currently anticipates the construction of signage similar to the multi-panel signage on the east side of Cass Avenue facing Plainfield Road.

Section 6. **City's Reservation on Signage.** At Owner's request, the City will reserve two panels or similar proportionate advertising space to Owner's tenants at no additional cost to Owner.

Section 7. **Notices.** Any notices contemplated by this Agreement shall be in writing and sent via commercial carrier such as UPS or Fed Ex to the following addresses:

IF TO OWNER:

7532 CASS AVENUE LLC
242 Bunting Lane
Bloomington, Illinois 60108
Attention: John Manos

WITH A COPY TO:

Gregory G. Castaldi
Law Office of Gregory G. Castaldi
5521 N. Cumberland Avenue, Suite 1109
Chicago, Illinois 60656

IF TO CITY:

City of Darien
1702 Plainfield Road
Darien, Illinois 60561
Attention: City Administrator

WITH A COPY TO:

John B. Murphey
Rosenthal, Murphey, Coblenz & Donahue
30 N. LaSalle Street, Suite 1624
Chicago, Illinois 60602

OWNER:

7532 Cass Avenue LLC

By: _____

CITY:

CITY OF DARIEN

By: _____

Attest: _____

EXHIBIT 1

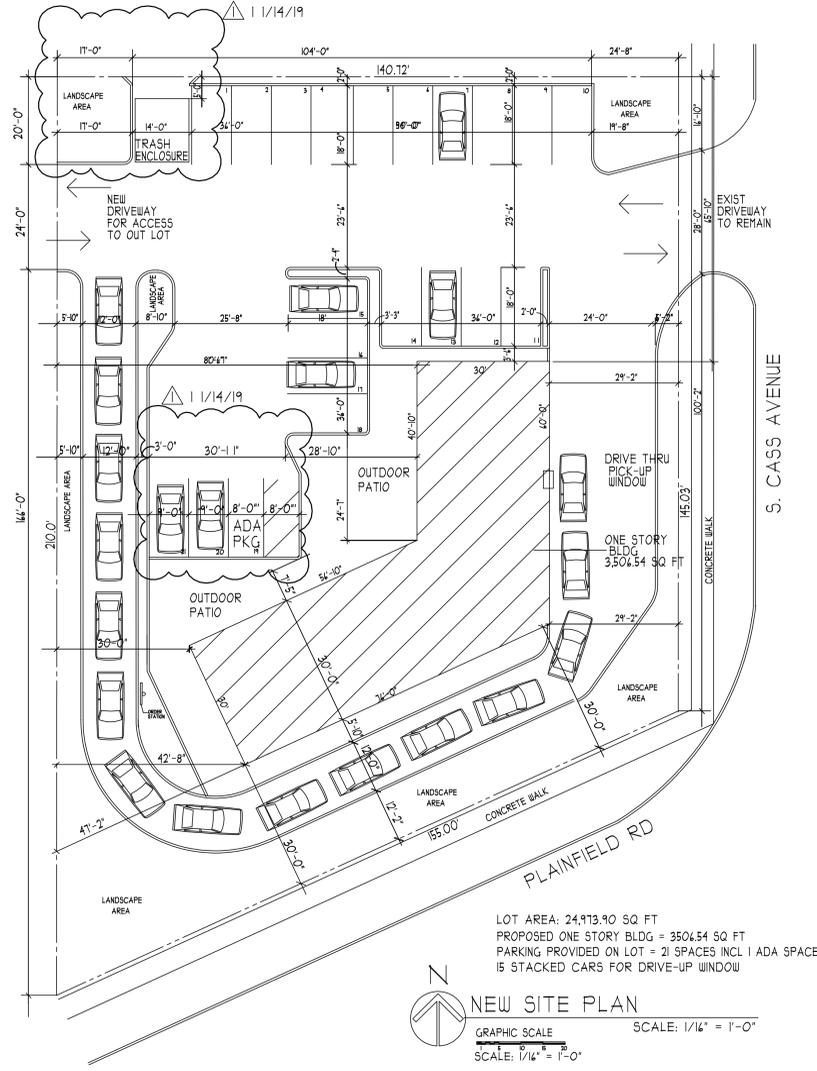
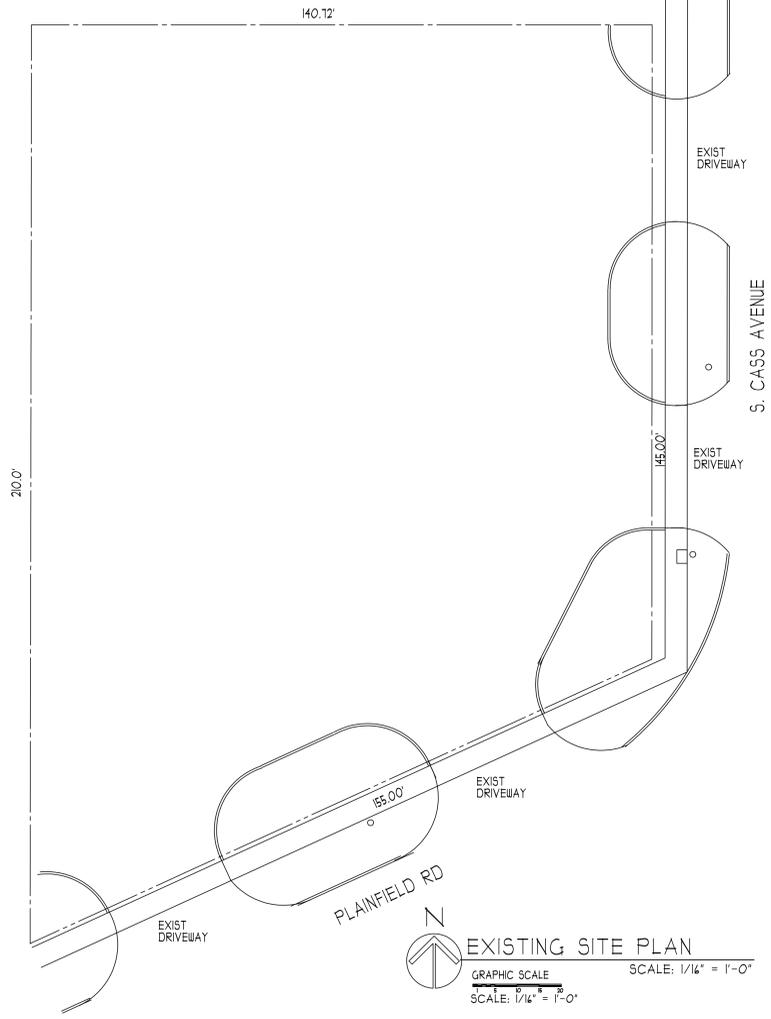
Legal Description and P.I.N. of Subject Property

Said property is legally described as follows:

THAT PART OF LOT 302 DESCRIBED AS FOLLOWS: BEGINNING AT THE INTERSECTION OF THE NORTHERLY LINE OF PLAINFIELD ROAD, AND THE WESTERLY LINE OF CASS AVENUE; THENCE WESTERLY ALONG THE NORTHERLY LINE OF PLAINFIELD ROAD, 155 FEET; THENCE NORTHERLY AND PARALLEL WITH CASS AVENUE, 210 FEET; THENCE EASTELY ON A LINE PERPENDICULAR TO CASS AVENUE, 145 FEET TO A POINT ON THE WESTERLY LINE OF CASS AVENUE; THENCE SOUTHERLY ALONG THE WESTERLY LINE OF CASS AVENUE, 145 FEET TO THE PLACE OF BEGINNING, IN BROOKHAVEN MANOR, A SUBDIVISION IN SECTIONS 27 AND 28, TOWNSHIP 38 NORTH, RANGE 11, EAST OF THE THIRD PRINCIPAL MERIDIAN, ACCORDING TO THE PLAT THEREOF RECORDED DECEMBER 18, 1956 AS DOCUMENT 827287, IN DUPAGE COUNTY, ILLINOIS.

PIN: 09-28-402-025

The property is located at 7532 South Cass Avenue, Darien, Illinois 60561.



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**NEW BUILDING ON OUT LOT
 BROOKHAVEN SHOPPING CENTER
 1522 CASS AVENUE
 DARIEN, IL 60561**

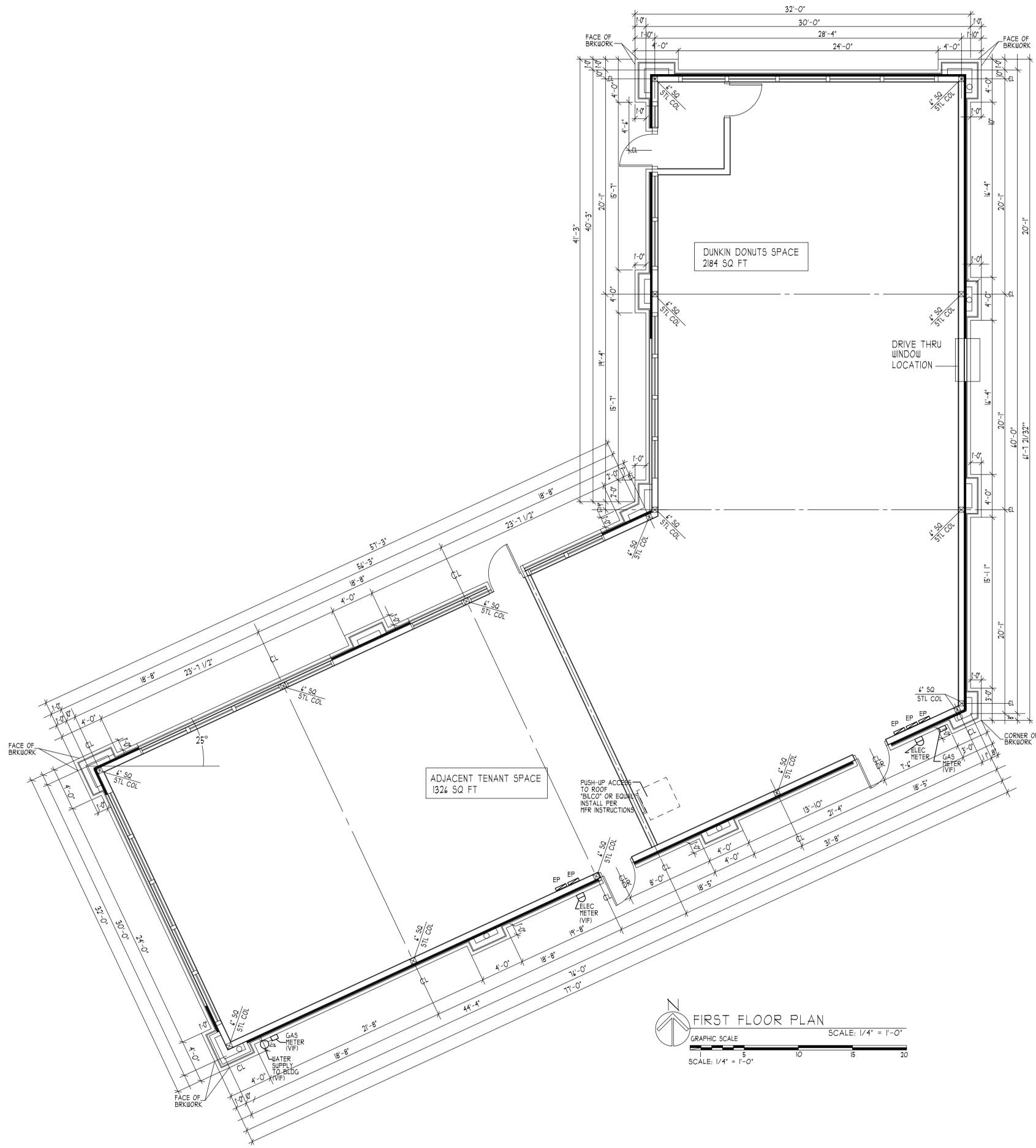
CHRIS GEORGE, P.C.
 ARCHITECTS
 104 HILL STREET
 MT. PROSPECT, IL 60056-2732
 email: chrisgeorge_arch@yahoo.com
 (817) 699-8150 FAX(817) 699-8151

REVISION	DATE

PROFESSIONAL SEAL

DRAWN : CG
 CHECKED :
 DATE : 1/21/19
 SCALE : NOTED
 JOB NO. : T100

SHEET



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NEW BUILDING ON OUT LOT
BROOKHAVEN SHOPPING CENTER
1532 CASS AVENUE
DARIEN, IL 60561

CHRIS GEORGE, P.C.
ARCHITECTS
104 HILL STREET
MT. PROSPECT, IL 60056-2732
email: chrisgeorge_arch@yahoo.com
(847) 699-8150 FAX(847) 699-8151

REVISION	DATE

PROFESSIONAL SEAL

DRAWN : CG
CHECKED :
DATE : 11/21/19
SCALE : NOTED
JOB NO. : T100

SHEET
A

**NEW BUILDING ON OUT LOT
 BROOKHAVEN SHOPPING CENTER
 1532 CASS AVENUE
 DARIEN, IL 60561**

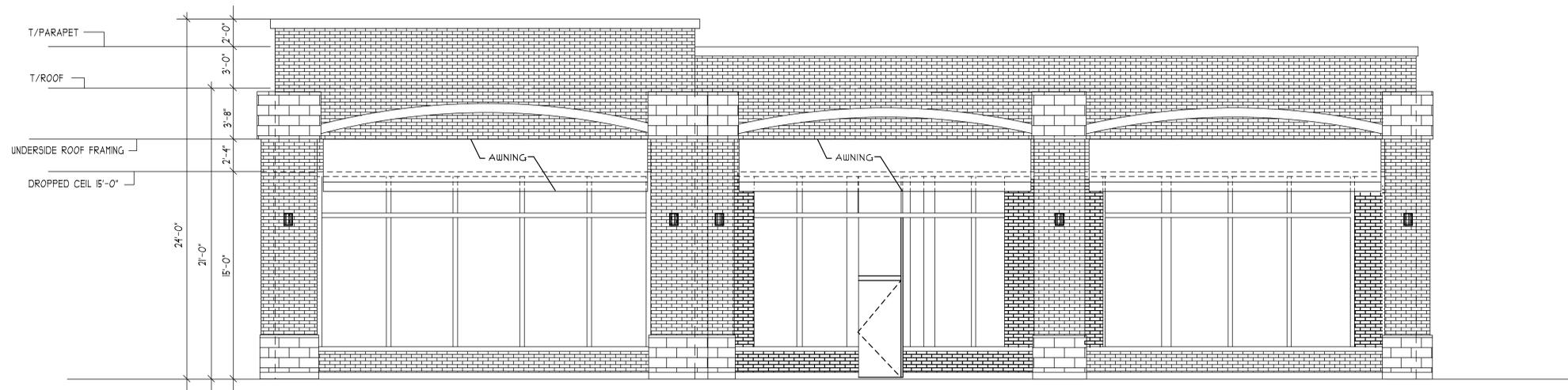
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REVISION	DATE

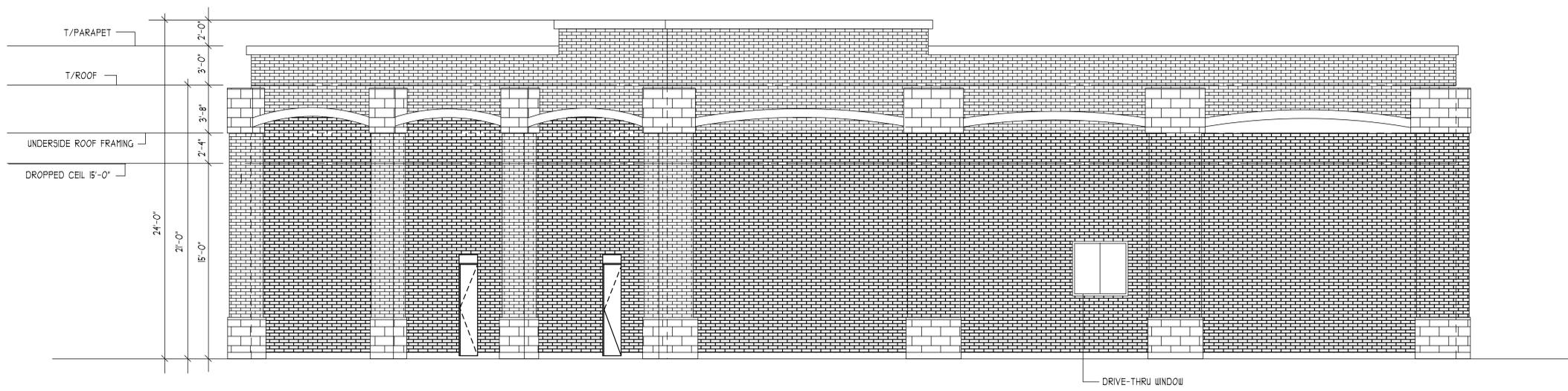
PROFESSIONAL SEAL

DRAWN : CG
 CHECKED :
 DATE : 1/21/19
 SCALE : NOTED
 JOB NO. : T100

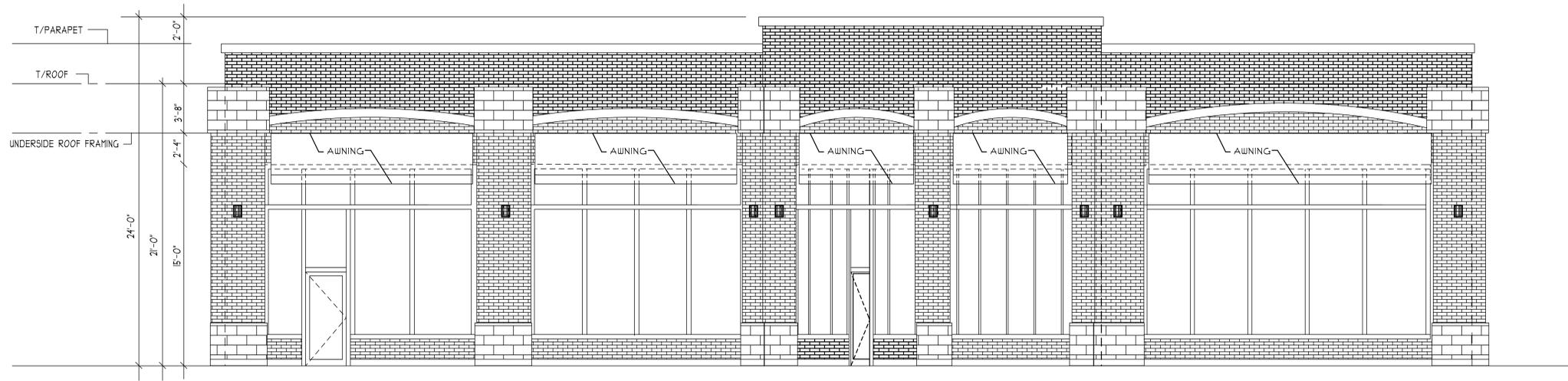
SHEET

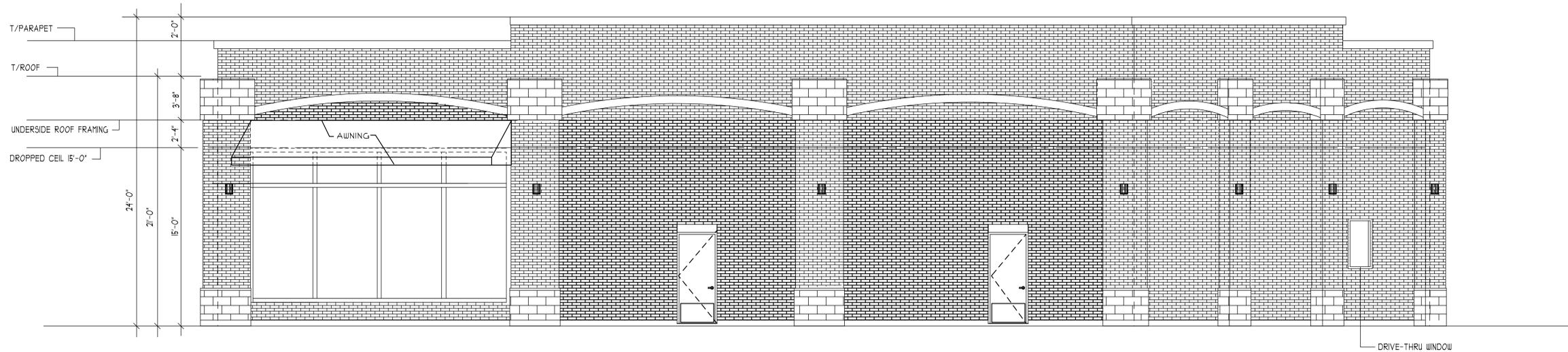
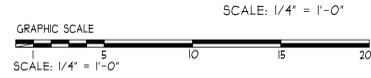
NORTH ELEVATION
 SCALE: 1/4" = 1'-0"
 GRAPHIC SCALE
 SCALE: 1/4" = 1'-0"



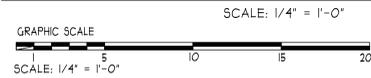
EAST ELEVATION
 SCALE: 1/4" = 1'-0"
 GRAPHIC SCALE
 SCALE: 1/4" = 1'-0"



WEST ELEVATION



SOUTH ELEVATION



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NEW BUILDING ON OUT LOT
BROOKHAVEN SHOPPING CENTER
1532 CASS AVENUE
DARIEN, IL 60561

CHRIS GEORGE, P.C.
ARCHITECTS
104 HILL STREET
MT. PROSPECT, IL 60056-2732
email: chrisgeorge_arch@yahoo.com
(847) 699-8150 FAX(847) 699-8151

REVISION	DATE

PROFESSIONAL SEAL

DRAWN : CG
CHECKED :
DATE : 1/21/19
SCALE : NOTED
JOB NO. : T100

SHEET
A



DUNKIN'
DONUTS

PIZZERIA
& TAP

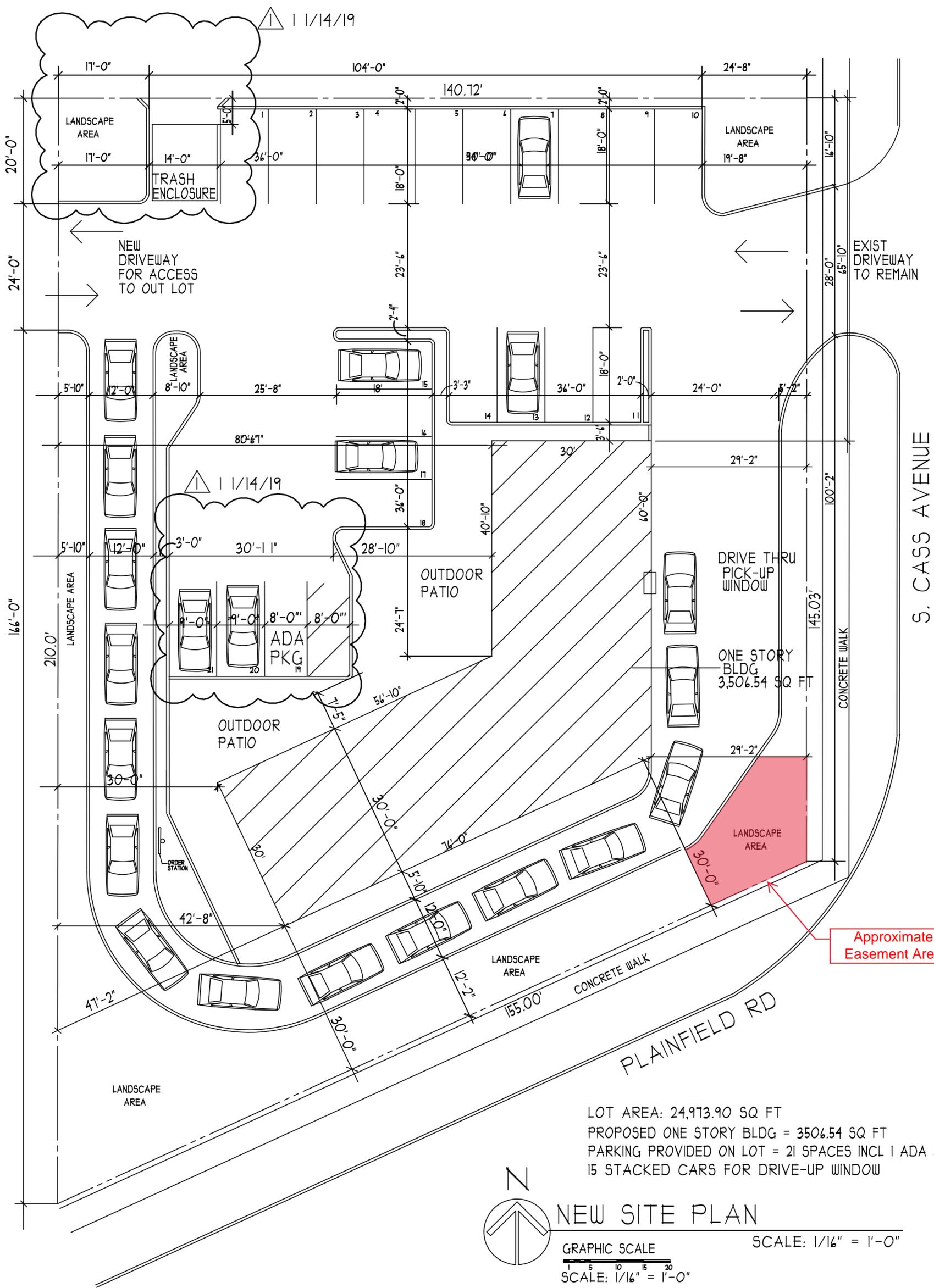




PIZZERIA & TAP

DUNKIN'
DONUTS





LOT AREA: 24,913.90 SQ FT
 PROPOSED ONE STORY BLDG = 3506.54 SQ FT
 PARKING PROVIDED ON LOT = 21 SPACES INCL 1 ADA SPACE
 15 STACKED CARS FOR DRIVE-UP WINDOW

NEW SITE PLAN
 GRAPHIC SCALE
 SCALE: 1/16" = 1'-0"
 SCALE: 1/16" = 1'-0"

AGENDA MEMO
Administrative/Finance Committee
January 6, 2020

ISSUE STATEMENT

Consideration of a resolution to enter into an agreement with Clarke Mosquito for an additional three years.

BACKGROUND/HISTORY

Clarke Mosquito has been the contractor to control mosquito populations for the City of Darien for many years. There currently are no other alternatives for mosquito abatement and Clarke has prepared a three year proposal. The three year proposal is a minimal increase of 2% from the previous three year contract. This proposal is part of their EarthRight Program, a more environmentally friendly operation that reduces the City's carbon footprint as well as utilizes an EPA recognized larvicide called Natular.

STAFF/COMMITTEE RECOMMENDATION

Staff recommends entering into a three year contract with Clarke Mosquito under the EarthRight Environmental Mosquito Management Program at \$41,700 per year. It contains our costs over the next three years and is more environmentally friendly.

ALTERNATE CONSIDERATION

As directed

DECISION MODE

This item will be on the January 20, 2020 City Council meeting for formal approval.

RESOLUTION NO. _____

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO AN AGREEMENT WITH CLARKE MOSQUITO FOR AN ADDITIONAL THREE YEARS

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DARIEN, DU PAGE COUNTY, ILLINOIS, as follows:

SECTION 1: The City Council of the City of Darien hereby authorizes the City Administrator to enter into an agreement with Clarke Mosquito for an additional three years, attached hereto as “Exhibit A”.

SECTION 2: This Resolution shall be in full force and effect from and after its passage and approval as provided by law.

PASSED BY THE CITY COUNCIL OF THE CITY OF DARIEN, DU PAGE COUNTY, ILLINOIS, this 20th day of January, 2020.

AYES: _____

NAYS: _____

ABSENT: _____

APPROVED BY THE MAYOR OF THE CITY OF DARIEN, DU PAGE COUNTY, ILLINOIS, this 20th day of January, 2020.

JOSEPH A. MARCHESE, MAYOR

ATTEST:

JOANNE E. RAGONA, CITY CLERK

APPROVED AS TO FORM:

CITY ATTORNEY



**Clarke Environmental Mosquito Management, Inc.,
Professional Services Outline for
The 2020-2022 City of Darien EarthRight
Environmental Mosquito Management (EMM) Program**

Part I. General Service

- A. Aerial Survey and Geographic Information System (GIS) Mapping
- B. Computer System and Record Keeping Database
- C. Public Relations and Educational Brochures
- D. Mosquito Hotline Citizen Response – (800) 942-2555
- E. Comprehensive Insurance Coverage naming the City of Darien additionally insured
- F. Program Consulting and Quality Control Staff
- G. Monthly Operational Reports, Periodic Advisories, and Annual Report
- H. Regulatory compliance on local, state, and federal levels

Part II. Surveillance and Monitoring

- A. Floodwater Mosquito Migration Model:
The use of weather data and computer model to predict the arrival of *Aedes vexans* brood (hatch) and peak annoyance periods. (Clarke will contact the City of Darien representative and inform him/her of the impending brood arrival.
- B. Arbovirus Surveillance:
 - 1. Clarke New Jersey Light Trap Network to monitor and evaluate adult mosquito activity.
- C. Weather Monitoring – Operational Forecasts

Part III. Larval Control

- A. Targeted Mosquito Management System (TMMS™) computer database and site management.
- B. Larval Site Monitoring: 12 inspections
 - 1. Four (4) complete inspections of up to 76 sites as outlined by most recent Clarke GIS Survey.
 - 2. Five (5) targeted inspections of up to 38 breeding areas as determined by the computerized Clarke Targeted Mosquito Management System™.
 - 3. Three (3) targeted inspections of up to 33 known *Culex spp.* breeding areas as determined by the computerized Clarke Targeted Mosquito Management System™.
 - 4. Inspections of sites called in by residents on the Mosquito Hotline.
- C. Prescription Larval Control will be performed with Natular™ mosquito larvicide as described in the following sections.
 - 1. Larval Control: The program provides for up to 73 acres of single brood or 30 day residual product with backpack or hand equipment or with helicopter.
 - 2. Larval Control: The program provides for 3 backpack pre-hatch treatments of up to 1.0 acres using a 30 day residual product in the “Dale Basin” area.



3. Larval Control: The program provides for treatment of 3 backpack pre-hatch treatments of up to 0.5 acres using a 30 day residual product in the “Chestnut Detention Basin” area near Lemont Road and 75th Street.
4. Helicopter Prehatch: Three (3) treatments using a 30 day residual product of up to 15.0 acres for floodwater mosquito control.
5. Larval Control: Stocking of 2,000 mosquito eating fish for biological control.
6. Catch Basins: Back Yard Catch Basins: One (1) treatment of up to 6 known backyard catch basins using Natular™ XRT extended residual slow release insecticide for control of up to 180 days. As new backyard catch basins are identified via citizen feedback and City referrals, treatments will be performed and the locations added to the master list for future residents.
7. Catch Basins: One treatment of up to 2,000 catch basins, inlets and manholes using Natular™ XRT extended residual slow release insecticide for up to 180 day control.
 - a. GPS DataMaster® technology will be used to record treated catch basin locations. Post-treatment application maps depicting the catch basin locations will be provided to the City as part of the monthly operational reports.

Part IV. Adult Control

- A. Adulciding in mosquito harborage areas:
 1. Upon City authorization, backpack barrier treatments using a synthetic pyrethroid insecticide of festival and concession stand areas for residual control of adult mosquitoes.
- B. Adulciding in Residential Areas:
 1. Upon City authorization, community-wide truck ULV treatments of up to 89.4 miles of streets using Merus™ a botanical insecticide. Any additional authorized community ULV treatments will be priced at \$8,800.00 per treatment.
- C. Adulciding Operational Procedures
 1. Notification of community contact.
 2. Weather limit monitoring and compliance.
 3. Notification of residents on Clarke Call Notification List.
 4. ULV particle size evaluation.
 5. Insecticide dosage and quality control analysis.

2020-2022 EarthRight Total Annual Price for Parts I, II, III, IV**	\$41,700.00
---	--------------------

****NPDES Permit:** A National Pollutant Discharge Elimination System (NPDES) permit is necessary for the execution of the work for mosquito control effective October 31, 2011. Any additional costs associated with activities and/or services that may be required by Clarke in order to comply with an NPDES permit are not included in this proposal.



**Clarke Environmental Mosquito Management, Inc.,
Client Agreement Authorization for
The 2020-2022 City of Darien EarthRight
Environmental Mosquito Management (EMM) Program**

I. **Program Payment Plan:** For Parts I, II, III, and IV as specified in the 2020-2022 Professional Services Price Outline, the total for the 2020-2022 program is \$40,887.00 per year. The payments will be due according to the payment schedule below. Any additional treatments beyond the core program will be invoiced when the treatment is completed. Pricing for the 2021 and 2022 seasons will be held at 2020 rates.

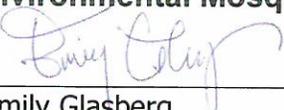
PROGRAM PAYMENT PLAN (2020-2022)

Month	2020	2021	2022
May 1	\$10,425.00	\$10,425.00	\$10,425.00
June 1	\$10,425.00	\$10,425.00	\$10,425.00
July 1	\$10,425.00	\$10,425.00	\$10,425.00
August 1	\$10,425.00	\$10,425.00	\$10,425.00
TOTAL	\$41,700.00	\$41,700.00	\$41,700.00

For City of Darien:

Sign Name: _____ Title: _____ Date: _____

For Clarke Environmental Mosquito Management, Inc.:

Name:  Title: Key Accounts Manager Date: 12/17/2019
Emily Glasberg



**Clarke Environmental Mosquito Management, Inc.,
Client Authorization for
The 2020-2022 City of Darien EarthRight
Environmental Mosquito Management (EMM) Program**

Administrative Information:

Invoices should be sent to:

Name: _____
Address: _____
City: _____ State: _____ Zip _____
Office Phone: _____ Fax: _____ P.O. # _____
E-mail: _____ County: _____

****In an effort to be more sustainable, we ask that you provide us with an Email address that the invoices should be sent to.****

Treatment Address (if different from above):

County: _____

Address: _____
City: _____ State: _____ Zip _____

Contact Person for City of Darien:

Name: _____ Title: _____
Office Phone: _____ Fax: _____ E-Mail: _____
Home Phone: _____ Cell: _____ Pager: _____

Alternate Contact Person for City of Darien:

Name: _____ Title: _____
Office Phone: _____ Fax: _____ E-Mail: _____
Home Phone: _____ Cell: _____ Pager: _____

Please sign and return a copy of the complete contract for our files to:

Clarke Environmental Mosquito Management, Inc., Attn: Emily Glasberg
675 Sidwell Court, St Charles, IL 60174 or email to eglasberg@clarke.com

City of Darien
Minutes of the Administrative/Finance Committee
November 4, 2019

The Meeting was called to order by Chairwoman/Alderswoman Sullivan at 6:00 pm. Committee members Aldermen Schauer and Gustafson were present. Mayor Marchese, Treasurer Coren, and City Administrator Vana were also present.

RESOLUTION APPROVING AN EXTENSION OF THE EMPLOYEE LEASING AGREEMENT WITH GOVTEMPUSA, LLC TO PROVIDE A WORKSITE EMPLOYEE

Staff advised that Mayor Marchese and Administrator met and they would like to extend the current employee leasing agreement between GovTemps and Darien through the end of the Mayor's current term. Staff reviewed the terms of the extension explaining it would be a contract extension effective April 1, 2021 until June 30, 2023. The current agreement would remain in place until March 31, 2021. Staff advised that a couple of provisions in the extension would be effective retroactively and reviewed those items. The committee unanimously recommended approval of the resolution.

RESOLUTION APPROVING THE PARTIAL MEMBERSHIP IN THE DUPAGE MAYORS AND MANAGERS CONFERENCE (DMMC)

Mayor Marchese advised that the DuPage Mayors and Managers Conference a council of 33 municipal governments in DuPage County, Illinois, was founded in 1962. Their membership is comprised of both elected and appointed officials. The Conference is a not-for-profit organization supported by membership dues and grants, dedicated to addressing municipal public policy issues. The Conference serves its members and the region through promoting excellence in municipal government, fostering intergovernmental cooperation, providing research, technical assistance, training, and leadership development opportunities to members, voicing municipal concerns on local, regional, state, and national issues in a variety of forums and evaluating the impact of pending state and federal legislation on municipalities. Darien was an active member in the Conference until 2004. The DMMC membership dues were not included in the FYE 2005 budget due to a particular challenging budget year. The City has not been a member of the Conference since we dropped in in 2004. The initial membership would be a partial year with the annual dues reduced proportionately. A partial year would let the Council access the benefits prior to continuing membership the following year. The FYE 20 budget includes \$200,000 set aside for environmental services related to the fight against Sterigenics. Since the Sterigenics facilities are shutting down, we will not spend any of the \$200,000 budget that can cover the partial year membership. The committee unanimously recommended approval of the resolution.

MINUTES – OCTOBER 7, 2019

The Committee unanimously approved the minutes.

Adjournment - The meeting adjourned at 6:43 pm.

Approved:

Mary Sullivan, Chairwoman _____

Eric Gustafson, Member _____

Ted Schauer, Member _____