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CITY OF FRANKLIN  
COMMITTEE OF THE WHOLE MEETING\*  
FRANKLIN CITY HALL – COMMON COUNCIL CHAMBERS  
9229 WEST LOOMIS ROAD, FRANKLIN, WISCONSIN  
AGENDA\*\*

MONDAY, AUGUST 16, 2021 AT 6:30 P.M.

- I. Call to Order and Roll Call.
- II. Wholesale Public Water Supply to Franklin 2024. The Committee of the Whole may enter closed session pursuant to Wis. Stat. § 19.85(1)(e) to deliberate upon information, terms and provisions of the potential provision of public water supply to the City of Franklin as related to the City, the Franklin Municipal Water Utility and its customers in 2024 and beyond; and the potential negotiation of terms in relation thereto, including, but not limited to potential amendments to the Agreement for Oak Creek to Provide Water at Wholesale to Franklin, potential agreement terms with alternate public water supply sources, including, but not limited to the City of Milwaukee and Milwaukee Water Works, and the investing of public funds and governmental actions in relation thereto, for competitive and bargaining reasons, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.
- III. Kueny Architects, LLC Status Update Concerning the Department of Public Works and Fire Needs Assessment Services Project.
- IV. Discussion of an Awareness Campaign Contract with Hausch Design Agency and Platypus Advertising and Design for a Franklin Private Property Infiltration and Inflow (PPII) Policy/Program.
- V. Adjournment.

\*Notice is given that a majority of the Board of Water Commissioners and Board of Public Works may attend this meeting to gather information about an agenda item over which the Board of Water Commissioners and Board of Public Works have decision-making responsibility. This may constitute a meeting of the Board of Water Commissioners and of the Board of Public Works, per State ex rel Badke v Greendale Village Board, even though the Board of Water Commissioners and Board of Public Works will not take formal action at this meeting.

\*\*Supporting documentation and details of these agenda items are available at City Hall during normal business hours

[Note: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information, contact the City Clerk’s office at (414) 425-7500.]

APPROVAL	COMMITTEE OF THE WHOLE	MTG. DATE August 16, 2021
Reports & Recommendations	KUENY ARCHITECTS LLC STATUS UPDATE CONCERNING THE DPW AND FIRE NEEDS ASSESSMENT SERVICES PROJECT	ITEM NO.

**BACKGROUND**

The Department of Public Works (DPW) has outgrown its facility at 7979 W. Ryan Road and the 2021 budget includes design work for a Highway Building Addition. Meanwhile, the Fire Department noted that with the recent and anticipated growth in the southwest part of Franklin, a fourth fire station is needed. The Fire Department then realized that if the fire station on S. 60<sup>th</sup> Street were relocated to the DPW site, the City could be served by three stations, instead of four. This relocation of a station would have a tremendous cost savings each year of operation.

**ANALYSIS**

Kueny Architects was awarded a contract to study this issue on June 15, 2021. Staff and Kueny Architects will elaborate on the relevant issues and provide an update of the project to Common Council. Common Council may ask questions related to the project.

**FISCAL NOTE**

N/A

**RECOMMENDATION MOTION**

For reference only. No motions are needed.

Engineering Department: GEM

<b>APPROVAL</b> <i>slw</i>	<b>COMMITTEE OF THE WHOLE</b>	<b>MTG. DATE</b> August 16, 2021
Reports & Recommendations	<b>DISCUSSION OF AN AWARENESS CAMPAIGN CONTRACT WITH HAUSCH DESIGN AGENCY AND PLATYPUS ADVERTISING AND DESIGN FOR A FRANKLIN PRIVATE PROPERTY INFILTRATION AND INFLOW (PPII) POLICY/PROGRAM</b>	<b>ITEM NO.</b> 11

**BACKGROUND**

The City of Franklin has a need to remove clear water from the sanitary sewer system. Sources of clearwater, or Infiltration and Inflow (I/I) are known to be present throughout the system and are especially problematic in the area upstream of the St. Martin’s lift station (northwest portion of the City).

On May 18, 2021, Common Council directed *Staff to submit a Statement of Intent to MMSD allocating City of Franklin’s MMSD PPII funds towards drafting a Private Property Infiltration and Inflow (PPII) reduction policy and program for the City of Franklin to perform home inspections and partial reimbursement of repairs AND, direct Staff to create a committee of internal stakeholders to assist with drafting, reviewing, and implementing the policy/program* Although not in the Common Council motion, staff was directed to obtain professional assistance for developing and implementing an awareness campaign.

A statement of intent was submitted to MMSD as directed. A committee of internal stakeholders was formed and has started discussing the structure and content of a Franklin PPII policy. The committee consists of:

- Shari Gilmeister, Utilities Administrative Assistant
- Shari Hanneman, Alderwoman
- Justin Ligocki, Chief Plumbing Inspector
- Glen Morrow, City Engineer
- Tim Reinbold- OTIE (consultant)
- Mike Roberts, Utility Superintendent
- Paul Rotzenberg, Director of Finance
- Scott Satula, Director of Inspection Services
- Becky Specht, MMSD Senior Project Manager

The Committee has also discussed a proposed contract with a team of Hausch Design Agency and Platypus Advertising and Design to provide an Awareness Campaign.

**ANALYSIS**

This discussion will not involve the details of the program as the Committee is still working on a proposed structure. Staff will give a brief introduction of the program and Hausch/Platypus will present their concept of the awareness campaign for Common Council’s discussion, input and future approval (September 7, 2021).

**FISCAL NOTE**

Much of this project is fully reimbursable through MMSD funding. However, some yet-to-be-determined portions of this awareness campaign are prohibited from MMSD funding so those costs will be borne by the Sanitary Sewer Inflow and Infiltration fund.

**RECOMMENDATIONS**

No action needed at this time. A contract is expected to be brought to the September 7 meeting.

# Franklin Sewer Utilities Project



**HAUSCH**  
**DESIGN**  
**AGENCY**

UNCONVENTIONAL RESOURCEFUL REMARKABLE



**PLATYPUS**  
ADVANCED DESIGN

## Project Description

The City of Franklin's Sewer Utility Project is seeking a communications strategy and supporting vehicles designed to inform Franklin homeowners of the city's program to identify and correct defects in home sewer systems. These problems allow clean groundwater and stormwater to enter the sanitary system through cracks and leaks in the home's pipe laterals. During rain events these issues can overwhelm the overall system and cause stormwater and wastewater to back up into people's basements. Not a good thing. In addition, many homeowners are unaware that they actually own the sewer laterals buried on their property and the responsibilities that come with that ownership. This program is designed to find any sewer related issues and assist in repairing them before they become a greater problem.

This program will offer FREE inspections of the homeowner's sewer pipe laterals conducted by a group of inspectors who have been certified by the City of Franklin. When a problem has been identified, the homeowner can take advantage of the funds made available through the MMSD that will offset a significant portion of the homeowner's repair costs. The example given was a hypothetical \$2,200 repair bill might have \$1,500 in funds available to be applied toward it. Homeowners will have one year to make the repairs, however, the funds will be available on a first come, first serve basis. Those who choose to not get the inspection, or make the repairs, will be assessed a \$5 surcharge on their monthly sewer bill.



## ○ Approach

At its most basic, this program is about getting homeowners to recognize the importance of getting their pipes checked. When we learned there already was a program called "Pipe Check" we asked if it would make sense to approach this project as an extension of that program. We heard a resounding "No." Everyone quickly expressed the need to keep these programs separate. That prompted us to think of this a bit differently. What if instead of branding the inspection we branded the inspectors? Since Franklin is handpicking their team of certified inspectors, it allows us to position these individuals as this heroic team of pipe grime fighters coming to save the day. This unconventional, humorous approach is more likely to get noticed, and the more we can raise awareness, the more we increase the likelihood of participation. This concept allows us to establish confidence in the team and set a positive tone for the entire program. So, with that said,



Meet the

# FRANKLIN FLOW FORCE

Faster than a car with Illinois plates!

More powerful than a Green Bay nose tackle!

Able to detect cracks in sewer pipe laterals in a single visit!

Look, on your doorstep It's a package delivery guy!

It's the neighbor girl selling cookies!

NO! It's the **Franklin Flow Force!**

Keen-eyed "sewer heroes" from the City of Franklin who can come to your home with inspection powers and abilities far beyond those of mere mortal men.

Yes, the Franklin Flow Force

who, disguised as mild-mannered municipal inspectors, check your sewer pipe laterals for cracks and leaks—

**FREE** of charge!— to help prevent costly and troublesome backups. Count on this crack team of H<sub>2</sub>Know-It-Alls

to get to the root of your potential pipe problems!

Schedule your **FREE** pipe inspection by XXX.

Join us in the never-ending battle for truth,

justice and optimal sewer drainage management!



## Getting the Word Out

This campaign would rely on a number of communication vehicles to raise awareness among the various targeted audiences. The following list is a menu of tactics that could be implemented

### **HOMEOWNERS**

#### **Program branding**

Development of program branding and general theming and simple standards that define a consistently recognizable look for use on all subsequent creative \$3,000

#### **Letter(s)**

You indicated sending both a certified letter as well as a "regular" letter to homeowners. If needed, we can help you draft the letter in a style consistent with the campaign's theme, informing them of the program and its benefits. We could also design this letter to be very unique as a means to standing out from the onslaught of other mail people receive. One idea was to die-cut a hole in the center of the letter and work the copy around it. The copy could lead with talking about that hole and indicating that that's what your pipes are supposed to look like. A big bunch of nothing. No tree roots, no invasive plants, no nothing. It would reinforce the message in a way that would get their attention and remain memorable.

assistance in writing the letter	\$500		
more creative concepting	\$1,500	printing	TBD

**Dimensional / Door Hanger** We can help create attention-getting, unique dimensionals that would be distributed at each home. These could be a very simple printed piece that attaches to the door or a more untraditional dimensional piece like a cardboard mailing tube filled with crinkled paper that bears a striking resemblance to organic roots that clog pipes. Obviously, these items are intended to have more visual appeal that should gain attention.

concept and design	\$1,500 - 3,000		
file production for printing	\$500 - 1,000		
copywriting	\$350	printing	TBD
project management	\$250 - 500		



**Video**

Create a video that will explain the program and ask people to sign up. These videos could have different means of distribution: pre-roll video to be aired on YouTube, Facebook, and other social media platforms, the public access channel, and the website. These can all be a very cost-efficient means to reach people within the targeted areas. We think the video needs to be short, make people aware of the problem and more importantly, the solution and tell them what to do. We have also considered OTT and other streaming platform options, but cost is likely to be an issue.

concept and storyboard	\$2,750	music	\$250
script	\$750	audio engineering	\$150
editing	\$1,500/min	stock clips	TBD
voice over	\$350-500	project management	\$650
ad deployment on social media	\$3,000- \$5,000/mo		

This approach could benefit from original video footage, but doesn't require that. If it is determined that becomes necessary, we'll need to define the scope and then provide a quote.

**Brochure**

Create a brochure that is visually appealing and explains the problem and the program while encouraging recipients to sign up for an inspection. We anticipate this to be a 6 to 8 page brochure.

concept and design	\$2,500	3,500		
copywriting	\$750	1,000	printing	TBD
project management	\$500	600		

**Website landing page**

If possible, we could create a page for the City of Franklin's web site that makes the connection to the Flow Force program and offers a means to sign up.

concept and design	\$1,000
copywriting	\$500
programming	\$1,000 - \$1,500
project management	\$500

**Clean Bill of Health Certificate**

Create a 'cool' certificate indicating a clean bill of health after a house passes its inspection.

concept and design	\$500
printing	TBD

**City Newsletter "ad"**

Create an ad for the city newsletter to announce and remind readers of the program.

concept and design	\$500
copywriting	\$150

## **PR CAMPAIGN**

Get the word out to various local news organizations, morning programs, etc who will see the a benefit in promoting the story

Develop a PR campaign

write press release \$500

media outreach/story pitch/follow-up \$1,200

## **REALTORS AND TITLE COMPANIES**

We recognize that in past efforts, realtors have not been a very receptive audience As a result we have looked at a very minimal approach in raising awareness of the program We could acquire a list of Franklin-based (possibly neighboring communities) real estate agents and develop a simple postcard alert

concept and design postcard \$350 printing TBD

Place articles and/or ads in Wisconsin Real Estate Magazine 16,500 audience

concept and design ad \$350

copywriting \$150

media placement (3 month 1/2pg blk/wht \$460/mo, color \$825/mo)

project management \$250-500

## **PLUMBERS / PLUMBERS UNION**

Enlist the Plumbers Union and Union Contractors as a sales force for the project By working with the Union they will be able to use this program to support their members Maybe they would even pay for a co-branded piece that would allow each plumber to customize it with their logo Then, every union plumber who is called on to service households in the area can tell homeowners of the program It would be to their advantage to get the eventual repair work This tactic would need to be sensitive to the relationships of non union plumbers and be carefully worded

project management/logistics \$1,500

Just a reminder that the items listed above are intended as a menu from which we can discuss what combination might work best for your needs and budget Given the somewhat uncertain budget and the potential for dollars in 2022 we thought adopting a forward thinking approach with multiple tactics was appropriate

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