



Communications Plan and Support Request for Proposal

2019

The City of Green is seeking professional proposals from marketing/public relations agencies to help develop a comprehensive communications plan for the Massillon Road North of I-77 infrastructure improvement Project.

Introduction

After ten years of planning and engineering design, the City of Green will begin construction of the two-season infrastructure improvement project of Massillon Road (SR 241) north of I-77 to just past State Route 619 (East Turkeyfoot Lake Road). The construction phase will begin in 2020 and extend into late 2021. The road, currently a two-lane road, will be widened to two lanes in each direction with a center median and roundabouts at the three intersections of Raber, Stein and East Turkeyfoot Lake Road.

While roundabouts are not new to Green, these will be the first two by two roundabouts (two lanes entering from both directions) in the City of Green.

[More information](#)

Background

While the City has consistently communicated about the project during the past ten years, now that construction is looming, people are beginning to pay more attention and seek information. The City has already engaged with a construction manager H.R. Gray to manage the project. As part of this, dedicated project managers will also handle one-on-one direct communication with the businesses and residents along the project.

More than 27,000 vehicles travel Massillon Road from I-77 to SR619 daily. We have identified 134 businesses in the primary and secondary project areas. In the primary project area, we have three types of businesses:

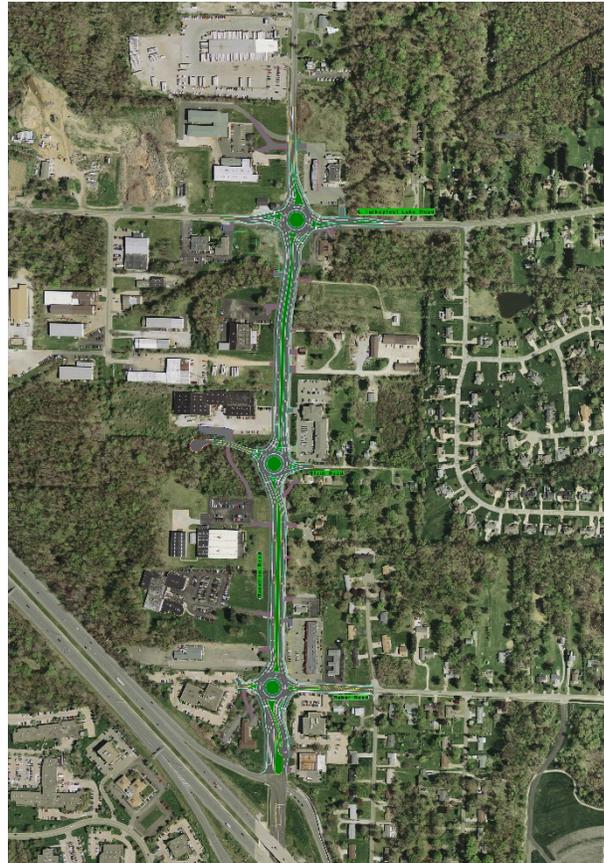
Manufacturing Facilities: Ariel Corporation, Pioneer Plastics, RJS Corporation, Delco Corp.

Retail: There are two retail plazas in the corridor and two gas stations.

- Servus Plaza (located at the corner of Raber and Massillon) includes a hair salon, several restaurants, nail salon, dry cleaner, etc.
- Chervenik Plaza (located at the corner of Stein and Massillon) includes a pizza shop, bar, insurance agent, and small professional office building.

Service: Several doctor's offices, professional buildings and a daycare center are also in the immediate area.

The secondary project area includes businesses south of I-77 and those farther north, east and west of the project. While we do not feel the project will significantly impact those businesses south of the project, these businesses have some concerns about loss of business. In addition, they are paying close attention to the City's management of the project because the next major construction project (2022 or 2023) will be to build two roundabouts on Massillon Road south of I-77 at Boettler and Corporate Woods Circle.



Communication Needs

We have identified three areas of communication needs:

1. *Communicating with those immediately impacted.* This includes day to day (as needed) from the project manager and regular communication from the City.
2. *Communicating to those who visit these businesses throughout the project.* This includes both communications to the community as a whole as well as providing tools to each business to assist them in communicating directly with their clients, customers and employees.
3. *Communicating how to navigate the new corridor.* This corridor will have some new traffic patterns not familiar by all including 2X2 roundabouts and a median which will require travelers to use the roundabouts as U-turn points to access businesses on either side of the road.

Expectations

We're looking for a public relations/advertising/marketing agency to partner with the City of Green to assist us in developing our communications plan for this project and executing several of the key communication pieces determined by the plan. We see this as a two-year engagement with phases of communications.

Deliverables

- Work with the internal City of Green team and communications manager to expand the existing communications plan.
- Develop simple messaging for various points throughout the project
- Develop graphical identity for the project communications
- Develop communication tools (e.g. print, digital and videos) as defined by the communications plan
- Support the internal team as needed

Budget

We see this project in two phases following the construction schedule. The first-year communications needs will be mainly about the project. The second year we will continue project communication, but also start to pivot to general how to navigate this new improved corridor. Phase one will include the communications plan, graphics for the project, and initial tools for communicating the construction phase of the project. The second phase will include educational tools (video, social media, etc) to the general public on how to drive the corridor.

Dates

Proposals should be submitted no later than 4 p.m. on December 9, 2019 and submitted to:

Valerie Wolford, Communications Manager
City of Green
PO Box 278
Green, Ohio 44232

A digital copy may be emailed to : communications@cityofgreen.org