

Agenda Item Number 14.c.

Agency Communications Plan

Presenter: George Kloeppe

Action Recommended: None. Information Only

Background:

The Board's Climate of Prosperity project yielded several recommendations in the area of communications. One specific proposal was for LCOG to issue a request for information (RFI) to individuals and firms that might be qualified to assist the organization in the development of a comprehensive Communications Plan. The RFI was publicized and directly sent to 13 potential consultants. Five responses were received, four of them judged responsive to the elements of the RFI.

Recall that the anticipated Plan is to be developed expeditiously, with input from management staff, Board members and others. It has been envisioned as a guide that would include specific action steps to achieve three primary goals:

- Enhancing LCOG's communication with its 28 member governments and the public.
- Enhancing access for members of the public to communicate with LCOG's government members.
- Enhancing communication between local governments and between those jurisdictions and state and federal levels of government.

Responses to the RFI from Verb Marketing, Eugene; CAWOOD, Eugene; Funk/Levis & Associates, Eugene; and Metropolitan Group, Portland are being scored by the management team. By the time the Board meets, it is expected that interviews will have been set up with potential consultants, with a professional services contract likely to be executed before the end of the year.