

**Schaad, Erin**

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**From:** Nora Jacobs [REDACTED]  
**Sent:** Thursday, May 23, 2019 3:09 PM  
**To:** jhowington@hudson.oh.us; wwooldredge@hudson.oh.us; Jody Roberts (jroberts@hudson.oh.us)  
**Cc:** Thomas Fladung  
**Subject:** Proposal  
**Attachments:** City of Hudson.pdf

Everyone, as promised, here is a proposal for the strategic communications plan we discussed Tuesday. Please let us know if you have questions.

Thanks again for asking us to meet with you. We would be very pleased to work with you on this project.

Best regards,  
Nora

Nora Jacobs, APR

**Hennes Communications**

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**CONFIDENTIAL**

May 23, 2019

TO: Jane Howington, Bill Wooldredge, Jody Roberts  
FR: Nora Jacobs and Thom Fladung  
RE: A Strategic Communications Plan for the City of Hudson

We appreciate the opportunity to provide a communications plan to help the City of Hudson as it reassesses its path forward following the May 7 vote on Downtown Phase II. We heard your frustration during our meeting: City Council and the city's government have a plan that will prepare Hudson for the future, but that story is not reaching the community. "We're doing the right things, but the messages don't get out."

**THE CHALLENGE**

While the city's staff mounted a robust effort to explain the benefits of Phase II to the electorate in the months and weeks before the vote, it was outmaneuvered by the opposition. There was a level of vitriol, misinformation and personal attack surrounding the vote that was unprecedented in Hudson politics. Opponents used the opportunity to encourage renewed objection to the new city hall and broadband and, in general, raise doubt about the competency of City Council and the city manager.

**THE ASSIGNMENT**

Overcoming the misinformation that has been distributed, rebuilding community support for Phase II and restoring faith in city government will require a sustained, multifaceted communications plan and a renewed commitment to community outreach. In short, the city needs a strategic communications plan city staff can use as its roadmap for creating content, tactics and activities in the months ahead. Such a plan would include:

- A proposed overarching theme for the city's communications that would reflect government's commitment to positioning Hudson for the future and its commitment to doing so in a thoughtful, fiscally responsible manner.
- Articulation of the city's "story" – what city leadership is doing to make its vision for Hudson's future a reality, along with proof points related to that work.
- A set of key messages that would support the story and provide city leadership with a way to consistently make its case to the community.
- A set of recommendations for repurposing existing communications tools to support this new plan, along with recommendations for creating and using new tools.
- Recommendations for outreach and engagement tactics that will better connect the city's leadership with Hudson's residents. Special emphasis will be placed on reaching gatekeepers and civic groups in order to make best use of city resources.
- A recommendation for resetting relationships with area media, especially the Hudson Hub.
- Recommendations for using the city's existing social media platforms to support the program.

- Recommendations on updating and refreshing the city's website so that readers will immediately recognize the city's priorities. Your website must tell the city's story quickly and clearly.
- A proposed schedule for rolling out the plan in a manner that prioritizes tasks and sets responsibilities while recognizing that this will be a largely staff-driven program.

**SCOPE OF WORK**

We would be pleased to prepare such a plan for the city's use. Our work to develop the plan would include:

- An additional meeting with city communication staff to better understand current communication activities, how communication tools and tactics are being used and the target audiences for each.
- A review of any background materials or research that would provide us with additional perspective on Phase II, the city hall, broadband or other "hot button" topics.
- Potentially, an additional individual meeting with the president of Council and the city manager to get their input on the plan's direction and scope.
- A written document reflecting this input and addressing all of the elements listed on page one.

**ESTIMATED COST**

We estimate that we can complete this work in approximately six weeks from the date of our first backgrounding meeting.

Our fee to complete this project will be \$7,500 and will be billed as follows:

- \$2,500 to be billed upon approval of the project (see below)
- \$5,000 to be billed when the plan is presented to staff

Everyone, thank you again for asking us to present this proposal. We believe the plan described above will go a long way in helping the city tell its story during a time of change and challenge. If the scope of work and budget we've proposed are acceptable, please indicate your approval below and return this page to us. It can be faxed to us at 216-916-4405 or emailed to us as a PDF.

**CLIENT APPROVAL**

On behalf of the City of Hudson, I authorize Hennes Communications to develop a strategic communications plan at a cost not to exceed \$7,500 as described in this proposal.

\_\_\_\_\_ Date authorized: \_\_\_\_\_

City of Hudson