

Schaad, Erin

From: Nora Jacobs <[REDACTED]>
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To: Jody Roberts (jroberts@hudson.oh.us)
Cc: Thomas Fladung
Subject: Key Messages
Attachments: Key Messages Draft #1.docx

Hi, Jody. As promised, here is our first take at some over-arching messages for Council to use when responding to questions or email. Let me know what you think and whether they give you what you had in mind. Any major gripes that we haven't addressed?

Nora

Nora Jacobs, APR

Hennes Communications

Crisis Communications | Crisis Management | Litigation Communications
Terminal Tower | 50 Public Square, Suite 3200 | Cleveland, Ohio 44113

Nora Jacobs, APR, Senior Vice President
[REDACTED]

[REDACTED] F: CrisisComm T: [@crisiscomm](https://twitter.com/crisiscomm)

City of Hudson
Talking Points
Draft #1
6-7-19

Concerns Related to Increased Traffic Generated by Phase II:

We knew increased traffic related to Phase II would be a concern to residents and it was one of the issues we studied very carefully early on. Although we've already made changes to Phase II to address this issue, we expect additional changes we make to the project based on May's vote and the community's input will reduce traffic levels even further.

Phase II aside, we all know there are times when traffic levels in downtown can be frustrating. That's why the smart signaling program we're about to launch is so important. We've looked at a number of systems other communities like Westlake and (second local example) have put in place. They've seen significant improvements in traffic flow with these systems and we hope to get the same type of results.

Our intent is to get started on the smart signaling program immediately and to have it all in place, with improved results particularly at chokepoints like 303 and 91, before Phase II is completed. CAN WE SAY THIS? There's more information on our website about this, but watch the Hub, because we're going to announce details of the program soon.

Concerns Related to the Density of Phase II:

Actually, we've already taken a hard look at that issue and have significantly reduced the density of Phase II. We had already completely eliminated the apartments before the May vote and reduced the overall residential footprint by 30 percent. The commercial space had been reduced by a third as well.

Based on the feedback we've gotten since the May vote, we may ask Testa Builders to reduce the project's density even further. Right now, Phase II density is only a percent or two more than some of the blocks in the historic district. That's the model residents have told us they want, and that's what we're aspiring to.

Concerns Related to the New Town Hall

We know some residents would like to use some of the Phase II site for a new town hall. We looked very hard at that question, but the numbers simply didn't work. It would cost taxpayers twice as much to build a new town hall downtown compared to the property we've purchased off of Hudson Drive. And, it wouldn't have the meeting and public space that building will have.

But more important, a town hall built on Phase II land would not generate any property tax for the city and wouldn't generate any income tax. Above everything else, we know Hudson's residents expect City Council and city government to be good stewards of the tax dollars they give us. The decision we made about the new town hall is the fiscally responsible decision.

Concerns Related to a Municipal Recreation Center

We know that some residents would have liked to see a recreation center built on the Phase II property. We looked at that question very carefully and decided for a number of reasons that it would not be a responsible use of the property. First, it would generate a lot of extra traffic downtown, which we know is a big concern. Macedonia's rec center has 150,000 visitors a year. That is a lot of cars moving through downtown. Second, a city-owned facility would not generate any tax revenue, while the residential units and offices planned for Phase II will.

Finally, there's a lot of competition for the community's fitness dollars. In addition to Life Center and Summa, we are seeing more and more boutique fitness facilities open in Hudson. If the city were to consider building a community recreation center, we would need to make sure it could operate competitively. The last thing we would want to do is build a center, then have to ask residents to support it with more taxes.

Concerns That Resident Input is Being Ignored

The numerous comments we received at our three work sessions and through email speak to how passionately people care about our community, how varied opinions are and how individuals frequently have views in direct opposition to one another. (If you haven't, we invite you to review those comments on our city website.)

We understand that and appreciate all the input. Now, we believe, it's our job to take those opinions into account and use them to help shape plans that also meet our responsibilities to be fiscally responsible and sensitive to Hudson's history. We have to make smart choices now that will help Hudson continue to be an attractive, thriving community next year and for years to come.

Concerns in General About Hudson City Government

I know it seems that a lot of things are happening in Hudson all at once. Ideally, we would have taken on projects a bit more slowly to help residents absorb all the change a little more gradually. The truth is, we are simply doing the most we can to position Hudson for the future. Things like broadband, a livable downtown for Millennials and Baby Boomers, a new town hall with space for residents to meet and class A office space for new tech companies are all designed to position Hudson for the future – not just five years from now, but 20 or 30 years from now. You've entrusted us to make sure the Hudson our children inherit is as wonderful as the Hudson we've all lived in. We take that responsibility very seriously.