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**DATE: August 5, 2021**

**TO: Mr. Carl Hilton, Board Chair**

**FROM: Robin Burch**

**SUBJECT: Agreed Order ENF-19-00025 - Communications Plan Update**

The following is an update on Louisville Metropolitan Sewer Districts (MSD) efforts with the Odor Control Communications Plan.

MSD issued an RFP for qualified communications agencies with which to partner in the development and execution of a communications plan pertaining to Odor Control in late February 2021, with responses due mid-March. MSD selected Louisville-based advertising and public relations agency Bandy Carroll Hellige (BCH), and engaged the firm in mid-April. BCH’s role is to assist MSD staff with media relations, digital media strategies, graphic design, stakeholder and community partnerships, public relations strategies, and implementing MSD’s communication plan for the Districtwide Odor Control Master Plan. It is anticipated the communications plan will be a phased multi-year project.

The initial work of the agency thus far has been focused on developing the overall communications strategy, as well as developing the foundational communications assets and materials needed for a communications campaign. The implementation of the communications plan will begin this fall.

Below are details on the various components of the communications efforts:

**Communications Strategy and Planning** - development of a comprehensive communications plan and strategy to educate the public on odor control efforts and provide participation for the public to report odor issues.

**Status:** This is an ongoing effort. BCH has developed the overall message content and delivery strategies and is in the process of developing executions. BCH and MSD meet on a bi-weekly basis to update on tasks and deliverables.

**Program Name and Brand or Logo** - development of a program name, brand, or logo that is cohesive with the MSD Brand

**Status:** Complete. Odor control efforts will be branded as MSD’s cl**AIR**ity Program, along with an accompanying graphic identity to be used in all communications.

**Odor Control Landing Page Creation/Development** - develop content/copy for an Odor Control page to be hosted on MSD’s website

**Status**: BCH has completed design, copywriting and development of an updated Odor Control webpage. Awaiting final decisions about backend details for the odor complaint submission form. Anticipated to go live by September 2021.

**Public Submission Form for Odor Complaints** - develop content/copy for an online form for submission of Odor Complaints via the MSD’s Customer Service Online Portal

**Status:** BCH has completed development of form; awaiting MSD determination on use of software to integrate with MSD’s Customer Service Online Portal. Anticipated to go live by September 2021.

**Odor Control Brochure/Flyer** - develop content for Odor Control Brochure to follow MSD’s current brochure look

**Status:** BCH has completed design and copywriting of brochure. Printing and production TBD based on campaign rollout. Distribution will be as needed to coincide with community meetings and outreach.

**Public Service Announcement TV** - inclusive of copy, broadcast direction, production, editing, voiceover, music, filming as needed

**Status:** BCH has developed concept and script for PSA announcement and is currently producing. Anticipated completion in August with distribution in September.

**Public Service Announcement Radio**

**Status:** BCH has developed concept and script for PSA announcement and is currently producing. Anticipated completion in August with distribution in September.

**Digital Advertising (Facebook)**

**Status:** BCH has completed layouts for Facebook advertisements. Paid advertising will be conducted in phases, pulsing throughout the year and in targeted areas to coincide with public meetings. Initial pulse anticipated in September-October period.

**Digital Advertising (Display)**

**Status:** BCH has completed layouts for digital display advertisements. Paid advertising will be conducted in phases, pulsing throughout the year and in targeted areas to coincide with public meetings. Initial pulse anticipated in September-October period.

**Public Meetings** - conduct public meetings to inform residents of MSD odor mitigation efforts and ways to report odors

**Status:** this will occur in phases, with the first meeting planned for communities surrounding Morris Forman Water Quality Treatment Center in Q4 2021.

**Odor Survey** - assist MSD staff with content/copy of an Odor Survey, facilitated via Survey Monkey. Summarize results of survey and provide report. Survey link will be provided to the public after quarterly community meetings

**Status:** BCH will develop survey for implementation in early 2022 after completion of initial community outreach and public service campaign

**Status update of Communications Plan** - Prepare status updates including milestones completed and continual progress. Reports to be provided twice per year

**Status:** First update delivered August 2, 2021.