

Keep the Light on the Shining Beacon on the Hill

Communications Plan Proposal
for the Ossining Public Library Bond Issue
Blake West & Co. LLC
July 3rd, 2023



Project Summary

- **Objective:**
 - **Secure approval for the OPL bond issue which includes both repairs and other renovations to the facility, estimated at \$11-16M.**
 - Minimize and offset the financial impact to the public tax base by leveraging as much external funding as possible from other sources (eg: existing fund balances, Friends, Foundation, grants, government, benefactors, crowd funding, events, other).
- **Strategy:**
 - **A targeted message, media and engagement plan, tailored specifically for each priority stakeholder group, to maximize reach, influence and financial impact**
 - Focus messaging on the “Whys” of the project – less on the “Whats”
 - **Brand the proposal initiative** (eg: “OPL Capital Campaign 2023”)

Current Challenges for Communications

- **Details on the specific renovations to be included in the bond proposal are still in development.**
 - Some preliminary work recommended in the Lothrop and OLA Engineering assessments has been undertaken using existing fund balances of approximately \$500,000.
- **The proposal will either be bundled with an Ossining school budget bond issue (estimated at \$56M) or undertaken independently.**
 - If bundled, the OPL proposal would need to be ready for the fall to synch with election timing.
 - The OLP is in competition for external funding with many other libraries, organizations and to some degree, the Ossining School District itself.
- **There appears to be a general perception that the current OLP facility is viewed as “the new library”, despite the fact that the last major bond renovation project was 20 years ago.**
 - The previous bond issue will expire in 2023. This project would be a new issuance, rather than an extension.
- **There has not been any significant customer feedback or insight research done since 2017.**
 - A new survey is currently in draft.
- **External State governmental sources restrict use of funding to informational purposes and not for advocacy messaging (eg: “Vote ‘Yes’ for the OLP bond issue”)**
- **There appears to be a wide and diverse range of stakeholders that need to be reached and influenced.**

Project Proposal: Deliverables

Phase 1

Foundational Work & Plan

- Overall Plan outline and approach
- Topline view of priority stakeholders
 - Mine existing stakeholder data, staff knowledge and new input for leverageable messaging insights (the “Whys”)
- Initial recommendations for Phases 2 and 3:
 - Key overarching message; initial thoughts on branding
 - Topline media and engagement suggestions

Phase 2

Message Development and Optimizations

- Refine, assess and adapt single most important message to convey; relevant support points for tailoring stakeholder variations.
 - Tailored messages for key priority stakeholders
 - Research/feedback on key messages (as needed) and indicated revisions
- Assess (research/feedback) develop and finalize Branding
- FAQ’s and suggested responses
- Preparation for key stakeholder updates, reviews and public forums (speaking notes, key messages, presentations)

Phase 3

Communications Plan Implementation

- Detailed media plan and other tactics for reaching, influencing and engaging key stakeholders
- Write Press Releases
- Assist with External Media Pitching
- Assist with copy and content for all Marketing collateral (eg: brochures, signage, dedicated website page, social media postings, emails, other
- Assist with Community Engagement Activities, Events
 - Participate as requested by client

Estimated Hours and Fees: Option #1

- **Phase 1 Foundational Work: Outline of Basic Steps with Initial Specific Recommendations on Phases 2 and 3**

TOTAL

12 hours @ \$125
\$1500

Billing: monthly (timing tbd pending client's needs) Please make check payable to "Blake West & Company LLC"

Note: Estimated hours are subject to change (with advance notice and client approval) as project evolves and/or additional activities, such as feedback surveys, presentations to stakeholders, participation in events, are necessary. The rate of \$125/hr. is a 37.5% not-for-profit discount.

Estimated Hours and Fees: Option #2

Foundational Work and Message Development/Optimization

- Phase 1: Foundational Work 12hours
- Phase 2: Message Development & Optimizations 12-14 hours

TOTAL

24-26 hours @ \$125

\$3000-3250

Billing: monthly (timing tbd pending client's needs) Please make check payable to "Blake West & Company LLC"

Note: Estimated hours are subject to change (with advance notice and client approval) as project evolves and/or additional activities, such as feedback surveys, presentations to stakeholders, participation in events, are necessary. The rate of \$125/hr. is a 37.5% not-for-profit discount.

Estimated Hours and Fees: Option #3

Full Project: Foundational Work through Communication Implementation

| | |
|--|-----------------------------------|
| • Phase 1: Foundational Work | 10-12hours |
| • Phase 2: Message Development & Optimizations | 12-14 hours |
| • Phase 3: Communications Plan Implementation | 12-14 hours |
| TOTAL | <u>34-40 hours @ \$125</u> |
| | \$4250-5000 |

Billing: monthly (timing tbd pending client's needs) Please make check payable to "Blake West & Company LLC"

Note: Estimated hours are subject to change (with advance notice and client approval) as project evolves and/or additional activities, such as feedback surveys, presentations to stakeholders, participation in events, are necessary. The rate of \$125/hr. is a 37.5% not-for-profit discount.

Next Steps and Timing**

- **Project Proposal Review and Approval** July
- Phase 1 complete August/September
- Phase 2 complete September/October
- Phase 3 complete November
- Communications underway November/December
- Bond approval (tbd based on bundling with School bond vs. independent)
- Follow-up communications July-December 2024 (tbd, as above)

**** (NOTE: Timeline to be more fully detailed and agreed based on several key decisions regarding finalizing the specific elements of the Bond proposal, decisions on bundling with the School Bond Issue or not; and other key dates/milestones to be provided by the OLP team).**

Appendix

About Blake West & Co. LLC

- **An independent, strategic marketing and communications consultancy founded in 2011, based in Briarcliff Manor, NY.**
 - Virginia Blake West is the owner and principal member. Linked In Profile: [\(28\) Virginia \(Blake\) Blake West | LinkedIn](#)
- **Clients are limited to a small roster and taken on selectively. Clients have included profit, not-for-profit, public and private organizations. Specific work has included:**
 - Strategic planning
 - Branding and brand positioning
 - Communications planning and messaging
 - New product development: strategy, process, ideation, facilitation, branding, marketing, launch
 - Content and copy development for all media
 - Press releases and media pitching
 - Research surveys (design, implementation, analytics)
 - Industry research and overviews
 - Crisis management and communications
 - Executive reviews and presentations
- **Work is done on a retainer or per project fee structure, based on estimated manhours. I'm always flexible to design a program and budget plan that works for you.**

