

Paula Vandehey, PE
Director of Public Works
City of Appleton
100 N. Appleton Street
Appleton, WI 54911

Arcadis U.S., Inc.
126 North Jefferson
Street
Suite 400
Milwaukee
Wisconsin 53202
Phone: 414 276 7742
Fax: 414 276 7603
www.arcadis.com

Date: February 3, 2022
Our Ref: 30087404
Subject: LCRR Compliance, Public Outreach Materials

Dear Ms. Vandehey,

As part of the ongoing effort to develop the City of Appleton's Lead Service Line Replacement (LSLR) Plan, Arcadis completed a review of the City's current public outreach / notification practices and materials related to the Lead and Copper Rule Revisions (LCRR). The City has several important public outreach goals for the Program including:

- Educating the public on lead risk and lead service line ownership, and identifying actions being taken by the City as well as actions that can be taken by property owners.
- Developing and implementing a communication program that promotes customer participation in LSLR and related service line material investigations.
- Creating project transparency through honest and open dialogue.

In order to accomplish these goals and meet the requirements of the LCRR, additional outreach activities and methods are required above and beyond the City's current practices. These additional efforts were documented in the Lead Service Line Replacement (LSLR) Plan and are summarized in Table 1, LSLR Program Outreach and Notification Activities and Methods, which is attached to this letter for your reference. Additional materials requiring development include but are not limited to letters, emails, fact sheets, and door hangers. The City of Appleton has requested Arcadis' assistance in the development of additional required materials and communications plans. Our proposed services are outlined below.

Scope

This program is critical for the overall success of the City's Lead Service Replacement Goals. The City has requested professional services to assist with proactively positioning the City and its residents to be in compliance with the upcoming requirements of the LCRR. This section outlines specific tasks that need to be addressed as part of the program.

Task 1. Planning Workshop

Arcadis will conduct a public outreach planning workshop with key City staff to share example outreach materials and lessons learned from other projects, identify key messages and engagement strategies, brainstorm audiences and potential partners, and discuss utility preferences, delivery methods, and resources. Based on the outcome of this workshop, public outreach content will be created under Task 2. A review of the City's current outreach and notification materials will also be completed as part of the preparation for the meeting. Arcadis will

Ms. Vandehey
City of Appleton
February 3, 2022

update the attached Table 1 and develop a brief written summary of the engagement strategy, purpose, outcomes, and process (POP).

Activities:

- Planning Workshop (virtual)
- Evaluate current communications materials on lead and copper and compliance with LCRR
- Updates to Table 1 and POP Summary

Deliverables:

- Updated Table 1
- POP Summary
- Workshop agenda and action items

Task 2. Develop Public Outreach and Notification

Following the Planning Workshop in Task 1 and the completion of the review of the City's existing outreach and educational materials pertaining to lead, Arcadis will develop the proposed content and associated graphics for the public outreach and notification materials shaded in yellow in Table 1. Creation of materials will initially focus on those most critical for the 2022 LSLR Program including the first letter to inform impacted homeowners about the City's replacement program and provide an avenue for enrollment. Additional materials required for replacement activities will be prepared ahead of anticipated construction beginning in June/July 2022. While any content will be specific to the 2022 Program, it will be developed with the intention of use in following years with minor revisions as needed.

A second meeting is included in this task to review comments on the draft materials and associated responsibilities with the City. Arcadis will develop and provide all materials to the City in English; the City will be responsible for translating materials into other languages as required by the community. Specific activities and deliverables are summarized below.

Activities:

- Develop content and graphics for select customer outreach and communications materials in support of the LSLR program.
- Participate in up to two (2) one-hour task progress meetings via conference call, if required.
- Host a virtual review workshop (one hour) to collect feedback from the City and review associated outreach responsibilities with key staff.

Deliverables:

- Education and communication materials as highlighted in yellow in Table 1 (attached) and described below
- Workshop agenda and action items

Assumptions:

- All content will be delivered in an electronic format (i.e., PDF, Word, JPEG, etc.). The City of Appleton is responsible for any production and distribution of these materials, including posting to the City's website.
- The City of Appleton will be responsible for translating all content into other languages.

Ms. Vandehey
City of Appleton
February 3, 2022

- Includes content for up to three (3) fact sheets, four (4) door hangers, and six (6) letters.

Schedule

The above tasks will be completed within six months of the notice to proceed.

Budget

The above activities will be completed as an amendment to the current Arcadis contract as indicated below:

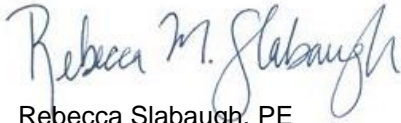
Contract name: Lead Service Line Replacement Plan
Contract date: June 24, 2021

Compensation for services performed in accordance with this agreement will be completed on a time and materials basis for a total fee not to exceed the total indicated in the table below. Budgets for the tasks are also shown in the table.

Task	Description	Budget			
		Hours	Labor	Expenses	Total
1	Planning Workshop	32	\$5,600	\$0	\$5,600
2	Public Outreach & Notification Materials	94	\$16,800	\$0	\$16,800
Total			\$22,400	\$0	\$22,400

Ms. Vandehey
City of Appleton
February 3, 2022

Sincerely,
Arcadis U.S., Inc.



Rebecca Slabaugh, PE
Associate Vice President

Email: Rebecca.slabaugh@arcadis.com
Direct Line: 317.236.2841

CC. Amy Smitley, PE
Hannah Rockwell, PE

Enclosures:
Table 1 - LSLR Program Outreach and Notification Activities and Methods

This proposal and its contents shall not be duplicated, used or disclosed — in whole or in part — for any purpose other than to evaluate the proposal. This proposal is not intended to be binding or form the terms of a contract. The scope and price of this proposal will be superseded by the contract. If this proposal is accepted and a contract is awarded to Arcadis as a result of — or in connection with — the submission of this proposal, Arcadis and/or the client shall have the right to make appropriate revisions of its terms, including scope and price, for purposes of the contract. Further, client shall have the right to duplicate, use or disclose the data contained in this proposal only to the extent provided in the resulting contract.

Table 1. LSLR Program Outreach and Notification Activities and Methods

Timing	Activity	Communication Tool					
		Letters	Email	Fact Sheets	Doorhangers/ postcards	Website/ Dedicated Webpage	Public Information Meetings
Pre-Replacement	Dangers of lead	✓		x		x	
	At-risk homes	✓		x			
	Lead exposure reduction	✓		x			
	Service line ownership			x		x	
	Service line investigation	✓				x	
	LSLR Program	x				x	
	Mandatory ordinance	x				x	
	Program contact information					x	
	Notification of Work and Reminders	x			x		
	Application for LSLR ²	x				x	
	Permitting ³	x				x	
	Funding and Financing	x				x	
	Coordination / Scheduling for LSLR	x				x	
	Service line material confirmation (non-lead only)				x		
	Instructions and distribution of pitcher filters	x		x			
HVF flushing and aerator removal			x	x			
Post- Replacement	Daily flushing and lead reduction practices	x		x	x	x	
	Reminder for follow-up sampling	x	x				
	Notification of sampling result	x	x	x			

Notes:

1. Check mark indicates public outreach materials already in use by the City. Arcadis will review these under Task 1.
2. The Application for LSLR will be combined with the LSLR Program and Mandatory Ordinance letter mailed to the first 100 participants in the 2022 Program.
3. Not a part of replacement program or utility projects