



**VILLAGE OF ELBURN  
COMMITTEE OF THE WHOLE MEETING  
MONDAY, NOVEMBER 1, 2021  
7:00 pm**

1. Call to Order
2. Roll Call
3. Public Comment
4. Discuss:
  - a. Public Policy and Engagement Services Proposal
5. Other Business
6. Adjournment



## MEMO

To: Village Board

From: Chief of Police Sikora

Subject: New Police Department Public Policy and Engagement Services

Date: October 28, 2021

SEP: This item is related to Short Term Complex Goal 2

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During previous meetings and discussions, the Space Needs Study for a new Police Department has been completed and presented to the Village Board for review by McClaren, Wilson & Lawrie (MWL). This study addressed the building of a stand-alone police facility of approximately 31,500 square feet on the property that the Village purchased on Anderson Road for this intent and that study concluded the site was well suited and sized for this purpose.

After further discussions recently and a conceptual cost proposal were reviewed for a possible purchase and remodel of the Elburn & Countryside Community Center site as a new location of Village Hall and Police Department it was determined to move forward with the new construction option on the Anderson Road site. The next step in that process is to move forward with informing the village residents about our needs and assessing the ability to have the voters pass a referendum to pay for this new facility, which is now estimated to cost approximately \$16.2 million dollars.

In order to assist us in our efforts to help organize, manage, and lead the process of sharing information with the village residents and assess the community input on this proposed facility we are requesting to contract with a Beyond your Base (BYB). BYB and Mr. Paul Handley have presented to the Village Board previously about this process and with our expectation of moving forward with a referendum request on the November 2022 ballot we need to get this process started.

Included you will find a copy of the proposed contract which was updated from the original for the new timeline. The costs of these services are budgeted in our current Fiscal Year 21-22 budget. With the new timeline only part of these costs will be incurred in this fiscal year and the remaining would be transferred to the FY 22-23 budget if approved.

**Staff recommendation:** Approve the contract to proceed to the November 2022 election and not further delay the project.



October 18, 2021

Chief of Police Nick Sikora  
Village of Elburn  
301 E. North St.  
Elburn, IL 60119

**Village of Elburn, Illinois  
Proposal for Public Policy and Engagement Services**

Dear Chief Sikora:

Beyond Your Base ("BYB"), a consulting group of Wight & Company, is pleased to submit this Public Policy and Engagement Services Agreement ("Agreement") to assist the Village of Elburn ("Owner") with a public policy engagement.

The Agreement is presented in five parts:

- UNDERSTANDING
- SCOPE OF SERVICES
- SCHEDULE
- COMPENSATION
- OTHER TERMS

**UNDERSTANDING**

BYB understands that the Owner is considering seeking voter approval of a referendum in November 2022 to fund capital improvements. As part of its planning efforts, the Owner seeks to engage BYB to help organize, manage and lead a process to share information with village residents regarding the proposed improvements and funding options and seek community input.

**SCOPE OF SERVICES**

BYB will provide the Owner with the following Public Policy and Engagement Services:

- **Voter Analysis and Voter Identification.** Identify likely voters based on historical voting records for a November 2022 election (needed for future public opinion research) and prepare voter analysis and assemble necessary lists for future informational mailings.

- **Timeline and Budget.** Develop a comprehensive community engagement timeline and budget.
- **Frequently-Asked-Questions Document.** Prepare FAQ document and fact sheet, both of which would be posted on the Owner’s website.
- **Public Safety Task Force.** Prepare a letter to recruit a 10- to 15-member Public Safety Task Force and develop agendas for two task force meetings to be conducted via video conference or in person, with the first meeting to be hosted in February 2022. The first task force meeting would focus on introducing the Village’s capital facility needs and proposed solutions and gathering feedback on what to share and test villagewide. At the second task force meeting, which would take place in spring 2022, the Owner would seek the Task Force’s input on next steps after reviewing the results of the mail survey.
- **Informational Mailers.** Develop two informational mailers to inform registered voters within the Village about the planning efforts completed to date, capital facility needs and proposed solutions. Services include issue framing, messaging, copywriting, graphic design, and oversight of print and mail. The mailers would take the form of a letter/attachment and FAQ-type newsletter and be mailed in March 2022.
- **Social Media.** Review information related to the Project to be posted on the Owner’s website, Facebook page and other social media.
- **Presentations/Webinars.** Prepare PowerPoint for informational presentations (in-person or via a webinar format) from late-March through June (prior to the adoption of the ballot question, if pursued).
- **Mail Survey.** Develop mail survey to gather public input from all registered voter households within the Village on the proposed capital improvements and funding proposal(s). Services include preparing survey questions and fact sheet to accompany survey, graphic design, oversight of print and mail, oversight of data entry, analysis of results and presentation of the results to the Public Safety Task Force and Village Board either in person or via videoconference. The mail survey would be sent in late March or early April.

## **SCHEDULE**

BYB is prepared to start work on this engagement as soon as December 1, 2021.

## **COMPENSATION**

BYB proposes to conduct the above scope of services at a fixed cost of Thirty-Five Thousand Dollars (\$35,000.00), with said fee billed in four invoices, each in the amount of Eight Thousand Seven Hundred Fifty Dollars (\$8,750.00), on/about January 31, 2022, March 31, 2022, May 31, 2022, and July 29, 2022. With said invoices to be paid within 30 days of receipt.

### ***Reimbursable Expenses***

The Owner will be responsible for all expenses related to the public policy and engagement services including printing, mailing and postage of direct mailers to registered voter households; printing, mailing and postage of mail survey to registered voter households, including postage associated with survey reply envelopes; and mail survey crosstabs. The total estimated cost of reimbursable expenses is \$10,750.

### ***Travel Expenses***

The Owner will be responsible for travel-related expenses, including airfare at coach rate, parking, local transportation and lodging for BYB in the event the Owner seeks to have Paul Hanley participate in person at either of the task force meetings and/or the board meeting in which the public opinion research is presented and discussed.

### ***No Agency or Graphic Design Fees***

BYB will not charge an agency service fee or a separate fee for graphic design services.

## **OTHER TERMS**

1. **No Advocacy Related Services.** The parties expressly understand and agree that this Agreement is not intended to and does not encompass or include any advocacy related services in connection with any future campaigns. Accordingly, as part of the Public Policy and Engagement Services, BYB will not provide any such advocacy services to, or for the benefit of, the Owner under or pursuant to this Agreement.
2. **No Limitation of Services.** It is expressly understood and agreed that BYB will not unreasonably limit its work to the steps outlined herein, but will extend its services as necessary to ensure that all appropriate services for, or related to, the community engagement efforts are provided to or on behalf of the Owner in a professional and satisfactory manner. If Owner requests are deemed to be excessive or fall outside the scope of services outlined, BYB will notify the Owner before providing such services it feels may require additional compensation.
3. **Related Professional Services.** This Agreement for public policy and engagement services is separate and apart from any other professional services the Owner may deem necessary. The Owner retains flexibility in working with other planning/design firms, engineering firms, construction contractors/professionals, financial advisors or other professional consultants.
4. **Termination.** The Owner, at its sole discretion, may terminate this Agreement at any time by providing a written notice of termination. At the termination of this Agreement, the Owner shall provide earned compensation and reimburse BYB such reasonable costs and expenses incurred to the date of such termination, which payment shall be in full satisfaction of all claims against the Owner under this Agreement.

Thank you for the opportunity to assist the Village of Elburn on this important initiative. Upon signature of this Agreement, please return one original signed copy to Wight & Company, Attn: Accounting Dept./John Flodin, 2500 North Frontage Rd., Darien, IL 60561.

Respectfully submitted,

**BEYOND YOUR BASE  
A CONSULTING GROUP OF  
WIGHT & COMPANY**



Paul Hanley  
Managing Director  
Beyond Your Base

**ON BEHALF OF VILLAGE OF ELBURN, ILLINOIS**

\_\_\_\_\_  
Accepted/Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date