



**MEMORANDUM**  
Comfort Lake-Forest Lake Watershed District

**Date:** June 3, 2024  
**To:** CLFLWD Board of Managers  
**From:** Mike Kinney, District Administrator  
**Subject:** Floodplain Vulnerability Community Engagement



**Background/Discussion**

The Board held workshops to discuss prioritization mapping for the Floodplain Vulnerability Assessment on May 2<sup>nd</sup> and June 4<sup>th</sup>. The next phase of the Floodplain Vulnerability Assessment is community engagement. Zan Associates is a consulting firm that provides planning, engagement, outreach, and communication services.

Enclosed is a proposal from Zan Associates. Staff recommends the Board perform a budget transfer and approve this scope of work. Below is an update on the 2024 budget for 3-013-B Vulnerability Assessment. Staff recommends the Board approve a budget transfer of \$30,000 from 5-341-A BBSLC Tributary Diagnostic Implementation to 3-013-B Vulnerability Assessment.

2024 Budget	\$47,250
<b>2024 Budget (if amended; +\$30,000 from 5-341-A)</b>	<b>\$77,250</b>
2024 EOR Spend (spent to date)	\$4,306
2024 EOR Spend (remaining from Tasks 1 & 2)	\$6,156
2024 EOR Spend (additional budget needed Tasks 3 & 4)	TBD per board discussion
2024 Zan & Associates	\$22,000
<b>2024 Total Estimated Expenditures</b>	<b>\$32,462</b>
<b>2024 Projected Budget Balance Available for EOR Tasks 3 &amp; 4 (if amended)</b>	<b>\$49,094</b>

**Recommended Motions**

Proposed Motion #1: Manager \_\_\_\_\_ moves to amend the 2024 budget for account 3-013-B to \$77,250 and to transfer \$30,000 from account 5-341-A to account 3-013-B. Seconded by Manager \_\_\_\_\_.

Proposed Motion #2: Manager \_\_\_\_\_ moves to authorize the administrator, on advice of counsel, to enter into an agreement with Zan Associates in accordance with the June 3, 2024 scope of work and in an amount not to exceed \$21,749.05.

**Attached**

Zan Associates Proposal



June 3, 2024

To: Emily Heinz, Planning Coordinator  
Comfort Lake Forest Lake Watershed District

**RE: PROPOSED SCOPE OF SERVICES AND COST – Community Resilience Engagement**

Dear Ms. Heinz:

Thank you for the opportunity to provide this proposal to support your efforts to engage the community on resilience planning. Zan Associates has been providing planning, engagement, outreach, and communication services since it was first formed in 2001. Zan has developed a strong reputation for successful, equitable, inclusive, and creative communications and engagement for a wide array of public agencies.

Zan's process includes developing a shared understanding of project goals and benefits, conducting a customized equity analysis, creating inclusive engagement activities, providing communications tools using plain language and informative visuals, and providing high-level facilitation for all types of meetings. In addition, Zan integrates an equity-based perspective into all projects and builds meaningful project partnerships with stakeholders and community-based organizations. Zan Associates has experience on projects that require:

- An application of an equity perspective lens
- Flexibility and creativity in strategies depending on the project's communities and cultures
- The skills to translate technical information into plain language material for the public
- An understanding of public agency branding and messaging
- The ability to collaborate with a variety of public agencies

Zan has 30 employees and is located in downtown Minneapolis but works throughout the Twin Cities metro area and in Minnesota. The company is certified as a Disadvantaged Business Enterprise (DBE), Targeted Group business (TGB), Women Business Enterprise (WBE), Minority Business Enterprise (MBE) and CERT Emerging Small Business Enterprise (ESBE). Zan Associates has staff who are fluent in English, Hmong, and Spanish.

**SCOPE OF SERVICES AND COST ESTIMATE**

Supporting the CLFLWD's engagement and communications efforts at all scales is a core service of Zan Associates, and we have assisted other public agencies with similar efforts, including developing, piloting, and facilitating similar workshops and trainings.

The scope and cost estimate were revised based on the call on December 20, 2023. We understand that it is your desire for this work to happen in 2024. Attached you will find a draft scope of work and cost estimate for Zan to assist in this work. Our revised estimated cost to provide the scope of work is \$29,983.

Please let us know if you have any questions or need additional information. We are very excited about this opportunity and look forward to working with you.

Best regards,

A handwritten signature in black ink, appearing to read 'Joy R. Miciano', is written over a white background.

Joy R. Miciano  
President and CEO  
Zan Associates

**Attachment 1: Scope of Work**

**CLFLWD Community Resilience Engagement | 1/4/2024**

<p><b>Description of Project</b></p>	<p>Increased frequency of more severe or sustained weather events combined with public and media discourse has begun to bring community resilience planning to front of mind for many communities as the issues affect everyone in the community. This project offers a unique opportunity to bring the community into the planning process to influence resilience strategies that can bring lasting community benefits. The key to realizing these benefits is meaningful engagement with community stakeholders to make sure the study not only addresses technical and regulatory constraints but also embraces and supports the values of the community. This means sharing information that is clear, listening to what people say, and creating opportunities for real community collaboration by asking questions such as:</p> <ul style="list-style-type: none"><li>• Where are the community facilities or features?</li><li>• Where is future development planned?</li><li>• Where have past hazards occurred?</li><li>• Where do hazards exist today?</li><li>• What populations or communities are at risk?</li><li>• Where should we prioritize risk mitigation measures?</li></ul> <p><b>Equity-focused Approach</b></p> <p>To help create a project that works for all people, we center our public engagement and stakeholder involvement approach toward equitable outcomes. As a foundational element of our engagement program, we complete an equity analysis which allows us to apply an equity lens throughout the project. This means implementing a continuous process integrated with the engagement program—not just a one-time punch list item. Zan developed the Zan Equity Stakeholder Tool (ZEST), which includes and expands on established Diversity, Equity, and Inclusion principles and practices. The ZEST will be used to guide our engagement and communications program, ensuring that we answer questions such as:</p> <ul style="list-style-type: none"><li>• Who benefits from the project?</li><li>• Who stands to see impacts?</li><li>• Who are the local leaders?</li><li>• What are the ways local communities engage?</li></ul> <p>In the end, we are committed to meeting people in the community in the places they already go, communicating in-language, and using creative and culturally appropriate engagement tactics. We recognize that many community organizations are operating at capacity and are asked to participate in many public initiatives, which can be taxing on their already limited resources.</p>
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	<p><b>Inclusive Communications</b>  We are committed to inclusive communications and engagement. This means communicating in ways that are easy to understand, regardless of language, ability, or familiarity with the process. We will use pictures and graphics to help people visualize the project recommendations. We “translate” the technical aspects of the project in a way that everyone can understand and react to, regardless of educational background, language, or identity. We meet people in their communities, where they already are, using strategies such as pop-up events at busy activity centers.</p> <p><b>Community Engagement and Stakeholder Involvement Approach</b>  Our approach to community engagement and stakeholder involvement will be confirmed during communication and engagement plan development in coordination with the CLFLWD project manager.</p> <p>We anticipate that project kick-off will occur in January 2024 with delivery of services completed in 2024.</p>
<p><b>Tasks</b></p>	<p><b>1. Project management activities</b>  Contractor will manage the schedule, work plan, and quality control for the project. The contractor will also submit monthly invoices.  In addition, the contractor will convene regular project team meetings (up to 2) to plan engagement activities.</p> <p><i>Deliverables: Monthly invoices and up to two (2) one-hour project coordination meetings done virtually.</i></p> <p><b>2. Public and stakeholder engagement plan</b>  Contractor will develop draft and final engagement plan including ZEST equity analysis with an equity workshop with project team. The plan will identify key stakeholders, messages, and tools to engage the community.</p> <p><i>Deliverables: Draft and final engagement plan including high-level equity analysis and one (1) equity-focused virtual workshop with CLFLWD staff</i></p> <p><b>3. Public and stakeholder engagement activities</b>  Contractor will work with the project team to develop and deliver the engagement activities included below. Engagement activities may be changed or altered in coordination with CLFLWD project manager based on engagement plan and equity analysis.</p> <p>Engagement activities (to be finalized upon contract execution):</p>

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Facilitated workshops

- Two (2) three-hour facilitated in-person workshops
- One-hour virtual prep meeting for each workshop
- Facilitator and support/note taking staff member for each workshop
- Workshop summary document
- Assumes meeting hosted in a public facility
- Assumes CLFLWD staff provide water resource technical expertise at workshop

*Deliverables: Stakeholder workshop agenda, facilitator agenda, and workshop summary.*

**COST Proposal - ZAN ASSOCIATES**

**Project Name: Comfort Lake Forest Lake Watershed District - Community Resilience Engagement**  
**Estimated Project Length: 6 Months**  
**Anticipated Start Date: 7/22/2024**  
**Rate Sheet: 2024 Zan Standard Rates**  
**Date of Submission: 6/3/2024**

Tasks	Assumptions	President	Vice President	Sr Associate 3	Sr Associate 2	Sr Creative 2	Associate 2	Creative 2	Totals	
		\$ 221.85	\$ 206.00	\$ 191.75	\$ 176.00	\$ 176.00	\$ 110.30	\$ 110.30		
<b>Project Management</b>										
Project administration	Invoicing, initial project launch activities, etc.		6.00	2.00	8.00				16.00	
Coordination meetings	Up to 2 one-hour virtual project coordination			3.00			4.00		7.00	
Subtotal Hours: Project Management		0.00	6.00	2.00	11.00	0.00	4.00	0.00	23.00	
									<b>Subtotal Cost: Project Management</b>	<b>\$ 3,996.70</b>
<b>Communications and Engagement Plan</b>										
Equity analysis	ZEST equity analysis and initial virtual workshop with project team			8.00	8.00		10.00		26.00	
Draft engagement plan	Draft engagement plan			1.00	4.00		8.00		13.00	
Final engagement plan	Final engagement plan				1.00		2.00		3.00	
Subtotal Hours: Communications and Engagement Plan		0.00	0.00	9.00	13.00	0.00	20.00	0.00	42.00	
									<b>Subtotal Cost: Communications and Engagement Plan</b>	<b>\$ 6,219.75</b>
<b>Public and Stakeholder Engagement Activities</b>										
Facilitated workshops	Up to 2 three-hour facilitated in-person workshops with 2 Zan staff, plan, host, document			12.00	16.00		46.00	6.00	80.00	
Subtotal Hours: Public and Stakeholder Engagement Activities		0.00	0.00	12.00	16.00	0.00	46.00	0.00	74.00	
									<b>Subtotal Cost: Public and Stakeholder Engagement Activities</b>	<b>\$ 10,190.80</b>
Total Hours		0.00	6.00	23.00	40.00	0.00	70.00	6.00	145.00	
Total Labor Cost		\$ -	\$ 1,236.00	\$ 4,410.25	\$ 7,040.00	\$ -	\$ 7,721.00	\$ 661.80	\$ 21,069.05	

Direct Expenses		
Item	Assumptions	Cost
Mileage	2 round trips; mileage @ \$0.655/mile or current IRS rate	80.00
Printing	Handouts for workshops	350.00
Workshop snacks and refreshments	Up to \$125/meeting	250.00
Translation and interpretation	None assumed; to be provided by client if needed	0.00
<b>Total Direct Expenses</b>		<b>\$ 680.00</b>
<b>Total Project Cost</b>		
<b>Total Labor Cost</b>		<b>\$ 21,069.05</b>
<b>Total Direct Expenses</b>		<b>\$ 680.00</b>
<b>Total Proposed Cost</b>		<b>\$ 21,749.05</b>

**Staff Billable Rates, by Job Category**  
2024 Standard

President	\$221.85
Vice President	\$206.00
Senior Associate 3	\$191.75
Senior Associate 2	\$176.00
Senior Creative 2	\$176.00
Senior Associate 1	\$141.35
Senior Creative 1	\$141.35
Associate 2	\$110.30
Creative 2	\$110.30
Associate 1	\$94.55
Creative 1	\$94.55
Admin	\$76.55
Intern	\$68.00
Media Specialist	\$245.85

*Zan Associates reserves the right to assign work to any staff category, depending on the requirements of the project. As such, we request that this rate card to be included in the professional services contract upon project award. Zan Associates will not change staffing assignments without prior approval from the client project.*