

Project Charter

Purpose: To describe the project and establish a living “contract” between the project sponsor and the team.

Project Information		Project Management Team	
Project Name:	Branding Project: City Hall Monument Sign	Project Sponsor:	Erik Hansen
Author & Rev. Date:	Angelica Klebsch 2/23/16	Project Manager:	Angelica Klebsch
Project Definition <i>Describes the project in enough definition to establish metrics and begin planning</i>			
Problem / Opportunity Statement Paragraph(s) describing current state: when, what, where and how much.	The existing City Hall monument sign is in disrepair and in need of replacement. This creates an opportunity to modernize it and showcase the brand of Brooklyn Park as a unique place with an unexpected government. Additionally, this will be an avenue for authentic community engagement (a key City goal across departments) as the design elements of the monument are considered.		
Supporting Facts Bullet facts that quantify and further explain the problem/opportunity.	Several parts of the sign structure are falling out of place. However, the existing base of the sign and the electrical setup are in good enough state to be preserved and incorporated into the new design. Funds for this project have been set aside for several years as the branding initiative was solidified. Now that the branding task force is in place, work on this project can proceed and reinforce the City's brand.		
Objectives: Levels of performance or achievement the project must obtain.	Project must effectively: 1. Identify City Hall as a public location; 2. Engage the community throughout the design and planning process; 3. Incorporate modern design elements; 4. Be managed to remain within budget; 5. Use effective communication to keep stakeholders informed.		
Deliverables: Outcomes the project will produce (tangible or intangible)	Completed monument sign that has been collaboratively designed with community members and serves as a sample project for future design efforts in Brooklyn Park.		
Describe Link to Organization Strategy:	Ties into CBP Strategic Plan Goal 3: Community Image through branding implementation and authentic community engagement. Process will also reflect reinforced approach of empowered community collaboration.		
Project Scope: What are the boundaries?	IN: Existing monument space, utilizing existing electrical setup as much as practically possible, landscaping around the monument, modern design elements in sign, community engagement techniques	OUT: Landscaping in the rest of the area, secondary monuments (entering parking lots, for instance)	
Key Performance Indicators (KPIs) <i>should tie to Objectives</i>			
KPI Leading indicators of progress toward project objectives	Operational Definition: Defines the KPI in order to ensure common clarity around what is being counted or measured.		
	1. Team collaboration around designs and limitations 2. Community engagement around design 3. Finalize design 4. Price/design approval by EDA 5. Order 6. Install		
Funding & Dependencies			
Budget Requirements	Anticipated Capital:	\$ 30,000 O&M CIP Funds \$30,000 EDA branding funds	Anticipated Expense:
		\$ 630,000 plus staff time	
Budget Assumptions	If the base of the existing sign must be replaced, the budget would be significantly		

	impacted. A reader board would require additional funding.			
Project Dependencies	Budget approval; City CouncilEDA Approval			
Project Planning				
What functions should be communicated with regularly? Who are the team members and where are they from? What is the time frame?	Team Member & Work Area <i>(Identified by Sponsor and Project Manager)</i>			Stakeholder Group
	Angelica Klebsch			EDH
	Todd Larson			Planning Division
	Lidiya Girma			Community Engagement
	Britt Oliverius			O & M Dept.
	Terry Widmann			Brooklyn Park Resident
	Four (4) additional Brooklyn Park residents to be identified			
Milestones	Project Start	February 1, 2016	Project Complete	November 30, 2016
Risk: What must go right, and what can't go wrong if we are to achieve the project objectives?	- Community buy-in and agreement on art will need to be garnered in a short amount of time (1-2 months) - Quality construction and durability is crucial considering materials - Sign must clearly identify building as City Hall - Maintenance expenses must be reasonable			
Task Force	Subject matter experts identified in project planning			
	Brooklyn Park residents			
Stakeholders	Stakeholder Group		Interest	
	CBP Mayor & City Council		City leadership	
	Jay Stroebe, City Manager		City leadership, resident engagement	
	Kim Berggren, Community Development Director		EDA Executive Director	
	Dan Ruiz, Operations & Maintenance Director		Project feasibility, long/short term	
	Greg Hoag, Park & Building Maintenance Manager		Project maintenance, long/short term	
	Planning Commission		Stewards of planning activity	
	Community Development Strategic Planning Team		Prioritized this work in strategic planning	
	Communications Staff		Will reach out to community and will play ongoing role if sign includes interactive element	
	City Staff		Representation of workplace	
	CBP Branding Team		Brand implementation interest	
	Community members		Representativeness of community	
	Residents neighboring sign		Permanent visibility	
	Public Arts Task Force		Project lays groundwork for future projects	
	Local arts community		Vested interest in design/execution of project	