



EXECUTIVE SUMMARY

Community Development

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Golden Valley City Council Meeting

July 7, 2026

Agenda Item

3D.2. Approve Agreement with Goff Public, Inc. for Building Forward's Strategic Communications Services

Prepared By

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Summary

City staff received proposals from three local teams with strong reputations in municipal-led infrastructure projects to assist the City with communications for the Building Forward initiative. Building Forward is a strategic City initiative that will result in new facilities for Public Works, Fire, Police, and a reimagined Civic Center Campus. Residents and business owners have emphasized the importance of ensuring community understanding, increasing community engagement, and elevating the awareness of this initiative to community. A strategic communications consultant will help with press releases, new stories, website updates, email updates, City newsletter, social media, community outreach, direct mailings, and FAQs. These consultants are experts in making technical information accessible to the general public.

City staff are recommending a contract with Goff Public, Inc. ("Goff"), who have worked in this capacity with peer communities for 60 years. Most notably, Goff has worked in a similar capacity for the City of St. Paul on the Ford Site master planning process, Ramsey County on master planning, branding, developer selection for Rice Creek Commons, and for MnDOT on roadway projects, master planning, and engagement efforts.

Enclosed for your review is Goff's proposed scope of services narrative and fee schedule. Goff proposes to perform services on a retainer basis and will issue the City of Golden Valley an invoice for each project at the end of each month.

Financial or Budget Considerations

Goff's total cost includes an hourly service rate of \$235, with a not-to-exceed of \$45,000 through the end of the year, with the ability to renew in 2027. Invoices from Goff will track which facility the work was attributed to each month.

Legal Considerations

The City's Legal Division has reviewed and approved the agreement.

Equity Considerations

Transparent, efficient, and accessible communication from Goff will result in equitable outcomes for residents, business owners, and participants of the Building Forward process. Goff will ensure that all stakeholders have the opportunity to understand, engage with, and participate in the Building Forward Process. Goff is committed to equitable and inclusive communications practices. Their proposal, attached, highlights projects in which they translated materials, ensured communications were accessible, and partnered with community-based organizations to build trust and meet stakeholders where they are.

Increased communication efforts around Building Forward will result in increased access to information, since information will be written clearly, easy to find, and available in multiple places. Goff is committed to plain language, ADA-compliant materials, translation services, captions, and multiple communication channels which will result in increased awareness for people with disabilities, non-English speakers, and older individuals.

The work resulting from this contract is designed to make communications more transparent, accessible, and equitable by creating accessible information, ensuring consistent, community-centered communications, and expanding resident opportunities. Ultimately, inclusion and shared information should result in better City facilities.

Recommended Action

Motion to approve an agreement for Building Forward's Strategic Communications Services with Goff Public, Inc.

Supporting Documents

- [Proposal](#)
- [Professional Services Agreement](#)