

Public Works Citizens Advisory Committee (CAC)

Tuesday April 15, 2008

Public Works Department Conference Room

CAC Representatives Present

Mr. Thomas Herbert, Vice Chairperson
Mr. Phil Bomersheim
Mr. Douglas Coenen
Ms. Sandra Davis
Ms. Sharron Kitchen Miller
Ms. Patricia VonOhlen
Mr. LaMonte Williams

CAC Representatives Absent

Dr. Harold Cones, Chairperson
Ms. Lois Custer

Public Works Representatives

Mr. H. Reed Fowler, Jr., Director of Public Works
Mr. Stephen Land, Wastewater Division Administrator
Mr. Tim Shockley, Solid Waste Division Administrator
Mr. Roy Chesson, CAC Coordinator

Call to Order

Mr. Tom Herbert called the meeting to order at 5:38 p.m.

Approval of Meeting Minutes

The minutes for the February 19, 2008 meeting were unanimously approved as submitted.

CAC Membership

There was a general discussion on finding replacement Committee members for the three members who will complete their service in August (Dr. Cones, Ms. Custer, and Ms. Kitchen-Miller). Ms. Custer is the only current CAC member from the North voting district and the only member with Thursday automated solid waste collection. While both Dr. Cones and Ms. Kitchen-Miller both reside in the Central voting district, there are still three other members from this district. Dr. Cones, however, is the only member with Tuesday automated solid waste collection. Members were asked to think about possible candidates for membership, especially from the North district. This matter will be further discussed at the May meeting.

Solid Waste Public Education Campaign Costs

A major point of discussion during the past several meetings has been how to effectively disseminate information to city residents such as the “put it in the can if you can” campaign. Mr. Chesson provided cost information for two suggested methods. The cost to attach adhesive half-

page sized labels with a desired message on all automated cans in the City would be about \$3750 plus fuel and personnel. (If Navy volunteers could be used for personnel, there would be no personnel cost.) The cost to mass mail half-page post cards to all residents is about \$7000.

Concerning using adhesive labels attached to automated containers to disseminate information, particularly the “put it in the can if you can” message, the Committee recommended performing a pilot program in one or two neighborhoods to gauge whether this would have any noticeable impact.

Consent Order – Public Education Update

Mr. Land discussed some of the issues concerning getting information on the consent order out to City residents. While there have been some newspaper articles already, the articles don’t really give a lot of useful information and they don’t provide any good explanation as to why this is happening. While we understand the issues and have some idea of the effects they will have, the average citizen will probably be unaware of any of this until they start seeing increases in their wastewater fees. The goal is to provide a means for residents to get information and answers before this.

Mr. Land stated that one of the first methods to disseminate this information would be through videos on Channel 48. Several members pointed out, however, that only a small percentage of residents would actually watch this (this had been discussed at previous meetings in relation to getting out solid waste information). A suggestion was made that any videos used on Channel 48 could also be put on the Department website so that it could be viewed at any time. The possibility of using a VDOT Dashboard type website was also discussed.

Mr. Land said that he should be able to make an updated presentation to the CAC by the June 2008 meeting.

Update on Public Works FY09 Budget Submission

Mr. Fowler reported that there was little change since his original presentation in February.

Adjournment

Mr. Herbert adjourned the meeting at 7:02 p.m.