



Rochester Hills Minutes

Community Development & Viability Committee

1000 Rochester Hills Drive
Rochester Hills, MI 48309
(248) 656-4660
Home Page:
www.rochesterhills.org

*Ed Anzek, Bryan Barnett, Scott Cope, Frank Cosenza, Barbara Holder, Jim Duistermars Sahar
Emambakhsh, Michael Kaszubski, Roger Rousse, Ann Ruggiero, Kathryn Tignanelli*

Wednesday, July 7, 2004

5:30 PM

1000 Rochester Hills Drive

SPECIAL JOINT MEETING WITH FINANCIAL SERVICES COMMITTEE

**Donald Atkinson, Bryan Barnett, John Dalton, Kurt Dawson, Rajeev Gudipati,
Melinda Hill, Julie Jenuwine, Lang Liu, Lee Zendel**

CALL TO ORDER

Chairperson Barnett called the joint meeting to order at 5:30 PM

ROLL CALL

Present: Bryan Barnett, Barbara Holder, Frank Cosenza, Michael Kaszubski, Melinda Hill
and Lee Zendel

Absent: Jim Duistermars, John Dalton and Donald Atkinson

CDV Non-Voting Members Present: Ed Anzek, Ann Ruggiero

*CDV Non-Voting Members Absent: Scott Cope, Roger Rousse, Sahar Emambakhsh, and
Kathryn Tignanelli*

FS Non-Voting Members Present: Kurt Dawson and Julie Jenuwine

FS Non-Voting Members Absent: Rajeev Gudipati and Lang Lui

*Others Present: Mayor Pat Somerville; Former Mayor of Livonia, Jack Kirksey; Bill Costick,
Orchard, Hiltz & McCliment; Mark Nottley, Rehmann Robson; Scott Hummon, Rochester
Hills resident*

UNFINISHED BUSINESS

2004-0469

Recommendation from Community Development and Viability Committee regarding
Local Road Millage Initiative

Attachments: 081804 Agenda Summary.pdf; Local Street Millage Ballot Language.pdf;
071404 Agenda Summary.pdf; RR Public Education Initiative Outline &
sample timeline 052704.pdf; 3.2 Mills - 10 yr w/o MRF transfer.pdf; 3.08 Mills -
10 yr w/o MRF transfer.pdf; Residenti

*Chairperson Barnett stated the purpose of the meeting was two-fold; (1) to receive the Final
Report from Rehmann Robson, and (2) to hear a presentation regarding Livonia's
successful 2002 road millage campaign.*

*(1) Evaluation of Funding Strategies for Local Road Reconstruction and Maintenance Final
Report.*

Mr. Nottley from Rehmann Robson, gave a brief synopsis of the Final Report which was distributed to committee members. The report contained the following sections:

* Section I, the Executive Summary, contained the following goals:

- Determine the precise needs of the local streets network and related costs
- Evaluate all available funding options and agree on an appropriate mix of revenue - possibly to include a dedicated local streets millage
- Outline an approach for educating the public regarding the needs of the local streets system and the need to move quickly to address a growing problem that will affect quality of life, and potentially, residential property values

* Section II, the Overview of the Local Roads Issue

* Section III, the Evaluation of Local Road Needs and Related Financial Requirements, included the following highlights:

- The Pavement Management System (PMS) was used to analyze residential street conditions
- Twenty-five percent (25%) of residential streets are classified as in poor condition
- An estimated \$103 million is needed for residential street over the next ten (10) years

* Section IV, the Evaluation of Funding Options, contained the operating loss over the next ten (10) years due to cut backs of ACT 51 monies

- Rochester Hills has the lowest millage for city services when compared to other cities of the same population

Section V, the Outline for a Public Education Strategy, contained the following:

- Appoint a project manager
- Clearly define legal parameters
- Commission a community attitudinal survey (optional)
- Develop a specific public education message
- Develop an initial public education kit
- Develop a specific public education activities plan

Mr. Nottley stated the Final Report completed Phase I of the consulting services for the City. Phase II would consist of Rehmann Robson providing marketing services, which is at the City's discretion. However, Rehmann Robson will design a brochure as a gratis service.

Chairperson Barnett thanked Mr. Nottley for the synopsis of the Final Report and opened the floor for discussion. The recommendation made at the June 24, 2004 joint meeting of CDV and FS will move forward to City Council along with the Final Report at a Special City Council Meeting scheduled for July 14, 2004.

(2) Livonia Experience 2002

Mayor Somerville introduced Mr. Bill Costick, an engineer from Orchard, Hiltz & McCliment and Mr. Jack Kirksey, the former Mayor of Livonia.

Mr. Kirksey distributed various handouts regarding Livonia's successful road millage campaign conducted in 2002 (electronically attached to Legislative File #2004-0469) and explained their millage campaign which included the following:

** Livonia was faced with the same situation as Rochester Hills and had the lowest millage of any city in Wayne County*

** Livonia has had two (2) years of experience with the implementation of their road plan; it is going very well*

** Livonia has the third (3rd) highest SEV in the State of Michigan; to levy a mil yields a great deal of money*

** Livonia launched a millage campaign in a two (2) month period prior to a primary election*

** Livonia wrestled a long time about the actual millage amount and ended up with .89 mils for a ten (10) year duration; the amount also included replacing sidewalks and city trees due to damage*

** Millages can be passed at either a Primary or a General Election, but a Primary Election would be the preferred time to place a millage on a ballot*

** Livonia had a strong consensus from the "major players" such as the mayor, city council and citizens groups. They were comfortable with it and really believed in it*

** Livonia has a sixty percent (60%) residential base and a forty percent (40%) commercial base*

** Livonia preached a two-fold message to residents: that there were "two (2) major players in town" - the residents and the business community. They tried to make the businesses, who are the corporate citizens, feel valued rather than always hearing complaints about truck traffic or noise, etc.*

** Livonia conducted the following promotional activities:*

- Editorial Boards - went to them early and sold them on the reasons for launching the millage campaign (an example of a positive editorial was included)*
- Civic Associations, Senior Citizens and Other Public Meetings - attended many throughout the community*
- City-wide Newsletter - mailed to 45,000 households and businesses that zeroed in on information rather than trying to promote a "yes vote" on the millage*
- Local TV - created three (3) one-half hour presentations on roads that zeroed in on information rather than trying to promote a "yes vote" on the millage*
- Council meetings - Mayor Kirksey would have an "audience communication" and provide an update on a weekly basis*
- Block Parties, etc. - communicated with people on a "grass roots" level*

** Livonia conducted Surveys that included the following:*

- *Volunteer callers that conducted the phone survey were residents who lived on various types of streets (asphalt, concrete, poor condition, excellent condition). They were given a detailed explanation of the results of the scientific road survey including the implications of the whole financial picture with the goal of getting them involved as citizens who would do something about it*
 - *Volunteer callers asked residents specific questions to determine the position of public support and to talk one-on-one with people during the phone survey*
 - * *Livonia solicited feedback from the volunteer callers who conducted the phone survey*
 - * *Residential streets were listed on a web site with an index from the scientific road survey, so residents and businesses could see what kind of repair or attention would be promised to their particular road*
 - * *Livonia formed a committee that was headed by an upstanding citizen known for bringing people together and selling ideas. Duties and obligations were explained along with a calendar and a budget. The campaign budget was approximately \$7,000.00 which included newsletters, letters to editors and an organized letter writing campaign with assigned topics. The goal was to achieve a constant flow of letters each week. The millage passed by fifty-three percent (53%)*
 - * *Livonia's campaign committee never met at their city hall or used their city phones which is extremely important to adhere to the law regarding this issue*
- Chairperson Barnett thanked Mayor Kirksey for his presentation and the opened the floor for questions which resulted in the following discussion:*
- * *Livonia spent approximately one (1) year conducting surveys, gathering data and selling people on the millage idea; the actual millage campaign was started two (2) months prior to a primary election*
 - * *A campaign that becomes too extensive time-wise loses its momentum and the urgency which needs to be there*
 - * *Livonia developed the campaign committee in two (2) phases:*
 - *Phase 1 consisted of soliciting residents to become part of an exploratory committee regarding the road conditions*
 - *Phase 2 consisted of asking those in the exploratory committee to become part of the millage committee which then became a citizens advisory committee*
 - *The advisory committee continues to meet with the professionals, i.e. road engineers, etc. and select the roads that will receive repairs one (1) year in advance*
 - * *Livonia did not give specific finish dates of when residents' roads would be repaired; they clarified that by saying "sometime within the ten (10) year period*
 - * *Livonia tried to increase their SADs, and even thought the process works, it is such a cumbersome and slow moving process that it could never catch up with the rate of road deterioration*

* Mayor Kirksey and his office organized the majority of the campaign and developed most of the materials, etc. because he has had a lot of experience regarding millages. However, there was solid support from Livonia's City Council for the millage and when talking to various groups, etc.

* Livonia used a list of residents from their Clerk's Office who voted at the last four (4) to five (5) primary elections, to determine if the street on which they resided needed repairs and targeted them for support

* Even though Livonia residents and businesses are traditionally supportive of millages, they also have aggressive anti-tax groups. Livonia asked their anti-tax groups for a plan to repair roads if taxes were not raised, as well as, explaining that property values are directly related to the condition of the streets in front of their residences or businesses

* Livonia's road repair needs should not be nearly as great ten (10) years from now because part of the millage was for maintenance that was not being performed.

* Livonia's \$7,000 budget for mailing flyers, etc. was from private money collected. The newsletter was used twice and was a budgeted expense dedicated for educational materials

* It was suggested that it would be very beneficial to place the millage proposal describing which roads will be addressed on an easel board at the local library for people to view because people who use libraries tend to vote

Chairperson Barnett and the Committee members thanked Mayor Kirksey for his very informative presentation.

Discussed

ANY OTHER BUSINESS

There was none presented.

NEXT MEETING DATE

Joint Meeting - Thursday, July 22, 2004 - 5:30 PM

ADJOURNMENT

There being no further business to discuss, Chairperson Barnett adjourned the meeting at 6:55 PM

Minutes prepared by Denise Mertz.

Minutes were approved as presented at the _____, 2004 Joint CDV and FS Committee Meeting.