



Rochester Hills Minutes - Draft

1000 Rochester Hills Dr.
Rochester Hills, MI 48309
(248) 656-4600
Home Page:
www.rochesterhills.org

Police and Road Funding Technical Review Committee

*Don Cline, Jr., John Dalton, Dale Hetrick,
Tim Jacobson, Walter Johnson, Nancy Soisson, Ted Zellers*
Council Members: Greg Hooper, Michael Webber
Youth Member: Ishan Patel

Wednesday, May 5, 2010

6:00 PM

1000 Rochester Hills Drive

CALL TO ORDER

Chairperson Cline called the Police and Road Funding Technical Review Committee meeting to order at 6:15 p.m. Michigan Time.

ROLL CALL

Present 5 - Greg Hooper, Don Cline, Dale Hetrick, Walter Johnson and Ted Zellers

Absent 4 - John Dalton, Tim Jacobson, Nancy Soisson and Michael Webber

Others Present:

Keith Sawdon, Director of Finance
Paul Shumejko, Transportation Engineer
Jamie Smith, Media Specialist

ROLL CALL

Present 6 - Greg Hooper, Don Cline, Dale Hetrick, Walter Johnson, Michael Webber and Ted Zellers

Absent 3 - John Dalton, Tim Jacobson and Nancy Soisson

PUBLIC COMMENTS

None.

APPROVAL OF MEETING MINUTES

2010-0210 Approval of Meeting Minutes - April 21, 2010

Attachments: [042110 Minutes.pdf](#)
[Resolution.pdf](#)

A motion was made by Hooper, seconded by Cline, that this matter be Approved as Presented. The motion CARRIED by the following vote:

Aye 6 - Hooper, Cline, Hetrick, Johnson, Webber and Zellers

Absent 3 - Dalton, Jacobson and Soisson

Resolved, that the Minutes of the Police and Road Funding Technical Review Committee meeting held on April 21, 2010 be approved as presented.

DISCUSSION ITEM

2010-0063 Police and Road Funding Discussion

Attachments: [Rochester Hills Road Video outline \(3\).pdf](#)
[Rochester Hills Road Video outline-tlz-dah - r1 \(3\).pdf](#)
[Rochester Hills Road Video outline-tlz-r1 \(2\).pdf](#)
[2010 PQI Map Locals.pdf](#)
[Gravel Roads.pdf](#)
[Street Jurisdiction \(2\).pdf](#)
[Assesrol.xls](#)
[CC MTG 1994-01-25.pdf](#)
[Decling Rate Methodology 1988-02-24.pdf](#)
[Flyer from 1998.pdf](#)
[Local Rd Guidelines 1993-02-03.pdf](#)
[Local Rd Improvement Policy 1998-04-29.pdf](#)
[Local Rd Improvement 1998-05-08.pdf](#)
[Local Rd Policy Purpose and Intent 1998-05-08.pdf](#)
[Paving Gravel Stds 1998-04-29.pdf](#)
[Questions Local Rd Forum 1997-05-14.pdf](#)
[Road Repair Costs.xls](#)
[SAD Apportionment Ltr 1990-05-23.pdf](#)
[SAD Checklist.pdf](#)
[SAD Info Jan-2001.pdf](#)
[SAD Practices in MI 1994.pdf](#)
[2010 Survey SAD.pdf](#)
[Preliminary Millage Forecast #2.pdf](#)
[Spreadsheet Sorted by CC Ranking.pdf](#)
[Spreadsheet Sorted by Area.pdf](#)
[Spreadsheet Sorted by Timing.pdf](#)
[Spreadsheet Sorted by No Action Needed.pdf](#)
[Purpose and Charge.pdf](#)
[Mayor's memo w attachments.pdf](#)

Chairperson Cline opened the discussion noting that the Committee would begin plans for the production of a video presentation as related to the Educational Program (EP) and introduced Jamie Smith, Media Specialist.

Mr. Smith stated he was present to assist the Committee with the preparation of the publicity regarding road funding.

Member Hooper commented that the Committee should present the information components prepared to date, the brochure information, the article that will appear in the Hills Herald and the Age Progression of the City's Streets

Forecast (if no further maintenance is performed by the City) as prepared by Mr. Shumejko to Mr. Smith for his review. The message to be prepared for residents is what would happen to the City's streets if funds are not allocated to the maintenance of the City's local road structure. The Committee wishes to have Mr. Smith create an appropriate video production for the City's cable channel to inform the City's residents regarding the ballot language.

Mr. Smith suggested that two and a half to three-minute video segments within a thirty-minute presentation to be broadcast on cable would effectively inform the residents about the August ballot language intentions along with the print material developed by the Committee before August 2010. He suggested that a thirty-minute interview presentation might also be effective.

Mr. Shumejko recalled that a similar presentation had been prepared regarding local road funding in 2004 or 2005 which involved a half an hour question and answer discussion.

Mr. Smith concurred that the presentation was broadcast prior to or after the City Council Meetings, and at the same time period that a City Council Meeting would have been broadcast live. He recalled the events during the period that Oakland County and Avon Township were growing communities, homes were being built quickly and road construction infrastructure had not been standardized at that time. He explained his opinion that while residents may have questions regarding the City's development but do not have an understanding of the history of the City and its growth from a township to a city. He surmised that in the planning of a community, quick growth and tax base were the initial goals during that time period and that the builders constructing the subdivisions had a lower standard for roads.

Member Hooper concurred that the road standards during that time had been low.

Discussion ensued in regard to where to begin the historical portion of the EP, description of the original road base components that became the foundation to the constructed road infrastructures, preparation of the facts to be integrated into the EP would be supported by road maintenance pictures, maintenance of a balance of specific points over a thirty-minute period, the selection of an individual or individuals for a talk-show discussion style for the interview video presentation, selection of narrator or narrators and selection of the appropriate effective time period to broadcast on cable. Further discussion evolved regarding effective and appropriate methods for distribution of the video presentation to residents. It was suggested that in addition to cable, DVDs could be burned and distributed to the Home Owners Associations and links on a website and other social media for e-mail blasts would be another possibility. The Committee then discussed that the time of the video segments would have to be shortened from 10 to 5 minutes to hold website viewers' attentions.

Member Hooper inquired what Mr. Smith would need from the Committee.

Mr. Smith suggested that an outline of five minute clips labeled by parts and

topic (i.e. Part 1, History).

The Committee discussed the points to be made from the historical portion to the more recent information regarding the conditions of the City's local roads. Discussion then turned to whether there should be a theme for the presentation and the amount of information to be compiled, outlined, explained and how the information should be grouped together.

Mr. Smith reported that one of the high school student interns coming to work with him at the City is going into computer animation and the tools that might be available to the Committee for its production purposes.

The Committee then discussed date deadlines and schedules for outline production, writing and creation of the video and other media presentation material for production to coincide around Committee Members' and Mr. Smith's schedules.

Discussion then turned to the current funding in place for crack sealing and other minor maintenance activities not inclusive of any concrete or asphalt overlay projects. The Committee Members described the use of pie charts, power point presentations, interactive visuals that would be activated by movement of the computer mouse to enhance the EP materials distributed via websites, social media and web links. Committee members discussed how a pot hole is formed in the road and the repetitive process of repair.

Member Zellers suggested that in the context of local roads being a local responsibility, that he wants to exhibit the local road conditions from ten years ago, present the funding cuts and exhibit the current local road conditions to educate residents as to the importance of residents actively supporting its local roads.

Mr. Shumejko noted that aging infrastructure of the local roads in subdivisions and decreased funding impact the local road conditions.

Member Zellers inquired about the actual number of miles of road in the City in 1980.

Mr. Shumejko responded that he might be able to give a rough estimate.

Member Hooper suggested that age progression of the local roads could be used in conjunction with liability estimations for local roads to show the changes and the resulting increase in liability.

A couple of discussions were running simultaneously regarding the format of an interview-style presentation for cable and regarding the history of how the City's local roads were constructed.

Member Hooper stated he could ask a member of the Planning Commission who is very knowledgeable of the development of the City's roads to participate in the EP.

The Committee discussed the nature of the questions to be asked during the interview, the supporting information that could be used for the historical portion of the EP's purposes. The Committee's discussion turned to the City's road millage history.

Member Hooper reported the following millages:

- In 1976 - Road Chloride Millage - 1/2 mill for five years was approved.
- In 1980 - addition of 1/2 mill on top of the base half mill was defeated.
- In 1980 - the original 1/2 mill was renewed for five more years.
- In 1982 - 1/2 mill for twenty years was defeated.
- In 1986 - Local Road Millage - 1 mill for ten years was approved.
- In 1996 - Local Road Millage Charter Millage - 3 mills was defeated.
- In 1998 - Local Road Millage - 2 mills for fifteen years was defeated.
- In 2004 - Local Road Millage - 2.92 mills for ten years was defeated.
- In 2005 - Local Road Millage - 2.75 mills was defeated.

Member Zellers requested if Mr. Sawdon could research and provide the amount of the road funding which resulted from the millage and was allocated from the General Fund on a yearly basis.

Mr. Sawdon responded that he thought he could report the revenue sources for local roads back to 1994 but that before 1994 might be difficult.

Member Zellers suggested that the information could be prepared in a graph form to show the changes, the sources and affects from millage versus General Fund over time.

Mr. Sawdon suggested that the information should go forward to the year 2012.

Chairperson Cline added that Mr. Sawdon had prepared and discussed information related to sources and uses of funds at a previous Committee meeting. He stated that this information would be important to use as it sets forth the groundwork for residents realizing the importance of maintenance of local roads but that additional funding sources will be necessary to adequately address the maintenance and structure requirements of the local roads.

Member Zellers added that combining that information with the idea that the City has 'x' number of million dollars of roads to be maintained with no funding support.

Member Johnson stated the importance of clarifying for the residents that the maintenance of local roads is an ongoing responsibility that will not end with the passage of the August ballot being the final solution.

Member Zellers suggested that the EP could be made up of the historical component, tracking the funding and clarification of local roads versus major roads so residents would understand the difference.

Mr. Smith suggested that the individuals being interviewed for historical content of the EP could use the items in the City's millage history to support the necessity for the August ballot being passed.

Discussion by the Committee returned to deadlines for the outline information to be sent to Mr. Smith, finalization of the brochure material, finalization of the article that needs to appear in the Hills Herald and possible articles to appear in the newspapers. **Chairperson Cline** agreed to initiate the start of the outline for Mr. Smith and to forward it to Committee Members for their review.

Member Johnson commented that another point to be made to residents would be that Rochester Hills is essentially built-out and does not have a new tax base for a funding source. He continued further that during the earlier days, Rochester Hills had fairly new tax base additions.

The Committee Members discussed reasons for failure of previous millages in that a group of residents had organized against new taxes, subdivisions continued development, construction of residential homes and were sold which provided the City with tax base funding and the City had continued to find funding sources to pay for expenditures. The Committee Members mused that a combination of these factors have led to residents disillusionment and mistrust of local government and reliance that the City would continue to find funding sources to continue the necessary capital expenditures.

Member Johnson inquired about clarification of a point mentioned in the EP brochure regarding specifically defining this as a renewal or replacement millage and being able to provide an answer to residents regarding the purpose of the original millage.

Mr. Sawdon responded that it was a refunding bond that has matured related to parks, recreation and the library.

Member Johnson stated that he wanted to ensure that residents realize that it is a paid off bond and not funding an activity that would now be foregone.

Member Zellers suggested that a sentence clarifying that it is an expiring bond millage that does not impact any other ongoing activities could be inserted into the portion that tracks the funding for local roads.

The Committee broke into small subgroups to work on finalization of the brochure material, the article for the Hills Herald and to be used in the Rochester Post as well as the outline for the production of electronic media for use on websites, internet and broadcast on the City's cable program.

ANY OTHER BUSINESS

None.

NEXT MEETING DATE

Wednesday, May 19, 2010 - 6:00 p.m.

ADJOURNMENT

There being no further business before the Police and Road Funding Technical Review Committee, Chairperson Cline adjourned the meeting at 8:15 p.m.

DON CLINE, JR., Chairperson

*Prepared by Christine A. Wissbrun
Administrative Secretary, City Clerk's Office*