



# Rochester Hills

## Minutes

### City Council Regular Meeting

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

*Erik Ambrozaitis, J. Martin Brennan, Greg Hooper, Vern Pixley, James Rosen,  
Michael Webber and Ravi Yalamanchi*

*Vision Statement: The Community of Choice for Families and Business*

*Mission Statement: "Our mission is to sustain the City of Rochester Hills as the premier  
community of choice to live, work and raise a family by enhancing our vibrant residential  
character complemented by an attractive business community."*

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Monday, May 12, 2008

7:30 PM

1000 Rochester Hills Drive

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## CALL TO ORDER

*President Hooper called the Regular Rochester Hills City Council Session Meeting  
to order at 7:30 p.m. Michigan Time.*

## ROLL CALL

**Present** 7 - Erik Ambrozaitis, J. Martin Brennan, Greg Hooper, Vern Pixley, James Rosen,  
Michael Webber and Ravi Yalamanchi

## Others Present:

*Bryan Barnett, Mayor  
Dan Casey, Manager of Economic Development  
Ron Crowell, Fire Chief/Emergency Management Director  
Lieutenant Steve Jacobs, O.C.S.O.  
Jane Leslie, City Clerk  
Roger Rousse, Director of D.P.S./Engineering  
Captain Robert Smith, O.C.S.O.*

## PLEDGE OF ALLEGIANCE

## APPROVAL OF AGENDA

**A motion was made by Ambrozaitis, seconded by Rosen, that the Agenda be  
Approved as Amended removing Legislative File 2008-0222 Request to establish an  
Industrial Development District at 1939 Northfield Drive, Rochester Hills, MI 48309 and  
Legislative File 2008-0223 Request for an Industrial Facilities Exemption Certificate  
(IFT) for Raval USA, Inc., 1939 Northfield Drive, Rochester Hills, MI 48309. The motion  
CARRIED by the following vote:**

**Aye** 7 - Ambrozaitis, Brennan, Hooper, Pixley, Rosen, Webber and Yalamanchi

## PUBLIC COMMENT

**Lee Zendel**, 1575 Dutton Road, stated that he believed the fact that many of the subdivisions in the City have trash pick-ups every day of the week is an urban myth. He requested that residents e-mail him with their subdivision name, garbage hauler's name, and the day of the week their trash is picked up.

**Paul Funk**, 2176 Rochelle Park, speaking on behalf of the Rochester/Auburn Hills Community Coalition, stated that last fall the Coalition had conducted an extensive parent survey on underage drinking throughout the four communities that they service. He announced that the next Wednesday, May 21, 2008, there will be a town hall meeting presenting the survey results, in the auditorium at Rochester High School.

**Carolyn Wills**, 2019 Highsplint Drive, spoke on behalf of the residents from Cumberland Hills Subdivision regarding a letter they received from Sunoco Pipeline. Sunoco stated that they will be clear cutting the trees twenty feet on either side of the pipeline that is running through residents' backyards. She stated that some of the trees are the original trees that were there when the subdivision was constructed. Upon contacting Sunoco, the residents were told they will receive dirt and grass seed to replace the landscaping on the residents' properties. She cited a U.S. Tax Court Case stating trees are nine percent of a home's valuation. While she knew about the easement, she stated that she would not have purchased her residence in Rochester Hills had she known that twenty to twenty-five years later Sunoco could do this.

**Linda Burton**, Highsplint Drive, stated that the residents are concerned about the value of their homes and that landscaping affects that value especially given the current economy.

## LEGISLATIVE & ADMINISTRATIVE COMMENTS

**Mayor Barnett** made the following announcements:

- There will be an Under Age Drinking Forum on May 21, 2008 at Rochester High School in the Auditorium,
- Granger Baseball Season opens this Sunday, May 18, 2008 at 1:00 p.m. at the VanHoosen Museum. The schedule is available online via the City's website.
- Earlier today, he spoke about attending the National Peace Officer's Memorial Day Annual Award Celebration presented by the Oakland County Sheriff's Office to recognize both the internal staff at the Oakland County Sheriffs' Department as well as heroic residents of Oakland County.
- The 2008 Community Profile handout is available. He stated that they are mostly used for business purposes, but contain a lot of interesting information about our community.

**Mayor Barnett** stated that he was just alerted to the Sunoco Pipeline issue today. He informed City Council that he would forward a copy of the location of the pipeline. Sunoco Pipeline does have an easement that should be visible on residents' property deeds, twenty feet on either side of their pipeline, making it a forty-foot easement. He addressed the residents stating that this is relatively

raw information and that the City needs to get together and see what can be done. James Franciscus of Sunoco Pipeline informed him that their usual procedure is to notify the homeowners and then send a representative to notify the municipality of their plans. Harry Bachdel is the Sunoco representative that will meet with each individual homeowner, answer any questions and show them where the easement is located on their respective property.

**Mr. Webber** submitted an e-mail from Vince Mungioli regarding the single trash hauler issue, in addition to a letter from Barb Holder regarding the fire/police dispatch issue. He stated that he had heard about the Sunoco Pipeline issue the prior week at the Cumberland Subdivision Homeowners' Association Meeting. He reiterated the Mayor's comments that they are trying to work with the company to see if there is anything they can do.

**Mr. Rosen** apologized for having missed some meetings because he was ill and thanked everyone for their well wishes.

**Mr. Pixley** congratulated the Rochester Community Schools Foundation for the successful Hometown Hustle hosted last Saturday, May 10, 2008. He estimated that approximately six hundred walkers and runners raised a lot of money for the schools. He noted that this was great training for the Brooksie Way planned for October 2008.

**Mr. Ambrozaitis** reminded everyone that the 31st Annual Heritage Festival will be held during the Memorial Day Weekend. Money raised at this event is donated to local charities.

**President Hooper** echoed Mayor Barnett's sentiments that City Council will follow the Sunoco Pipeline events closely.

## ATTORNEY MATTERS

*City Attorney John Staran was absent.*

## PRESENTATIONS

**2008-0207** Proclamation in Recognition for outstanding act of heroism in helping to save the life of seven-year-old Jessica McKenzie

**Attachments:** [Agenda Summary.pdf](#)  
[Proclamation Lynn Jones.pdf](#)  
[Proclamation Robin Sutton.pdf](#)  
[Proclamation Katlyn Thompson.pdf](#)

**Mayor Barnett** read the following Proclamation in Recognition for outstanding professionalism by Lynn Jones, Robin Sutton and Katlyn Thompson for their lifesaving efforts to aid a child during an emergency situation.

*On April 12, 2008, at The Best Western ConCorde Inn of Rochester Hills, seven-year-old Jessica McKenzie was found unconscious at the bottom of the hotel*

*pool. Lynn Jones, Katlyn Thompson and Robin Sutton took immediate action to rescue Jessica McKenzie.*

**WHEREAS**, *Katlyn Jones observed a child submerged and unmoving at the bottom of the hotel pool and immediately notified the pool attendant Robin Sutton; and*

**WHEREAS**, *Robin Sutton immediately entered the pool to rescue the little girl and with help from Katlyn Thompson brought her quickly up to safety; and*

**WHEREAS**, *once Jessica was brought to safety, Robin quickly ran to call for emergency help while Lynn Jones immediately began to perform CPR and within minutes Jessica was breathing on her own.*

**NOW, THEREFORE, BE IT KNOWN**, *that the Mayor and City Council of Rochester Hills hereby recognize Lynn Jones for her part in an outstanding act of heroism in helping to save the life of seven-year-old Jessica McKenzie.*

**Presented**

**President Hooper rearranged the Agenda to accommodate the timing of the Earl Borden Award.**

## **CONSENT AGENDA**

All matters under Consent Agenda are considered to be routine and will be enacted by one motion, without discussion. If any Council Member or Citizen requests discussion of an item, it will be removed from Consent Agenda for separate discussion.

**2008-0224** Approval of Minutes - City Council Regular Meeting - November 28, 2007

**Attachments:** [CC Min 112807.pdf](#)  
[Resolution.pdf](#)

**This Matter was Adopted by Resolution on the Consent Agenda.**

Enactment No: RES0114-2008

Resolved, that the Minutes of a Rochester Hills City Council Regular Meeting held on November 28, 2007 be approved as presented.

**2008-0048** Approval of Minutes - City Council Regular Meeting - December 5, 2007

**Attachments:** [CC Min 120507.pdf](#)  
[Resolution.pdf](#)

**This Matter was Adopted by Resolution on the Consent Agenda.**

Enactment No: RES0115-2008

Resolved, that the Minutes of a Rochester Hills City Council Regular Meeting held on December 5, 2007 be approved as presented.

**2008-0230** Approval of Minutes - City Council Regular Meeting - December 12, 2007

**Attachments:** [CC Min 121207.pdf](#)  
[Resolution.pdf](#)

**This Matter was Adopted by Resolution on the Consent Agenda.**

Enactment No: RES0116-2008

Resolved, that the Minutes of a Rochester Hills City Council Regular Meeting held on December 12, 2007 be approved as presented.

**2008-0171** Approval of Minutes - City Council Special Meeting - December 20, 2007

**Attachments:** [CC Min 122007.pdf](#)  
[Resolution.pdf](#)

**This Matter was Adopted by Resolution on the Consent Agenda.**

Enactment No: RES0117-2008

Resolved, that the Minutes of a Rochester Hills City Council Special Meeting held on December 20, 2007 be approved as presented.

**2008-0211** Request to remove an existing Traffic Signal on Westbound Hamlin Road at Crossover located East of "Old" Adams Road and West of Rookery Drive

**Attachments:** [Agenda Summary.pdf](#)  
[Map.pdf](#)  
[Resolution.pdf](#)

**This Matter was Adopted by Resolution on the Consent Agenda.**

Enactment No: RES0118-2008

Whereas, there currently exists a traffic signal on Eastbound Hamlin Road Crossover, located approximately 225' west of Rookery Drive with signal indications for two approach legs; and

Whereas, the Road Commission for Oakland County, after a traffic investigation, has determined the traffic signal is no longer necessary or meets signal warrants to improve traffic safety at this location as a result of the removal of Old Adams Road bridge over M-59; and

Whereas, the Road Commission for Oakland County, being the sole road agency for this

traffic signal maintenance and operations at this location, requests a resolution and approval from the local municipality prior to the traffic signal removal; and

Whereas, the Road Commission for Oakland County will pay all cost associated with the removal of the traffic signal, and no cost shall be assessed to the City of Rochester Hills;

Resolved, that the Rochester Hills City Council authorized the Mayor or his/her agents to notify the Road Commission for Oakland County to proceed with removal of the traffic signal.

Now Therefore Be It Resolved, that the City of Rochester Hills City Council is supportive of the traffic signal removal at Eastbound Hamlin Road crossover, located west of Rookery Drive intersection.

Be It Further Resolved, that a certified copy of this Resolution be filed with the City Clerk of Rochester Hills, Oakland County, Michigan and with the Road Commission for Oakland County, Waterford, Oakland County, Michigan.

- 2008-0231** Request for Approval - Change of Stockholders for Class C License; Rochester Tienken Investments, LLC (Shield's Pizza) located at 1488 N. Rochester Road

**Attachments:** [Agenda Summary.pdf](#)  
[Shields Stockholder Applications.pdf](#)  
[Resolution.pdf](#)

**This Matter was Adopted by Resolution on the Consent Agenda.**

Enactment No: RES0119-2008

Resolved, that the Rochester Hills City Council approves the addition to the prior approval granted on August 22, 2007 for Rochester Tienken Investments, LLC (Shield's Pizza) located at 1488 N. Rochester Road, Rochester Hills, MI 48307.

- 2008-0232** Request to Accept Dance-Entertainment Permit Agreement between the City of Rochester Hills and Peng Lai, 6830-6834 N. Rochester Road, Rochester Hills, MI

**Attachments:** [Agenda Summary.pdf](#)  
[Peng Lai Dance Floor.pdf](#)  
[Dance-Entertainment Agreement.pdf](#)  
[Resolution.pdf](#)

**This Matter was Adopted by Resolution on the Consent Agenda.**

Enactment No: RES0120-2008

Resolved, that the Rochester Hills City Council accepts the Dance Entertainment Permit Agreement between the City of Rochester Hills and Peng Lai, 6830-6834 N. Rochester Road, Rochester Hills, Michigan.

Further Be It Resolved, that the Mayor and the City Clerk are hereby authorized to execute and deliver the agreement on behalf of the City.

- 2008-0233** Request for a Transfer of a Class C License from YSG, Inc. (Gourmet Garden)

located at 68 N. Adams, Rochester Hills, MI to Lin/Stef Restaurants, LLC (Peng Lai) to be located at 6830-6834 N. Rochester Road, Rochester Hills, MI

**Attachments:** [Agenda Summary.pdf](#)  
[Peng Lai Application.pdf](#)  
[Planning Dept Memo.pdf](#)  
[Resolution.pdf](#)

**This Matter was Adopted by Resolution on the Consent Agenda.**

Enactment No: RES0121-2008

Resolved, that the request to transfer ownership of 2007 Class C licensed business, located in escrow at 68 N. Adams, Rochester Hills, MI 48309, Oakland County, From YSG, Inc. to Lin/Stef Restaurants, LLC; transfer location to 6830-6834 N. Rochester Road, Rochester Hills, MI 48306, Oakland County; and request a new Dance-Entertainment Permit and new official Permit (Dance-Entertainment) for Sundays 7:00 a.m. to 12:00 p.m. be considered for approval.

## Passed the Consent Agenda

**A motion was made by Pixley, seconded by Brennan, including all the preceding items marked as having been adopted on the Consent Agenda. The motion carried by the following vote:**

**Aye** 7 - Ambrozaitis, Brennan, Hooper, Pixley, Rosen, Webber and Yalamanchi

## NEW BUSINESS

**2008-0212** Request for Purchase Authorization - DPS/ENG: Contract for early engineering preliminary engineering design services for Austin Drive Extension in the amount not-to-exceed \$32,430.00; Hubbell, Roth and Clark, Inc., Pontiac, MI

**Attachments:** [Agenda Summary.pdf](#)  
[Map.pdf](#)  
[HRC Proposal.pdf](#)  
[Resolution.pdf](#)

**Roger Rouse**, Director of D.P.S./Engineering, stated that this project is to try to minimize sending industrial or commercial traffic through a residential area and to provide some design engineering that allows them to put a cul-de-sac and to direct that traffic directly out Austin Drive to Crooks Road and on to M-59. He stated that this project was being funded out of the Local Development Finance Authority (LDFA) budget.

**Mr. Ambrozaitis** requested clarification as to whether Mr. Casey was advocating this project to relieve the traffic concerns, or if this was part of a proposal to build it for a potential business.

**Dan Casey**, Manager of Economic Development, responded that first it addresses a long standing concern of the City, to redirect the industrial traffic that is currently using the residential road, Devondale. The road will also contribute to a project by providing access needed.

**A motion was made by Webber, seconded by Yalamanchi, that this matter be Adopted by Resolution. The motion CARRIED by the following vote:**

**Aye** 7 - Ambrozaitis, Brennan, Hooper, Pixley, Rosen, Webber and Yalamanchi

Enactment No: RES0122-2008

Resolved that the Rochester Hills City Council hereby authorizes a contract with Hubbell, Roth and Clark, Inc., Pontiac, Michigan for early engineering preliminary engineering design services for Austin Drive Extension in the amount not-to-exceed \$32,430.00 and authorizes the Mayor to execute a contract on behalf of the City.

**2008-0213** Request for Purchase Authorization - DPS/ENG: Contract for preliminary engineering services for pathway projects in the amount not-to-exceed \$82,878.00; Johnson & Anderson, Inc., Waterford, MI

**Attachments:** [Agenda Summary.pdf](#)  
[John R from Avon Road to Bloomer.pdf](#)  
[John R from Auburn to 2,300' South.pdf](#)  
[John R from Hamlin Rd to Enchantment Dr.pdf](#)  
[Auburn Pathway Gap Plan Locations.pdf](#)  
[Adams Rd from Powderhorn Ridge to Tienken.pdf](#)  
[Resolution.pdf](#)

**Mr. Rousse**, Director of DPS/Engineering, explained that there are a number of pathway projects that his department would like to combine this year; some of them are in conjunction with the John R road project and some are independent of that and have been approved in the capital improvement program.

Responding to President Hooper, **Mr. Rousse** stated that all of these projects have been reviewed and ranked by the original Pathway Committee. He went on to say that recently, a new Pathway Committee has been assembled and is ranking all future projects.

**Mr. Ambrozaitis** questioned if this is only for pathways, not for the widening of any roads.

**Mr. Rousse** responded that the Department plans to coordinate these pathway projects with the road projects.

**Mr. Rosen**, referring to the segment on Adams from Powderhorn to Tienken, stated that he would like see a pathway on one side of all major roads across the City completed before both sides would be tackled.

**Mr. Webber** stated that he has received e-mails regarding this issue from residents expressing concern about the safety of pedestrians and cyclists in the John R and Avon Road area.

**A motion was made by Webber, seconded by Pixley, that this matter be Adopted by Resolution. The motion CARRIED by the following vote:**

**Aye** 6 - Ambrozaitis, Brennan, Hooper, Pixley, Webber and Yalamanchi

**Nay** 1 - Rosen

Enactment No: RES0123-2008

Resolved that the Rochester Hills City Council hereby authorizes a contract with Johnson & Anderson, Inc., Waterford, Michigan for preliminary engineering services for the 1) John R. Road Pathways (east side), from Avon Road to Bloomer Park (PW-31E); 2) Adams Road Pathway (east side) from Powderhorn Ridge to Tienken Road (PW-07C); 3) John R Pathway (west side), Auburn Road to 2,300 feet south of Auburn Road (PW-31B); 4) John R Turn Lane Improvements/Pathway Rehabilitation (MR-31C/PW-31C) and 5) Auburn Road Pathway Gaps (north side) Alexander to Livernois (PW-06A) in the amount not-to-exceed \$82,878.00.

- 2008-0222** Request to establish an Industrial Development District at 1939 Northfield Drive, Rochester Hills, MI 48309

**Attachments:** [Agenda Summary.pdf](#)  
[Letter Requesting IDD.pdf](#)  
[Resolution.pdf](#)  
[051908 Agenda Summary.pdf](#)  
[051908 Resolution.pdf](#)  
051208 Agenda Summary.pdf  
051208 Resolution.pdf

**This item was removed from the Agenda at the Request of the Administration.**

- 2008-0223** Request for an Industrial Facilities Exemption Certificate (IFT) for Raval USA, Inc., 1939 Northfield Drive, Rochester Hills, MI 48309

**Attachments:** [Agenda Summary.pdf](#)  
[Application.pdf](#)  
[Fiscal Statement.pdf](#)  
[Raval Development Agreement Draft \[1\].pdf](#)  
[Raval Financial Analysis.pdf](#)  
[Resolution.pdf](#)  
[051908 Agenda Summary.pdf](#)  
[051908 Resolution.pdf](#)  
051208 Agenda Summary.pdf  
051208 Resolution.pdf  
051208 Application.pdf  
051208 Springfield Letter.pdf

**This item was removed from the Agenda at the Request of the Administration.**

## RECOGNITIONS

- 2008-0184** Presentation of 2008 Earl Borden Award

**Attachments:** [Agenda Summary.pdf](#)

**Melinda Hill**, Chair of the Historic District Commission (HDC), presented awards to the residents of the City of Rochester Hills for passing the Open Space Millage, and to the Save Open Space and Green Space Yes Committees.

She then introduced the members of the Commission: Brian Dunphy, John Dziurman, Paul Miller and Dr. Richard Stamps. She also presented an award to Mayor Barnett, representing the residents of the City of Rochester Hills, for their vision in passing the open space millage.

Melinda Hill then introduced Paul Miller to present the second plaque to the Green Space Committee. **Mr. Miller** quoted Mark Twain's wise investment advice, 'buy land, they are not making any more'. He stated that tonight's effort is to recognize the individuals who were involved in taking leadership roles in the successful passage of the Open Space Millage. He then presented a plaque to Pamela Wallace and Andrew Krupp on behalf of everyone who served on Green Space and Yes Save Open Space. He described them as being torch bearers of this campaign for over a decade.

Presented

**(RECESS FROM 8:16 PM - 8:32 PM)**

## PRESENTATIONS

**2008-0229** Status update on services provided by Community Media Network, Jay Wiencko, Presenter

**Attachments:** [Agenda Summary.pdf](#)  
[CMN Presentation.pdf](#)

**Mr. Jay Wiencko**, of Community Media Network TV gave a Progress Update, listing the following new items as some of CMN TV's improvements:

- Investments in Facility and Equipment
- New Training Services
- Outreach to Non-Profits
- Enhanced Branding Efforts

These have resulted in higher memberships, more programming and greater positive impact.

Spending \$160,000.00 results in:

- Four camera studio with switcher, lighting, microphones and props
- Nine field cameras, portable lights, tripods, microphones and two remote switchers
- Three new Mac-based edit stations

- Five new staff computers

CMN Training:

- Video production, from soup to nuts: Twenty hours over ten weeks
- Marketable nonlinear video editing skills using industry-standard MAC software
- Multi-camera remote production classes

He stated that the satisfaction surveys average score of four point five to five.

CMN TV Makes Friends/Networking:

- Reaching out interviews with Non-Profit Organizations
- Oakland County Commissioners
- Oakland County Community Mental Health Authority and its agencies
- Easter Seals
- Community Living Services
- Community Network Services
- Oakland Family Services
- Lions Club of Rochester Hills
- Rochester College
- Rochester Regional Chamber
- Rochester DDA
- Friends of the Rochester Library
- Oakland Pet Adoption Center
- Rochester Hills Baptist Church
- League of Women Voters, O.A.
- Royal Oak Community Coalition
- Rochester/Avon Recreational Authority
- Woodside Bible Church
- Islamic Unity Center
- Leave a Legacy Foundation
- Social Security Administration
- Oakland Youth Orchestra
- Wigs for Kids
- American Diabetes Association
- Pontiac Oakland Symphony

CMN Advertising:

- Redesigned logo, website (SEO, VOD)
- E-mails to database of members, etc.
- City recreation and Adult-Ed publications
- Tours and "summer camps" for kids
- Production efforts at high-visibility events
- Self-promo spots on channel

Financially Accountable and Sound:

- Full monthly financial reports

- Careful capital spending
- Annual cost reductions
- Pro-Active revenue generation in addition to P.E.G. fees

Membership, Training and Programming:

- Current Total Paid Members: 260
- Resident Members: 94
- Non-resident Members: 25
- Non-profit organization members: 141
- 2007 Rochester Hills Members which are individual members and does not include non-profit organizations or those served by non-profit organizations: 18

March 2005 - April 2008:

- Rochester Hills Members: 50
- Rochester Hills Ten-week class grads: 29
- Non-profit members: 246
- Ten week class graduates: 309
- Advanced Training Members: 131

Council Discussion:

**Mr. Ambrozaitis** spoke on behalf of this program and all of the people benefiting from it.

**Mr. Yalamanchi** inquired how they determine the demographic scope as well as how many people might be watching and using it.

**Mr. Wiencko** responded that since there are no commercials, there are no Nielson Ratings. Therefore, there is no definite way of defining a specific number in the audience. He commented that he does receive a lot of public comment telephone calls and can make some assumptions from those. He did state that participation is across the spectrum.

**Mr. Yalamanchi** inquired about the pending legislation moving local television to the 900 channels and questioned the impact this would have on his company. He then stated his concerns about decreasing Public Educational Government Access (P.E.G.) revenue and inquired if they have operating reserves.

**Mr. Wiencko** stated that the pending legislation may make things difficult, but that they will approach this issue the best they can when it arises. Regarding the P.E.G. revenue, he noted that they have a portion of one year in reserves. He stated there is an increased interest in revenue generating services this year. The equipment they work with is capital intensive and requires replacing from time to time, therefore, they are careful with spending costs, and require replacing funds in the reserves from time to time.

**Mr. Yalamanchi** inquired what the cost is for non-profit individuals.

**Mr. Wiencko** responded that the ten-week course is \$75.00 for a resident

member (which is a resident of a community that provides CMN at least half of their one percent P.E.G. fee). Thereafter, the membership fee is \$25.00. There is no additional training fee unless a student elects to take one of the advanced training classes which are comparably priced at that level.

**Mr. Yalamanchi** requested that when Mr. Wiencko returns next, that he report to Council the plans for the decrease in revenue along with the projections. He commended Mr. Brennan for being instrumental in helping CMN TV pull it together.

**Mr. Brennan** thanked Jay Wiencko for his presentation and inquired how this program compares to Specs Howard School of Broadcasting.

**Mr. Wiencko** responded that it is an inexpensive way to experience broadcast training and stated that they service many Specs Howard School graduates who want to keep in touch with business and maintain sharp skills.

**Presented**

**(RECESS 8:52 PM - 8:58 PM)**

2008-0234

**Attachments:** [Agenda Summary.pdf](#)  
[911 Communication Final Report.pdf](#)  
[Presentation.pdf](#)

The following presentation was given by **Lisa Weinthal**, Vice President and Project Manager of Intertech Associates. She was assisted by **Arlene Schwartz**, CEO and President of Intertech Associates.

### **I. PROJECT APPROACH**

#### **Project Objectives**

Evaluate City's 911 Emergency Communications Services:

- Explore opportunities for increased service levels
- Evaluate alternative scenarios
- Identify opportunities for savings

Focus: Provide 'straight forward' strategic direction for the future of Rochester Hills 911 Public Safety Answering Point (PSAP) and emergency communications center services.

### **PROCEDURAL APPROACH**

On-site interviews, conference calls and follow-up discussions:

- RHCC, OCCC, City Departments
- Call Volume, CAD reports, Rochester Hills Annual Report

*National and 'best practices' benchmarks  
Technological and operational standards of operation  
Recommendations geared to address immediate opportunities, efficient service  
delivery and creative alternatives*

### **DATA SOURCES**

#### *Dispatch Center Reports:*

- *EOY Trunk Report, Event Count (Rochester Hills)*
- *EOY Monthly Summary of Offenses and Call List (Oakland County)*
- *Rochester Hills Annual Report*
- *Inter-Local Agreements*

#### *Interviews:*

- *Mayor Barnett*
- *Chief Crowell*
- *Vince Foisy, Maria Reiser*
- *Captain Smith, Captain Johnson, Lt. Jacobs, Christina Russell*
- *Planning and Development*
- *Finance*
- *Parks*
- *Public Works, Buildings*
- *Fire Chief Bill Benoit, Oakland Township*

### **RECOMMENDATIONS AND CORE INITIATIVES**

*Option 1: Maintain Status Quo*

*Option 2: Rochester Hills to retain all emergency call answering*

*Option 3: Oakland County to provide emergency call answering and dispatch*

*Recommended Option 4: Oakland County to provide all W/E call answering*

## **II. FINDINGS**

### **CURRENT ENVIRONMENT:**

#### *Rochester Hills Communications Center:*

- *Primary PSAP for Rochester Hills fire/medical call answering and dispatch  
wireline calls*
- *Fire/Medical dispatch provider for Oakland Township*
- *Communications 'hub' for City agencies and non-emergency administrative calls*

#### *Rochester Hills answers:*

*Wireline, E-911 calls and dispatches Fire/Medical, Emergency calls for Oakland  
Township and Responds to City Department calls for service*

Oakland County Communications Center:

- Primary PSAP for 13 communities offering call answering and dispatch for police, fire and medical
- Primary PSAP for Rochester Hills wireless calls
- Police respond to every emergency call

Oakland County answers:

Wireless, E-911 calls and dispatches Rochester Hills Police

Dispatch Center: Call Volume Statistics:Rochester Hills Communications Center:

Wired 911 Calls: 911 Calls (10,634), 3-5% of calls City Departments (DPS or Bldg.)

Dispatch Related: Non-emergency Calls (21,556), Dispatch Related (60%)  
Miscellaneous and City Departments: 20% Police Incidents (1,926/10,634 Calls)  
Transferred to OCCC

RHCC answered 32,190 calls in 2006

Oakland County Communications Center:

- 53,476 (est.) Emergency Calls received by County
- 26,738 Calls for Police Service
- 9% Fire/EMS Incidents (2,341/26,738 Calls) - Transferred to RHCC

OCCC answered 340,000 calls in 2007

RHCC Staffing Assessment:

- NFPA 1221 requires two telecommunicators on duty
- A staffing and functional audit should be performed to identify actual functions, task time and efficiencies: Consider: staff attrition program or transferring least busy shift

RHCC Shifts:

Midnight - 11 p.m. - 7 a.m.; Benchmark: Effort/Shift: 23%; RHCC Staffing/Shift: 2 Dispatchers

Day - 7 a.m. - 3 p.m.; Benchmark: Effort/Shift: 31%; RHCC Staffing/Shift: 2 Dispatchers, 1 Supervisor

Afternoon (Busy Shift) - 3 p.m. - 11 p.m.; Benchmark: Effort/Shift: 46%; RHCC Staffing/Shift: 2 Dispatchers, 1 Coordinator, Super-Swing

Rochester Hills Dispatch Center Technology:

- RHCC is a full service call answering/dispatch center
- Center is equipped with traditional E-911 equipment and newer technologies:

- \*Positron E-911 system with mapping/GPS
- \* Print-Trak CAD system
- \* Motorola Centracom
- \* SCADA monitoring
- \* GIS/Pictometry
- Opportunities for increased efficiency:
- Coordinate procedures for single incident tracking using current Print-Trak system

Oakland County Communications Center: Functional Efficiencies:

- Current police services include E-911 Call Answering
- OCCC provides call answering/dispatch services for 12 other communities including Oakland Township
- This is a cost neutral move which inherently increases operational efficiencies
- 85% of the emergency calls for Rochester Hills are police related
- OCCC is available and open to any combination of call answering/dispatch scenarios for Rochester Hills
- Possible configurations include non-dedicated dispatch desk or dedicated Rochester Hills staff managed on a 'call for service' basis or specific staffing arrangements

Oakland County Communications Center: Technology:

- OCCC is a state-of-art facility expanding for thirty-six call taker/dispatch positions: MA-COM Open Sky, IP 911 telephone system, Large screen displays for video images
- Dispatch functions are split between call takers and dispatchers
- Procedural and technology adjustments would be required: Pictometry, GIS, Coordinated Incident Tracking

**III. RECOMMENDATIONS**

Option 1: Maintain Status Quo (Current Configuration):

- Advantages: None identified
- Disadvantages: Counter to benchmarks, Duplication of call answering function, Events create duplication of dispatch response

Option 2: RHCC Provides All W/E-911 Call Answering; Dispatch Remains As Is:

- Advantages: RHCC continues to receive State funded W/E-911 dispatcher training
- Disadvantages: 85% of emergency calls would be 'double processed', RHCC would encounter a 260% increase in emergency call volume

Option 3: All W/E-911 Call Answering and Dispatch by OCCC:

- *Advantages: Single call answering and dispatch function provides 'best practice', Calls are answered and dispatched within same facility offers control of process, Cost to transition may be less than anticipated*
- *Disadvantages: There is familiarity of function and procedure difficult to duplicate, City services will still need to be answered, Estimated revenue loss of approximately \$50,000.00 per year from Oakland Township*

Option 4: OCCC Provide Call Answering for W/E-911 Calls:

- *Advantages: Most productive use of resources and meets 'best practices' for E-911 calls to be answered in a single center, No additional cost as City already pays for 911 call answering through its contract with the County, City and County stakeholders believe this configuration has merit*
- *Disadvantages: State 911 PSAP Training aid will no longer be provided. Funding for FY 2007 was \$8,649.*

Other Initiatives:

- *Technical Review Advisory Committee (TRAC): Joint committee under the Office of the Mayor*
- *Communications Center Operational Analysis: Staffing and functional analysis*
- *Regional Dispatch for Fire and Medical: Optimal utilization of staff, facilities and resources*

**IV. STRATEGIC DIRECTION AND NEXT STEPS**

- *Transition Call Answering to Oakland County: Deploy TRAC, Implement Coordinated Incident Reporting, Establish and implement migration plan, Six month impact study on Rochester Hills and County service response*
- *Staffing and functional analysis: Study the effect of transitioning the least busy dispatch shift to Oakland County for fire and medical dispatch: Service, staffing, financial and functional impact to Rochester Hills; Operational and functional impact to Oakland County*
- *Results of study will determine next steps*

**PUBLIC COMMENT:**

**Linda Raschke**, 1599 Dutton Road, reported that she has been told that it has taken up to ten rings on occasion to get through to County Dispatch, ten rings equals one minute. She shared the following concerns/suggestions:

- *The cost of \$25,000.00 for the consultant's report*
- *Cost and efficiency of transferring the Communications Center from the City to the County*
- *Form a Council Oversight Committee*

- Balance of representatives of the aforementioned Oversight Committee, i.e. professional people as well as residents
- Allow for time to absorb the consultant's report
- The cost of contract employees that would have to be provided to the County
- Quality of service if there is a change to regional fire dispatch services

**Tom Zelinski**, 1127 Kingsview, stated his agreement with the recommendation based on the data presented by Intertech Associates. He stated that it was his personal experience when making 911 telephone calls on land lines and wireless lines that the response results were the same. He noted that these calls were answered promptly and professionally and services were provided in the same manner. He mentioned that he would like to see the services placed under one roof.

**Melinda Hill**, 1481 Mill Race Road, stated that the call transferring operation to Oakland County would be cost neutral, and that the County could handle the dispatch operation for approximately \$100,000 to \$300,000 annually. She inquired if the consultant could expound on the difference between this and at the end of the report there was an indication that the transfer of the dispatch operation to Oakland County could result in an increased cost to the City, when the present combined operation of call answering and dispatch are presently costing the City \$1,000,000.00 per year.

**Amber Kish**, 1127 Tienken Court, inquired if the statistics used for the wireless calls were estimated and asked if there was a way to get actual numbers. She questioned the statement regarding the Center being able to support one hundred percent more call volume than is currently being handled in the Rochester Hills Communication Center. She stressed that the 911 telecommunicator is the first responder in the emergency chain, and every second that goes by is precious when potentially saving a life. She inquired about the difference in answer times between Rochester Hills and Oakland County.

Pursuant to President Hooper's request, **Ms. Weinthal** responded to the public comments as follows:

- The wireless call distribution was an estimate provided by the Oakland County Communication Center. There is no piece of data that comes in on the wireless call data stream that denotes calls are specifically for Rochester Hills. Wireless calls are directed based upon coordinates, latitude and longitude, and the tower where the call is driven from to a predefined location.

- 911 calls are coming in from Tandem Office into the City of Rochester Hills' Call Center directly.

- National statistics show that 80 percent of 911 calls received are for Police, and 20 percent of 911 calls received are for Fire. The data they were given shows nine percent of wireless calls are transferred to Fire rather than the 20 percent national average, and 20 percent of the land line 911 calls are being transferred to Police rather than the 80 percent national average. She believes this is primarily due to

*the aging population of the residents of Rochester Hills who may only have land lines, or are more likely to call on a land line for 911 services.*

*- If the County were to provide straight forward, non-dedicated dispatch services, it would be based upon call for service. The County has a formula for this that they could share with the City. The County would be able to cover City service dispatch as well, but that would require technology to be integrated into the Oakland County Communications Center, such as the SCATA monitoring alarms.*

*- If Rochester Hills desired to have dedicated staff for the function of dedicated dispatch at the County, the County could incorporate dispatch staff that exists today in Rochester Hills at a cost of \$100,000.00 to \$350,000.00. Each shift would require a staff person plus a 'fill factor'.*

**Captain Smith**, Oakland County Sheriff's Department, responding to a comment made earlier, explained that they are the fourth largest police department in Oakland County. He stated that they have two civilian staff that serve in clerical positions and noted that they have nothing to do with dispatch.

**Ms. Weinthal** responded to President Hooper's questions by stating that the national average for answering 911 calls is typically under ten seconds. Rochester Hills answers calls between five and seven seconds. She did not have data for the County, but indicated that she could request that. She continued that the industry states that the average time to transfer calls is 30 seconds, however, there is no way to measure that because there is no system that captures that data today. This is why they are recommending the Print Trac system to be able to develop that metric and work toward that benchmark.

#### **COUNCIL DISCUSSION:**

**Mr. Webber** requested clarification on the coordinated incident reporting. He questioned if both the City and the County have the capability of doing this. He further questioned if both are currently doing this, but not together.

**Ms. Weinthal** stated that it is more complex than that. She outlined what happens as follows:

\* A call comes in to the County, and the County logs it in a Motorola Print Trac CAD system with their incident I.D.

\* If the call is a fire or medical event, there is a requirement by contract, and by process, for them to transfer that call and CAD event to the City of Rochester Hills.

\* The call is received by Rochester Hills and the CAD event goes into a pending file, or dialogue box. The system itself is defined in part by Clemis, with input from each of the users.

\* If the defining incident number is a police incident number and not a fire incident number, the City of Rochester Hills begins the process again by re-entering all of the initial triage data that was already done at the County. This process adds

time. Procedurally it is done because the City needs to restate their own incident, and potentially to restate the clock.

\* The procedural evaluation committee will help refine this process so that the metrics are consistent. The City will get a parameter from the County that states they answered and transferred the call within 'x' amount of time. The City will then get a metric that the call was answered and dispatched within 'x' amount of time. More important is the total caller's reality from the time of answer through dispatch. The Print Trac System is capable of showing that with minor modifications, based upon their findings with Print Trac.

**Mr. Webber** inquired whether a call is a land line call or a wireless call, answered by the City or by the County, if it is answered by an initial person, that is not a dispatch person.

**Ms. Weinthal** explained that at Oakland County the person answering the call is the call taker. In the career path, as more experience is obtained, the call taker is promoted into dispatching fire, medical, etc. This is a separate function at the City of Rochester Hills as well. There is a call taking function and a dispatching function that happens to be one person because it is a smaller staff.

**Ms. Schwartz** further clarified that they are separate functions and are recognized as separate functions, even if handled for economy and efficiency by one person.

**Mr. Rosen** suggested that the appropriate individuals meet to start mapping out an alternative implementation plan to consolidate the 911 PSAP activities. He suggested a timeframe deadline of June 16th or 30th.

**Mr. Hooper** clarified that what Mr. Rosen was suggesting was the establishment of the TRAC Committee, and to have them come back to Council with their recommendations and implementation of the consultant's Recommendation Number Four.

**Ms. Weinthal** responded to Mr. Yalamanchi's questions as follows:

- The tandem definition came from the City of Rochester Hills as a way of defining the current configuration of wire calls going one place and wireless calls going somewhere else. An example of the duplication of service is when an incident occurs, the wireless calls come into the County Center, the land line calls come into the City of Rochester Hills; calls go back and forth between the centers alerting the other to the incident, therefore, multiple calls into multiple centers regarding the same incident. Having one center fielding the calls, they could respond to the multiple callers for the same incident. The other duplication is the double touch. This is when a smaller quantity of calls are answered in Rochester Hills, and a larger quantity are answered at the County; all of these calls are covered financially at the County.

- Part of the staffing operational assessment audit would be to cover what the City is doing, why they are doing it, and how much time it takes to accomplish that task.

- A super swing shift person is a full-time, 40-hour per week position that can cover any shift. This position is needed to fill in for sick time, vacation time, etc.

- The statement that the call taking capacity could be increased by 100 percent basically means the City has the staff, but the number of calls are not there. The NFPA requirement states that there must be two trained telecommunicators on at all times. The City is working within a parameter in order to be operationally compliant.

- The County will be deploying updated equipment to the City of Rochester Hills under the Clemis initiative.

- The contract the City currently has with the Oakland County Sheriff's Department includes 911 call answering, not dispatch.

- The parameters for their report were to provide strategic direction, as opposed to specific budgetary cost saving suggestions.

**Mr. Yalamanchi** suggested looking into the following options:

1. Have a discussion with Oakland County's Communication Center (OCCC) to see if all current levels of service can be handled, without compromising health and safety. Identify the cost structure for this option.

2. Discuss with OCCC the handling of emergency related calls, including fire and EMS, and review contract options for City-related service. Identify the cost structure for this option.

3. Downsize our operations to one shift from 8:00 a.m. to 5:00 p.m. During this shift they will handle fire, EMS, and City related services, but before and after that shift OCCC would handle everything. Identify the cost structure for this option.

**Mr. Brennan** suggested that Council accept this report, circulate it to the members of the City Communications Center and Oakland County's Communication Center to receive feedback on implementation and cost structure. He stated that the stakeholders would need at least four to six weeks to absorb all of this information before coming back to take action. He questioned Mayor Barnett regarding the formation of the Technical Review Advisory Committee (TRAC).

**Mayor Barnett** responded that the TRAC program was one of the recommendations made by the consultants. He stated he is willing to discuss any option that Council may consider, but feels that this recommendation makes sense and deserves consideration.

**Mr. Webber** stressed that providing public safety is the most important thing this community does. He inquired as to what type of data is being seen at the state and national level in terms of 911 calls coming from land line versus wireless.

*Ms. Weinthal* responded that it is 60/40 or 70/30. She stated that wireless calls are growing exponentially due to changes in technology. She noted that there are also 911 emails being delivered to communication centers.

*Mr. Pixley* stated that the City enjoys a high level of service from both the City and County Communication Centers. He agreed that Council should accept this report and look into creating and appointing members to the Technical Review Advisory Committee (TRAC). He would like to receive input from the stakeholders as to what strategic direction they want to go to. He suggested moving forward cautiously and judiciously in order to get the highest level of service. Mr. Pixley stated that he was glad to hear that regionalization of dispatch services was brought up because this had been discussed as a way to participate with other regional cities.

**A motion was made by Rosen, seconded by Brennan, that this matter be Adopted by Resolution. The motion CARRIED by the following vote:**

**Aye** 7 - Ambrozaitis, Brennan, Hooper, Pixley, Rosen, Webber and Yalamanchi

Enactment No: RES0125-2008

Resolved, that the Rochester Hills City Council hereby accepts for the record the Final Report on 911 PSAP & Emergency Communication Center Services for the City of Rochester Hills, MI, dated April 14, 2008;

Be it Further Resolved, that the City of Rochester Hills establish the Technical Review Advisory Committee (TRAC) to evaluate Option 4: Oakland County Communications Center (OCCC) provide Call Answering for W/E 911 calls and report back to City Council by June 30, 2008 or earlier, as appropriate.

**(Mr. Ambrozaitis exited at 9:44 p.m. and returned at 9:46 p.m.)**

**(Mr. Pixley exited at 9:48 p.m. and returned at 9:50 p.m.)**

## **COUNCIL COMMITTEE REPORTS**

### **Planning Commission:**

*President Hooper* reported that the Planning Commission met last week and that Crust Pizza, on Barclay and Rochester Road, will be seeking a conditional approval for outdoor seating at the next City Council Meeting. He stated that there is a trend toward outdoor seating among the City's restaurant businesses.

### **Water and Sewer Technical Review Committee:**

*President Hooper* reported that the Committee had been discussing a significant water and sewer rate increase for 2008 and that this will come back to Council for implementation sometime in July.

## **ANY OTHER BUSINESS**

**NEXT MEETING DATE**

*Monday, May 19, 2008, 7:30 PM.*

**ADJOURNMENT**

*There being no further business before Council, President Hooper adjourned the meeting at 11:06 p.m.*

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*GREG HOOPER, President  
Rochester Hills City Council*

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*JANE LESLIE, Clerk  
City of Rochester Hills*

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*CHRISTINE A. WISSBRUN  
Administrative Secretary  
City Clerk's Office*

*Approved as presented at the July 14, 2008 Regular City Council Meeting.*