

PPII Working Group Meeting
Oneida County Sewer District
October 29, 2014

I. Project Updates and Scheduling

Working group members were reminded that there will be a year-end review meeting with the full Steering Committee at noon on December 3 at Marcy Town Hall. All members were strongly encouraged to attend, as well as promote the attendance of their chief elected official. This important meeting will review the accomplishments of 2014, as well as provide the opportunity for feedback on the goals for 2015.

Working group members were asked to approach their chief elected official and/or boards or councils to offer project updates and briefings by the consultant team. Further, the consultant team offered to present to any additional community or civic groups.

Finally, working group members in attendance were thanked for their continued participation. It was stressed that feedback during the development of these programs and plans is essential to having a finished product that is effective and works for each municipality.

II. Voluntary Inspections

Marcy, New Hartford, and Paris were given their voluntary inspection program materials after the September meeting. Other municipalities were provided resident information, including owner's name and tax ID; corresponding map of the area, including owner's name and tax ID; spreadsheet for data collection; and explanations of each of the ten questions to be asked during inspections.

• Town of Marcy Progress

Marcy targeted an older development because the homes were suspected of having sump pumps connected to the sanitary sewer. The sewer department distributed 40 brochures and sent a follow-up letter to generate comments from residents. To date, the department has not received any response. They have a second target area in mind to start the program, but want feedback from the first area prior to starting a new one. The consultant team asked Marcy to host a meeting for the first group of targeted residents at the town hall. At this meeting, the consultant would deliver a presentation about the project and encourage Q&As.

• Town of Paris Progress

The town of Paris hasn't received any feedback from their efforts from residents.

III. Funding Sources

The consultant team has been working on the development of a list of potential funding sources to assist municipalities with upcoming projects. Areas

investigated include planning and training. The working group was asked to think about the types of projects that they had planned and to provide feedback to Brian Whittaker at Brian.Whittaker@obg.com.

IV. 2015 Goals

The working group discussed 2015 goals. Potential topics could include:

- Training opportunities
 - Media training
 - Training for certifications
- Guest speakers (Monroe County representative)
- Potential shared services between municipalities
- Public outreach with new groups
 - a. The Town of Marcy volunteered to make contact with the town's senior citizen's group to host a project meeting.

V. 2015 Planned Outreach Activities

A variety of action items have been planned to kick off public outreach for 2015.

A. Public Outreach and Education

1. Printed and electronic copies of public information collateral, such as brochures, posters, newsletter articles, sewer bill inserts, and project progress reports.
2. Community education event(s), focus groups, and public information briefings.
3. Business partnerships to expand the information distribution network capabilities and audience reach.

B. Media and Public Relations

1. Media releases, editorials, and other forms of submitted articles.
2. News stories and features.

C. Website

1. Visuals and other illustrative materials to deliver user-friendly, easy-to-understand content.
2. Public feedback enhancement.
3. New content to reflect the progressive status of the project, including materials for public and municipal leaders.

VI. Next steps and task assignment

- a. Continue voluntary inspection program
- b. Next meeting full **Steering Committee is scheduled for December 3 at noon at Marcy Town Hall**