



DRAFT

**WESTERN WAKE PARTNERS
Policy Advisory Committee**

MINUTES

Wednesday, August 24, 2011, 5:30 p.m.
Cary Town Hall, Conference Room #10035
316 N. Academy Street, Cary, North Carolina
www.westernwakepartners.org

Present: Apex: Mayor Keith Weatherly and Town Manager Bruce Radford; Cary: Mayor Harold Weinbrecht and Town Manager Ben Shivar; and Morrisville: Mayor Jackie Holcombe and Town Manager John Whitson

Others Present: Apex: Public Works Director Tim Donnelly; Cary: Water Resources Manager Leila Goodwin, Utilities Engineering Services Alexandra Jones, Public Information Officer Susan Moran, and Administrative Assistant Cindy Giebel

A. Commencement

Call to Order (Mayor Weatherly)

Mayor Weatherly called the meeting to order at 5:30 p.m.

B. Approval of the minutes of the Policy Advisory Committee meeting held on July 13, 2011

ACTION: Holcombe moved to approve the minutes of the July 13, 2011 meeting; Weinbrecht provided the second. The committee granted unanimous approval.

C. Consideration of approval of consultant for community outreach and related services (PAC12-03)

WESTERN WAKE PARTNERS

Report to the Policy Advisory Committee (PAC12-03 revised)

Date: August 24, 2011
To: Policy Advisory Committee
From: Technical Advisory Committee (TAC)
Prepared by: Alexandra Jones, P.E., Project Manager, Town of Cary
Subject: Consideration of approval of consultant for community outreach and related services

Background

In 2007, Brown and Caldwell was selected to perform engineering services related to permitting assistance (PAC07-17). Brown and Caldwell has been performing a variety of engineering

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services for the Partners under that contract since 2007, including planning and support of the Technical Advisory Committee meetings, engineering support of the Environmental Impact Statement (EIS) process, community outreach activities, and serving as a technical resource and advocate for the Partners.

Because of their ongoing work for the Partners and familiarity with the EIS and Western Wake projects, Brown and Caldwell is uniquely qualified to provide ongoing community outreach assistance as well as support for EIS and other permit related reporting tasks for the Partners during upcoming construction activities. The Town of Cary believes that Brown and Caldwell will continue to provide services in a timely, cost-effective manner consistent with their previous work.

The Town of Cary proposes to enter into a contract with Brown and Caldwell based on the following anticipated Scope of Services. Attachment 1 (below) includes some examples of specific tasks.

- **Plan and attend Technical Advisory Committee Meetings** – Appropriate consultant staff will attend TAC meetings held once a month at Cary Town Hall. Consultant will take the lead in working with Town of Cary (as Lead Agency) to develop and distribute an agenda for each meeting, make copies of any handout materials, and prepare and distribute meeting summaries.
- **Community outreach support** – Includes tracking and reporting on commitments made during the EIS process; providing assistance with the complex communication process for eight major and several minor overlapping construction projects; and updating and maintaining the Partners' website.
- **Engineering Report Amendments** – Prepare and submit amendments to the WWRWMF Engineering Report as needed in support of State Revolving Fund Loan and other permit requirements.
- **Additional Meetings** – Additional meetings with the Partners may be needed in support of community outreach activities, providing technical advice to the Partners with regard to implementing permit requirements, and in support of implementing the Water & Sewer Extension Policy project.

The contract will be on a cost-reimbursable basis and specific task requests of Brown and Caldwell will be reviewed by the Technical Advisory Committee. Costs are anticipated to be approximately \$240,000 over three years and fall within existing project budgets.

Recommendation

The Technical Advisory Committee recommends the Policy Advisory Committee approve that the Lead Agency enter into a contract with Brown and Caldwell for ongoing services in support of community outreach and related activities during construction of the WWRWMF.

Attachment 1

Examples of Consultant Tasks in Support of Community Outreach and Related Services

Engineering Report Amendments

Prepare, produce, submit and obtain regulatory approval of Preliminary Engineering Report Amendments documenting changes to the project and including impacts on cost, cost sharing, and user fees (e.g. Holly Springs withdrawal from Partnership).

Website

Continue to obtain, prepare, and post information on the website such as: permit applications and final permits, bidding and construction timeline, bidding opportunities, construction employment opportunities, general project information, outreach activities, visuals of technologies, construction updates, archives from previous studies, and upcoming events (e.g. PAC Meetings).

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Maintain a website subscribers list and monitor messages submitted through the website for response and closure. Coordinate information posting on Town of Apex, Cary and Morrisville websites consistent with the Western Wake Partners' Communication Plan.

Schedule

Facilitate small group meetings with staff to discuss timeline and understand and help resolve issues impacting planned progress on property/easement acquisition, permitting, bidding, construction, and startup.

Land

Assist with Beaver Creek PS/Force Main mitigation property transfer to U.S. Government and obtaining approval to cross federal property along Richardson Road for installation of Beaver Creek Force Main including Memorandum of Agreement with USACE, facilitating property subdivision including plats, legal descriptions, deed preparations, agency approvals, document execution and filing.

Business outreach

Continue conducting outreach to business community organizations in the region (SDBE organizations, Chamber of Commerce, etc.) until all construction contracts are bid with project updates and procurement process information to provide opportunities for firms to learn about the project's business opportunities.

Employment opportunities

Update and facilitate communicating information about construction employment opportunities to area residents.

Quarterly newsletter

Develop, produce and distribute a quarterly newsletter (similar in concept to Town of Cary's BUD Newsletter), to be distributed to all targeted audiences providing high-level general/summary and key milestone related information. Prepare, update and maintain target audience mailing database including property owners, residents (renters), businesses, churches, and community stakeholder groups.

Individual communications

Facilitate communications regarding easements, construction or related issues with individual property owners, particularly those with multiple parcels and/or multiple easements including telephone calls, meetings, and visits as appropriate including follow-up.

Neighborhood meetings

Facilitate planning, staffing, display materials, handouts, etc. Assist with staffing and collecting feedback, including follow-up on feedback as appropriate.

Non-normal event communications

Prepare produce and distribute information prior to/during periods when events will result in non-normal operations, including information about the event, changes that neighbors may see to visual aesthetics, noise, odor, light, and traffic, and the timeframe estimated for normal operations to be restored.

Community Follow-up

Monitor and assess effectiveness of communications for each construction contract via follow-up communications per communication plan. Attend (in person or via tele-conference) preconstruction or other meetings for all construction contracts to discuss questions related to community outreach expectations. Check in with community members, especially after a construction emergency or any unplanned disruption to a specific property owner/tenant, by

telephone or face-to-face visits, log information received and report. Monitor effectiveness of strategies to minimize impacts of construction on neighbors including monitoring complaints received, responsiveness, issue resolution satisfaction, communications satisfaction.

Coordination with Construction Contractors: As requested, attend meetings (in person or tele-conference) to: visit site, understand how work is planned to progress, discuss questions related to community outreach expectations, report on community outreach issues and concerns, develop strategies to minimize reoccurrence, monitor upcoming community impacts, and recommend community communications.

Track permit and Partner commitments

Monitor and assess implementation of commitments made in the EIS, Water and Sewer extension policy, and Community Outreach Plan.

Signage

Develop and place appropriate notification signage for various activities including meetings.

Public Notices

Assist Partners' Public Information Offices with developing press releases, public service announcements, and advertisements to announce major milestones, meetings and events associated with the project.

Ribbon-cutting

Plan, prepare, and facilitate Ribbon Cutting Ceremony for neighbors and officials to view the completed facilities and learn more about how they operate.

Water and Sewer Extension Policy

Develop and monitor Water and Sewer Policy Implementation Plan timeline. Prepare/maintain tracking matrix for contacts with potential participating properties and status of service connection completion. Prepare/distribute (certified mail return receipt requested) letter of offering to potential participating properties, including fact sheet and agreement form. Prepare/send letter to non-eligible property owners with information on how they can obtain service. Contact potential participating properties after applications and agreements for service have been mailed to schedule a meeting to review information sent. Visit property owners with Town of Apex representatives to facilitate/mediate discussion to help property owners decide if they want service, complete application and agreement. Provide listing of qualified plumbing service. Conduct outreach during construction of the water and sewer utility extensions. Visit property owners to check on plumbing connection, plan and facilitate property owner visits to turn on service, answer questions, and validate that the service is working as intended. Maintain records and prepare annual reports to the USACE on implementation of Water and Sewer Policy in accordance with 404 permit conditions.

Partner meetings

Attend and provide support materials for Technical Advisory Committee and Policy Advisory Committee meetings as requested. Attend and produce summaries with action items for monthly meetings/conference calls to track progress on all community outreach tasks.

Goodwin presented the staff report herein.

Goodwin noted the following key points of the community outreach for this project.

- This is the largest and most important utility infrastructure project for the Partners since the early 1980's.
- Visible impacts will be happening for the next three years.
- A promise was made to keep citizens informed and listen to their concerns.

- Public confidence has been gained, and needs to be maintained as a high priority item.

Goodwin said the estimated pay rate for the consultant has been reduced by 20 percent. She said contracting of the consultant will ensure the committed community outreach activities will continue. She said the Partners will receive a projected cost update when the FY2013 budget process begins.

Weatherly stated this consultant has the background and experience needed for citizen communication of this project.

Holcombe clarified that some form of community outreach is required. Goodwin said that commitment was made during the impact statement process.

Weinbrecht stated it's important to keep our commitments and to stay on a positive path.

ACTION: Holcombe moved to approve that the Lead Agency enter into a contract with Brown and Caldwell for ongoing services in support of community outreach and related activities during construction of the WWRWMF. Weinbrecht provided the second; the committee granted unanimous approval.

D. Closed session will be called if necessary.

N/A

E. Adjourn

ACTION: At 5:38 p.m. Holcombe moved to adjourn; Weinbrecht provided the second. The committee granted unanimous approval.