

CITY COUNCIL OVERSIGHT COMMITTEE MINUTES

February 16, 2017

The City Council Oversight Committee of the City of Norman, Cleveland County, State of Oklahoma, met at 5:04 p.m. in the City Council Conference Room on the 16th day of February, 2017, and notice and agenda of the meeting were posted in the Municipal Building at 201 West Gray 48 hours prior to the beginning of the meeting.

PRESENT: Councilmember Allison, Holman, Karjala, and Chairman Castleberry

ABSENT: None

OTHER STAFF PRESENT: Mayor Miller  
Councilmember Hickman  
Ms. Claudia Deakins, Chief Communications Officer  
Mr. Mark Daniels, Utilities Engineer  
Mr. Terry Floyd, Development Coordinator  
Mr. Robert Gruver, Network Support Supervisor  
Mr. Ken Komiske, Director of Utilities  
Mr. Steve Lewis, City Manager  
Mr. Tim Powers, Director of Information Technology  
Mr. Bret Scovill, Solid Waste Manager  
Mr. Charlie Thomas, Capital Projects Engineer  
Ms. Kathryn Walker, Assistant City Attorney  
Ms. Karla Chapman, Administrative Technician III

Item 1, being:

UPDATE ON THE MULTI-FAMILY COMMERCIAL RECYCLING PILOT PROGRAM.

Mr. Ken Komiske, Director of Utilities, said Sanitation Staff met with the City's recycling contractor, Republic Services, in the fall of 2016 to discuss the possibility of apartment recycling and it was determined that a small quadrant (west of I-35 and north of Robinson Street) would be chosen for the pilot project. This particular area contains seven (7) apartment complexes, one (1) condominium and is close to I-35 for ease of travel to the Material Recovery Facility (MRC).

Mr. Komiske said recycling would be single stream, exactly the same as residential recycling and highlighted a map of the area reflecting the seven (7) apartment complexes, one (1) condominium, and their close proximity to I-35.

Republic Services determined the fees for apartment (commercial) recycling as follows:

One 8-yard container collected once a week	\$60.62/month
One 8-yard container collected 2 times a week	\$121.24/month
One 8-yard container collected 3 times a week	\$181.86/month
One 8-yard container collected 4 times a week	\$242.48/month
One 8-yard container collected 5 times a week	\$303.11/month

Item 1, continued:

Mr. Komiske said the City assumed a 25% reduction in trash containers (national average for commercial recycling is 35% trash reduction). Based on this assumption, the Sanitation Division would charge the apartment complex the same monthly rate they are paying now, and the Sanitation Division would pay for the recycling services from the fees collected for trash disposal with the assumed less collections. The goal is to have apartment recycling at no additional cost to the apartments. Mr. Komiske said this pilot program would be on a trial basis of three (3) to six (6) months.

Mr. Komiske said Sanitation Staff and Republic Services Staff met with each apartment manager in November 2016 and offered the described recycling service, explained the pilot project, and told them it will not cost any additional expense. He said four (4) of the seven (7) apartments were very enthusiastic about the opportunity for recycling; however two (2) apartments have out of state corporate owners and are waiting for a reply. The four apartments in the pilot program include Apple Creek Apartments; The Falls at Brookhaven; Legacy Trails Apartments; and Anatole at Norman.

Mr. Komiske said Republic Services put together door tags and notices about the recycling do's and don'ts and delivered them to the apartments in the first week of January, 2017. He said dumpster switch out occurred the week of January 9, 2017; recycling services started the week of January 15, 2017; and Staff from Sanitation and Republic Services will re-evaluate in April, 2017.

Mr. Komiske said some concerns regarding the recycling was it being offered to the apartments at a zero cost; therefore, if the apartments reduce their trash waste volume greater than the 25% estimated, the Sanitation Division could gain revenue, but if the apartments reduce their trash waste volume less than the 25% estimated or the contamination rate is high, the Sanitation Division may lose revenue.

For the pilot program, Republic Services will visually inspect the recycling dumpsters for the contamination. If contaminated, the Sanitation Division will be called to empty the dumpster; therefore, if there is a high contamination rate there will be an additional cost to the Sanitation Division.

Mr. Komiske said all new apartment (commercial) dumpsters require an enclosure. The pilot project is switching out trash dumpsters for recycling dumpsters in the same enclosure. He said if this does not work out (because of volume), apartment owners may be reluctant to build additional enclosures for recycling dumpsters.

Councilmember Hickman asked if construction materials are considered recycling and Staff said no, they are not. He asked if a contractor contaminated the recycling dumpsters by putting construction debris in them, could the contractor be held liable for the costs to have them removed or for Sanitation to dump the recycling dumpster. Mr. Komiske said that a contractor did put construction material in one of the recycling dumpsters recently while they were building a home nearby one of the apartments, but after Staff visited with them he felt like that will not happen again. He said to date, contamination has not really been an issue during the pilot program.

Councilmember Castleberry asked whether a vote would need to be held if the City decides to start doing commercial recycling and Ms. Kathryn Walker, Assistant City Attorney, said no, only if the City were to make recycling mandatory and charge a fee.

Councilmember Allison said he recently constructed and installed a dumpster enclosure at his place of business and it may cost up to \$10,000 to build enclosures for recycling. He said new commercial projects should be told to construct a recycling enclosure on the front end to help save money.

Councilmember Holman felt if the verbiage "recycle" was larger (on the dumpster) it would help with contamination.

Item 1, continued:

Items submitted for the record

1. PowerPoint Presentation entitled “Multi-Family Recycling Update, Sanitation Division,” dated February 16, 2017
2. Memorandum dated February 10, 2017, from Kenneth Komiske, Director of Utilities, to Steve Lewis, City Manager, and Norman Municipal Authority
3. Map of Recycling Pilot Project – Northwest Norman Apartments dated August 18, 2016

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Item 2, being:

#### UPDATE ON THE WEBSITE AND MOBILE APP PROJECTS.

Mr. Tim Powers, Director of Information Technology (IT) said in 2009, the IT Department redesigned the City website to an Open Source Drupal website from a very basic Microsoft Windows Front Page site. He said the site has grown significantly over the past seven (7) years, adding different modules and integrating with multiple types of services such as Granicus video streaming for council meetings, City Geographical Information System (GIS) Mapping, and ecommerce allowing residents to pay their utility bill. Mr. Powers said the current website is not mobile device responsive and since a significant portion of users’ screen time is done on mobile devices, now is the appropriate time for a redesign. He said the site still functions well but is definitely overdue for a content review, content layout, and overall user interface evaluation. Mr. Powers said Council approved a project in Capital Projects for the years FYE16 and FYE17 not to exceed \$275,000.

Mr. Powers said IT is working with Ms. Claudia Deakins, Chief Communications Officer, and the Public Safety Public Information Officer to redesign the City website. He said Release for Proposal (RFP) 1617-41 for website design is currently being written and the selected vendor will help to update the current website and match content to the needs of the residents of Norman. Mr. Powers said Staff has interviewed several types of vendors as well as staff from other cities to gain an understanding of current design types, cost, content management, and best practices. He said in addition, Staff is examining ways to design the website so that it mimics the capabilities of an App for mobile devices.

Ms. Deakins said based on best practices, the following types of changes to the website are anticipated: rewriting content to use terminology that is not “city-ese”, but rather terminology used by the everyday resident; make the website leaner by reducing the amount of content to allow residents to navigate and find answers to their questions easily; and using analytics, surveys, and interviews with staff and residents to determine a design solution that meets the most common needs of residents, and increase search-ability.

Councilmember Allison said the City is the only utility that requires the citizen to either come to City Hall in person or mail changes of billing/account information. He felt the City needs to give the residents the ability to take care of billing/account information online and asked Staff about the Enterprise Resource Platform (ERP) timeline. Mr. Powers said Staff anticipates RFP-1617-41 to be ready in March and the ERP timeline will be 24 to 36 months after a vendor is selected.

Councilmember Allison felt it is very important to have a good internal action plan and this plan should have implementation steps before going live. He said while it is imperative to have a great user-friendly website, it is equally imperative to make certain the City will have the resources and staff to keep the website up-to-date. Councilmember Hickman agreed and said if all the design types/functions cannot be implemented due to costs; the program should still include them so they can be implemented when funding is available.

Item 2, continued:

Ms. Deakins said the web team will help determine what people are looking for in a website and the top priority is putting the user first with responsive web design.

Councilmember Karjala asked whether the City could implement an App to show on-going construction projects because that would be very helpful to the public. Mr. Powers said yes, the App can include many designs, but those designs come with a cost as well as the need to have the staff and/or resources to upload information. He said an alert can be designed to include “real” time construction and/or street projects and content managers would make certain the information was fresh and up-to-date.

Chairman Castleberry felt a City App is needed because people are looking for information via an App and Councilmember Holman agreed. He said the City needs to have a “push” notification about City events and construction. Councilmember Allison said the City of Norman is the third largest City in Oklahoma and cannot short-change the way people communicate with the City. He felt a great website having information that citizens want is a reflection of the City.

Chairman Castleberry said constituents have told him they would encourage a City website design and App that includes the ability to pay City utilities; look at City calendars; livestream all Council meetings; apply for permits; pay parking or traffic tickets; look at trash/recycling schedule; view all Parks and Recreation events; sign up for Westwood Golf tee time or Tennis time; reserve Park facilities; get traffic alerts; obtain City Staff contacts including City Manager and Police Department; view public parking maps; view job announcements; adopt a pet; and have visitor information.

Items submitted for the record

1. Memorandum dated February 10, 2017, from Tim C. Powers, Director of Information Technology, to Mayor and City Council

ADJOURNMENT.

The meeting adjourned at 6:05 p.m.

ATTEST:

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City Clerk

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Mayor