

## MINUTES

### COUNCIL-MANAGER BRIEFING

February 28, 2011

The Council-Manager Briefing was called to order by Mayor Ronald A. D'Epifanio at 6:00 p.m. at the Fairfield Municipal Building, 5350 Pleasant Avenue. The following Councilmembers were present: Mitch Rhodus, Terry Senger, Marty Judd and Tim Abbott. Staff present: Mary Hopton, Dennis Stuckey, Dave Crouch, Angie Johns, Dave Butsch, John Clemmons, Carol Mayhall, and Arthur Pizzano.

#### **Goal Update – City Internet Applications for Citizen Services/Website and Goal Update: Public Utilities Generator Capability Update**

Finance Director Mary Hopton stated the website is the face of the city out there 24 hours a day, seven days a week for residents and customers. She stated it allows our customers to access information and services from the web off hours or even during hours. She briefly listed the types of informational items available for access. She explained the last update for the website was in 2007 and a redevelopment began last year to develop a new concept and way of doing business on the web. She explained a change to a simpler and less expensive software called Savvy, which allows for easier updating. Ms. Hopton explained that a website committee was formed to allow individuals from each department to contribute for their department onto the website keeping in line with certain templates. She further explained the front page is solely maintained by the web editor. She explained the template was changed to have a similar menu structure on each page. She explained they have migrated to a new concept – live, work, play, departments and government. She briefly displayed the website and pointed out the various features. Ms. Hopton discussed how updates are made for pages that are shared between different departments, which allows for easier flexibility for the contributors and the city to manage the data. She stated they are trying to interlink where they can to provide customer more of a one-stop shop. She further stated the idea is to get anywhere within three clicks. City Manager Pizzano commented the idea is to keep the information current and by decentralizing and tying it to the performance evaluations. Councilmember Rhodus suggested adding Fairfield, Ohio to the banner since there are other Fairfield's around the country. Ms. Hopton displayed and discussed the online payment website for utility billing that has been updated to comply with Federal Trade Commission rules dealing with creditors and identity theft. She discussed future online services including parks class online registration that is currently in the works, police customer feedback forms and a payment portal to allow a customer number to be used to pay everything with that one number. She commented between the editor and the contributors they review each page for content and structure and now it is a matter of updating and adding information. Mr. Pizzano commented pages will be reviewed on a regular basis.

Public Utilities Director Dave Crouch explained one of Council's goals in 2008 was sustainability. He explained originally a private engineer designed a very large stand alone generator for the water facility with an estimated cost of over one million dollars. Mr. Crouch explained how Duke did reengineering on the project and worked with us on a generator purchase and the cost went down to around \$800,000. He explained that generator, "Big Ike", went online in October 2008 and will run the plant and one well, which gives them the capability to produce 40% of what is used in a day. He further explained that Well #4 was modified to be able use a portable generator. Mr. Crouch explained the water could be produced and run two wells, but they could not get it across town. He discussed the next and most recent project which is a generator installation and electrical rebuild at the Muskopf pump station. He commented this generator was put online earlier this year and to pick up 40% more of the customer base, so now generator power can be provided to 80% of our customers. He explained the final goal that they are finishing up engineering now for is a generator at the Route 4 pump station that will allow them to pick up the other 20% of the commercial and industrial base. He commented the largest water user Koch food cannot be supplied by generator. He discussed the entire top 25 water users that were looked at. Mr. Crouch explained the total cost to be able to provide 100 percent of the customers with water in an emergency is about 1.2 million dollars, which would be \$97 per account. Mr. Pizzano commented there are plans further out in the Capital Improvement Program to put a generator in at the Wastewater plant. He explained arrangements have been made with the fuel companies to run the generator. He stated the generators are run on a weekly basis and will last 25-30 years. Mr. Crouch stated our top 25 use 20% of the water produced everyday. He stated we have an excellent non-revenue water percentage of about 12% when you take into consideration flushing hydrants, fighting fires, main breaks, etcetera. He commented the industry standard for this system is 15%. Public Works Director Dave Butsch commented we have the ability to hook up generators for traffic signals, but most will have a battery backup with the ability to recharge the batteries. He commented in about five more years they will have made it around to all the critical intersections for the majority of the city. Councilmember Rhodus questioned on the possibility of using solar panels that run to recharge the batteries.

Ms. Hopton discussed the creation of "New" and "Hot" for items that either departments or the city as a whole feels are important. She commented as things become dated they move down the page. She discussed the traffic on the website that is tracked. She commented there were approximately 287,000 visitors last year which accounted for 503,000 visits. She stated we track how customers get to our site and where customers go on our site. Ms. Hopton stated 67% of our traffic comes from search engines including Google, Bing and Yahoo. She commented 21% is direct traffic and 12% is from a referring site. Ms. Hopton stated 8% go to our home page, 11% go to Court and parks and department are 2% each. She discussed web committee meetings will continue and

a new website will be created on the test server in the next month or two with a new look and template. She further explained testing of the new website will begin in April and will go "live" this July. Ms. Hopton briefly discussed the committee make up and contributors for the website. Mr. Pizzano discussed the importance of having important items on the front page. Ms. Hopton discussed a meeting she and Councilmember Senger attended on Saturday, February 19<sup>th</sup> on Estate Tax and Local Government Funding. She stated there were two senators and two representatives from respectively Warren, Butler, Clermont and Hamilton Counties that discussed their points of views on these particular issues. She commented they were told to expect cuts as they have an eight billion dollar gap they have to fill. Ms. Hopton explained it could mean for the City of Fairfield a loss of almost 7% of our revenue from the general fund which is almost 1.7 million dollars. She explained the estate tax has passed out of the house and is pending the Governor's budget bill, which for all intents will leave us and is just over \$400,000 on average for us.

The Council/Manager Briefing adjourned at 6:55 p.m.

Respectfully Submitted,

Angela Johns  
Clerk of Council