



CITY OF DUBLIN.

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Memo

To: Dublin City Council
From: Terry Foegler, City Manager *mkf/Sg*
Date: February 18, 2010
Initiated By: Dana McDaniel, Deputy City Manager
Paul Hammersmith, Director of Engineering
Re: Elevated Water Storage Tank

Introduction

In accordance with the 2010 Capital Improvements Program, preliminary engineering has commenced for the preferred site alternative for a proposed 500,000-gallon elevated water storage tank. The preferred site alternative is located along the west side of the Scioto River and south of the Bogey Inn. Staff developed a communications plan to work interactively with the Muirfield Village residents to establish a most suitable location for the tank within the preferred site alternative. Staff held a Public Information meeting on Wednesday, January 27th, 2010 regarding this proposed site.

At the February 8th City Council meeting, Council expressed concerns regarding the extent to which notification was made to area residents regarding this Public Information meeting. The following provides background/history on this issue, reviews the communications efforts undertaken regarding the January 27, 2010 Public Information meeting and announces plans for a second public meeting this spring.

Background

Water distribution modeling performed for the 2007 Community Plan revealed future water system deficiencies within the northeast area of the Muirfield Village neighborhood. The deficiencies, low water pressure and insufficient fire flows can be corrected by the addition of an elevated water storage tank located somewhere within the Muirfield Village area.

At a joint work session conducted on May 23, 2007 for the Community Plan update, a work group of members of City Council and the Planning and Zoning Commission reviewed possible sites for the proposed Muirfield Village area water storage tank. At that meeting, the work group was asked to identify a preferred location the staff should model for water storage north of Brand Road. The work group agreed that the area along the west side of the Scioto River and south of the Bogey Inn was a relatively neutral location. This area is land owned by the Muirfield Village Golf Club and currently used for parking during the annual Memorial Golf Tournament.

The adopted 2007 Community Plan (page 309) depicts two "Potential Muirfield Area Storage Tank Options." The first is on the Muirfield Village Golf Club property, and the second is on land located north of The Morgan House and west of Dublin Road. Although no specific site was

selected in 2007 by the work group, it was clear that a location on the Muirfield Village Golf Club property was the preferred alternative.

As part of the annual CIP review work sessions with City Council in August 2009, \$250,000 has been programmed in 2010 for the acquisition of a site for the Muirfield Village area water storage improvement. As a result, staff has begun the site selection and public involvement process. Although site selection and property acquisition has commenced this year, design of the improvement will not begin until 2011, with construction programmed for 2012 as indicated in the 2010-2014 CIP.

Communications Efforts

In order to maximize public outreach for the site selection effort, staff developed a communications plan to publicize the January 27th Public Information meeting. The plan intended to engage Muirfield Village residents, interested community members and create an overall awareness of this proposal.

A public information meeting was scheduled on January 27, 2010 from 6:30 to 8:00 p.m. at Bailey Elementary School. A letter dated January 14, 2010 from City Engineer Paul Hammersmith was prepared by Community Relations and mailed to 102 residents on the following streets – Aryshire Drive, Birgham Court, Glick Road, Kildoon Court, Loch Leven Court, Muirfield Place and Muirkirk Drive. The stated purpose of the meeting was for residents “to attend and let City officials know their preferences for the location of this tank” on the property owned by the Muirfield Village Golf Club.

Staff spoke to the Muirfield Village Civic Association about obtaining their assistance to help notify residents. The January 27th Public Information meeting was not verified with the Muirfield Village Civic Association, and therefore the opportunity to make a wider notification was lost. The Muirfield Village Civic Association has the ability to email about 400 Muirfield residents who can in turn pass the word along to neighbors.

Community Relations staff contacted print, TV and radio media outlets about publicizing the public information meeting and the details of the water storage tank proposal. This outreach effort resulted in coverage from *WCMH-NBC 4* (January 27), *WBNS-10TV* (January 26) and the *Dublin News* (January 19).

Community Relations staff also posted messaging about the meeting and proposal through the City’s social media vehicles on January 18, 2010, including the Web (672 page views); eNews from Dublin (sent to 1,060 addresses); Facebook (1,096 fans) and Twitter (1,612 followers). Staff intends to present the public comments received as a result of these postings at the March 22, 2010 Council meeting.

Approximately 30 residents attended the public information meeting. To date, more than 50 comments have been received through vehicles such as paper comment forms, e-mails, online comment posts and the “Contact the Director” forum through the City website. Following the public information meeting, Community Relations staff added e-mail addresses of the attendees

into a Dublin Road water tank group in its eNews from Dublin service for future communications.

Recommendation

Information only. Staff will schedule a second Public Information meeting to be conducted prior to April 15, 2010. This meeting will serve as a follow-up to the January 27th meeting, orient any new attendees and garner additional input. Staff's communications plan will include: notification to print, TV and radio outlets; City's website; social media; Dublin eNews; notification to the Muirfield Village Association, Inc. (homeowners association) and the Muirfield Village Civic Association, both of whom will in turn notify residents using their communications channels. Please address any questions to Paul Hammersmith or Dana McDaniel.