

COMMITTEE ON CITIZEN ENGAGEMENT
MINUTES
SEPTEMBER 12, 2019

After determining that a quorum was present, the Committee on Citizen Engagement convened in a special-called meeting on September 12, 2019 at 10:30 a.m. in the City Hall Conference Room at City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Council Member Deb Armintor, Council Member Paul Meltzer, and Council Member Keely Briggs.

STAFF PRESENT: Sarah Kuechler, Sarah Fullwood, Justin Harmon, Ryan Adams, Stuart Birdseye, Victoria Nakamura, Erin Winn, Stephanie Yates, Amy Cunningham, Tina Ek, Brian Boerner, Brandi Neal, Katherine Barnett

A. Consider approval of the minutes of August 6, 2019.

Council Member Meltzer motioned and Council Member Armintor seconded to approve the minutes. The motion carried unanimously.

B. Receive a report, hold a discussion, and give staff direction on communications for Solid Waste & Recycling service changes starting October 1, 2019 and Solid Waste & Recycling valet service in the downtown area.

Victoria Nakamura gave a presentation regarding the plan to communicate solid waste changes, starting with the plan targeted at specific audiences for the downtown valet service. Ryan Adams passed around the flyer that will be mailed out to all businesses and residents in the downtown area. Adams highlighted how important it was to Solid Waste to design this communication effort in a very personalized way. The feedback received on the valet service program has been overwhelmingly positive, solid waste has gone door to door to communicate changes and answer questions.

Council Member Briggs asked for clarification about the two-week audit. Solid Waste staff clarified that this audit determines how pick-up service will be scheduled and a personal meeting with businesses is scheduled prior to the two-week audit to directly explain the purpose and next steps.

Council Member Briggs asked if businesses will be responsible for concealing their bins. Staff responded that bins are being placed wherever they can- businesses and residents are working together to place bins efficiently.

Council Member Meltzer recommended that the key message of removing dumpsters, replacing with carts, the regular emptying of the carts, should be front and center of the flyer.

Council Member Armintor asked if various businesses had concerns about their tier classification. Solid Waste staff responded that they have had few questions from specific businesses about their tier. The majority of businesses are decreasing in classification and

costs. 30 days of cart tracking/auditing will lead to a tier adjustment if necessary.

Council Member Armintor suggested that tier descriptions could include how many trips are required per day.

Council Member Armintor expressed a desire for a Spanish language translation of the flyer and for future communications.

Council Member Meltzer asked if they were viewing the flyer after it has gone public. Staff responded with yes, the timeline was expedited due to the fact that the service has already begun. Council Member Meltzer suggested tailoring the message headlines more for future communication efforts.

Council Member Briggs expressed support for the one-on-one communication efforts that are ongoing.

Next, Victoria Nakamura gave a report about communication efforts for the city-wide service changes in yard waste, brush, and bulky item collection.

Council Member Briggs suggested a question and answer forum for the service changes and to invite all local lawn service providers in Denton. Council Member Armintor added that the date should be selected based on the availability of the biggest providers. Staff responded that typically, large companies are compliant. Staff said that it's challenging to communicate changes with small businesses and that is the current communication focus.

Staff responded that communication efforts do distinguish between the types of yard waste and that there is a FAQ section on the website.

Council Member Briggs expressed concerns that senior citizens don't always access the website. Staff responded that they will design special outreach for senior citizens, citizens with disabilities, and other citizens who have trash bins with yellow lids. Additionally, there will be a grace period for citizens as they are learning the changes and new system. Staff also assured that field workers will be communicating one-on-one with citizens during collection.

Council Member Armintor suggested some edits to the brochure. She suggested highlighting the least complicated changes first, using less words, incorporating more images and graphics, and how a citizen can tell what kind of plastic an item is.

Staff responded that these are suggestions can be incorporated in follow-up communications and the order of information can be re-arranged.

Council Member Meltzer asked for the distinction between brush and yard waste to be made clearer in the brochure.

Council Member Briggs asked to highlight that service for 4 cubic yards or under is free.

More generally, she suggested clearer highlighting of costs and what's included and what's not included in regular monthly service.

Council Member Armintor suggested explicitly stating that brush doesn't get put in a container.

Council Member Armintor wanted all communication to be translated to Spanish language. Staff responded with the expedited timeline and that this won't be possible for this printed communication. Council Member Armintor expressed her desire to have a discussion about City-wide Spanish communication and outreach at some point. Council Member Meltzer suggested highlighting the "service changes" notice on the front of the flyer. He also suggested differentiating the new points in the body of the text with red font. He also suggested highlighting that plastic bags aren't allowed in recycling and including a 'change is coming' notice on the address panel.

Council Member Meltzer wants to know if we can pull lists of Spanish-speaking households to target future communications. Staff responded that we don't have lists that go down to the property level, and it's cheaper to do every-door mass delivery.

C. Receive a report, hold a discussion, and give staff direction regarding citizen engagement, communications, and transparency initiatives.

Council Member Meltzer opened Item C. Staff gave a report about the bond program communication campaign, the ongoing website audit, Mobility Plan public meetings, Recreation Center and Services focus group meetings, UNT parking meeting, the Clear the Shelter event, status of recording of public meetings via the City's vendor Swag-it, and Engage Denton service request system.

Council Member Meltzer commented that there was great attendance at the UNT parking meeting.

Council Member Armintor asked if the disability committee will have a chance to discuss closed captioning for meeting recordings. She is requesting input from the committee before the budget is voted on. Staff responded that the disability committee won't meet before the budget vote.

Council Member Meltzer responded that residents were impressed with response time for requests submitted via Engage Denton.


Council Member Armintor asked if there was a way to coordinate submitting Engage Denton requests through voice-initiated technology like Apple's Siri. Staff responded with the limitations of the current Engage Denton software.

Council Member Meltzer asked if there was a reason why all materials weren't uploaded prior to the Committee on Citizen Engagement meeting. Staff responded that usually materials are uploaded prior, but they weren't this time due to the expedited timeline of the special-called meeting and solid waste & recycling materials.

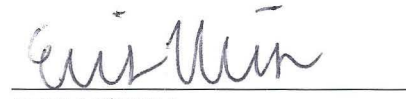
Set Future Meeting Dates and Topics.

With no further business, the meeting was adjourned at 11:33 a.m.

The next committee meeting will be held on Tuesday, December 3, 2019.



KEELY BRIGGS
CHAIR
CITY OF DENTON, TEXAS



ERIN WINN
RECORDING SECRETARY
CITY OF DENTON, TEXAS