

THIRD STREET DAM AND ROADWAY CITIZENS ADVISORY COMMITTEE
MONDAY MARCH 19, 2012 6:00 PM

Present: Terry Rumsey, Linda Healy, Brett Lester, Mike Jordan, Robin Lasersohn, Michael Kinsley, Adam Kradel, Paul Robinson (Council), Brian Hall (Council), Monika Rehoric (Borough Council)

General Business

1. Meeting facilitated by Brett Lester
2. Brief introduction of those in attendance
3. Review and approval of Agenda
4. Approval of Minutes from March 12, 2012

Stakeholder Interviews

Beth Morrison - Broomall's Lake Country Club Member
Steve Burgess - Broomall's Lake Country Club Member
Kenneth Pino - Non-Adjacent Resident
Nick Yocco- Business Owner
Ted Volikas - Business Owner

Completed either in person, by phone or through written comments. Combined with interviews from previous week , these meet the interview goals of the CAC. Summary, original notes and digital recordings will be included in final report.

Argument for and Against each Option- Revised

CAC members compiled a list of potential advantages for each option (embracing the “weighing of the good” approach found within ethical studies). These observations reflected the diversity of opinions captured through community outreach and each was considered to meet an objective standard which would be acceptable to a “reasonable person”. This list was discussed and agreed upon through consensus, and will be included in the final report. The CAC did not endorse a particular option.

Findings

CAC members compiled a list of Findings, separate from the arguments for a particular option or the feedback from various community responses, which it felt should be considered by Media Borough Council as they make their decision on the Third Street project. This list was discussed and agreed to through consensus.

Questionnaire (Survey) Responses and Methodology

In spite of troubling reports of non-delivery of mailed questionnaire census, the borough manager reported a response of approximately 620 completed surveys to date. A small number of residents contacted the borough and each were provided with a water marked survey, stamped to reflect that it was not delivered through the postal service. Members of the public who attended the CAC meeting were invited to request and return a survey to the borough office during business hours on Tuesday, March 20th. Surveys postmarked after March 19th or delivered to the borough office after March 20th will not be included in final report, but will be grouped together and made available to Borough Council. The response rate continues to meet or exceed similar surveys and is considered, by the CAC, to be both significant and a measure of the community's strong interest on the Third Street project.

Discussion and regret that the outside envelope of the survey was not more “attention-grabbing” and may have been recycled by residents. Continued concern that, although the Post Office was provided with an adequate number of surveys, some mail carriers reported surveys were not available.

Adam Kradel will work with Borough staff as they receive surveys and enter data. Representatives from CAC will visually inspect received surveys, however the surveys will remain within the Borough's possession. Adam Kradel will cross-tabulate results in order to exhibit relationships between respondents and their preferred option. The findings will be displayed in tables/graphs with narrative summary of significant findings.

Final Report

Discussion and agreement that CAC members will strive to produce a complete document before the next meeting, March 26th. This will allow for final review and decisions regarding its presentation to Borough Council and sharing with the public. Members reviewed an outline and took responsibility for writing or assembling various portions, forwarding to a master file and completing a two step editing process. It is anticipated the final report text and appendices will be delivered to borough council in electronic format along with original materials summarized or reproduced for the report.

- ACTION ITEM** Terry Rumsey will follow-up with Jeff Smith regarding the availability of surveys for members of the public attending CAC public meeting on March 19th.
- ACTION ITEM** Terry Rumsey and Michael Jordan will arrange a visual inspection of survey responses.
- ACTION ITEM** Michael Kinsley will follow up with Jeff Smith regarding posting recordings of stakeholder interviews.
- ACTION ITEM** Adam Kradel will follow up with Jeff Smith and borough staff regarding data entry.
- ACTION ITEM** Brett Lester will create Master File for Final Report and Appendices
- ACTION ITEM** Brett Lester will write Introduction.
- ACTION ITEM** Terry Rumsey will write Objectives, Presentation of Arguments for each Option and Presentation of Findings.
- ACTION ITEM** Michael Kinsley will write Description of Project Options.
- ACTION ITEM** Adam Kradel will write summary of Survey results and Public Meeting feedback
- ACTION ITEM** Robin Lasersohn will write summary of Stakeholder Interviews
- ACTION ITEM** Brett Lester will compile appendices.
- ACTION ITEM** Brett Lester will proof read and edit entire report for clarity and consistency.
- ACTION ITEM** Robin Lasersohn will proof read and edit entire report for grammar, punctuation and style.

NEXT MEETING MARCH 26TH 6:00 PM Terry Rumsey facilitating