

**WEST WHITELAND TOWNSHIP
PUBLIC SERVICES COMMISSION
MEETING MINUTES
February 5, 2020**

CALL TO ORDER:

The Public Services Commission (PSC) regular monthly meeting was called to order at 6:30 p.m. Those present were as follows:

MEMBERS PRESENT

Elizabeth Alakszay
John Ceschan
Brian Dakin
Kevin Doyle
James Duffy
Lee Ann Embrey
Janice Gottesfeld
Timothy Hubbard
Kevin Moore
Joe Roscioli

TOWNSHIP STAFF

Ed Culp, Assistant Director of Public Works
Pam Gural-Bear, Assistant Township Manager
~~Rajesh Kumbhardare, Board of Supervisors Liaison~~ 
Denise Serino, Solid Waste Coordinator

Mr. Dakin led the group with the recitation of the pledge of allegiance.

PUBLIC COMMENT: None

MINUTES:

A motion was made by Ms. Alakszay, seconded by Mr. Doyle, to approve the minutes of the January 8, 2020 meeting. The motion was unanimously approved.

ANNOUNCEMENTS: None

OPEN DISCUSSION:

1. Intro to Recycle Coach – Website Update

Denise Serino, Solid Waste Coordinator, presented an overview of Recycle Coach, an app that will be added to the Trash and Recycling page on the Township website in the near future. She demonstrated the various calendar and scheduling functions and reviewed the links including a new resident guide, Pay-as -You-Throw program, and 'What goes Where'. The other links shown on the page – computers and electronics, household hazardous waste, recycling guidelines, a list of where to buy Township trash bags, and yard debris information – will remain on the site in the background.

The PSC members offered the following comments:

- The site has a good search engine and good descriptions.
- It was noted that the 'puppets' are Recycle Coach trademarks.
- The site is eye catching, vibrant, with good information.
- It was suggested to add the Pay-as-You-Throw Program inception year (1991).
- Add composting information.
- Under 'What Goes Where' include fee information or a note advising residents to call the vendor for the fee when disposing items that cannot be recycled or placed in the trash bag or bulk trash.
- It was noted that the phone app seemed to be friendlier than the website. When entering the resident's address, an extra step was necessary to identify the Township location. The alerts were found to be beneficial.
- The 'three key things' listed on Recycle Coach – it was suggested to send out a sticker that can be placed on the recycle bin with the next newsletter as a recycling reminder to residents. This would be a different way to reinforce the recycling 'rules'. Another idea was to have the information printed on the recycling bins.
- Mrs. Serino will contact the recycling hauler regarding the disposal or recycling of plastic and metal lids. It was also mentioned that plastic bags should be recycled at local grocery stores, and Styrofoam should be disposed of in the trash.

Mrs. Serino will continue working with Recycle Coach on reviewing and inputting Township information. The site should be rolled out soon.

2. Township Website Proposed Plan

Ms. Gural-Bear reported that the Township was undergoing a website refresh that will update the look of the current Township website. The update will include: less 'white space'; moving the social media icons to the left side; the middle section of the page will include an updated news flash and calendar; and, the bottom of the page will show the Township initiatives that tie into the four sections of the Township logo – economic development, transportation, parks and open space, historical preservation. A questionnaire was distributed at last month's meeting, and structural and content feedback was received.

Discussion regarding the website included the following:

- Top navigation level is it working for most people? The commission members liked the top navigation only suggesting that the "Your Government" tab be reworded.
- Long-term alerts or urgent messages will scroll across the website. Short-term messages will be sent via other avenues of social media i.e. Next Door, Constant Contact, and Facebook.
- Include an area 'about West Whiteland'.
- Streamline the 'Report a Concern' form. The form requested too much information i.e. city. It would be helpful if the form auto filled.
- Township events are posted a month ahead of the scheduled date. Events are found on the calendar and by using the search feature.
- Add frequently asked questions (FAQ).

3. Public Works Department Updates

The Public Works Department is working on the following projects:

- Sewer right-of-way easement clearing Township-wide;
- The SCADA system at the pumping stations is in operation;
- Route 100 Pump Station upgrades are 90% complete
- Investigating a jet truck for sewer maintenance and an infielder machine for the ball fields. A mini excavator and skid steer have been ordered.
- George Hook retired as of January 31st.
- Michael Currie, Public Works Foreman, began work on January 21st.

4. Announcements/Closing Comments

- Mr. Culp reported that the contractor was clearing the Boot Road Park North site, and construction should be completed in the Spring.
- A field meeting was held last week for Exton Park and Boot Road Park field reservations. In addition to baseball and cricket, there was interest in starting a lacrosse league.
- The 'No Dogs Allowed in Athletic Field Areas' signs seem to deter dog activity.
- Ms. Gottesfeld mentioned that the Egg Hunt is scheduled on April 4th at 10 a.m. at Boot Road Park.

ADJOURNMENT:

Ms. Dakin made a motion, seconded by Ms. Alakszay, to adjourn the meeting; the meeting adjourned at approximately 7:45 p.m.

Respectfully Submitted,



Kevin Moore, Secretary