



MANAGER'S REPORT FOR DECEMBER 13, 2012
GENERAL INFORMATION AND RESPONSES TO MAYOR & COMMISSIONER REQUESTS

Places to be this Week...

Village Council Meeting – The Village Council meeting will be held on **Tuesday, December 18 at 7 pm. in the Council Chambers** at Village Hall.

Future Calendar Reminders...

Village Hall Holiday Closures – The Village Hall will be closed on Monday, December 24, Tuesday, December 25, 2012, and Tuesday, January 1, 2013.

Stormwater Utility Outreach Activity Report - The Village began a public education campaign on the Stormwater Utility in December 2011 with an effort to increase general awareness of the potential new fee structure. Staff augmented the information campaign with program specifics following approval of the ordinance creating the Stormwater Utility (SWU) in August 2012. The Village is currently using all available communication platforms to deliver messages focusing on details such as the fee structure, incentives and credits and availability of additional information.

Highlights of the campaign to date include 4,179 visits to the stormwater utility page on the Village website, 1,181 email requests for property-specific fee details, and three community-wide calls with more than 22,000 successful deliveries.

Outreach activities still to come include delivery of the December Hometown Times featuring the SWU next week, a community call to north side customers on January 7, 2013, and a billing insert to assist customers in understanding their new utility bills in January and February.

The table below summarizes the activities and results of the Stormwater Utility (SWU) Outreach Campaign.

| | Communication Platform | Measured or Potential Reach | Dates |
|---|--------------------------------|------------------------------------|-----------------------------|
| 1 | Stormwater Utility Webpage | 4,179 unique views | 5/12 to present |
| 2 | Emails to swutility@downers.us | 1,181 requests/responses sent | 9/12 to present |
| 3 | Three Community-Wide Calls | 22,803 successful deliveries | Sep. 24, Sep. 26 Dec. 12 |
| 4 | Email and Phone contacts | 451 SWU info requests | 5/12 to present |
| 5 | 25 SWU Facebook Posts | Potential Reach to 430 followers | 5/12 to present |
| 6 | 23 Twitter posts | Potential Reach to 1,380 followers | 5/12 to present |
| 7 | 20 SWU E News features | 2,300 subscriptions | 5/12 to present |
| 8 | Five Hometown Times editions | 23,000 deliveries each mailing | 12/11 to present |

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| 9 | Water Bill Inserts | 16,000 deliveries | Nov & Dec |
| 10 | 16 Village Corner SWU Features | DG Reporter's circulation is 14,500 | 5/12 to present |
| 11 | YouTube Video on Stormwater Management | 340 views | Sep 2012 to present |
| 12 | DGTV SWU messages (Three postings for four weeks each) | Potential reach to approximately 10,000 cable TV subscribers | 5/12 to present |
| 13 | 100 Airings of Stormwater Related Programs on DGTV Titles: After the Storm, Big Rivers Rising, Conservation At Home | Potential reach to approximately 10,000 cable TV subscribers | 5/12 to present |
| 14 | Downers Grove Patch Advertising | 27,000 views | Oct to Nov 2012 |

Illinois Commerce Commission Proposed Rules on Municipal Aggregation - The Metropolitan Mayors Caucus (the Caucus) has established a Rulemaking Coalition comprised of approximately 106 municipalities to address the Illinois Commerce Commission staff's proposed rules regarding municipal electric aggregation. Through DuPage Mayors and Managers, Downers Grove is participating as part of the coalition to represent the municipal interests before the Illinois Commerce Commission (ICC). Enza Petrarca has been appointed to the steering committee to assist in this effort.

The Caucus moved to intervene as an interested party and last week filed its Initial Comments in the proceeding. This was the first formal opportunity for intervening parties to stake out their positions on the ICC staff's proposed rules. The main concern and objection to the proposed rules is that they infringe on an individual municipality's discretion to establish a local municipal aggregation program. The Caucus' comments also raised concerns regarding the ICC's jurisdiction to regulate local municipal aggregation programs, as well as more specific technical concerns regarding the actual proposed rules.

The next step in the process is for the parties to file Reply Comments. Those are due on December 12. The Caucus intends to point out in the Reply Comments how other parties have similar concerns and questions and, thus, reinforce the challenge to the ICC's jurisdiction to promulgate rules governing local municipal aggregation. On that date, the Caucus also intends to file a Motion to Dismiss based upon the ICC's lack of authority to issue these rules. Once the Reply Comments and Motion to Dismiss are filed, the proceeding is in the hands of an ICC Administrative Law Judge (ALJ). She will set a briefing schedule on the Motion to Dismiss and issue a ruling on the rules proposed by the ICC staff. She has not set a date certain by which she will rule. Following her ruling, the matter will then go to the full Commerce Commission for its consideration. The proceedings before the full Commission are expected to last through the spring of 2013. We will continue to keep you apprised of the developments. In the meantime, if you have any questions please feel free to contact Manager Fieldman or Enza Petrarca.