

Storm Debris Clean Up

On September 14th, southwest Ohio was hit with the remnants of Hurricane Ike which resulted in severely damaging winds. The winds caused widespread damage throughout Hamilton County. At the September 18th Policy Committee, a motion was passed authorizing the District to spend its excess carryover balance (~\$500,000) to assist communities in managing the storm debris.

District staff provided many services to community and residents during the clean up phases. After meeting with community representatives, staff learned that communities needed help with tub grinding and wood chip removal. The District is still providing these services as of January 7, 2009 (see table below).

In addition, the District opened its yardwaste drop-off sites immediately following the storm. The Rumpke Sanitary Landfill and Turpin Farm site were open during the week. All three sites, including Kuliga Park, were open extended hours on the weekends.

The District also supplied much needed information to the media to inform residents on options to properly dispose of storm debris. Staff contacted each community to determine their collection process and publicized the information via the District website and press releases. The resulting media coverage is attached.

Status

The District continues to assist communities in the final phases of clean-up. Five communities are waiting for tub grinding services (the District is currently seeking a new vendor as the District did not extend the contract with the existing vendor). Nine communities are waiting for removal of wood chips. The table below details the progress, as of January 7, 2009:

Community	Services Requested		Status
	Tub Grinding	Wood Chip Removal	
Symmes Township	✓ Complete	✓	Chip removal in progress
Amberley Village	✓ Complete	✓	Waiting on chip removal
Blue Ash (2 sites)	✓ Complete	✓ Complete	
Colerain Township	✓ Complete	✓	Waiting on chip removal
Green Township (2 sites)	✓ - 1 site complete	✓	Waiting on chip removal and grinding of one site
Woodlawn	✓	✓	Waiting for both services
Lincoln Heights	✓	✓	Waiting for both services
Springfield Township	✓	✓	Waiting for both services
Harrison	✓	✓	Waiting for both services
Montgomery		✓ Complete	
Forest Park		✓	Waiting for chip removal
Newtown		✓	Waiting for chip removal

Estimated Costs

The estimated cost for the clean-up as of January, 2009 is approximately \$345,000. It is unknown at this time if the District will be reimbursed by FEMA.

Hamilton County Solid Waste Management District

Media Coverage (Print & Television)

September 14 – September 28, 2008

Media/Public Relations Activities

In response to the large quantities of yardwaste debris generated from the storm that struck the Greater Cincinnati area on Sunday, September 14, 2008, the District conducted a variety of media and public relations activities to help inform residents about the options available for handling yardwaste. The District issued numerous press releases and media reminders/alerts from September 15th through September 24th regarding issues and resources related to yardwaste cleanup.

Staff also conducted a media briefing at Rumpke Sanitary Landfill on September 17, 2008, at 2:00 p.m. to inform the public about the various yardwaste disposal options available and the expanded hours of the District's yardwaste drop-off sites. The briefing, held in conjunction with Rumpke, resulted in media coverage from channels 5, 9, and 12, as well as from 700 WLW and the Cincinnati Enquirer.

Media/Public Relations Results

As a result of the District's media and public relations efforts during the two-week period from September 14th through September 28th, a large amount of yardwaste information was aired and printed. The District's free media relations efforts resulted in the following successes:

Print Coverage

Although the topic of yardwaste cleanup appeared almost daily in this two-week period, a total of six stories ran in the Cincinnati Enquirer, Community Press and the Kentucky Post that specifically mention the District, or District-sponsored yardwaste programs.

<u>DATE</u>	<u>MEDIA OUTLET</u>	<u>ARTICLE TITLE</u>
9/15/2008	Community Press	Anderson: Clearing township streets first priority
9/16/2008	Cincinnati Enquirer	What to do with debris in Ohio
9/17/2008	Kentucky Post	Yardwaste, not trash, accepted at Hamilton County drop-offs
9/18/2008	Kentucky Post	Hamilton County offers free yard waste drop-off
9/18/2008	Cincinnati Enquirer	Stack limbs by the curb, then wait
9/20/2008	Cincinnati Enquirer	Mulch piles growing into mountains

Television Coverage

A vast amount of information about yardwaste cleanup, specifically about the District's yardwaste drop-off sites, was aired on the local television stations. A total of 26 specific mentions of the District and District-related programs were recorded, resulting in a total audience of nearly 1.4 million viewers and an estimated media value of \$49,536.00.

Television Coverage:

<u>DATE</u>	<u>CHANNEL</u>	<u>COVERAGE SYNOPSIS</u>	<u>AUDIENCE</u>	<u>MEDIA VALUE</u>
9/16/08	WCPO Ch. 9	Yardwaste debris needs to be bundled.	16,506	\$ 66.00
9/16/08	WLWT Ch. 5	Yardwaste drop-offs sites information.	14,460	\$ 225.00
9/16/08	WLWT Ch. 5	Yardwaste drop-offs sites information.	18,161	\$ 639.00
9/17/08	WCPO Ch. 9	Yardwaste drop-off sites hours.	51,758	\$ 675.00
9/17/08	WCPO Ch. 9	Yardwaste press briefing coverage.	88,402	\$ 4,500.00
9/17/08	WCPO Ch. 9	Hamilton County helps with yardwaste.	101,970	\$ 3,240.00
9/17/08	WKRC Ch. 12	How to handle yardwaste.	72,634	\$ 4,080.00
9/17/08	WLWT Ch. 5	How to handle yardwaste.	45,274	\$ 2,400.00
9/17/08	WLWT Ch. 5	Teaser - how to handle yardwaste.	62,988	\$ 255.00
9/17/08	WLWT Ch. 5	How to handle yardwaste.	62,988	\$ 5,610.00
9/18/08	WCPO Ch. 9	How to handle yardwaste.	35,022	\$ 2,739.00
9/18/08	WCPO Ch. 9	Teaser - How to handle yardwaste.	51,758	\$ 135.00
9/18/08	WCPO Ch. 9	How to handle yardwaste.	51,758	\$ 855.00
9/18/08	WKRC Ch. 12	Where to take your yardwaste.	24,939	\$ 276.00
9/18/08	WLWT Ch. 5	How to handle yardwaste.	19,908	\$ 2,241.00
9/19/08	WCPO Ch. 9	Yardwaste options from Ham. Cty.	35,022	\$ 5,079.00
9/19/08	WCPO Ch. 9	Yardwaste options in Hamilton County.	51,758	\$ 516.00
9/20/08	WCPO Ch. 9	Rumpke has extended yardwaste hours.	78,586	\$ 4,680.00
9/21/08	WCPO Ch. 9	Yardwaste options in Hamilton County.	59,229	\$ 699.00
9/21/08	WCPO Ch. 9	Yardwaste press briefing coverage.	59,229	\$ 750.00
9/21/08	WCPO Ch. 9	Rumpke has extended yardwaste hours.	59,229	\$ 699.00
9/27/08	WKRC Ch. 12	Ham. Cty. yardwaste sites - hours.	118,762	\$ 2,400.00
9/27/08	WLWT Ch. 5	Ham. Cty. yardwaste sites - hours.	45,049	\$ 5,100.00
9/28/08	WLWT Ch. 5	Ham. Cty. yardwaste sites - hours.	31,712	\$ 225.00
9/28/08	WLWT Ch. 5	Ham. Cty. yardwaste sites - hours.	69,141	\$ 600.00
9/28/08	WLWT Ch. 5	Ham. Cty. yardwaste sites - hours.	62,301	\$ 852.00

Conclusion

Although not every story contained information that focused solely on District-related programs, the free media coverage that the District received from the date the storm struck, through the next two weeks of the cleanup process, enhanced public awareness of and participation in the District's yardwaste drop-off sites and programs. This media coverage also drove traffic to the District's website, as District staff updated and publicized a detailed list of what each community in Hamilton County was doing to assist its residents with yardwaste debris.