

## PROPOSAL

Here are a number of proposed measures that will target specific solutions to address and lower the deer/car accident rates utilizing awareness, community involvement and twenty-first century technology.

Begin a volunteer coalition with a city/citizen group that will meet quarterly to plan and monitor the progress of current measures and to pursue the discovery of additional solutions to reduce the deer/car incidents and accidents in Rochester Hills.

The coalition will build awareness through the community with presentations at schools, civic group meetings, churches, neighborhood groups, community events, fire department open houses, etc.

Partnership with SEMCOG, State of Michigan, AAA, State farm and other insurance companies to build awareness through targeted PSA (“don’t forget to WATCH for deer”) tag campaign utilizing brochures, GSTV target buy in Rochester Hills, Rochester Hills cable, local papers, brochures, etc.

Provide a DEER link to the City of Rochester Hills website. This deer link will include a page of suggestions and solutions. A 24 hour phone number and email address specific to deer will be displayed across the top of this page to leave a message pertaining to your complaint. This page will include a link to the on-line SEMCOG safety brochure, a suggested list of deer deterrent plants, shrubs and trees that will detour deer from browsing in the yards of residents. Also, addition tips on preparing your garden and landscaping for deer and other wildlife that may find your garden appetizing. Lastly, a FAQ section that will assist residents with answers to all of the frequently asked questions.

Lance DeVos could work as the first line responder to callers and emails pertaining to the deer inquires. Determining the problem could be dealt with a number of ways. First he could call back to access and second, schedule visits two Saturdays per month to assist citizens in the planned solution he has recommended. If alternative planting, fencing or applying Deer Guard or other repellents was suggested, cooperation with various volunteer groups (cub scouts, boy scouts, girl scouts, environmental groups, etc) could be used to assist in the planting and applications to heighten awareness.

First, target the highest areas of deer/car accident to ensure that each area has a minimum of fifteen feet of brush, trees and weeds cut back from the road. Once the brush is cut back, plant deer deterrent native plants and shrubs on the sides of the roads to minimize grazing of the deer closest to the roads. These plantings can be done utilizing the Michigan State University 4-H youth development program and additional Rochester Hills groups to beautify the roads.

Installation of Streiterlite reflector system as proposed and paid for by citizen for first two miles and campaign in community for business support for additional reflector system mileage as needed. The reflectors will provide us with statistical data on percentage reduction for accidents and calibration for more installations.

Additional and appropriate signage should be reevaluated. The new signage is available to further illuminate deer signs, these signs can be solar powered and timed to have a flashing light through peak times, generally at night to flash furthering awareness.

Deer whistles can be given out or purchased at the Environmental center as a one more measure of preventing crashes. State Farm and Shelter insurance are currently the two largest business purchasers of the deer whistle and are giving them out in numerous states in the USA. There is not an overwhelming amount of data on these but, the company and many groups believe even if it prevents a few crashes each year it is worth it.

We can also further our city awareness with the area Nurseries creating a section with deer deterrent plantings and our brochures. Some of the roadside funds, plants, etc. for safety could be a trade exchange for the advertising of the nurseries on the website deer page, in the brochures.

It is my belief and the belief of friends, family and neighbors, along with community leaders and businesses located in Rochester Hills that this important problem can be solved without a provision for a deer cull and the use of sharp shooters or snipers in the city. Trust between the Mayor, City Council and citizens is paramount and must be maintained insuring trust and promise for a Safe, Compassionate and Prosperous

ROCHESTER HILLS.

Respectfully,

JOSEPH J. PODVIN