

NOT FOR MAILING

Local
Postage Customer

PRSRT STD
ECRWSS
U.S. POSTAGE
PAID
EDDM Retail

#PRODUCTION V2

We Can't Forget: The Dump!

My Notes:

I know Deep River, and I know the dump is the place where many of us interact with our town on a weekly basis.

It's important that town management does what the people actually want at the dump.

The plan I outline is based on what I hear from residents over and over again after knocking on more than 800 doors.

Concerns about the dump are a common issue I hear from residents. There are simple things we can do to fix our dump.

Here Are the Steps I Will Take to Fix Our Dump:

- **Remove the Cones!**
I'll replace the cones with a proper entry and exit sign and finish the lower road entryway.
- **Add a Take It Or Leave It!**
I'm going to add a Take It Or Leave It area, where you'll be able to leave good working items for direct community recycling.
- **Close at 4:05, NOT 3:55.**
I will extend the employee hours by 5 minutes so that residents arriving shortly before 4:00 are not rushed. Entry closes at 4:00, exit closes at 4:05.
- **Add Disabled Unloading**
I will ensure that every resident receives the support they need. I will add a "Honk 3 Times For Unloading" sign to allow disabled residents to be assisted by Transfer Station staff.

Endorsing Other Candidates

Being an unaffiliated candidate or elected official has many benefits. One of them is that nobody dictates what you say or do. You are not bound by your party, and you are free to put forward an unedited version of what you think is best for your town.

Having a Board of Selectman that has a mix of new ideas and existing knowledge on the de facto inner workings of our town is critical to make sure the new BOS hits the ground running.

That is why I am encouraging both those of you who are voting for me, and those who are not, to: consider Duane Gates for Second Selectman on Nov. 4th.

Call Or Text Me: 860-662-9343

Visit My Website: www.Sheppard4DeepRiver.com

Answering The Hard Questions

Sheppard
FOR Deep River
First Selectman

We are ONE community:

Sometimes the divisive politics in Deep River make us forget that we are one community.

This election is where we choose which candidates' vision for town management is best. It is not a referendum on national politics.

I have been thrilled by the tremendous support I have received so far in this campaign, and am pleased to know Deep River is paying attention!

Please remember to vote for the candidate with real ideas.
-Thank you.

Have a happy, healthy, and safe Halloween this year!
From your First Selectman candidate.

— J Sheppard



Having a leader with real, concrete ideas on how to improve our town is the only way that we will move our town forward. Below is a collection of questions I have received throughout my campaign that I feel are the most important.



Q: Won't these ideas raise taxes, can you really make a promise that you will not raise taxes?

A: Did you know that our town spends about \$240,000 per year on various I.T. support contracts (excluding those bundled with professional services like Vision)? **The majority of these contracts can be readily condensed into one full-time I.T. administrator position.** Assuming a regional average salary plus benefits that will cost us less than half of what we spend currently, **freeing up over \$110,000 per year. This is called an offset funding source.**

Going after these types of overhead and cost inefficiencies offers us the **ability to generate new space in our budget without new taxes** to pay for things like improved policing, park maintenance, technology, etc., AND balance out any potential increases from Region 4.

I have identified approximately \$500,000 in offsets I am confident can be made available from our current budget.

My competitors have touted the sale of property owned by the town, saying that it will generate \$4,300 per year in new tax revenue, but that is only 0.021% of our town budget. They say new revenue is the tax cure-all- *it isn't*. Pursuing **offsets, on the other hand, will free up real, meaningful amounts of money** for our town to operate on and to build an emergency capital fund for unexpected expenses with.

Some of my ideas won't cost much money, like MyDR.gov, which uses open-source software with no license cost. Other ideas, like hiring more officers to better operate our police department, improving road maintenance, enhancing social services, and cleaning up our parks and downtown, will cost money. In either case **I will exclusively pay for them with budgetary offsets, not new taxes.**

In no instance will I push something forward until I have materialized the savings from another part of our town budget to pay for it. I will treat the current budget and current tax rate as a hard cap that cannot be exceeded.

★★★ More On Next Page! ★★★

Paid for By Oswald Sheppard, PO 1132, Deep River, CT 06417.
Approved By Oswald Sheppard.

Answering The Hard Questions: Continued

Q: You certainly have ideas, but can the town effectively implement technology like MyDR?

A: Everything in my campaign is thoroughly researched or something I have professional experience with, and ALL of my proposals are things other towns here in CT and across the country are successfully doing. I am focused on not just what we do, but also how we do it.

Large utilities are very similar to government. They are organizations that have similar back-office work and make onsite calls responding to customer requests daily, oftentimes have complicated processes, and have diverse workforces with varying technical abilities- much like our town. I have consulted for utilities on these very systems, both improving the efficiency of existing systems and implementing new systems where there was none before.

For improvements like this to be successful, it is important to have:

- Implementation with Clear Change Management**
Introduce the system in structured phases under a well-defined change management plan.
- Start with the Basics First**
Begin with essential functions, before expanding into advanced functions later on.
- Train the Trainer Model**
Train staff, focusing first on department heads, enabling them to train town employees as needed, in their specific roles.
- Continuous Communication and Feedback**
Engage employees and residents throughout the rollout, collecting regular feedback to refine and develop processes and ensure the system meets the town’s needs.
- Implement Changes to the Towns Operations at a Steady, Reasonable Pace**
Integrate departments’ workflows at a measured pace that balances our progress with day-to-day stability, making sure we enhance our performance without overwhelming the staff.

What I’m proposing is not new. There are hundreds of towns across the US our size that successfully use this technology. **What is new is bringing this type of thinking to Deep River.** With solid and concise leadership from the top, I am confident that we can implement improvements across our town government that will have lasting positive impacts for all, well into the future.

Q: What will you do to help seniors and young families in town?

A: While I’d love to say I can fix every problem in town, **a true leader knows when they can and cannot make promises.** I can’t offer a “one-stop” affordability solution for seniors and young families in Deep River, **but I can do everything within my power to help them.**

That starts with addressing the lack of housing that fits people's budgets in Deep River. At the start of this campaign, **I toured the town with a developer who specializes in building affordable housing and identified three potential sites.** We have the space and **are a great candidate for a development.** I am committed to ensuring that we **build new housing that is attractive, fits our town, and is aimed at serving our existing senior and young family residents.** Additionally, I will ensure that it is exclusively funded with private and state/federal capital that doesn’t raise your taxes. *(Continued on next page)*

Second is that we need to improve our social services, public health, and Parks and Rec. **A big part of my offset budgeting approach is freeing money from overhead-laden town hall operations and moving it into programs that actually provide services to our residents.** \$100,000 is only **0.4%** of our town budget, but **represents up to a 125% increase in funding to these departments.** These **relatively small changes** across our larger departments can **make possible tremendous improvements** to our more impactful departments, like Parks and Rec, Public Works, and DRSS.

I will always ensure the departments providing real, meaningful services to residents receive the resources they need to do the job exceptionally well.

My Notes: Making Things Better For Residents

Last week, I had a great meeting with the staff at DR Social Services for nearly two hours after closing. I am committed to **ensuring departments like DRSS have the tools and resources they need to perform to the best of their ability.** My platform is all about making sure we provide the best service we can to our residents.

Part of my management plan for Deep River is to create benchmarks and quantify departmental performance so that we can identify and reward the individuals and departments that perform well and objectively see where we need to improve. **But before I can begin to implement something like that, we need to give our employees the tools, resources, and management support to really excel.**

During this meeting, we spoke about the top challenges the department faces and how town management can resolve those problems to enable them to perform even better. For example, certain staffing in the department is currently provided through fixed ARPA funding and is only paid at part-time hours, which runs out soon. **Our next First Selectman will be tasked with either letting go of a critical part of that department or coming up with the funding to staff the position.** This is a great example of where offset budgeting can let us keep our great resources without having to raise taxes.

We also discussed the department's limited technology. Currently, the department physically prints and files all documents in three very large filing cabinets. **This consumes an excessive amount of their already limited time.** They have hundreds of case files, each a folder with tens of pages, forms, etc. **This is a great example of where using modern technology like a DMS (Document Management System) will actually reduce our cost by allowing the department to get more done per hour with their current number of employees.** Freeing up the time they spend filing and retrieving documents by using a DMS, will let them focus that time on serving the residents of Deep River who most need it.

It's All About The Small Things

There are a number of “Small Things” that make a BIG impact that I wanted to bring to the public's attention that I intend on doing if elected. Check my website for all of them, here are just a couple:

- Work Programs for People with Disabilities**
Work with the state and local nonprofits to provide gainful employment within our government for those with disabilities.
- Free Smoke/CO Detectors, Affordable Water and Radon Testing**
Did you know that Radon is the SECOND-LEADING cause of lung cancer? Or that working smoke detectors reduce the death rate in household fires by 60%? These basic safety tests and devices are provided free or at reduced charge by most municipalities- it’s time we do as well.