

Good evening councilpersons. I'm still Keith Shillington. I still live on Leucadia Scenic Court on the very north edge of our fair city. I am also known to the roles of the City as "Resident" and "Occupant" at 128 and 130 West E Street; where I own and operate my little cyber Café.

Thank you for this opportunity to share with you.

There's a mass of plastic garbage out in the Pacific Ocean the size of Texas.
The ozone layer is continuing to degrade.
The world population continues to increase.
More than 100 animal species become extinct every day.

These are all problems we face without simple solutions. Tonight I'd like to address something that we can solve:

- Wasting my money

First, I'd like to thank you for the very politically worded notice regarding "Pacific View Commons".

And again, and again, and again, and again, and again.

Although I really don't think I needed six copies.

Individually mailed.

I hope that mine is an isolated case. I shudder to think that this might be endemic to the city's database and notification process.

Postage, paper, copies, time and labor to stuff. Everything is more expensive when you're doing it times six.

Please, City Council of Encinitas, take on these tasks:

- ✓ Streamline the mailings database. Remove the duplicates.
- ✓ Stop using sticky labels. Print directly to the envelope; the first "R" of environmentalism is "Reduce."
- ✓ Spend money on a efficiency consultant, one who'd be willing to take their compensation from the result.
- ✓ Start a process improvement cycle
- ✓ Think deep.

Thank you for your time and attention.