

Public Works Citizens Advisory Committee (CAC)

September 21, 2004

Fountain Plaza Building

CAC Representatives Present

Ms. Lois Custer

Ms. Kathy Dennehey

Ms. Inettie Edwards

Ms. Sharyn Fox

Ms. Sharron Kitchen Miller

Ms. Artistine Reid

CAC Representatives Absent

Dr. Harold Cones

Mr. Arthur Keyes

Mr. Gus Owens

Public Works Representatives

Dori Brown, Solid Waste Division

Delaney Bryant, Administration Division

Ralph Caldwell, Street Maintenance Division

Reed Fowler, Administration Division

Call to Order

5:45 p.m.

Introduction of New Committee Member

Ms. Inettie Edwards was introduced as the newest member to the CAC. Ms. Edwards has replaced Ms. Patrick who fulfilled her term as the representative from the Southeast Community Garbage District/Voting District.

May 18, 2004 Meeting Minutes

A motion made by Ms. Dennehey and seconded by Ms. Custer was passed to approve the meeting minutes as submitted.

Future Meeting Dates

The CAC has decided on the following schedule: October 19, 2004; November 16, 2004; and January 18, 2005. Due to the holidays, there will not be a meeting in December. All meetings will take place at 5:30 p.m. at Fountain Plaza. The October and January meetings will take place at in the James Room however the November meeting will take place in the York Room. The York Room is in the same vicinity as the James Room on the first floor in Fountain Plaza.

Subcommittees

The CAC decided that the use of subcommittees was not an effective method for reviewing and discussing Public Works issues. Instead, the committee as a whole would review policy issues.

Street Sweeping: Education/Outreach Discussion

Mr. Fowler has decided that the specific nature of the Public Works message is best conveyed by utilizing only internal public relations staff and we will not be partnering with Intergovernmental

Affairs office to create a CAC-endorsed message at this time. Mr. Fowler then introduced our public relations staff person, Dee Bryant, who reviewed the existing methods of education outreach utilized by the Streets Maintenance Division (environmental calendar, City Channel 48, having booths at special outreach events, attending community group meetings, and utilizing the media through public service announcements). After reviewing segments of street sweeping videotapes produced by the City and shown on Channel 48, she opened the floor to suggestions by CAC members. The following suggestions were made:

- Use property transfers to get information to new residents. This information is public record.
- Contact local realtor's board and attend their meetings and provide them information to give out to new homeowners.
- To discourage businesses from allowing litter to accumulate in front of their property, create a "wall of shame" that would post the names of these businesses.
- For those businesses that have excessive littering problems, CAC encourages the City to be more proactive in their ticketing/fining.
- On the City of Newport News website, www.nngov.com create an "Information for New Residents" link that would contain all of the relevant Public Works information (garbage and recycling collection, street sweeping schedules, ordinances, etc) that a new resident needs.
- Use the speaker's bureau to get our Public Works messages out to residents.

In response to these suggestions, Public Works staff stated that Public Utilities (Waterworks) will be using new software which will allow us to more effectively reach new residents with program information. Additionally, we have partnered with local radio stations so that in times of emergency we can get Newport News Public Works information to the public. Staff also elaborated on a new joint effort between Public Works and the Police Department in which remote cameras will be placed at illegal dumping sites to capture footage of offenders for ticketing purposes.

Proposed Action Plans

Mr. Caldwell was on hand to address any questions regarding the street sweeping volume of debris analysis that was distributed.

- Ms. Custer recommended that Public Works survey neighborhoods to see if there was an interest with residents to do away with street sweeping in those hard to sweep areas and instead promote individual responsibility and the Adopt A Spot program. Staff discussed the challenges in perceived levels of service and how some residents would feel inequity in services rendered if we did not provide street sweeping citywide.
- Mr. Fowler said that in regards to street sweeping, if we identify repeat non-compliant vehicles, we already ticket them. He said that we could also investigate expanding our current DMV Litterline program to allow for staff to access DMV vehicle information on non compliant cars and automatically generate a letter informing these registered car owners that they may be subject to ticketing for failure to move their vehicle off of the street during street sweeping days. While staff is investigating this further, he requested that the CAC continue brainstorming street sweeping ideas and suggestions.

- It was also suggested by CAC members that the City consider utilizing the youth courts system for juveniles required to do community service.
- An example of an existing City of Hampton program was shared wherein the program awards youth utilizing a points system for volunteering to do community service projects in exchange for prizes. The program was well received. The City of Newport News Public Works staff said they would consider the potential of a similar program and then explained our successes and challenges with working with the schools during Public Works Week.
- CAC members agreed to bring to the next meeting any issues of concern and suggestions regarding street sweeping for further discussion. Also, staff will work with the CAC Chair, Ms. Fox, to research into the status of the CAC-endorsed bulk waste letter submitted to Mr. Maroney in April.

Meeting adjourned

7:00 p.m.

Next Meeting Date

Tuesday, October 19, 2004