

**CITY OF FERNDALE
REQUEST FOR COUNCIL ACTION**

FROM: Robert J. Bruner, Jr., City Manager

SUBJECT: Friendly Ferndale Initiative

SUMMARY & BACKGROUND:

The first round of Friendly Ferndale training was completed in late May and the second round was completed in late June. I met with the trainer, Laurie Brown, after each round of training to share ideas on how to make our organization more customer friendly. In addition, I also met directly with City employees in a series of "Meet the Manager" meetings in late May, June and July.

I am very proud of our staff and the job they do. Their feedback and questions show they are committed to our Community and customers. Employees shared several ideas for improvements. They also told me they enjoyed the training and the opportunity to interact with City employees from other facilities they do not often see.

Several ideas have been posited to expand the Friendly Ferndale initiative and involve the Community. We will work with the Chamber of Commerce, Downtown Development Authority and other Community groups to explore those possibilities. In the meantime, a follow-up Leadership Workshop to address how managers will fulfill our Employee Promise (To provide our employees with the tools they need, listen to their concerns, empower them to perform their duties, acknowledge their job performance and treat them in a respectful, courteous manner) is scheduled for August 27. Ms. Brown and I will present the following recommendations at the August 25 City Council meeting:

Employee Appreciation, Feedback and Recognition

Staff is reviewing sample programs and will provide a recommendation to City Council.

Information Technology

Employees suggested expanding the use of e-mail to include more employees and using information technology to increase customer service efficiency and effectiveness. We have prepared an information technology hardware and software upgrade plan. However, we have delayed implementation pending a decision regarding the future of City Hall.

Greeters

We would like to explore the possibility of using volunteer greeters in City Hall once a decision regarding the future of City Hall is made.

Security

Several employees expressed concerns regarding City facility security. Security will be enhanced as we renovate our facilities.

Signage

The municipal building (City Hall and Police Department) can be difficult for visitors to navigate. Improved signage would help. We would like to improve signage once a decision regarding the future of the municipal building is made.

Uniforms

City Hall and Department of Public Works employees both expressed an interest in staff shirts or uniforms. Some Department of Public Works employees already have uniforms. Others are interested. The Recreation Department recently implemented staff shirts.

COUNCIL AGENDA DATE: August 25, 2008

CITY ATTORNEY REVIEW: N/A

FINANCE DIRECTOR REVIEW: N/A

RECOMMENDED ACTION:

Moved by _____, seconded by _____, to direct City Manager Bruner to implement the Friendly Ferndale recommendations.