



Process Improvement Steering Committee

May 30, 2012, 3:00 p.m.

Building 1, Conference Room 350

1. Purpose of Meeting

The committee shall serve in an advisory capacity to City Council. The function of the committee will be to work in harmony with City Council and City management to identify problems and barriers that may have negative impact on City operations, efficiency and effectiveness and facilitate solutions.

2. Attendees

<i>Name</i>		<i>Name</i>	
Tuck Bowie - Chair	X	Dan Brockwell – Vice Chair	X
Kris Allen	X	Dave Browning	X
Bill Brunke	X	Bob Dyer	X
Katie Gardner		Brad Martin	X
Delceno Miles	X		
Catheryn Whitesell - Staff	X	Sandi Thompson (Recorder)	X
Guests			
James Deenihan		Chris Meconnahey	Rushad Thomas
Mary Hancock		Naseeb Kaleel	
Helen Heath		Steve Pincus	

3. Meeting Notes, Decisions, Issues

1. Welcome and Call to Order
2. Introductions – Guests were introduced.
3. Old Business –
 - The minutes from April 25, 2012 were approved.
 - Project 2013 - **deferred**
 - Creation of a Process Improvement department or facilitator with the City - **deferred**
 - Consultation to a group or department to assist them with process improvement - **deferred**
 - Publicity - Mary Hancock presented a handout (attached) and discussed various ways to get the word out to the public including the City’s website, tweeting, Facebook and other electronic media.

Discussion centered around the audience to be reached and the importance being that the public as well as City departments become aware of the mission.

Mary reiterated that it is more likely to get media attention if there is a finished product to tout; something newsworthy.



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A survey of citizens was suggested with things like “how would you improve paying your taxes, etc.” as questions. Mary cautioned that can be problematic because the City cannot send unsolicited e-mails.

Catheryn suggested a questionnaire filtered through groups like the Chamber of Commerce, the TBA and the Restaurant Association.

The Chairman advised tabling surveys and concentrate on getting a finished product to Council. He also suggested a charrett like the Urban Land Institute does with specific stakeholders invited to give input facilitated by a group like Leadership Hampton Roads might be useful.

Steve Pincus noted when you are talking about processes within city government you have to include staff as your stakeholders also.

Tuck emphasized buy-in from City Council and the City Manager as a must.

Catheryn suggested a question on the VB.gov website to let people voluntarily sign up to receive information on other issues.

Tuck liked Mary’s suggestion to be proactive and, perhaps, work through civic organizations who are already involved in civic issues.

4. Report of Subcommittees

- Development Review and Building Permit Process

Brad Martin, co-chair, noted they were asked at the last meeting to identify some low hanging fruit, but feel that taking little bites of the apple may not be the answer when there needs to be wholesale changes in the Planning and Development Office. The economy is taking its toll and making it more and more difficult to do business.

Mr. Brockwell feels it is important to bring the professional community and the private sector together as well as unlocking the potential of staff to work together. He feels they need a sit-down with the City Manager and Steve Herbert and then Department Heads and talk restructuring.

Tuck asked that before they even begin to take this step, he would like to see their plan in writing so the committee can know exactly what they are talking about. Document it, the positive, negative, long range goals and give them an agenda. He wants external and internal input identifying where it came from and provide it to the Committee within 30 days.



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- Review of City Payroll Process - **deferred**
- Strategies to Keep Small Businesses Open and Expand Those Businesses

Dave is still working through the FOG issue. He provided a report (appended) outlining issues they have identified that still need answers and attention.

Ms. Miles also provided brief notes from their last sub-committee meeting (attached)

It was suggested that Tom Leahy be asked to attend the next sub-committee meeting.

Ms. Miles also plans to have a “white paper” prepared prior to the next meeting on the small business issues.

- Publicity and Public Relations Action Items – **included in old business above**
5. New Business – In closing, Mr. Bowie advised he and Councilman Dyer will meet with the City Manager to offer the group’s involvement in the budgeting process for next year and to discuss other things PISC might be involved in. He hopes to have a report by next meeting.
 6. Announcements – Next Meeting June 27, 2012
 7. The meeting then adjourned.

VIRGINIA BEACH PROCESS IMPROVEMENT COMMITTEE

SMALL BUSINESS SUB-COMMITTEE

FOG PROGRAM PROCESS IMPROVEMENT

The following is a summary of the meeting of the Small Business Subcommittee of the Virginia Beach Process Improvement Committee on May 23, 2012. The meeting was held at Abbey Road Restaurant, Virginia Beach, VA. In attendance were Dave Browning (VBPIC), Kris Allen (VBPIC), Julia Hillegass (Hampton Roads Planning District Commission), Tara Walker (VB Economic Development Authority), Gary Bryan (Virginia Beach Restaurant Association), John Forrest (Forrest Sewer Pump Service), Bill Dillon (Owner, Abbey Road Restaurant).

The purpose of the meeting was to hold an open discussion about the Virginia Beach Fried Oil and Grease (FOG program), and find areas of opportunity for cost reduction.

Areas identified for possible improvement:

- It is unclear exactly how cost and benefit of the program are being measured. Based on available information, it appears that cost is \$500,000 per year, principally from training and inspection activities, and the benefit is being measured in terms of reduction in sewer back-up from incidences of clogging due to improper grease disposal. Cost and benefit need to be clarified.
- At present, inspection costs are associated primarily with a third party contract with a private firm. The nature and extent of the contract need to be reviewed.
- Training needs to be moved into a virtual environment. In progress.
- Inspections do not appear to be focused on those businesses and areas where the greatest benefit can be derived. Need to prioritize the inspections rather than simply assuming all restaurants represent equal potential for impact (i.e., type of foods prepared, revenue (proportional to number of persons being served), restaurant location (density of restaurants in an area), proximity to effluent issues, etc.).
- Restaurants that pass inspection should be subject to a reduced inspection frequency.
- Inspections should be coordinated with the restaurant owner to be "off peak" and combined with health inspections if possible.
- Inspection findings should be classified, coded, and data-based so that "failure codes" can be correlated to impact, feedback provided to the restaurant community, and over time these incidences reduced. Make data visible online but not traceable to individual restaurant?
- At present, inspections must be performed by a certified plumber and the plumber cannot be from Virginia Beach, because that may represent a conflict of interest. Can persons other than plumbers be certified to perform this inspection?
- No school passed initial inspection. Focus on these first to work out the bugs to the inspection process and reduce FOG ... the number of schools and volume of waste would suggest this would be a good strategy.
- Turn the fried oil and grease program into a cash generator. Have the city centrally collect the oil and grease and then convert to bio-diesel. Alternatively, waste that is processed by Valley Protein should be evaluated to determine if this is a revenue stream for Valley Protein and tax it rather than have the restaurants be the sole entity paying for the program.

Action Items

1. Delceno will follow-up with Tammy to email her power point presentation she conducted recently at Tina Sinner's invitation. She will also provide the committee with the list of tools Econ Dev offers existing small businesses.
2. Delceno will follow with Tammy to send Seaport-e and gross sales seminar information to Delceno for distribution.
3. Bill Dillon to arrange meeting with Dave Browning and Restaurant Association board members to meet and submit recommendations on FOG program. (City's FOG data follows this page)
4. Delceno will follow up Councilman Dyer about next intern position.
5. Estimate time and expense of one physical address for multiple business licenses. Ask Phil Kellam. Example: listing of personal property tax and tax bill. How does that data get shared or combined.
6. Suggestion: have commissioner's office call zoning instead of sending the customer back and forth between buildings
7. Katie to email online search feedback for obtaining a business license in Virginia Beach. Suggestions for better organization of links and possibilities of online application.

Next Meeting: Tuesday, June 19, 2012 at 3:00 p.m. at Imperial Palace (Dave Browning's restaurant), 4878 Princess Anne Road (at Princess Anne and Baxter).

Process Improvement Steering Committee Publicity and Public Relations Action Items

The City Council has established an eight-member Process Improvement Steering Committee to gather information regarding a broad range of issues, which include:

- Improving processes
- Improving communication within the various aspects of City government and between the city government and the people it serves; and
- Develop contingency plans to address a variety of situations that could adversely affect our citizens.

The Committee has expressed a desire to generate awareness among the public about its purpose and activities. To that end, following is a suggested action plan developed jointly by Multimedia Services and the Media and Communications Group.

The plan has been divided into two sections: the first can be implemented immediately. The second is a long-term view of how the communication around the task force could be structured so it is a truly interactive and collaborative process with citizens.

Goals:

- Raise citizen awareness of the Task Force's purpose, process, and progress toward end product Council presentation
- Set the standard for improved citizen communication via interactive web site

Target Audiences

- VB citizens
- Civic organizations, faith-based groups
- Businesses (Chamber of Commerce, Boards and Commission members)

Strategies

- Use city media outlets to disseminate information about the taskforce
- Leverage traditional media by pitching stories to secure coverage

Tactics: Immediate

- Multiple VBTv stories
 - Initial re-introduction story on the committee, its mission, work and members
 - Follow-up stories as the city develops action plans on initiatives that evolve from the committee's work and recommendations (ongoing).
- City Page – prominent story
- Social Media – (Facebook and Twitter) to help drive citizens to the website for surveys, etc.
- VBGov.com – link to VBTv spot and CP story
- Media Relations – Pitch to Inside Business, the Beacon
- The Beam – use to communicate with employees (who are also citizens) and how this committee's work may affect them.

Tactics: Long-Term*

- Phase Two of VBGov.com
 - Interactive feature – solicit citizen input. Use publicity to drive citizens there for comment and suggestions.
 - Use the community commenting functionality to enhance any VBGov.com pages with committee information.
- E-mail campaign to Civic Leagues, soliciting their input

*Implementation is based on the dedication of suitable resources to manage interactive citizen communications professionally and responsively.