

2006 Florida Cities of Excellence Awards Program ▶

Category (Please check one) See Award Criteria for more information. Please print or type. One nomination per page.

Name of Municipality Nominated _____

Nominated by _____

(Name of City/Town/Village)

X *City Spirit*

Name of Municipality Nominated City of Palm Bay

Nominated Project Clean Up Blitz

Nominated by City of Palm Bay

(Name of City/Town/Village)

Name of Individual Nominated _____

Nominated by _____

(Name of City/Town/Village)

Name of Individual Nominated _____

Nominated by _____

(Name of City/Town/Village)

Name of Individual Nominated _____

Title _____ Department _____

Nominated by _____

(Name of City/Town/Village)

Name of Individual Nominated _____

Nominated by _____

(Name of City/Town/Village)

Name of Individual Nominated _____

Nominated by _____

(Name of City/Town/Village)

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Nominated by _____

(Name of City/Town/Village)

Name of Individual Nominated _____

Nominated by _____

(Name of City/Town/Village)

Name of Individual Nominated _____

Nominated by _____

(Name of City/Town/Village)

[OVER]

Please print or type.

Name Suzanne Sherman

Title Management Analyst

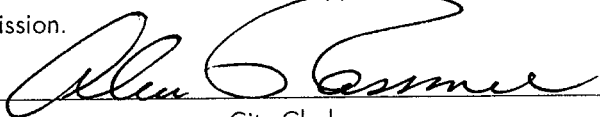
Government City of Palm Bay

Address 120 Malabar Road SE, Palm Bay, FL 32907

Telephone Number (321) 952-3411 Fax (321) 952-3412

E-mail Address sherms@palmbayflorida.org

This nomination has been voted on and approved by a majority of the city council/commission.

Signed 
City Clerk

The judges will use the narrative and supportive information to select the award winners. Nominators/nominees are asked not to contact the judges directly.

In the narrative, please be clear and concise, using the Award Criteria to support the selection of your nominee. Please type (or print in black ink), up to 1,200 words, double-spaced on white 8-1/2" x 11" paper.

Up to 10 pages of supportive information (newspaper clippings, photographs, letters from constituents, etc.), on 8-1/2" x 11" paper (single-sided) may be provided. Please do not include videotapes, DVDs, CDs or Power-Point presentations.

Submit nominations by **August 18, 2006:**

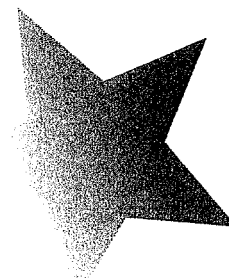
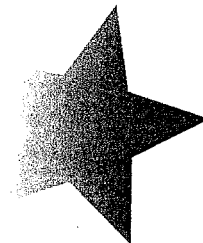
Florida League of Cities, Inc.

Attn: Florida Cities of Excellence

301 S. Bronough Street, Suite 300 (32301)

P.O. Box 1757

Tallahassee, FL 32302-1757





CITY SPIRIT AWARD

City of Palm Bay's Clean Up Blitz (CLUB)

How should a city's leaders respond to repeated citizen complaints, flagrant code violations, and trash-littered streets that consistently occur in the same areas of the community? The typical response has been the "band-aid" approach, sending out employees and resources in a piecemeal fashion, one after another to address the issues raised. In late 2004, the City of Palm Bay decided to take a more proactive approach in handling areas of the community that tended to need a little more care than most. The Clean Up Blitz (CLUB) was created to facilitate a community outreach that would provide citizens the opportunity to work together with city staff from multiple departments to make neighborhoods a better place to live. Every few months an area of the city is targeted and City employees converge on the area to provide much-needed services for area residents. Potholes are filled, hydrants are tested, signs are repaired and safety inspections are conducted. Citizens participate in cleaning up trash and identifying specific needs while the Fire Department distributes smoke detectors and Utilities staff hand out water conserving shower heads. The end result of each Clean Up Blitz is a cleaner, safer, and happier community, one that citizens agree proves that Palm Bay is "A Perfect Place to Grow!"

The City of Palm Bay originated as a General Development Corporation, which means the community consisted of mostly individual parcels with very few planned developments having deed restrictions or homeowners associations. With a population of 100,000 plus, Palm Bay is currently one of the highest growth areas in the nation, with over 6.5 families moving into the city each day. As a result, neighborhoods are diverse, with a mix of homes side-by-side, ranging from those built in the 1960's to those completing construction in the present day. The challenge in this environment is the integration of both established and new homes into a well-maintained, safe and friendly neighborhood that reflects and supports community pride in every area of the city.

Several years ago, the City initiated a monthly meeting of staff from various departments that are involved in community services – such as Code Enforcement, Public Works, Utilities, Fire and Police. This afforded these departments an opportunity to coordinate their efforts in dealing with community issues, especially those issues that are chronic. In 2004, the committee generated an idea for a more focused effort in a particular area that would also involve the residents of the community. From this discussion, the Clean Up Blitz (CLUB) program was born. The primary goal of CLUB is to provide community outreach through which city staff and citizens can work together to improve their neighborhood. Each quarter, the staff identifies a target area based on input from various departments and requests from citizens.



Prior to the first event being held in early 2005, flyers were sent out to neighbors in the targeted area to inform them of the City's plan. Signs were posted in the designated area to help get the word out and to encourage participation, as well as to designate the boundaries of the target area. A week prior to the event, a field review of the properties and rights-of-way in the area is done for the purpose of developing a checklist of items that will need to be addressed during the CLUB. On the day of the event, staff representing multiple departments converge on the neighborhood, bringing with them all the necessary equipment to get the job done – , dump trucks, bulldozers, mowers, smoke detectors, paint, street signs, etc.



In addition to organizing the event, the Public Works department removes debris and litter from rights-of-way, mows, corrects road damage such as potholes, and repairs and replaces signs. Code Compliance staff assess the neighborhood for code or safety violations, which may include problems with derelict vehicles; yard and structure maintenance, improper parking of commercial and recreational vehicles; lack of construction permits; and missing, inaccurate, or improperly displayed house numbers. The Fire Department visits with residents to conduct fire safety inspections, distribute smoke detectors and share information on the "Vial of Life" program. Outreach by the Utilities Department includes educational information on water consumption, provision of free water conserving showerheads and checking area fire hydrants for proper functioning. The Neighborhood Policing Unit from the Police Department also conducts a survey to identify the needs and concerns of the neighborhood residents. If for some reason an issue cannot be addressed during the blitz, the items are referred to the appropriate department for remedy at a future date.

Citizens take action by participating in the clean up of rights-of-way, receiving free safety and conservation items, along with information on their benefits, and essentially become further educated about their City and the services it provides. Following a busy morning, citizens join city staff in a barbeque lunch and celebrate their efforts and the visible improvements that have resulted.

Since the first event in early 2005, five CLUB events have taken place. Overall it is estimated that Code Compliance has identified 500 violations during CLUB. The Fire Department has distributed approximately 300 smoke alarms. Utilities has provided 280 water conserving showerheads and checked dozens of fire hydrants. Public Works



collected over 8,000 pounds of debris, 300 tons of asphalt has been used to improve roads, over 3,000 linear feet of swales have been trenched and at least 147 street signs have been evaluated and repaired as needed during these CLUB events.

Each CLUB event is produced and funded 100% in-house. With the current goal of four events per calendar year, a small annual budget of approximately \$3,000 supports the distribution of resident notifications, the creation of signs, the provision of commemorative t-shirts to each participating resident, and the celebratory barbeque for the targeted neighborhoods. In the future, it is anticipated that the frequency of these events will increase, initially up to six a year, and ultimately up to one per month. At recent events, citizens have provided their verbal appreciation, but postage paid feedback forms will be distributed at upcoming events to enhance documentation of results as well as to incorporate citizen suggestions and recommendations into future CLUB events.



Events such as the Clean Up Blitz provide citizens with an opportunity to be actively involved in making their neighborhoods better places to live. In addition to this obvious benefit, city departments and their employees have an opportunity to work together toward a common goal, and to experience the fulfillment of direct interaction with appreciative citizens. The City of Palm Bay has seen the benefits of partnering with its citizens, and will continue this outreach for many years to come!

