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Media Advisory

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WE'RE STUCK ON YOU!

City Employees Promote Pride and Accountability in their Work

Oakland, CA, February 22, 2005, Public Works Agency employees designed their own bumper sticker to improve their image, invite public comment, and call attention to their services. Promoting accountability, including a phone number and website, the bumper sticker will be unveiled and mounted on all street sweepers, trucks, automobiles and other motorized vehicles on Wednesday, February 23, 2005, at 10:00 A.M., 7101 Edgewater Drive, Building 5.

"We're Stuck on You" was one of 21 Rapid Results projects geared to support one or more of the Agency's four initiatives to ***focus on relationships, improve customer service, improve the Agency's image and increase volunteerism***. The projects were developed in less than 100 days using the Rapid Results concept that ambitious goals are achievable when broken into small segments and implemented on a fast track. "I believe the bumper sticker provides a great opportunity for us to enhance our visibility in the community. It was conceived and designed by our staff and, as such, it is a statement of pride in our work. The feedback we receive from our customers will prove invaluable in improving customer service and our relationships with our customers," said Raul Godinez, II, Agency Director.

What: We're Stuck on You! (bumper sticker to improve image)

Who: Employees in the Public Works Agency and City Officials

Where: 7101 Edgewater Drive, Building 5
Oakland, California

When: February 23, 2005
10:00 a.m.