

COUNTY OF YORK

MEMORANDUM

DATE: March 28, 2019
TO: York County Board of Supervisors
FROM: Neil A. Morgan, County Administrator
SUBJECT: Community Clean-Up Efforts



Over the past few weeks, we've discussed at Board meetings and among ourselves the litter problem along our roads. The Department of Public Works conducted a week-long blitz to remove the trash which I shared with you last week and believe it made a noticeable difference. The real difference will only be made when our citizens join us in our community clean-up partnerships.

With the arrival of daylight savings time and nicer weather, more of our residents will venture out and hopefully sign up for one of the many clean-up campaigns offered by the County with support from your Beautification Committee. Public Affairs and DPW are promoting these partnerships online, on TV, and on social media. Attached are screenshots of the homepage and Solid Waste pages featuring the programs, including Adopt-A-Spot and Clean the Bay Day, mentioned by Chairman Shepperd during the March 19 Board of Supervisors meeting.

Staff will keep us updated on how the efforts are going, and you will hear an update at your April 16 meeting as it relates to the Beautification Committee.

NAM:ph/3324

Attachment

Home Page:

The screenshot shows the 'Latest News' section of the York County website. At the top, there is a 'View All' button. Below it, five news items are displayed in a grid:

- FY2020 Proposed Budget**: Fiscal Year 2020 (July 1, 2019 to June 30, 2020). [Find out more...](#)
- Keep York County Beautiful**: Please consider joining any of the community cleanup efforts. A perfect community service project for individuals, families, groups, and organizations that love York County and want to help the environment. [Find out more...](#)
- Senior Center of York's March Activities**: A variety of educational and entertaining programs are being offered. Participation is open to seniors age 55 or better and their spouses, regardless of age. [Find out more...](#)
- Yorktown's FREE Trolley Returns Friday, March 22**: The new 2019 schedule even includes new concert runs. [Find out more...](#)
- Board of Supervisors Work Session - Proposed FY2020 Budget**: Watch the BOS Meeting LIVE. Tuesday, March 26 at 6 pm. [Watch LIVE](#)

At the bottom of the news section, there is a navigation bar with icons for: development, Visit Yorktown, Bill Pay, FAQs, WYCC-TV, Directory, and Jobs.

Waste Management Landing Page:

The screenshot shows the 'Community Cleanup Partnerships' page under the 'Waste Management' section. The page has a breadcrumb trail: Home > Government > Public Works > Waste Management > Community Cleanup Partnerships.

Community Cleanup Partnerships

Keep York County Beautiful

Please consider joining one of York County's community cleanup efforts. Adopt-A-Spot, Team Up to Clean Up, Adopt-A-Highway, Great American Clean up Days and Clean the Bay Day are all needing volunteers. Each of these programs is a perfect community service project for individuals, families, groups, and organizations that love York County and want to help the environment.

York County is a beautiful and historic area and we know you take pride in being a "Keep America Beautiful" community. Sadly, litter is becoming more and more of an issue. Despite our best efforts and with a limited staff dedicated to clean-up, the county often struggles to keep up. Generally speaking, here and across Virginia, roadside litter is removed primarily through the kindness and hard work of volunteers!

The York County Beautification Committee and Waste Management team are committed to supporting these efforts with all the supplies you need to help keep York County beautiful and trash free. If you would like to "adopt" a small area of York County or just need a meaningful community service project for your organization we welcome you to be a part of one of these important programs.

- [Adopt-A-Spot](#)
- [Team Up to Clean Up](#)
- [Adopt-A-Highway \(VDOT\)](#)
- [Great American Clean Up Days - May 3 & 4, 2019](#)
- [Clean the Bay Day - June 1, 2019](#)

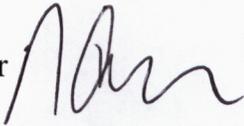
At the bottom of the page, there is a navigation bar with icons for: Visit Yorktown, Bill Pay, FAQs, WYCC-TV, and Directory.

COUNTY OF YORK

MEMORANDUM

DATE: March 23, 2019

TO: York County Board of Supervisors

FROM: Neil A. Morgan, County Administrator 

SUBJECT: Compensation Recommendations for FY20

Offering a comprehensive and competitive total compensation package, which includes both salary and benefits, is not only an effective recruiting tool, but is just as essential for the retention of our current workforce. Additionally, we know that a total compensation-based retention strategy will not succeed unless it combines a market-based salary structure along with an environment that is competitively distinctive. Bottom line, we must remain agile and be prepared to review data on a consistent basis and adjust our response as the labor market and workforce needs evolve.

Our strategy as an organization is to engage and retain individuals who will be good stewards of our resources, as well as highly regarded representatives of the community. As with any retention strategy, we start with our strategic initiatives and an assessment of the principles and values that drive behavior in our organization. This is an overall driver in who we hire, who we keep, and how we reward our workforce. The employees who share our organization's vision are the ones we will strive to retain. By developing a retention strategy around the right employees, the County will be much more effective in retaining its employees during any economic period. Implementing compensation and benefits programs that reward the right behavior and performance will help attract the right people to the organization, and it will also help the best people become more productive.

While it is important we look to our neighboring and surrounding localities for market data, it is also imperative we keep abreast of some of the national economic trends. Some of those trends include comprehensive data in regards to the annual Consumer Price Index (CPI) and the annual Social Security Cost-of-Living Adjustment (COLA), in addition to the overall wage growth in different sectors. Figure 1 below illustrates how the County's General Wage Increases (GWI) compares to some of these national trends over the last 10 years.

The chart also illustrates that the County did not provide a General Wage Increase to our employees over several years, and in later years we did some catch-up. Our overall ten year average compared to the national data is on par with the COLAs provided by Social Security, but slightly below average when comparing to the CPI.

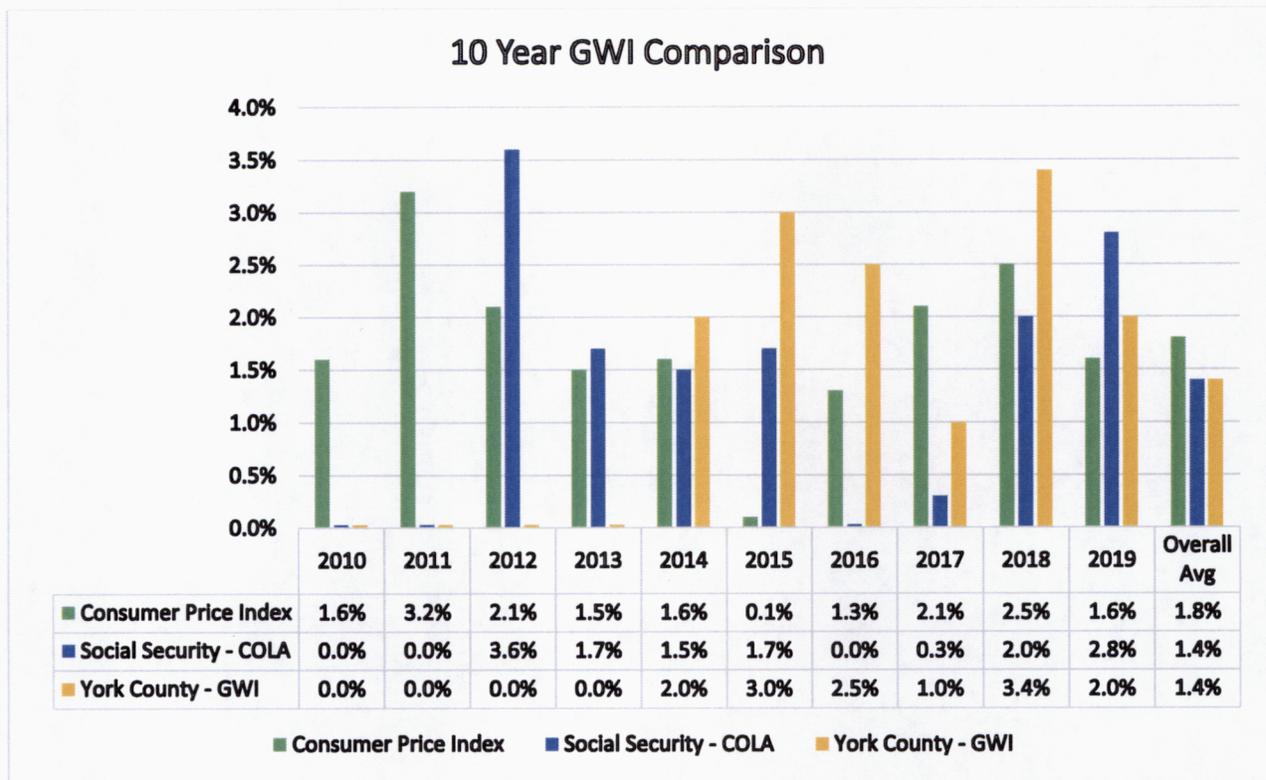


Figure 1

According to the Bureau of Labor Statistics, the median weekly earnings in the United States continues to rise. From 2000 to 2018, the national median weekly earnings rose approximately 48 percent for those with a high school diploma or higher, meaning the same jobs that paid \$30,000 in 2000 are now paying nearly \$44,000 to attract and hire qualified staff. Our Human Resources Department tested this statistic against some County positions and have seen similar starting salary growth changes. More jobs are being created, and people have more choices than ever before, especially with the unemployment rate now at 3.8 percent. We must keep abreast of labor market changes and address the job market skills gaps, as well as skill gaps within York County. For the most part, we have been able to address these gaps and continue to progress as an employer of choice for our local population; and this will remain so only as long as we keep all these factors in mind during the compensation analysis process.

York County provides employees the opportunity to share feedback when they leave employment with the County. From those surveyed in the last two years, over one-third of those who responded said the main reason they left was for more salary; and only half agreed with the exit survey statement “My salary was fair, considering my duties and responsibilities.” This feedback is crucial and tells us that some of our employees are choosing employers in the surrounding localities based on pay alone. Our excellent quality of life, their relationship with their supervisor, and our competitive benefits may not always hold the same value and weight for each employee as earning a competitive salary.

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As you know, I believe an excellent organization is comprised of three things: great people, a plan of action, and the tools to do the job. Our employees are highly valued and are our biggest asset. Each year we conduct an evaluation of multiple variables before making a recommendation for compensation, and I feel that this year's recommendation is a prudent one.

NAM:DKG