



Green Friday Initiative

Background

- ◆ An idea proposed by the Employee Retention & Recruitment Committee
- ◆ A different kind of alternative work schedule; an innovative, “thinking outside the box” proposal
- ◆ 60% of employees were already working some form of alternative work schedule

Green Friday Concept

- ◆ Typically known as Dark Friday or Black Friday in some public and private sectors
- ◆ Practiced in North Las Vegas, some California cities
- ◆ City of Yuma has been closing every other Friday for the past three years
- ◆ City Hall closed on Friday – in exchange for extended hours Monday through Thursday (7 a.m. to 6 p.m.)

Green Friday Concept

- ◆ Committee came up with term “Green Friday” because of heavy focus on environmental stewardship
- ◆ Allows Avondale to conduct business in an environmentally friendly manner, while expanding customer service opportunities

Benefits of Green Friday

- ◆ Enhanced customer service – longer City Hall hours Monday through Thursday
- ◆ Ensures that Avondale meets its trip reduction goal for City Hall
- ◆ Driving to work one less day – personal cost savings, cuts down on associated trips (driving to the daycare) – overall better for the environment
- ◆ Savings - janitorial services, electrical/water use at City Hall
- ◆ Reduce carbon footprint at City Hall

First Employee Survey

- ◆ Majority supported Green Friday concept
- ◆ Scheduling doctor/dental appointments on Friday minimizes time off during the week
- ◆ Employees save on commuting, child care, lunch, GAS!
- ◆ Allow for more family and personal time
- ◆ Good for morale; could reduce sick leave
- ◆ Arguably – more productive

Implementing Green Friday

- ◆ April 14, 2008 City Council gave green light for pilot program
- ◆ Planned launch June 2
- ◆ Four-month trial period
- ◆ Staff to present findings on Oct. 6

Implementing Green Friday

- ◆ Green Friday Committee to address issues such as holidays, payroll, customer service, impact to departments, water shut-offs

Considerations

- ◆ Doesn't work across the organization
- ◆ Departments will have to carefully review employees' roles, develop specific policies regarding implementation
- ◆ Need to raise public awareness of new schedule
- ◆ Enhance technology to minimize impact of Friday closure (ie. online bill payments and class registration)
- ◆ Ongoing evaluation to ensure customer service delivery is not negatively impacted

Public Outreach/Marketing

- ◆ Surveyed the public
- ◆ Internal – FAQs via email, Employee newsletter, department meetings
- ◆ Involved ALL employees in the public information process

Public Outreach/Marketing

- ◆ Developed logo/brand
- ◆ Information for website – FAQs, hotline numbers
- ◆ Press release issued May 6; subsequent interviews with TV, Radio and print
- ◆ Water bills, posters, Post-its, outgoing email, voice mail
- ◆ Staff volunteers to work the first couple of Fridays

Findings to Council

- ◆ Trip Reduction – 200 vehicles off the road on Friday during peak hours
- ◆ Extended hours – 550 customers served during 7-8 a.m. and 6-7 p.m.
- ◆ Resident Satisfaction – no major complaints; 82% surveyed said keep Green Friday schedule

Employee Survey

- ◆ 42% of workforce responded to survey
- ◆ 82% said keep Green Friday schedule; 4% no opinion; 6% summertime only
- ◆ 8% who said no – cited issues with childcare, school, “longer days.”
- ◆ Mostly, employees felt more productive; enjoy 3 day weekend

Cost Savings

- ◆ Janitorial Services- \$9,444
- ◆ Electrical \$24,389 *
- ◆ * Approximately 13% annually

Green Friday – catching on

- ◆ Dozens of newspaper articles, TV interviews – including USA TODAY, LA Times, America's Cities & Towns Magazine, Taiwanese documentary
 - ◆ Other cities and governments following suit – Queen Creek, state of Utah, Birmingham, AL
 - ◆ A nationwide trend
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Questions?



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