

# Virginia & Town & City

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*The Chesapeake Bay*



## Politicians, Professionals and Crime Control

What can elected official and city manager do to control crime? Most public-spirited officials are concerned with crime control, most are not truly satisfied with the results of their initiatives, and most would like to put some "beef" into their approach.

Too many elected officials and city managers have accepted the widespread public urge for instant crime control solutions as a constricting framework for their crime control thinking and planning. A fantasy exists among the public that there must be a simple, easy-to-understand, easy-to-implement panacea for the disorder problems undermining communities. Asking for an explanation of space travel, we would anticipate a complex answer requiring substantial time, skill and resources to understand and implement. Asking about crime control, most of the public unrealistically expects such one-line solutions as "lock-em-up-and-throw-away-the-key" or "eliminate poverty."

We have been and are paying for this lack of realism and for the lack of leadership from elected officials in educating the public to the realities. Talk about instant solutions stands in the way of developing more realistic answers, and politicians who cater to the need for re-election at all costs offer the same types of instant solutions. Catering to public pressure for instant results, some professional managers and police chiefs have even taken refuge in bureaucratic games.

Examples readily come to mind. At the national level we had the Law Enforcement Assistance Administration, killed mainly by the mania for the instant panacea, and the "War on Crime," which had an unrealistic goal of rapid and complete victory. Under the gun of the quick-fix syndrome, a succession of LEAA administrators felt compelled to placate Congress by introducing short-term, number-fixing programs promising rapid results. With colossal misjudgment and the urge to show instant and practical results, these administrators misspent a small proportion of

their funds on "technological miracles" that proved to be meaningless and irrelevant.

At the local level, we have plainclothes police officers switching into uniform patrol often only to achieve visibility at the expense of productivity. Some officials have the title "neighborhood team police" painted on the sides of patrol cars, as if the name itself were enough. Some encourage the formation of "shell" neighborhood watches. Neighborhood watch programs can be excellent, but a watch that goes no further than a few meetings and a street sign is only a shell. One-line solutions and bureaucratic games often become the real enemies of effective crime control.

Nothing less than a new form of police agency is needed if communities are to reduce crime. An appropriate basic approach for elected officials and managers is to provide the leadership required to bring about this new form.

One feature of this new form of police agency is the capacity for developing, in consultation with other public and private agencies, realistic plans for other enhancement. An irony of policing is that while police departments are the most action-oriented agencies, they typically are adrift in a sea of operationally meaningless purpose; they go wherever the strongest winds blow. Police agencies are used to handling incidents; they do not define their programs in terms of problems. For purpose, we need more than generalizations like "to protect and serve," that worthy goal shared by the police, the sanitation department and the U.S. Navy. We need more than police-centered planning. Policy and program analysis conducted in conjunction with other community agencies is necessary.

Another characteristic should be the capacity for mobilizing and leading agencies and individuals to achieve higher levels of order, law and justice. Police agencies must become more than mere "doing" agencies. Not only must they become more "thinking," but also many of their activities should be

done through others. For example, in the United States there are far more private than public police officers. They guard persons, facilities and activities covering the gamut from golf courses to atomic plants. They range from un- to ultra-sophisticated. Operating relationships between public and private police typically are tenuous, and private policing, a massive resource for crime prevention and reduction, is not effectively utilized by police agencies. The new form of police agency would actively seek to use all such resources.

A third characteristic should be the capacity for utilizing research results and new perspectives in achieving goals. In deterring theft from department stores and in reducing thefts of shopping carts from supermarkets, private security has been clever in its approaches. In department stores devices that can only be removed by special machines are attached to clothes, and at supermarkets posts set close together in parking lots deter customers from taking shopping carts to their cars.

I may appear to be doing injustice to our fine police officers. No slur is intended on the fine commanders and officers who make up our police departments. Good cops, those who are streetwise, decent and intelligent, are masters of their craft and entitled to our deepest gratitude. Unfortunately, the same cannot be said for police institutions. While there are fine police chiefs and police commanders, the full potential of the police agency remains for the future.

What can elected official and manager do to bring about this new form of police agency? For one thing, they can become deeply involved in crime control and police program and policy analysis. No one is suggesting that elected officials should interfere in day-to-day operations any more than they should be involved in the operational details of any public agency. But, while some instances are harmful other cases of political interference can be in the public interest. The intrusion of an elected official to quash a parking ticket is clearly

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**On the Cover**

More than 2,700 species of plants and animals inhabit its water and shoreline and nearly 13 million people live within the Chesapeake watershed. The bay is the most bountiful source of shellfish in the world as well as a recreational paradise. It is flanked by the cities of Hampton, Newport News, Norfolk, Portsmouth and Virginia Beach on the mainland and the peninsula of Virginia's Eastern Shore to the east. Spanning the bay is the 17.6 mile Chesapeake Bay Bridge-Tunnel.

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unfortunate. On the other hand the intrusion of an elected official or manager to assist in setting order maintenance goals in consonance with the intent of both the law and community wishes is consistent with the principles of democratic government, so is requiring police accountability for crime control performance. Elected officials and managers can play an important role in putting the purpose into policing and in encouraging agencies to become problem solvers rather than mere incident handlers. Elected officials and managers should know the police agency's purpose on Street X and should demand more than "to protect and serve." They should insist on and analyze annual and realistic crime control and police problem-solving program plans, and they should evaluate police program performance in such terms.

The elected official and the manager should encourage and assist police officers in acquiring the education that the work demands. Effective policing is more than a gun, a badge and a body. Of course, education does not necessarily produce a good police officer any more than it necessarily makes a good physician. We will never reduce our crime problem sufficiently without the new form of police agency, and that clearly is impossible without officers who are appropriately prepared. It is also impossible with elected officials and managers who have only a general acquaintance with criminal justice and public safety issues.

Crime problems can be reduced, contrary to the pessimistic view that many share, but they cannot be resolved by "business as usual." They cannot be resolved without the serious programmatic and policy making interest and involvement of the elected official and the professional manager.

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### About the Author

David J. Farmer is chairman and associate professor of the Department of Administration of Justice and Public Safety, Virginia Commonwealth University. Formerly he was director of the Police Division, National Institute of Justice, U.S. Department of Justice, and director of operations management and special assistant to the police commissioner, New York City Police Department. He has been a management consultant for Public Administration Service and for the Jacobs Company, a planning research corporation, and he has provided consulting and research services to some fifty police and other governmental agencies throughout the United States including such organizations as the National Advisory Commission on Civil Disorders. His degrees are in public administration and economics and his forthcoming book, "Crime Control: The Use and Misuse of Police Resources," is scheduled for publication by Plenum this fall.

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# The Chesapeake Bay

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*If the bay and its illustrious past are to continue into the future then man must begin immediately to take actions to suit the needs of the Chesapeake Bay.*

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**By Richard N. Burton**

Everywhere we turned people were talking about it, writing about it or studying it. 1983 appeared to be "the year of the Chesapeake Bay," and in 1984, the Virginia General Assembly began to come to terms with the bay, grappling with some of its problems and laying the foundations for many of the initiatives needed to solve them. The State Water Control Board (SWCB) hopes to play a significant part in leading many of those initiatives.

## **The Bay**

Although most are aware of the Chesapeake Bay's geographical location and beauty, few understand its economic importance or its current state. The Chesapeake Bay is the largest estuary in the contiguous United States. The bay itself is only part of an interconnected system which includes the mouths of many rivers draining parts of Virginia, New York, Pennsylvania, Maryland, Delaware and West Virginia. The bay proper is approximately 200 miles long and ranges in width from about four miles near Annapolis, MD, to 30 miles at its widest point near the mouth of the Potomac.

The water surface of the bay proper encompasses more than 2,200 square miles; if its tributaries are included that figure nearly doubles. On the average, the Chesapeake holds about 18 trillion

gallons of water and if the entire tidal bay system were to be drained, it would take more than a year to refill with water from rivers, streams and runoff. Even though the bay proper lies totally within the Atlantic Coastal Plain, it draws water from a 64,000 square mile drainage basin and more than fifty major tributaries pour water into the bay every day. Although the length and breadth of the bay make it enormous, the average depth is less than 30 feet, and because it is so shallow it is more sensitive to temperature fluctuations and wind than is the open ocean.

Even more impressive than the physical dimensions of the Chesapeake Bay are the facts and figures detailing its productivity as a food source and as a natural habitat. The bay's fishery production is exceeded only by the Atlantic and Pacific Oceans. More than half the U.S. catch of both soft-shelled crabs and blue crabs comes from the bay, along with more than one-quarter of the nation's total yearly oyster catch. It has been estimated that seafood harvests in recent years have averaged over 600 million pounds of fish and shellfish a year. Three years ago, the economic harvest was estimated at \$765 million. More than 2,700 species of plants and animals inhabit its water, bottom and shoreline; and nearly 13 million people live within the Chesapeake watershed.

Scientists place the birth of the Chesapeake at the end of the Pleistocene epoch with the retreat of the glaciers, or roughly 10,000 years ago. From the moment civilized man encountered the bay in the 1600s, he has been altering it in an attempt to meet the demands of the increasing numbers of people living in its drainage basin. By 1950, or after only 350 years of man's presence, signs of trouble in the bay became hard to ignore and even harder to excuse. Within the last couple of decades it has been made clear that the bay shouldn't be the only one to do the accommodating. If the bay and its illustrious past are to continue into the future, then it is man who must begin immediately to take actions to suit the needs of the Chesapeake Bay.

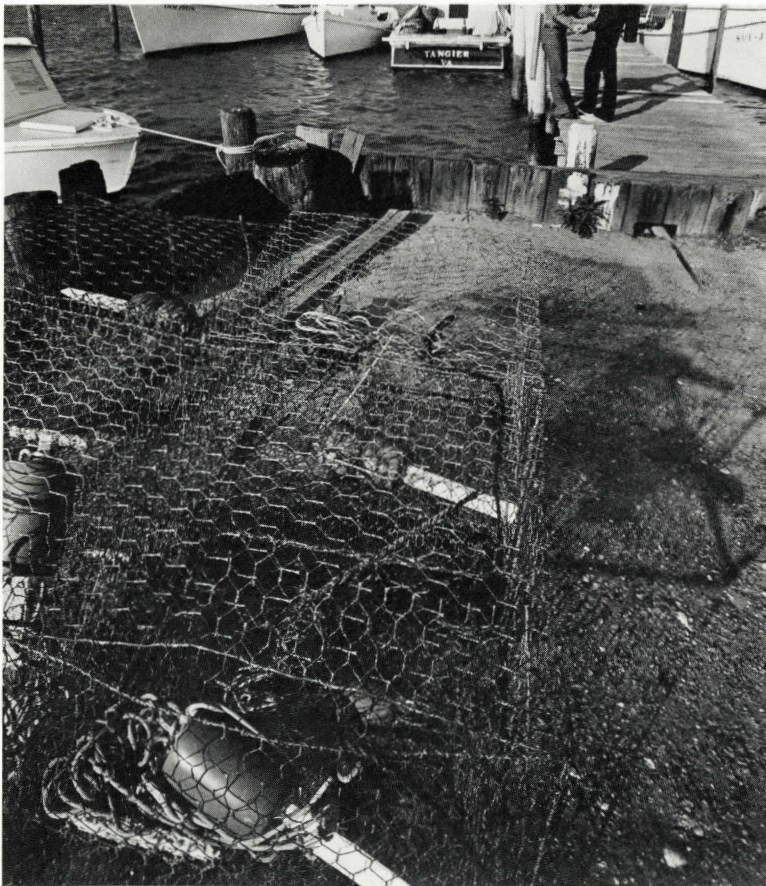
## **The Study**

To help man do this, in 1975 the Environmental Protection Agency received from Congress more than \$25 million to study the bay. EPA was instructed to assess water quality and to make recommendations to improve management of the bay. During the last seven years, EPA in conjunction with the states and the public has completed this effort.

The EPA study depicted an ecosystem that has undergone dramatic changes in the last century. EPA nar-

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*The bay is not only a source of recreational activity, but provides an economic sea-food harvest of approximately \$765 million.*

rowed its research efforts to three areas: the loss of submerged aquatic vegetation, increases in toxic chemicals and nutrient enrichment. EPA summarized its findings in a report titled "Chesapeake Bay: A Framework for Action."

Perhaps the most striking observation to come from the study was the announcement that "what goes in, stays in." According to those who conducted or worked with those doing the studies, the Chesapeake acts like a sink that collects and recycles pollutants. The conditions we are seeing today are the result of many, many years of man's abuse, and the only way to counter that abuse is to work together to reclaim the Chesapeake Bay.

#### The Conference

In December 1983, the Chesapeake Bay Conference was held in Fairfax, VA to enable the states, EPA, legislatures and the public to choose the actions to be taken to save the bay. This conference was convened by the governors of Virginia, Maryland and Pennsylvania, the mayor of the District of Columbia, the administrator of the Environmental Protection Agency and the Chesapeake Bay Commission.

Perhaps the most important action to come out of the conference was the agreement to create a Chesapeake Ex-

ecutive Council whose assignment will be to coordinate regional management efforts in the future. In addition, each of the six major participants committed themselves on behalf of their constituents to a variety of actions encompassing increased state funding, decreased nutrient loads to the bay (too many nutrients result in the harmful overproduction of plant life), coordinated monitoring programs, decreases in toxic chemicals and better management of living resources.

#### The Initiatives

Virginia's commitment to help revitalize the bay was presented to the General Assembly during its 1984 session in the form of initiatives for the next decade (1984-1994) to be administered by a number of state agencies. The legislature passed a budget of more than \$10 million for the 1984-86 biennium to help improve bay water quality, \$4 million more than originally proposed. Budget figures for 1986-94 have been proposed, but have not yet been funded. Basically, the remainder of the decade-long program is a continuation and expansion of programs proposed for 1984-86. There is, however, an introduction of a major program to upgrade selected sewage treatment plants to the advanced level of treatment to remove phosphorus, one of the key nu-

trients harmful to the bay.

Nearly half of the programs will be carried out through the State Water Control Board (SWCB), and a summary of the SWCBs proposed initiatives follows.

**Sewer Line Infiltration and Inflow Renovation Program:** Low interest loans or matching grants would be made available to repair sewer lines and prevent massive inflow of storm water into sewage treatment plants, which now results in direct discharges of sewage to tidal waters, closures of shellfish grounds and public swimming area alerts. The initial program also is designed to assess the feasibility of considerably larger programs in the future. \$250,000 for the James River and \$200,000 systemwide is available for fiscal year 1984-86. A total of \$20,000,000 has been proposed to continue and expand the program from 1986-94, \$5,000,000 for each biennium.

**Chlorine Discharge Control Program:** Grants would be made available to communities discharging significant volumes of chlorinated municipal wastewater to the marine environment. Chlorine is extremely toxic to many larval marine forms, such as oyster larvae and spat, and anadromous fish eggs and larvae. \$1,700,000 is available for cost sharing funds for sensitive spawning areas in Virginia's estuarine



## Chesapeake Bay Initiatives Passed by the 1984 General Assembly

Responsible Agency/Initiative	1984-86 Funding
Council on the Environment	
Virginia Graduate Marine Science Consortium Research	\$1,700,000
Chesapeake Bay Education Program	250,000
Trend Analysis & Environmental Conditions	75,000
Department of Conservation & Economic Development	
Youth Conservation Corps	300,000
Public Service Announcements	40,000
Department of Housing and Community Development	
Shoreline Residential Sanitation Loan/Grant Program	300,000
Soil & Water Conservation Commission	
Agricultural Best Management Practices Program	2,500,000
Urban Nonpoint Source Program	750,000
State Health Department-Kepone Health Effects Research	300,000
Virginia Institute of Marine Science	
Submerged Aquatic Vegetation Reestablishment	150,000
Virginia Marine Resources Commission—Fisheries Management	200,000

waters during the 1984-86 biennium. An additional \$5,000,000 is recommended for 1986-88.

**Chesapeake Bay Pilot Toxics Strategy:** Industrial and municipal effluent samples would be fingerprinted, tagged and compared with analytical results from sediment samples. Data would be computer stored for evaluation of trends in compound concentrations, toxic pollutant source isolation and geographic scope of contamination. \$350,000 systemwide will fund this initiative with emphasis on the James and Elizabeth Rivers.

**Kepone Monitoring Program:** \$150,000 is available for continued monitoring of sediments and finfish (begun in 1976) in the James River Estuary to allow detection of trends and provide background data for ongoing research into the long-term human health effects of kepone.

**Water Quality Habitat Resource Monitoring:** Monitoring efforts in Virginia Bay drainage area currently being carried out by numerous agencies would be expanded and coordinated. \$107,800 is available for establishment of a baseline monitoring plan, plus \$192,000 for special studies. An additional total of \$7,000,000 in funding has been proposed for 1986-94. After the 1984-86 biennium, toxics and kepone

monitoring will be absorbed into this program.

**Coordinated Data Base Management:** A computerized data management system between state agencies, research institutions and the EPA computer data base house in Annapolis, MD would be developed. This would minimize repetitions of similar work among various agencies and provide an information base for management decisions. \$300,000 is available for this program. A total of \$800,000 more is proposed for 1986-94, with \$200,000 per biennium.

To augment the above initiatives proposed for inception during the 1984-86 biennium, two additional initiatives to be administered by the State Water Control Board have been proposed for the 1986-88 biennium.

**Pretreatment Program:** A total of \$2,000,000 has been proposed for 1986-94—\$500,000 in each biennium—for SWCB to coordinate programs and administer matching grants from EPA, if available, to municipalities systemwide. The municipalities would determine the content of industrial discharges to each sewer system and require removal of toxic wastes at the industrial sites rather than at the municipal treatment plant.

**Sewage Treatment Improvement Program:** Matching grants would be provided to local governments for phos-

phorus removal equipment at selected major sewage treatment plants discharging into tidal waters to reduce nutrient and algae problems facing the bay. Funds proposed for this program are \$107,500,000 from 1986-94, \$23,500,000 in 1986-88 and \$28,000,000 in each subsequent biennium.

### Conclusion

These initiatives, along with parallel efforts by Maryland, Pennsylvania and EPA are significant first-step efforts which will lead to protecting the bay from further deterioration and begin the long-term task of restoring the bay to its full productive capacity. In order to be successful in accomplishing our objectives, we will need the assistance and cooperation of all Virginia's cities, towns and counties.

### About the Author

*Richard N. Burton is executive director of the Virginia State Water Control Board overseeing technical and administrative operations of a staff of approximately 310, primarily engineers, scientists and technicians. He previously served as deputy director of Virginia's Department of Housing and Community Development. Prior to that he worked in the Division of State Planning and Community Affairs where he was a senior planner for the Office of Local and Regional Planning. He was also program manager for the Department of Intergovernmental Affairs.*



# VML Policy Committees

The Virginia Municipal League's policy committees serve as the central nervous system of the organization, gathering information from the grassroots of the membership and molding it into one united voice for the league. The system begins its work annually in spring. Committee members are nominated by their localities and final appointment is made by the league president. Committees hold their initial meetings in May and continue to meet at intervals throughout the summer, culminating their activities at the annual VML Conference.

The result is the Virginia Municipal League Policy Statement, an aggregate statement on state and federal policies and programs which affect local government built on a consensus of the membership. This policy statement serves as a basis for the development of the VML's legislative program. The policy statement itself works as a reference for the membership and the staff on the policy positions of their organization. It also serves to inform others, particularly state and federal officials, of the league's positions. Your representatives for 1984 on these important committees are as follows.

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## VML Forms New Policy Committee

*With so much emphasis during the 1984 session of the Virginia General Assembly on education, and in view of the fact that education expenditures constitute approximately 50 percent of the average local government's budget, the VML has elected to form a new policy committee devoted specifically to educational issues.*

*State budget decision-makers need input from local managers and council or board members on how state education budget decisions affect the total local government budget. In addition, representatives of other groups often support positions counter to positions VML might wish to support. The new VML Education Committee will formulate the league's educational policies, providing the league with a united voice on educational issues in the 1985 General Assembly.*

*Committee members and the chairperson will be announced as soon as the appointments are made.*





# Municipal Parks & Recreation Today

*By Thomas W. Bleicki*

At the turn of the century, the change from an agricultural nation to an industrial nation helped create the nation's first playgrounds. The Great Depression created the Works Progress Administration that helped build some of our most famous state and local parks, and World War II created the USO and special services as we know them today. More recent events from the 1960s to the early 1980s, however, have shaped the current situation in the field of parks and recreation, creating more efficient systems and systems more responsive to the public's demands for services.

In the 1960s and mid-70s municipal parks and recreation agencies were among the favored citizen services

offered by local governments. This secure status was due in large part to the generosity of the federal government. Parks and recreation agencies received annual subsidies through programs such as Model Cities, Community Development, CETA, revenue sharing, summer lunch programs, action grants, anti-juvenile delinquency programs, Endowment for the Arts and more. Facilities were improved, new land was acquired for parks, and new facilities such as swimming pools, playgrounds, and community centers were built in neighborhoods almost as quickly as applications for assistance could be written.

In 1972, Land and Water Conservation Funds, which represent the

primary source of funds for parks and recreation development and acquisition, totaled \$5,056,650 for the state of Virginia. In comparison, the 1983 appropriation for Virginia through the Land and Water Conservation Fund was \$1,509,612.

Since employment programs equal capital dollars, staffing new facilities has never been a problem. With large amounts of federal dollars assisting in capital needs, local parks and recreation budgets supported by tax dollars were strengthened. New support staff and maintenance dollars met the needs of the growing parks and recreation systems. In 1979, Land and Water Conservation Funds for Virginia totaled



\$7,500,920. With additional funding for YACC (Youth Adult Conservation Corps) in the amount of \$1,528,861 and funding for YCC (Youth Conservation Corps) in the amount of \$245,000, the grand total for these three programs reached \$9,274,781.

The complexion of parks and recreation changed dramatically in the late 1970s and early 1980s. With the change in Washington's administrative attitude over direct federal assistance and the change in the mood of the taxpayer over increased taxes locally and nationally, parks and recreation systems were no longer as popular as they had been in previous years. Funding assistance for leisure services, facilities, jobs and programs was not nearly as popular because of operating costs; in fact, some parks and recreation services were declared "nonessential."

Inflation also took its toll on parks and recreation as it did on many other municipal services. The Consumer Price Index which was 97.2 in 1966 rose to 246.8 by 1980. Moreover, in a post-Proposition 13 Los Angeles Times survey, parks and recreation services were the two most popular areas for budget reductions. Seventy-eight percent of those cities and counties surveyed showed they had substantially reduced parks and recreation services in 1980. Parks and recreation departments found difficulty trying to justify their mere existence, let alone maintain their properties and programs.

Making the task even harder was the effect the growing inflation rate had on real dollars versus adjusted dollars. In 1981, Land and Water Conservation Funds totaling \$3,536,459 were worth \$1,298,259 when adjusted for inflation. In 1971, Land and Water Conservation Funds for Virginia totaling \$5,075,401 were worth \$4,184,172 in real dollars. Not only was there a 30 percent reduction of funds but a 69 percent reduction in spending power. Those parks and recreation systems founded on sound principles of community involvement and sound fiscal and physical planning survived and became even better for the experience; many others, of course, were not so fortunate.

These changes have made parks and recreation systems in the 1980s rebound with newly found purposes and new dedication to the delivery of leisure services.

Today parks and recreation systems throughout the commonwealth and the country are operating more efficiently, serving greater numbers of people at a proportionately less cost than they did ten years ago, and above all, they are doing it with greater credibility. Parks and recreation agencies throughout the

country have changed their resource base by charging fees and using volunteers and private sector contributions, while also streamlining the agency by organizational restructuring.

Some of the current trends influencing parks and recreation are not only resulting in more efficient government agencies, but in a more satisfied clientele. Fees and charges for services are no longer looked upon as a double charge to the taxpayer. Through careful education of the public, most parks and recreation special interest groups such as the arts, athletics, the handicapped and others realize a city, town or county simply cannot provide all the services requested. These groups are not only willing to pay their fair share but are willing to pay more if the end result is a high quality of services.

Further, parks and recreation staffs have assumed a role as facilitators, whereas past expectations called for direct services providers. The current requirement of the parks and recreation programming specialists is to act as a resource person for the needs of special interest groups.

Other specific trends that parks and recreation are currently encountering are in the areas of fitness, resource education and preservation, combined with more sophisticated management information systems and community special events.

A national wave of commitment to fitness has overtaken the population. Fitness has become fun! Exciting new programs in aerobic dancing, jazz-

continued, next page

## Fitness is Fun!



A Chesapeake woman competes in the Golden Olympics while some senior cheerleaders offer encouragement. (Photo courtesy of Blue Cross and Blue Shield of Virginia.)



ercise, exercise classes and slimnastics abound in every recreation center that offers programs to adults. While athletic divisions within parks and recreation departments continue to serve the needs of the grassroot community—athletic programs for little leagues and adult sports—there exists an equal and in some cases a growing demand for the creation of fitness centers that offer continuous opportunities to stay fit through supervised exercise programs. Physical education classes in our schools have enlightened youth as to the importance of fitness for life. Parks and recreation departments are responding to the public demand for fitness alternatives by offering specialized instruction to both men and women on simple, fun ways to stay healthy.

An increased national consciousness towards the environment, clean air and an appreciation of nature have made "the great outdoors" another important trend in parks and recreation. Parks and "the great outdoors" have always stood as symbols of wholesome leisure activity. Thanks in large part to bird watchers, volunteer conservationists, wildlife interpreters, local and state litter control efforts, garden clubs and a new craze for walking and running, parks have truly become people places. Throughout the parks and recreation industry, from the traditional neighborhood park to the historic urban central parks, to the sprawling wilderness watershed parks, green space has become important to us all. Lands in the public domain are entrusted to park systems and serve as a source of great community pride regardless of a person's leisure pursuits. In many instances, parks and recreation agencies are employing highly skilled turf and landscape management experts as a direct result of citizen demand to preserve and maintain active and passive public places. In addition, management information systems and the use of computers have moved from the board room to the ballfields. Due to planning grants and innovative grants made available through the Urban Parks and Recreation Recovery Act, many parks and recreation agencies throughout the country now have sophisticated information and communication networks.

Another major trend influencing parks and recreation agencies has been the special community event. From Norfolk's Harborfest and Virginia Beach's Neptune Festival to Richmond's June Jubilee and Danville's Tobacco Festival, parks and recreation agencies have joined forces with community leaders and vast resources of volunteers to pre-



sent events that project the image of their respective communities. Throughout our state, large and small festivals are bringing together people from all walks of life as an expression of the "total" community. In most cases, local parks and recreation agencies are either directly or indirectly involved, offering planning expertise, resource assistance through use of staff, equipment, programming assistance and more.

As with any endeavor or organization, the people who make up municipal parks and recreation departments, those who do the work, reflect the heart of the organization. Throughout the years of change in the parks and recreation profession, it was realized that the common interests of the parks and recreation professional in Virginia needed to be represented by a professional organization to serve as the voice on parks and recreation issues. The Virginia experience is not unique. All 50 states have societies and/or associations representing the interests of the parks and recreation professional. In addition, each is affiliated with the larger national umbrella organization, the National Recreation and Park Association.

Most of Virginia's professional parks and recreation employees belong to the Virginia Recreation and Park Society. The Virginia Recreation and Park Society is a 30-year-old, 1,300-member organization whose purpose is to unite all professionals, students and interested lay persons engaged in the field of recreation, parks and other leisure services. A goal of the Virginia Recreation and Park Society is to promote and en-

courage continuous developmental training opportunities for members in order to improve recreation, parks and leisure services to the public and to update members on current practices and opportunities in the profession. In addition, the Virginia Recreation and Park Society offers \$5,000 in scholarships annually to qualifying students and professionals preparing for work in the field of parks and recreation. Opportunities also exist for membership involvement in a variety of committees which promote parks and recreation.

The Virginia Recreation and Park Society through the efforts of its members and through the excellent cooperation of the members' municipal agencies, has provided a variety of continuing special features to the citizens of Virginia in the realm of leisure opportunities which compliment local programs. One of the most acclaimed events has been the national award winning Whistle Stop Relay that involved over 1,500 separate runners, walkers, skaters, wheelchair athletes, water skiers, bicyclists and horseback riders in an exhibition of support for recreation and wholesome leisure pursuits.

Sponsored jointly by CSX Corp. and the Virginia Recreation and Park Society, the relay involved persons of all ages from across the state. Parks and recreation agencies from five different regions of the state passed a baton from locality to locality culminating with a presentation to the governor in honor of June as Parks and Recreation Month at Richmond's June Jubilee.

Equally notable is the Virginia Golden Olympics for persons 55 and over. The olympics provide an opportunity for our Virginia elderly to compete in a wholesome congenial atmosphere in such activities as bowling, track and field events, swimming, basketball, theatre, table games and talent competition.

Throughout the summer the Virginia Recreation and Park Society also sponsors special rates to Kings Dominion and Busch Gardens. Additional questions or interests in lay or professional involvement in the society may be directed to Executive Director Jim Stutts at (804) 730-9447, or at Route 4, Box 155, Mechanicsville, VA.

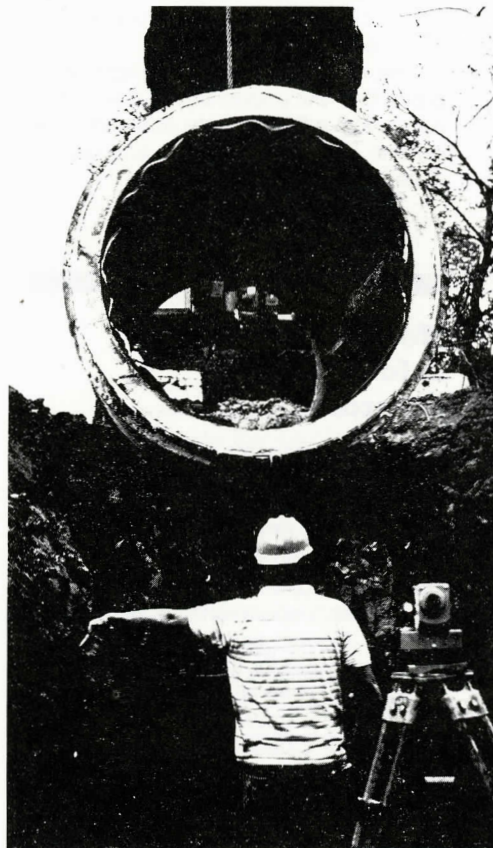
Having rebounded from significant changes to the business of providing parks and recreation services to the taxpayer during the last 20 years, parks and recreation agencies throughout the commonwealth are leaders in providing wholesome, physical and mental renewal to all citizens through parks and recreation alternatives. The daily task of meeting the demands of T-ball, little leagues, senior citizen bowling teams,



aerobic dancing classes with babysitting services for mothers, planning for future open space preservation and development, and maintaining thousands of acres of public parks remains one of the more exciting challenges in providing municipal services to the taxpayer. The variety of needs and interests for all ages in the realm of recreation is a need and issue that continues to be a priority for public parks and recreation employees and their policymakers. A quality parks and recreation program truly reflects the physical well-being, environmental integrity and equal opportunity for free-time activities of all in the community.

#### About the Author

Thomas W. Bleicki graduated from the College of William and Mary with a bachelor of arts in physical education in 1966. He has been in the parks and recreation profession for 14 years. Currently, he serves as director of parks and recreation in Suffolk, VA, and is president of the Virginia Recreation and Park Society. He is also a member of the National Recreation and Park Association.



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## Blacksburg Transit Celebrates

Blacksburg Transit recently celebrated serving its one millionth passenger. After less than twelve months operation, the new bus system has met its major objective of providing an efficient, timely alternative to the automobile. Designed primarily to move students and faculty between the Virginia Tech campus and major town apartment complexes, the system also provides convenient transportation for other town citizens. The service also includes two para-transit vans for handicapped citizens.

Blacksburg Transit has attracted a growing ridership expanding from an average daily passenger count of approximately 4,800 in May 1983 to the current average of about 6,700 passengers a day.

Among its many unique features, the system requires no local tax dollars. Student riders make a contribution through their annual university fees and have unlimited ridership merely by showing their student identification card. Non-students pay a base fare of 50 cents with discounts for senior citizens and youths. The system's fourteen

buses operate six days a week with most of the drivers being college students working part time.

The one millionth passenger was presented with a specially marked t-shirt and a \$20 gift certificate donated by a favorite student book store and record shop.

## Norfolk Wins Information Awards

The city of Norfolk has won two awards in the Seventh Annual City Hall Public Information Awards Competition. Norfolk was one of ten municipal governments receiving a Grand Award in the Periodicals for Employees category for cities with populations of more than 50,000. Norfolk was also cited for an Award of Merit for its annual report.

Over 200 cities of all sizes in the U.S. and Canada entered in the 1983 contest's eight categories which included publications, public information projects and audio visual productions.

The international contest cites city governments for excellence in communication with their employees and the public and has been sponsored by the monthly municipal government newsletter *City Hall Digest* since 1977. The goal of the annual contest is to encourage improvement in various modern communications techniques used by city governments to inform their employees and residents about municipal developments.

## Fire Chiefs Plan Conference

The State Fire Chiefs Association of Virginia will hold its 54th annual conference July 11-14 in Virginia Beach with President Alfred A. Savia, deputy chief of the Vienna Volunteer Fire Department, presiding.

The four-day conference will consist of seminars, exhibits, demonstrations, committee meetings, the annual business meeting, election of new officers and many social events. Seminar topics will include non-traditional fire protection, protective clothing and a hazardous materials update. An outdoor barbecue, a dance, a golf tournament and a fishing trip are among the planned social activities.

For more information, contact Executive Secretary Christy Everson in the VML Office at (804) 649-8471.

## Fairfax County Uses Channel 16

Fairfax County cable television subscribers now can tune to channel 16 for information about upcoming Fairfax County government meetings and events, services offered to residents, major board of supervisors' public hearings and actions, and a wide variety of other messages primarily from county government agencies—all presented on the new Fairfax County Government Bulletin Board. The Bulletin Board, which is cablecast 24 hours a day, seven days a week to viewers with cable hook-ups, features text messages with musical background and no commercial interruptions.

In addition to the repeating cycle of county government announcements and news, Bulletin Board producers expect within the next several months to incorporate a 24-hour emergency message capability on channel 16 which will provide information such as school and government office closings, late openings, major traffic problems in the area and other essential messages. Bulletin Board producers also hope to provide regularly scheduled blocks of time throughout the week devoted to specialized information from the Fairfax County Parks Authority, the police department and other county agencies.

The County Government Bulletin Board format is produced jointly by the Department of Consumer Affairs' Cable Communications Division and the Office of Public Affairs. By late spring, the Cable Communications Division is scheduled to begin live cablecasting of board of supervisors meetings on channel 16.

Channel 16 is one of the 15 government and community access channels dedicated by Media General Cable of Fairfax County Inc. Plans call for county public schools and county public libraries each to utilize one of these channels within the next six months.

Currently Fairfax County's cable system has approximately 4,700 subscribers.

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# People

## Rutledge Receives Public Works Honor

**Philip T. Rutledge**, director of public works/county engineer of Henrico County, has been chosen as one of the Top Ten Public Works Leaders of the Year for 1984. Rutledge has worked for Henrico since 1962. He served as the assistant county engineer until 1977 when he became director of public works/county engineer. Prior to working for Henrico, Rutledge was an engineer for Lyttle & Barnes Construction Co. A native of Newport News, Rutledge holds a bachelors degree in civil engineering from Virginia Polytechnic Institute.

The Public Works Leader of the Year Award is given by the American Public Works Association to outstanding officials in the U.S. and Canada on the basis of accomplishment, employment records and achievement. The awards program is held in conjunction with the 25th annual Public Works Week, May 20-26.

## NLC Selects McDaniel

**Claudette B. McDaniel**, Richmond council member, has been appointed to serve on the National League of Cities' Human Development Steering Committee.

NLC steering committee members are selected on the basis of expertise and interest to assist the committee chairperson in developing NLC policy recommendations and in reacting to congressional and administration initiatives.

Ms. McDaniel will serve through the conclusion of the Annual Congress of Cities in November 1984.

## Bowman To Serve Roanoke Area

**Robert Y. Bowman** has been chosen as the executive director of the new Roanoke Valley Regional Partnership which will serve Roanoke, Salem, Vinton, Roanoke County and Botetourt County.

Chosen from a field of 120 candi-

dates, Bowman served as the economic development commissioner for Louisville, KY, for the past three years. He established the Louisville economic development office as well as the first enterprise zone in Kentucky. In his three years as commissioner he processed revenue bonds totaling almost \$194 million and packaged almost \$4 million in small business loans. As a result, the Louisville Economic Development Corp. was cited as the leading producer of one type of Small Business Administration loans in the Southeast.

Bowman holds a bachelor's and master's degree from the University of Louisville and is a member of the American Institute of Certified Planners. He is married and has four children.

## ICMA Appoints Richmond's Carter

**Gilbert Carter**, executive assistant to the Richmond city manager, has been appointed as a new member of the Inter-

national City Management Association's Assistants Steering Committee. Carter, who has been appointed to a two-year term, will also serve as vice chairman of the 15-member committee.

**Anna Lee Berman**, director of the Arlington County Department of Management and Finance, serves as a current member of the Assistants Steering Committee.

## Wise Selects New Mayor

**Glenn Craft** has been appointed mayor of Wise by the Wise Town Council. Now in the middle of his first year on council, Craft will serve as mayor until June 30, finishing the unexpired term of Mayor **Wilda Smith** who resigned to move to Manassas. Craft is general manager of Spring Collieries in Tacoma and is chairman of the Wise County Democratic Party.

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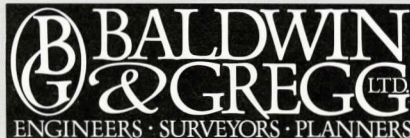
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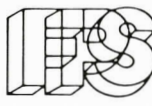
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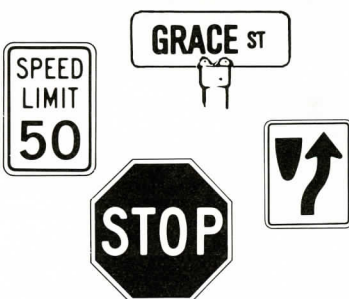
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# VML Holds Cornerstone Seminar

The Virginia Municipal League and the Institute of Government at the University of Virginia recently completed the first in a series of "Cornerstone Seminars."

The Cornerstone Seminars is a series of "hands-on" workshops for elected and appointed local government officials. They are designed to be informal and discussion oriented. Approximately 15 local officials attended the first seminar, "Effective Budget Control by Council," held in Charlottesville. Under the guidance of Russ Linden and Joe Freeman of the institute, attendees participated in a simulated budget cutting exercise, identified specific budget process concerns and met in small groups to work toward solutions to specific budget problems.

The second Cornerstone Seminar, "How to Make Council the Organization that Really Runs Things," will be held May 18 in Richmond. Topics include council-manager relations, council policy making and use of community resources. For more information, contact the VML Office at (804) 649-8471.



Nancy O'Brien (l), former Charlottesville council member, and Pauline Mitchell (r), Pulaski council member, reach for the money as they learn about harnessing their budget dollars in the recent "Cornerstone Seminar." Russ Linden of the Institute of Government (c) served as the seminar leader and O'Brien served as a facilitator.

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