

9 May 2023

Malden City Council
215 Pleasant Street
Malden, MA 02148

Dear Malden City Council-

I am writing to request that the City of Malden reverse its' decision to abolish text message/automated telephone notifications regarding street sweeping which began May 1, 2023.

The City has made great strides to have residents sign up for different City notifications via emails, text messages and automated voice messages which include: street sweeping, yard waste, trash/recycling removal, winter parking, snow emergencies, festivals, parade routes, road work, etc.

Flashing automated billboards have been placed throughout the city urging residents to sign up for these important reminders. All appeared to be working well until this strange removal of what is considered by many to be important disappeared?

Personally, I very much appreciate and count on these important reminders to help me remember which side of the street to park on so I DON'T get a \$30 (?) dollar ticket for forgetting to move my car to the proper side of the street.

It was great. It was one of the most helpful tools that the City of Malden rolled out to actually help residents avoid fines and tickets and to allow the DPW streetsweepers to complete their routes without having cars impede their progress and full completion of sweeping the streets.

To my complete surprise and dismay I received a text message, an automated phone call on my cell phone and land line as well as an email from the City on 04.30.23 that without reason other than "residents should write the date on our calendar," that this helpful tool/notification was being discontinued!

My question is WHY? Why put a punitive, revenue generating cancellation in place? As a taxpayer and city resident, this makes absolutely zero sense! It looks like a money grab and has extremely poor optics.

The hypocrisy of the situation is I can receive four different notifications in one day that yard waste or trash pick-up will be delayed a day which will cost me nothing if I forget, but the one notification that will cost me money \$\$\$ if I forget is now being abolished?

Did you have input on this? Did the City Council vote on this? Is there a rationale for this? This clearly looks like a misguided revenue generating program designed by someone? What once was a helpful promotion of useful information seemed to arbitrarily disappear with a push of a "notification canceled" button?

I called City Hall who said the DPW made the decision and call them. I called the DPW and they stated they were not involved and that cancelling the notifications actually makes their job more difficult and to call parking. I called parking and they said they had nothing to do with it? So if none of these departments did not have input on a decision that affects all residents of Malden that have a car parked on a Malden street; who had the authority to make this decision and "Nobody knows anything about it?"

After speaking with my neighbors in Ward Four and other residents of the City we sincerely request that the City Council restore the Street Sweeping notification on its previous notification schedule and that something is put in place to keep this type of cancellation from happening again without City Council approval.

Thanks again for your time and attention to this matter.

Sincerely-
Sarah Strickland
40 Auburn St.