



# In the Spotlight

*Highlighting Exceptional Employees*

## Venita Bradshaw

**Assistant Parking Services Supervisor**

Assistant Parking Services Supervisor Venita Bradshaw practices the Town's RESPECT value Communication with co-workers in the office, customers on the streets, and with her family at home.

"My fiancé tells me, 'you don't have to keep repeating yourself'," she says. "I tell him, 'yes I do; it's important to make sure we're on the same page'."

She says putting down the phone and talking face-to-face is important.

"You can't read people's emotions in a text," she says. "Miscommunication can make you mad at one another, and it's often just a misunderstanding."

Most of the communication Venita and the rest of the Parking Services division get is highly negative. It often consists of people who park refuting a ticket.

"Just a couple weeks ago, I had a gentleman who was yelling at me—with plenty of expletives—about a courtesy ticket," she says. "There isn't even a charge for those."

She says she's got a special folder for the good moments, though.

"I just had a man call a few weeks ago," she says. "He's from New York, and he said, 'I just got a ticket, and I'd like to pay it right now'."

She says she was so surprised at how excited he was to pay it.

"He said, 'if I got a parking ticket in New York, it would be \$200; this one's only \$15'," she says. "That one went right into the 'feel good folder'."

She says Parking Services' goal is to improve the opinion of parking in Chapel Hill by informing residents and visitors how to use the systems.

Venita started her career in Lynchburg, Va. She came to Chapel Hill in July 2012.

She lives in Mebane with her fiancé, Kenneth, and her three children: seven-month-old, Kennacy, two-year-old, Kengston, and 14-year-old, Nyria.

"I love my babies; they keep me young," she says. "However, sometimes it's good to come to work to relax."

—Story by Ran Northam

## Value in the Spotlight Communication



Ran Northam photo

### **RESPECT Values**

**Responsibility  
Equity  
Safety  
Professionalism  
Ethics  
Communication  
Teamwork**

