



December 10, 2010

TO: Mayor and Members of Council
FROM: Rashad M. Young, City Manager *DNT
JOK*
SUBJECT: Items for Your Information

Contact Center Feedback

Attached is the weekly report generated by our Contact Center for the week of 11/29/10 – 12/5/10.

Monthly Update from Library

Attached is a memorandum from Sandy Neerman, Director of the Greensboro Public Libraries, dated December 8, 2010, providing the monthly Internet Usage and Incident Report by Category for November 2010.

Development Services

Attached is a copy of the article in today's Triad Business Journal regarding the Development Service center. It highlights the customer services aspect of the "one-stop shop" facility. As a reminder, tours for Council Members are available as listed below. Please contact Mary McCollough, of a date and time you would like to tour the facility, if you did not have a chance to provide a response to the memo provided Council Members at the December 7 meeting.

- Tuesday, December 21 at 6pm
- Wednesday, December 22 at 2pm
- Wednesday, December 2 at 6pm

Paperless City Council Meetings

Attached is a memorandum from Assistant City Manager Denise Turner, dated December 8, 2010 regarding possible changes to the Council Chambers and to the agenda process.

Time and Attendance Progress

Attached is a memorandum from Chryste Hofer, Deputy Chief Information Officer, dated December 7, 2010, regarding the implementation schedule of a time and attendance compliance system that was approved in the FY 10-11 budget.

Metropolitan Medical Response System

Attached is a memorandum from Assistant City Manager Michael Speedling, dated December 8, 2010, as a follow-up to a question from Councilmember Wade at the December 7, 2010, City Council Meeting, regarding the City's Metropolitan Medical Response System (MMRS). Also included is a PowerPoint presentation that outlines some of the history and benefits that Greensboro has seen from the MMRS initiative.

High Point Road / West Lee Street Corridor

As a follow-up to questions from Councilmember Wade, attached are two memoranda from Planning Director Dick Hails and Comprehensive Planning Manager Mike Kirkman, dated December 8, 2010, regarding High Point Road and West Lee Street Corridor. They cover the following issues:

- Evaluation of Business Improvement District (BID)
- Corridor Plan, Signage Ordinance.

Park & Recreation Commission Bond Projects

The Park & Recreation Commission met on December 8, 2010, and did a presentation on their Capital Improvement Program and provided an overview of their bond projects. Attached is a memorandum from Greg Jackson, Director of Parks and Receptions, dated December 10, 2010, providing a summary of the speeding, as well as the PowerPoint presentation that was presented to the commission.

**Public Affairs Department
Contact Center Weekly Report
Week of 11/29/10 - 12/5/10**

Contact Center

5557 calls answered this week

Top 5 calls by area

Water Resources

Balance Inquiry – 1531
New Signup – 222
Bill Extension – 202
General Info – 192
Cutoff Request – 140

Field Operations

Loose Leaf Guidelines – 229
Bulk Guidelines – 113
No Service/Garbage – 66
Appliance Pickup – 57
Collection Day – 38

All others

Police/Watch Operations – 355
Landfill/Transfer/HHW – 89
Courts/Sheriff - 82
Police Records - 46
911/Non-Emergency – 33

Comments

We received a total of **7** comments this week:

Executive – 1 comment

- Citizen complaining that the article and comments from City Manager, Mr. Young, are of the ultimate stupidity regarding 150 city employee salaries when times are very tough and unemployment very high. States other people could be put into these select jobs without a pay raise and feels all city salaries are probably too high.

Field Operations – 5 comments:

- Customer comment regarding bulk trash drivers that serviced his address: "I just want to commend the two guys that picked up our bulk trash this morning. I did not have it out on the street but I saw them coming and flagged them down. I went to get the stuff and dropped some of it on the driveway. They got out of the truck and helped me pick the stuff up and then loaded everything else in their truck. Just wanted to tell them what a great job they did."
- Customer feels it is impractical for the City to start loose leaf collection so early when the leaves have not fallen. Also it takes too long to start the second round. Leaves sit at curb and kill grass.
- Customer states we should charge the customers for putting the leaves in the street. We should enforce the law about blocking traffic. Also, if the citizens will not follow the rules, we should stop picking up leaves.
- Caller has been watching the loose leaf pick up workers this morning and wanted to call and commend them. They are doing an excellent job, and being very thorough. He is impressed and wanted to let their supervisor know.
- Caller hardly has any trees. She gets so frustrated with her neighbors because their leaves blow into her yard. It does not make any sense to leave 5 weeks for one round. Leaves are out for a month before they are picked up.

Transportation – 1 comment:

- Customer wants the city to leave the speed cushions at this location. He heard that we are removing the cushions and taking them to district one. He said it would be better if we get a set for the other location and leave those here. He also states the program here has been very successful.

Overall

Calls about loose leaf collection and bulk guidelines increased last week. Call volume was busy through the end of the week.

Libraries
City of Greensboro



December 8, 2010

TO: Rashad Young, City Manager

FROM: Sandy Neerman, Library Director

SUBJECT: Computer Usage Report and Incident Report

Please find attached the incident report for November 1 – November 30, 2010. The computer usage report contains information from November 10 through November 30 due to some data that was unexpectedly lost due to limits within the Cymphonix reporting mechanism. To attempt to avoid this, weekly reports will be produced from this point forward. Staff is working with Cymphonix support to find a solution to the problem.

Related to the computer usage report, out of 28,384 computer sessions there were a total of 56,655,733 hits overall between November 10 and November 30. There were 35,586 hits to the porn category for the same period. (.06% of total usage - 6 tenths of 1 percent).

Please advise if you have any questions regarding this matter.

SN
Attachment

cc: Denise Turner, Assistant City Manager

Greensboro Public Library
 Library Incident Report By Category
 November 1-November 30, 2010

Incidents by Category	Central Library	Benjamin Branch	Glenwood Branch	Hemphill Branch	Kathleen Edwards Family Branch	McGirt-Horton Branch	Vance-Chavis Branch	Total no. of Incidents	Total no. of Bans
Assault	3	0	0	0	0	0	0	3	1
Alcohol	1	0	0	0	0	0	0	1	0
Communicating Threat	0	0	0	0	0	0	0	0	0
Computer Misuse	0	0	0	0	0	0	0	0	0
Customer Complaint	1	0	0	0	0	0	0	1	0
Disorderly Conduct	13	0	1	2	0	0	0	16	9
Drug Paraphernalia	0	0	0	0	0	0	0	0	0
Eating	1	0	0	0	0	0	0	1	1
Fire	1	0	0	0	0	0	0	1	1
Indecent Behavior	2	0	0	0	0	0	0	2	1
Littering	0	0	0	0	0	0	0	0	0
Loitering	0	0	0	0	0	0	0	0	0
Medical	1	0	0	0	0	0	0	1	0
Missing Person	0	0	0	0	0	0	0	0	0
Panhandling	1	0	0	0	0	0	0	1	1
Pornography	1	0	0	0	0	0	0	1	1
Potential Problem	1	1	0	3	0	0	0	5	0
Sleeping	11	0	0	0	0	0	0	11	9
Smoking	0	0	0	0	0	0	0	0	0
Theft	4	0	1	0	0	0	0	5	1
Trespassing	1	0	0	0	0	0	0	1	0
Unattended Child	1	0	0	0	0	0	0	1	1
Vandalism	0	0	0	0	0	0	0	0	0
Weapons	2	0	0	0	0	0	0	2	2
Warrant	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Grand Total	75	1	2	5	0	0	0	58	28

From the The Business Journal:

<http://www.bizjournals.com/triad/print-edition/2010/12/10/new-center-set-to-streamline.html>

New center set to streamline development process in GSO

Premium Article - ALL ACCESS PASS provided by Amex OPEN | [Subscribe now for uninterrupted full access](#)

Date: Friday, December 10, 2010, 6:00am EST

The city's permitting process is about to get easier. A lot easier.

The city of Greensboro will open a new "development services" center Jan. 3, part of a key step toward helping the local business community expedite the often time-consuming process of filing plans and obtaining permits for everything from building to plumbing.

City officials said the roughly 5,000-square-foot center located inside the Melvin Municipal Office Building at 300 W. Washington St. will become a "one-stop shop" of sorts for contractors to file plans, pull permits and speak with department heads face-to-face. "This is really a customer service oriented decision so we are able to serve the development community more quickly and more efficiently and hopefully with a higher quality response," said **Andy Scott**, assistant city manager for economic development.

Scott's goal is for developers to consider the staff members as problem solvers, rather than problem-makers.

For example, the center will allow developers to meet with representatives from several city departments including planning, engineering and inspections, water resources, transportation and fire under one roof. That's unlike the old system in which contractors' plans were ferried around to several departments scattered throughout the city, a process that often caused delays.

But starting Jan. 3, representatives from the city's site review team will be available at the center from 8 a.m. to noon.

Meanwhile, the city's Technical Review Committee — which provides final approval on midsize to large site plans and subdivisions — will meet from 10 a.m. to noon each day at the center. The committee previously met once a week on Tuesday afternoons.

And there's no need to have official plans in hand before walking into the center. Contractors are free to walk in and discuss preliminary ideas with city officials.

They will also be able to submit building plans electronically and even view them with city officials on an interactive electronic Smart Board, said **Cass Heaton**, technology coordinator for the center and part of the city's erosion control plan review team.

"We can mark up plans on the Smart Board so we can make comments," Heaton said.

The new center is a roughly \$67,000 project housed in the area previously used by the Greensboro Police Department for juvenile crime at the Melvin Municipal Services building. The juvenile crime area has been relocated to the Cone Building at 1001 Fourth St., near the Maple Street substation.

Room 4 Improvement Co. of Greensboro performed the center renovations.

Marlene Sanford, president of the Triad Real Estate and Building Industry Coalition, is optimistic that the center will improve customer service. The ability for developers to submit plans electronically also will be a time-saver, she said.

"The city has worked pretty diligently over the last 11 years to improve their plan review process, but this is I think a huge leap forward," she said.

Greensboro isn't the only city creating a one-stop shop for developers. Asheville and Charlotte have already adopted the approach, said **Steve Galanti**, a city of Greensboro senior planner.

Galanti said it made sense to create the center during a downturn.

"When it picks back up, we'll be ready," Galanti said.



December 8, 2010

TO: Rashad M. Young, City Manager
FROM: Denise Turner, Assistant City Manager
SUBJECT: Paperless Agenda

The system failures and recent technical issues with the Council Chamber voting and presentation system have caused us to reevaluate the current Council Chamber and agenda production process. We believe greater efficiency and reliability can be achieved by implementing a paperless agenda process and system for the Clerk's office and City Council. The new process will require a software upgrade that includes Granicus Meeting Efficiency Suite, Legislative Management Suite and VoteCast Touch. By moving forward with the new process, the city will save time and money through streamlining the agenda process and virtually eliminating paper, copying and distribution costs.

Benefits and Justification

The list below contains the benefits and justifications for moving to a paperless agenda system.

- ❖ Promote electronic agenda usage
 - With the proposed system, Council members would be able to view the meeting agenda on a touch screen at the meetings and toggle between the agenda and the presentations.
 - Over the past five months we have spent approximately \$3,000 on printing costs for scanning and copying and delivering the final agenda packets. This cost does not account for the staff time in producing these paper packets. The new system would not eliminate the printing of the ten draft packets for the semi-monthly Agenda Prep meetings.
- ❖ Track votes and speakers
 - Incorporation of the Meeting Efficiency Suite would allow Council members to use the touch screen when they wish to speak at the meeting, establishing a cue for speakers and enabling the Mayor to recognize members in order and promote efficiency in running the meetings.
 - Incorporation of the VoteCast system would allow motions, seconds and final votes to be incorporated directly into the Clerk's minutes during the meetings.

- All notes and actions for agenda items can be placed directly into the minutes immediately upon completion of the item.
 - Once the meeting is complete, the process for compiling ordinances, resolutions, motions and votes into the minutes will be expedited allowing the Clerk's office to be more efficient when finalizing minutes.
- ❖ Improved public access
- The Managers and the public would be able to access and view the agenda before and during the meeting through the website and would be able to link to individual agenda items as opposed to scrolling through one large PDF document.
 - This new system also allows for key word search of the agenda and council video.

The County Commissioners recently made a successful system upgrade with Granicus. Betsey Richardson, Diana Schreiber and Jane Nickles had an informative conference call with the County Clerks regarding Granicus and they are satisfied with the upgrade. Once the initial learning curve is complete, the upgrade will enhance the process for agenda processing/distribution/viewing and finalization of minutes. Training is provided by a Granicus representative for Council members and staff at two 'live' meetings to ensure a smooth transition into the paperless mode. A copy of a paper agenda would continue to be available in the Clerk's office and at the Council meeting for public to review.

Current System

The current presentation and voting system has been in place for 14+ years. This is a legacy system that is outdated, problematic and requires the support of an outside firm to maintain the system. If we encountered a significant problem, we have one individual out of Raleigh that can assist with repairing the system. In addition, there is concern that electronic wiring internal to the system, allowing for a signal to Channel 13, is failing. Given this, we recommend a total upgrade of the presentation system with standard technology that can be supported by local AV companies and Channel 13 staff.

Replacing the presentation system will allow Channel 13 to staff each live meeting with one less person, at a cost of \$15-19/hour.

Cost Estimate

The proposed costs, schedule and impacts are as follows.

City of Greensboro Council Chamber System Upgrade

<i>Presentation System</i>	\$73,000.00
 <i>Granicus Software Upgrade</i>	
Meeting Efficiency Suite	\$4,650.00
Legislative Mgmt Suite	\$12,487.00
10 VoteCast CPU	\$9,000.00
9 VoteCast Station	\$23,287.00
1 Public Display	\$2,737.50
2 Days Training	\$3,000.00
Shipping	\$2,375.00
Council Chamber Furniture Renovations	\$5,000.00
Total High-level Budget:	\$135,536.50
 Monthly Granicus Fees	 \$1,120.00

The proposed schedule for implementing this new system is estimated to take 85 days, with an active date of April 2011.

Proposed Funding Source

Transferred to Public Affairs	220-2510-01	\$50,000
Information Technology	682-0720-02	\$50,000
Engineering and Inspections	101-6007-01.5613	\$40,000

Information Technology Impacts

IT has \$50,000 budgeted in its Capital Leases fund for server purchases. We propose slowing the purchase of servers to revamp Council Chambers. We believe that the upgrades to the Council Chambers are of a higher priority. In addition, we have recently virtualized some of our servers which allow us to stretch their replacement life.

Public Affairs impacts

The funds designated for this project are in a 220 fund in Channel 13. These funds are received as part of the franchise fees received from the state. Funds from this account can only be used for capital upgrades and repairs to Channel 13. The last expenditure from this account was used to

upgrade the bulletin board system for Channel 13. The Presentation System included in this upgrade will ensure that the needed electronic signals and presented information continue to remain available to transmit to Channel 13. This is a revenue account, the funds will have to be transferred to the general fund by submitting an ordinance to City Council for approval. This will not impact the Public Affairs department General Fund budget.

Engineering and Inspections

Funds from Engineering and Inspections are from the Equipment Replacement fund. These funds were earmarked at the beginning of the fiscal year to provide for the replacement of needed equipment. E&I currently provides repair support to the Council Chambers and deems this project a higher maintenance need.

Summary

Incorporation of these systems will save the organization in copying costs, paper usage and will allow the Clerk's office to operate at its optimum efficiency throughout the agenda and meeting process. The proposed changes will also make our Council meetings more accessible to the public. In addition, the new process will replace outdated equipment with standard equipment that can be supported and maintained using internal staff.

DNT/dj

cc: Darryl Jones, Chief Information Officer
Betsey Richardson, City Clerk
Butch Simmons, Engineering and Inspections Director



December 07, 2010

TO: Rashad Young, City Manager
FROM: Chryste Hofer, Deputy Chief Information Officer
SUBJECT: Time and Attendance Compliance System

We are proceeding forward with the implementation of a time and attendance compliance system included in the approved Human Resource FY2010-2011 budget. This implementation is anticipated to commence in the spring of 2011 and conclude by January 2012. The driving factor for implementing a time and attendance solution is to lower our risk of calculation errors relating to improperly interpreting personnel leave and pay policies across the organization. Additionally, we are required to update the time scheduling systems used in Field Operations and Transportation that are no longer vendor supported.

The Department of Labor (DOL) is heavily scrutinizing wage compliance. Finding and penalizing employers that violate wage and hour law is one of the U.S. Department of Labor's main goals in 2011. Trends indicate that 70% of employers are out of compliance with FLSA according to the DOL; 1.4 Billion in back wages has been recovered since 2001 by the DOL Wage and Hour Division, and more than \$252 million dollars were paid out in 2008 for the 10 largest class action wage and hour settlements to date.

The successful implementation of this system will enable us to:

- (1) Capture true overtime costs
- (2) Accurately capture leave costs
- (3) Lower our FLSA/ DOL compliance risk and exposure
- (4) Reduce human error in interpreting policy
- (5) Track volunteer hours for workers compensation and liability insurance
- (6) Implement a common cost accounting tool in an area that makes up the great majority of the City's expenses – employee pay.

Executive sponsors for this project include Connie Hammond, Human Resources Director, Rick Lusk, Finance Director, and Darryl Jones, Chief Information Officer. Our pay cycle will remain on a semi-monthly pay calendar. It is also expected that additional policies will be implemented to help mitigate overpayments at employment separation.

CH

cc: Connie Hammond, HR Director
Darryl Jones, CIO
Rick Lusk, Finance Director
Mike Speedling, Asst. City Manager

Office of the City Manager
City of Greensboro



December 8, 2010

TO: Rashad M. Young, City Manager
FROM: Michael Speedling, Assistant City Manager
SUBJECT: Metropolitan Medical Response System

In follow up to Councilperson Wade's question last night about Metropolitan Medical Response System (MMRS), we wanted to offer you this short PowerPoint presentation that outlines some of the history and benefits that Greensboro has seen from the MMRS initiative.

We are very fortunate to have this specialized equipment and resources here in Greensboro and GFD does utilize these resources to their potential in day-to-day operations as much as the federal regulations will allow.

On the specific pharmaceuticals question, the Health Department manages the MMRS antibiotic stockpile and rotates that product into their daily stock in order to get the most out of the shelf life. Once the product reaches the end of shelf life, it is returned to the manufacturer for a credit in accordance with the regulations of the NC Board of Pharmacy. The Health Department believes that this is the most efficient management of these products. For example, the shelf life on the antibiotics (Cipro, Doxycycline) is typically two (2) years. However, with the rotation through the Health Department, the use of the product purchased is extended to approximately four (4) years – hence shelf life is doubled. Because of this efficiency, we spend less than \$5,000 of MMRS funds annually for antibiotics.

The other pharmaceutical is Duodotes. It is a combination of antidotes for nerve agents and pesticides specifically for emergency responders. We carry these in our Battalion Chief vehicles. There is no second use for this product. We actually have to pay to properly dispose of this product. The shelf life is approximately four (4) years and we spend \$50,000 of MMRS funds every four years.

We will continue to explore what further options for the pharmaceuticals may be available with the Guilford County Health Department and Dr. Hunt, our medical director.

Hope this information is helpful. Should you have further questions, please let me know.

MS/mm



City of Greensboro

Metropolitan Medical Response System (MMRS)



History

- March 20, 1995
- April 19, 2005



History

- March 20, 1995:
 - Tokyo, Japan
 - Sarin attack – subway station
 - 13 died; 6,000 injured
- April 19, 2005:
 - Oklahoma City
 - Murrah Federal Building
 - 168 died; 700 injured



History

- No interaction between response agencies
- Lack of coordinated planning for mass causality incidents
- Inadequate resources for mass causality incidents
- Limited training and exercises between responding agencies



What is an MMRS?

- An operational system at the local level to respond to a terrorist incident and other public health emergencies that create mass casualties or casualties requiring unique care capabilities
- This system enables a Metropolitan Area to manage the event until State or Federal response resources are mobilized; 72 – 120 hours
- MMRS is a locally developed, owned, and operated mass casualty response system



What is an MMRS?

- An enhanced local health and medical response to victims of terrorist incidents and other public health emergencies



What is an MMRS?

- MMRS Characteristics:
 - Integrated medical response system
 - Detailed system response & operations plans
 - Specially trained responders at all levels
 - Specialized response equipment
 - Specialized medical equipment and pharmaceutical cache
 - Enhanced medical transport and treatment capabilities



Greensboro MMRS

- Original Contract 2001 (US Department of Health and Human Services)
 - Eleven Deliverables (Plans)
 - \$600,000
 - Modification to contract
 - Three deliverables
 - \$280,000



Greensboro MMRS Deliverables

- Forward Movement of Patients
- Hospital Response Plan
- Training Plan
- WMD Incident Response Plan
- Bioterrorism Response Plan
- Pharmaceutical Plan



Greensboro MMRS

- FY 2004 – Grant with FEMA
– \$400,000

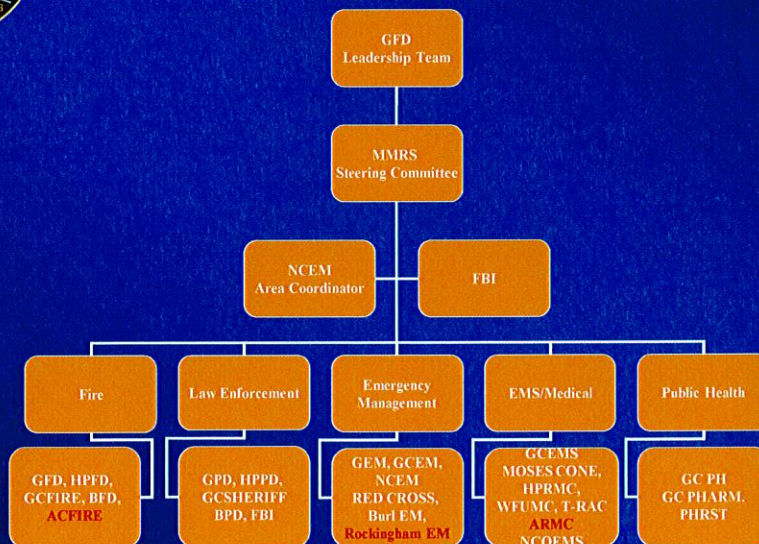


Greensboro MMRS

- 2005 – Program was moved under DHS
 - Memorandum of Agreement with State of NC
- FY 2005 - \$227,592
- FY 2006 - \$232,200
- FY 2007 - \$258,145
- FY 2008 - \$321,221
- FY 2009 - \$311,584
- FY 2010 - \$301,548



Greensboro MMRS





Greensboro MMRS

- Greensboro Fire
- High Point Fire
- Guilford County Fire
- Burlington Fire
- Greensboro Police
- High Point Police
- Guilford County Sheriff
- Burlington Police
- FBI
- Greensboro EM
- Guilford County EM
- Burlington EM
- Alamance Co. EM
- Rockingham Co. EM
- NCEM
- Guilford County Health
- PHRST
- T-RAC



Greensboro MMRS

- Moses Cone Health System
- High Point Regional Hospital
- Alamance Regional Medical Center
- Guilford County Medical Director
- Red Cross
- NCOEMS
- Wake Forest University Medical Center
- Guilford County Emergency Medical Services
- City of Greensboro Medical Services



Greensboro MMRS

- Quarterly Meetings – Steering and Full Committee
- Sub-committees meet as necessary



Greensboro MMRS

- *Haz Mat CBRNE Response Capabilities:*
 - PPE & training for law enforcement
 - Radiation detection devices – fire apparatus, law enforcement, hospitals, EMS
 - Enhance radiation detection for haz mat teams in Gso, HP and Guil. Co.



Greensboro MMRS

- *Mobile Mass Decontamination:*
 - PPE for responders performing decon duties
 - Units and equip. to support multiple decon lines
 - Shower/decon trailer



Greensboro MMRS

- *Interoperable communications:*
 - 24 portable 800 MHz radios
 - Partnered with Cone Hospital to purchase satellite comm. System –
 - Continuance of comm. for hospital
 - Field operations
 - City Command Center
 - County Emergency Operations Center



Greensboro MMRS

- *Ambulance Bus:*
 - Guilford County received grant for ambulance bus
 - MMRS committed funds to provide equipment and supplies



Greensboro MMRS

- *Hospital Based Decontamination Systems:*
 - MMRS funding to enhance purchased decon equipment for area hospitals
 - Training & support



Greensboro MMRS

- *Hospital Support:*
 - Temporary Hospital Beds
 - Moses Cone
 - High Point Regional



Greensboro MMRS

- *Medical Surge & Alternate Care Facility:*
 - Surge cases
 - Western Shelters





Greensboro MMRS

- *Shelter Support System:*
 - 320 KW generator to operate shelter
 - Shower/decontamination trailer
 - Cots & Blankets (Red Cross)



Greensboro MMRS

- *SNS Support System:*
 - 320 KW generator to operate RSS, LRS
 - Shower/decontamination trailer
- **Public Health Grant provided funding for transfer switch



Greensboro MMRS

- *Emergency Notification System:*
 - Web based system
 - Notify citizens of a pending or actual disaster
 - Target specific areas



Greensboro MMRS

- *Pharmaceuticals/Mark I Kits:*
 - Pharmaceutical inventory – maintained by Guilford County Public Health Pharmacy
 - Mark I Kits – fire apparatus in Gso, HP, Guilford Co. GCEMS maintains a supply on their transport units
 - Training Manikin – administer Mark I Kit, WMD injuries, etc.



Greensboro MMRS

- *Exercises, Training, Response:*
 - Unified Command Class with exercise scenario
 - Chemical Response Exercise – Hamlet
 - Active Shooter Exercise – UNCG
 - Receipt of SNS Exercise
 - Hurricane Exercise
 - BDS – US Post Office
 - Response to tornado



Greensboro MMRS

- *Future Projects*
 - FY 2009 Grant
 - Tabletop and full scale exercise (medical surge)
 - FY 2010 Grant
 - Patient tracking
 - PPE

Greensboro MMRS

QUESTIONS?????????



December 8, 2010

TO: Rashad Young, City Manager

FROM: Dick Hails, AICP, Planning Director
Mike Kirkman, AICP, Comprehensive Planning Manager

SUBJECT: Evaluation of Business Improvement District (BID) for High Point Road/West Lee Street Corridor

The City's adopted High Point Road/West Lee Street Corridor Plan – Phase 1 (adopted December 2008) called for the evaluation of a Business Improvement District as a means to generate additional funds to potentially market the corridor as a place to invest, provide funding to encourage redevelopment, provide enhanced maintenance and provide a pool of funds to leverage other funding sources. In light of recent Council inquiries below is staff's analysis of this topic to better inform City Council on the potential use of this tool for the High Point Road/West Lee Street Corridor.

Authority to Establish a Business Improvement District (BID)

The Municipal Service District Act of 1973 (NC General Statute 160A-535) allows municipalities to establish defined service districts to provide services "to a greater extent than those provided to the entire city" through an additional tax assessment. A municipal service district must be a defined area within the city and enhanced services can either be provided by the city directly or through another contracted agency. Additional funding generated through a Municipal Service District may be only used for the following activities:

- 1) Beach erosion control and flood and hurricane protection works
- 2) Any service, facility or function which the city may provide by law that generally preserve the character of an historic district
- 3) Downtown revitalization projects (physical improvements and maintenance, promotion and developmental activities, other activities to promote health safety, welfare and convenience)
- 4) Urban area revitalization projects (same uses as downtown revitalization projects)
- 5) Transit-oriented development projects (same uses as downtown revitalization projects)
- 6) Drainage projects
- 7) Sewage collection and disposal systems
- 8) Lighting at highway interchange ramps
- 9) Off-street parking facilities

10) Watershed improvement projects

The City of Greensboro and a handful of other local jurisdictions also successfully petitioned the State for special enabling legislation in 1987 to apply municipal service districts to residential historic districts. The creation of a new Municipal Service District (MSD) (typically used in historic districts or for utility systems) or Business Improvement District (BID) (typically used in downtowns and older commercial/industrial corridors) requires the following:

- 1) Prepare a report that contains a map of the proposed district, statement showing the district's needs for one or more services is greater relative to the rest of the City, and a plan to provide identified service enhancements (including who will provide the services)
- 2) Public hearing before City Council, with mailed notice (date, time, place, map and purpose) to all affected property owners at least four weeks prior to the hearing and published notice at least one week prior to the hearing with all related documents available at the City for review.
- 3) Conduct public hearing on the proposed district.
- 4) Following the public hearing, adopt a resolution to establish the district, including an effective date at beginning of the next fiscal year.

It should be noted that funds generated from a district may be used to incur debt for district services or improvements and properties listed generally as tax-exempt are also exempted from this tax.

Analysis of BID for High Point Road/West Lee Street

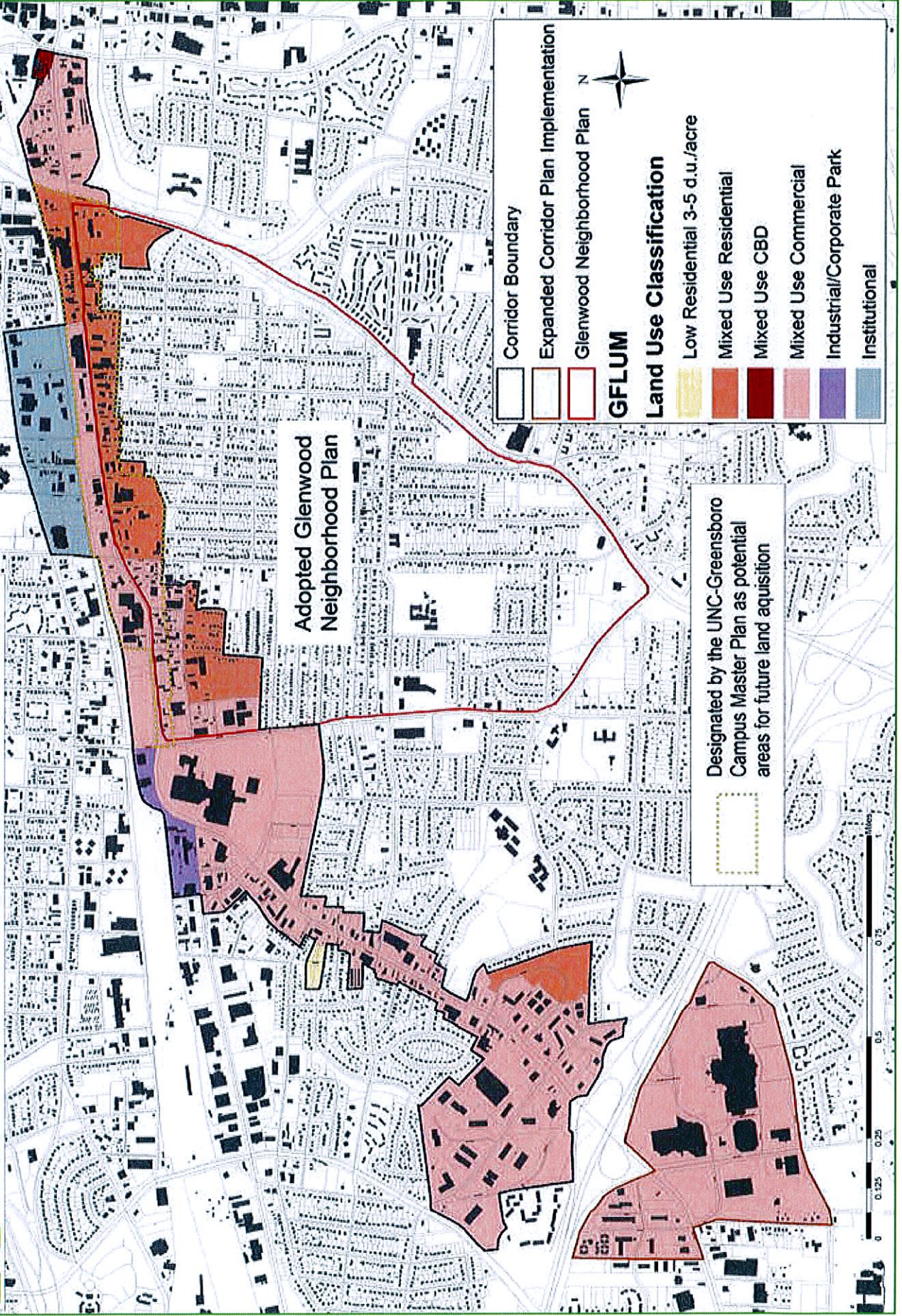
Staff did some analysis of a potential BID for the High Point Road/West Lee Street corridor leading up to the adoption of the Corridor Plan at the request of the citizen led Corridor Plan Committee. As part of that analysis, Ed Wolverton from Downtown Greensboro, Inc. was asked to talk to the group on the basics of creating a BID, what funding had been generated from the downtown BID and how those funds were used.

The potential BID boundary for this corridor was the same as the eventually adopted Corridor Plan boundary (see attached Map) from Veasley Street to S. Eugene Street. Based on tax parcel values as of July 2008 this area had a total tax value of \$555,482,600 (a breakdown of assessments by use is attached). However \$125,803,200 of this value was tax-exempt property including the Coliseum, several churches, and UNCG and other State owned properties. This left a total taxable value of \$429,679,400, which would generate \$42,967.94 for each additional one cent increase in tax assessment. MSDs also receive a prorated portion of sales tax (based on the funding generated from the additional property tax) but staff did not have these additional figures available at the time of the analysis. However staff estimates an additional \$8,600 in sales tax revenue would be generated for each one cent increase based on the figures above. Staff also looked at MSD rates throughout North Carolina, which varied from 2-30 cents, for comparison. In Greensboro, the rates for the Aycock and College Hill MSDs are 5 cents and the rate for downtown is 9 cents. Some details on these districts are also attached.



High Point Road/W. Lee Street Corridor Plan

Future Land Use Map



Tax Values of Parcels for Potential Corridor BID (as of July 2008)

Corridor Taxable and Tax-Exempt Properties					
Use	Parcels	Building Value	Out-Building Value	Land Value	Total Tax Value
Taxable	430	283,852,700	19,290,100	126,536,600	429,679,400
Tax Exempt	94	99,704,600	2,110,500	23,988,100	125,803,200
Total	524	383,557,300	21,400,600	150,524,700	555,482,600

Corridor Taxable Properties (by land use)					
Use	Parcels	Building Value	Out-Building Value	Land Value	Total Tax Value
Commercial	137	230,022,200	13,862,400	89,533,200	333,417,800
Industrial	168	13,784,000	1,088,700	12,587,300	27,460,000
Institutional	2	2,120,200	28,100	938,200	3,086,500
Office	70	36,380,500	4,307,000	20,930,600	61,618,100
Single Family	48	1,369,000	2,900	2,468,400	3,840,300
Multi-Family	5	176,800	1,000	78,900	256,700
Total	430	283,852,700	19,290,100	126,536,600	429,679,400

Corridor Tax Exempt Properties (by land use)					
Use	Parcels	Building Value	Out-Building Value	Land Value	Total Tax Value
Commercial	7	30,700	700	614,600	646,000
Industrial	23	3,966,100	297,300	5,137,800	9,401,200
Institutional	28	89,583,700	1,581,800	15,118,900	106,284,400
Office	7	5,106,000	209,300	1,407,300	6,722,600
Single Family	19	710,400	3,000	1,444,500	2,154,800
Multi-Family	10	307,700	18,400	265,000	591,100
Total	94	99,704,600	2,110,500	23,988,100	125,800,100

Existing Municipal Service Districts in Greensboro

College Hill Municipal Service District (MSD)

Year established: 1989

Boundaries: Follows boundaries of College Hill Historic District

MSD Rate: \$.05 per \$100 of taxable valuation

Approximate Funds Generated Last Fiscal Year (09/10): \$39,873 (ad valorem tax) + \$8,071 (sales tax)

Administered By: City of Greensboro, with guidance from College Hill Neighborhood Association

Previous/Planned Use of Funds: Neighborhood planning, streetscape improvements, park renovations (current fund balance - \$598,590)

Charles B. Aycock Municipal Service District (MSD)

Year established: 1989

Boundaries: Follows boundaries of Charles B. Aycock Historic District

MSD Rate: \$.05 per \$100 of taxable valuation

Approximate Funds Generated Last Fiscal Year (09/10): \$34,162 (ad valorem tax) + \$7,314 (sales tax)

Administered By: City of Greensboro, with guidance from Aycock Neighborhood Association

Previous/Planned Use of Funds: Neighborhood planning, streetscape improvements, park renovations (current fund balance – \$319,745)

Downtown Business Improvement District (BID)

Year established: 2005

Boundaries: Most downtown properties between Smith Street, Murrow Boulevard, Lee Street and Eugene/Edgeworth Streets

BID Rate: \$.09 per \$100 of taxable valuation

Approximate Funds Generated Last Fiscal Year (09/10): \$536,479 (ad valorem tax) + \$103,293 (sales tax)

Administered By: Downtown Greensboro, Inc., with input from City of Greensboro

Previous/Planned Use of Funds: Sidewalk and tree well cleaning, graffiti removal, sidewalk steam cleaning or power washing, emptying/maintaining public trash receptacles, snow and ice removal on sidewalks, and hanging flower basket installation/maintenance. Looking to expand economic development activities, establish dedicated foot patrols (and maybe two way streets) and marketing efforts. (current fund balance - \$512,605)



December 8, 2010

TO: Rashad Young, City Manager

FROM: Dick Hails, AICP, Planning Director
Mike Kirkman, AICP, Comprehensive Planning Manager

SUBJECT: High Point Road/West Lee Street Corridor Signage

With expanded interest for the High Point Road/West Lee Street corridor following adoption of the Corridor Plan and with significant public investments (Coliseum area and streetscape improvements using 2008 Bonds) underway, questions have been raised regarding what additional things the City can do to enhance the physical environment of the corridor, one of which concerns corridor signage. Concerns from the public have typically focused on the height and size of some signs, the overall quality of signs (in terms of age and maintenance), and the overall number of signs with different characteristics that create a cluttered and haphazard environment that may limit interest in potential future investment. Staff has been asked by members of City Council to look at potential options to address these and other potential signage issues in the corridor.

Zoning enforcement staff routinely address complaints regarding illegal portable off-premise signs (signs placed in city rights-of-way either in the grassy strips or attached to various permanent objects like utility poles) along major corridors like High Point Road/West Lee Street and periodically sweep these corridors to investigate issues not previously identified by complaints. The corridor (Aycock Street to Groometown Road) was actually swept for such temporary signs just last week in response to a citizen complaint.

Addressing more permanent freestanding signs or signs attached to buildings is a much more involved matter. Most of these signs were typically constructed following the issuance of some type of permit based on the ordinances in effect at the time, though they may not meet current standards under the City's Land Development Ordinance (LDO). These signs are classified as "legal non-conforming" and may remain as is until there is some significant change with the associated property or they are no longer actively maintained.

Under our current ordinances signs must be brought into conformance with current standards if a site plan is reviewed by the Technical Review Committee (TRC), which occurs when there is an expansion or new development involving at least 3,000 square feet. A site must also conform to current standards related to landscaping and parking during the site plan process. Conformance with current sign standards may also be required when an applicant requests a new sign permit for the site and in some cases where nonconforming signs must be relocated due to them being

within roadway and sidewalk construction easements where improvements are pending or underway. Beyond these, the only additional means for bring legal non-conforming signs into conformance with current standards is for City Council to establish an amortization policy that would establish a timeframe (typically 3-5 years but could be longer) whereby all signs must meet current standards. Such a policy could be addressed specifically for this corridor or address certain signage issues citywide.

The Central Gateway Corridor Partnership has been discussing corridor signage as part of the development of an overlay district to adjust development standards and encourage the type of development called for in the adopted Corridor Plan. The consensus at this point seems to be to move forward with completing the proposed overlay district without additional signage standards beyond those required by the LDO. The Partnership would then spend a number of months, with staff assistance, specifically looking at signage issues in the corridor. Towards that end staff would recommend the following:

- Have a determination from City Council on areas to be evaluated for any signage conversations, as there are some roads intersecting the corridor (ex. Veasley Street, Meadowview Road) that may also need to be addressed with this conversation and there has also been some interest expressed in looking at High Point Road from I-40 to Groometown/Hilltop Roads, which is outside the area of the adopted Corridor Plan.
- Develop an inventory of existing signs (both wall mounted and free standing) to allow staff to determine which signs conform with existing standards and which signs do not (may be either legally non-conforming or illegal in some manner that can then be addressed through ordinance enforcement).
- Have a facilitated discussion with corridor property owners to identify the top concerns regarding signage and whether or not those issues are addressed by current regulations under the LDO. This would include some research by staff on best practices within North Carolina and possibly elsewhere and could potentially include the services of a consultant with expertise in this area.
- Develop options to address agreed upon issues which could include ordinance changes, establishment of a program to assist owners in replacing signs and/or establishment of an amortization policy to require signs to come into conformance with current or revised standards by a set date
- Adoption and implementation of any agreed upon changes to address signage issues

Staff would anticipate this process taking up to 12 months (one year) to accomplish as it would require direct engagement of both local and non-local property owners in the corridor that may have widely divergent perspectives on appropriate corridor signage standards. Franchise and nationally owned properties could have significantly different perspectives on signage and capacity to make changes relative to smaller locally owned businesses for instance. This conversation would also potentially involve a number of sign related elements including maximum height and size, sign features such as illumination and sign style, or even other features like sign bases and frames.

DH

**Parks and Recreation Department
City of Greensboro**



December 10, 2010

TO: Denise Turner, Assistant City Manager

FROM: Greg Jackson, Director

SUBJECT: Parks and Recreation Bond Spending, 1990-2010

At the Greensboro Parks & Recreation Commission (PRC) meeting on December 8, 2010, staff made a presentation on capital project funding from 1990 through 2010. The presentation was intended to educate the PRC members on the history of capital project spending and communicate what projects have been included in voter-approved bond referendums. Please note, all projects have been completed unless otherwise noted. The PRC considered this information and ranked the bond projects for future development.

Below, the chart summarizes the amount spent or included in voter-approved bonds. Although there were not any voter-approved bonds in the 1990s, we included the capital improvement projects completed during that time. For the purpose of the PRC meeting, we did not break out land acquisition costs into specific districts. The projects are categorized by current City Council districts.

	1990 Capital Projects	2000 voter approved bonds	2006 voter approved bonds	2008 voter approved bonds	Total capital spending
Council district 1	252,582	8,035,950		16,563,994	24,852,526
Council district 2	57,720	13,223,444		306,837	13,588,001
Council district 3	522,123	159,694		435,750	1,117,567
Council district 4	181,980	3,028,386		53,419	3,263,785
Council district 5		5,991,989	950,000	2,640,000	9,581,989
All districts	414,214	3,760,538	4,050,000		8,224,752

The PRC ranked the remaining voter-approved bond projects in order of priority. The top three projects include: War Memorial Stadium; restroom facility at Gillespie Golf Course; and the Grimsley pool upgrade. The attached spreadsheet shows the PRC ranking for all of the projects.


Please let me know if you have any questions or need additional information.

GJ

Attachment: December 2010 CIP Presentation
PRC ranking of voter-approved projects


PRC Ranking of Bond Projects

PRC RANK	VOTER APPROVED PROJECTS	COUNCIL DISTRICT	FUNDING SOURCE	BUDGET	FY ANTICIP. FUNDED	STATUS
7	Barber Park Phase II Master Plan Implementation	1	2008 Bond	\$3,000,000	10-11 13-14	Schematic Design
6	Neighborhood Park Renovations	1	2008 Bond	\$310,575	11-12 12-13 13-14	
4	Parks, Open Space, and Greenway Acquisition	All	2006 Bond	\$830,105	13-14	
8	Trail System Expansion	All	2006 Bond	\$1,178,000	13-14	
2	Restroom Facility at Gillespie Golf Course	1	2008 Bond	\$200,000	13-14	
5	Artificial Turf Installation at Hester Park Complex	5	2008 Bond	\$2,640,000	13-14	
10	Park Improvements at Hilltop Recreation Center	5	2006 Bond	\$375,000	13-14	Schematic Design
3	Grimsley Pool Upgrade	3	2008 Bond	\$435,750	13-14	
9	Skateboard Park	5	2006 Bond	\$575,000	13-14	
1	War Memorial Stadium Renovations	2	2/3 Bond	\$1,424,770	13-14	Schematic Design
	TOTAL			\$10,969,200		




2011-2017
Capital Improvement Program
(CIP)

Parks and Recreation Commission
December 10, 2010




Overview of P&R Bond Projects
1990-present

- 1990's
 - No voter-approved bonds
 - Completed construction of Leonard Center (approved in mid 1980's) and various capital improvements - \$10.85 million
 - Includes \$1.4 million in renovations and improvements to existing facilities (savings from Ice House development partnership)
- 2000's
 - 3 Bond Referendums Approved
 - 2000 – \$34.2 million
 - 2006 – \$5 million
 - 2008 - \$20 million



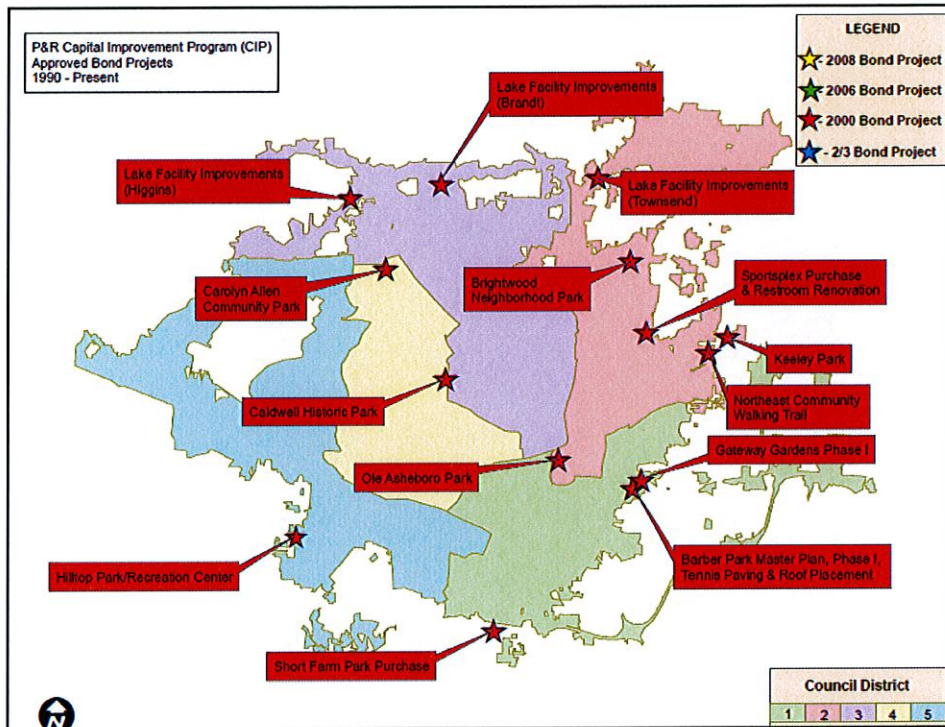
Facility Renovations/Improvements – 1990's

Project	Budget
Gillespie Tournament Shelter	\$ 21,187
Bicentennial Improvements	100,080
Athletic Field Improvements (7)	104,214
Center Play and Computer Equipment (6)	61,395
Townsend RR	80,100
Bryan Park Cart Paths & Irrigation Improvements	387,023
Barber Park Amphitheater Cover	231,395
Lindley Pool Liner	81,900
Caesar Field Lights/Poles	57,720
Grimsley Field Lights	55,000
Contingency/Softball Haven	248,605
TOTAL	\$ 1,428,620



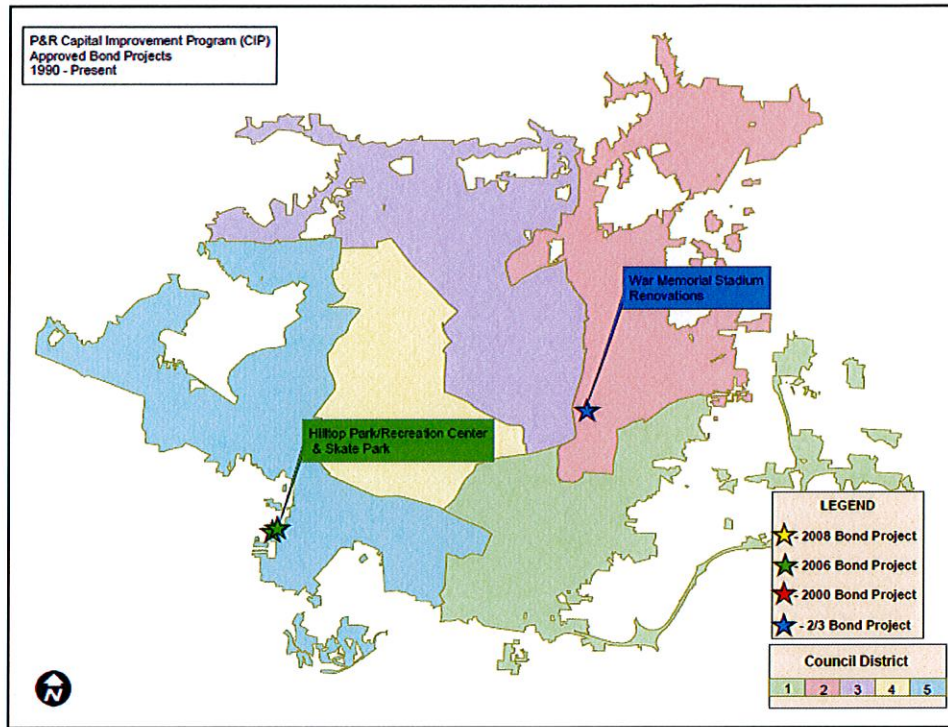
Approved 2000 Bond Projects

Project	Budget
ADA and Park Restroom Renovations	\$ 769,730
Center Floors and Bleachers	600,830
HVAC Installation-Recreation Centers	704,878
Lake Facility Improvements	159,694
Playground Equip & Bleacher Replacement	1,440,448
Northeast Walking Trail	184,630
Sportsplex Purchase	6,051,929
Sportsplex Restroom Renovation	98,976
Caldwell Historic Park	106,440
Barber Park Master Plan	65,000
Barber Park	3,539,705
Barber Park Tennis Paving, Roof Replacement	2,931,245
Carolyn Allen Community Park	2,921,946
Short Farm Park Purchase (Hudson)	928,110
Gateway Garden	1,500,000
General Admin/Bond Issue Expense	244,652
Keeley Park	5,750,964
Hilltop Park/ Recreation Center	5,991,989
Brightwood Neighborhood Park	93,560
Ole Asheboro Park	115,275
TOTAL	\$ 34,200,001



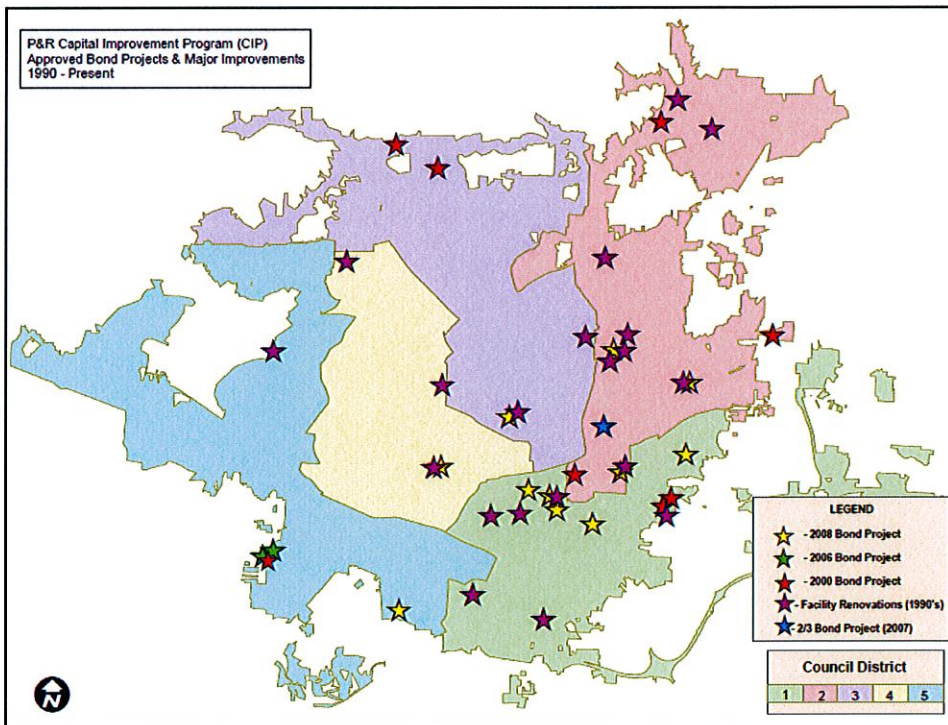
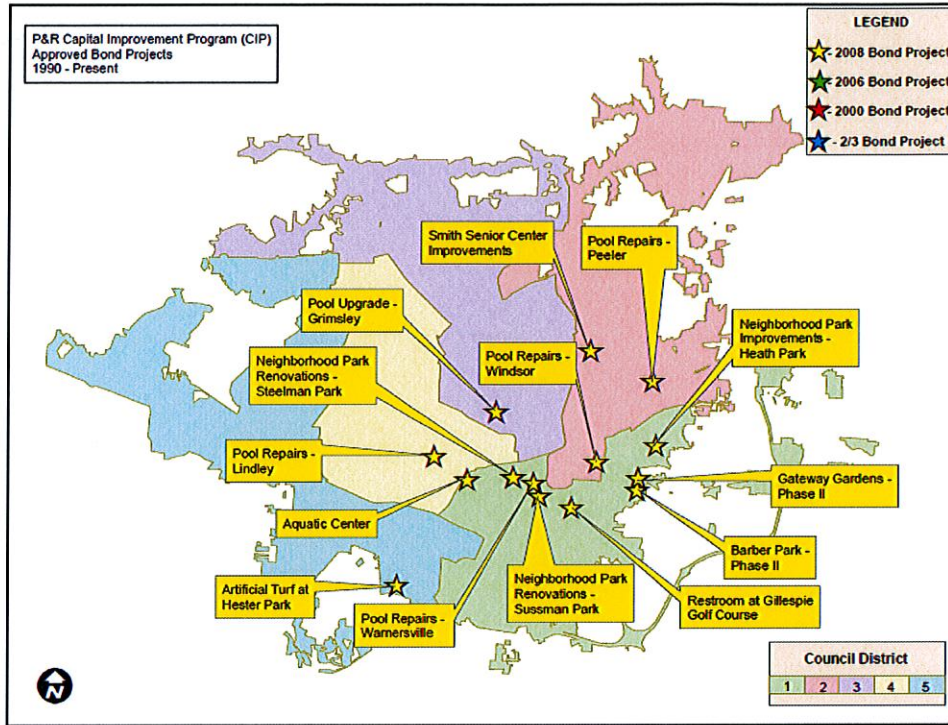
Approved 2006 Bond Projects

Project	Budget
Future Parkland Acquisition	\$ 2,872,000
Hilltop Park/Recreation Center	375,000
Trail System Expansion	1,178,000
Skate Park	575,000
TOTAL	\$5,000,000



Approved 2008 Bond Projects


Project	Budget
Aquatic Center	\$12,000,000
Artificial Turf Installation at Hester Park	2,640,000
Smith Senior Center Improvements	200,000
Neighborhood Park Renovations	310,575
Pool Repairs	213,675
Pool Upgrade: Grimsley	435,750
Gateway Gardens Phase II	1,000,000
Barber Park Phase II	3,000,000
Restroom at Gillespie Golf Course	200,000
TOTAL	\$ 20,000,000






Capital Improvement Program Overview


- What is a CIP?
 - Six-year financing/construction plan for major capital projects
 - Includes project schedules and priorities
 - \$100,000 minimum cost
 - 10-year minimum useful life
 - Updated annually, reviewed by Planning Board and Council, adopted with annual operating budget (June)
- Types of Funding
 - General Fund
 - Taxes (Property, sales, etc.)
 - Authorized
 - Bonds authorized through voter refenda
 - Unauthorized
 - Future anticipated bonds ('wish list')



	FY 2010-2016 CIP UNFUNDED PROJECTS LIST	COUNCIL DISTRICT	ESTIMATED COST
Pools	Lindley Pool Upgrade	4	\$748,440
	Pool Replacement: Smith Center	2	1,108,800
	Pool Replacement: Peeler	2	4,270,000
	Pool Replacement: Windsor	2	3,300,000
	Pool Replacement: Warnersville	1	4,270,000
	TOTAL		13,697,240
Facility Investment	Forest Lawn Water Line Replacement	3	\$173,250
	Greenhill Cemetery Maintenance Facility	2	450,000
	Sportsplex Court/Field Renovations & Parking Lot	2	192,500
	Shelter, Restroom, and Concessions/Restroom Replacement	All	12,710,000
	Teen Center	TBD	6,762,603
	Brown Recreation Center Expansion	1	292,820
	Tennis Court Repairs	All	837,000
	Indoor Climbing Wall	5	423,500
	Lake Townsend Jetty and Marina Bulkhead Repair	3	292,200
	Room Addition at Grimsley Pool	3	220,000
	TOTAL		22,353,873
Future Park & Facility Development	Northwest Neighborhood Park Development	4	\$300,000
	Development of a new Neighborhood Park	3	300,000
	TOTAL		600,000
Land Acquisition	Parks, Open Space, & Greenway Acquisition	All	7,999,000
	TOTAL		7,999,000
Park Reinvestment	Regional Parks Roadway Infrastructure Repaving	3,5	\$386,400
	Trail Bridge Replacement	All	657,000
	Westerwood (Lake Dan) Park Renovation	5	280,000
	TOTAL		\$1,323,400
	GRAND TOTAL		\$45,973,513



	FY 2010-16 CIP APPROVED PROJECTS	COUNCIL DISTRICT	FUNDING SOURCE	BUDGET	Anticipated FY Funded	STATUS
	Parks, Open Space, and Greenway Acquisition	All	2006 Bond	\$ 830,105	13-14	
	Barber Park Phase II Master Plan Implementation	1	2008 Bond	\$ 3,000,000	10-11, 13-14	Schematic Design
	Keeley Park Development	2	2000 Bond & PARTF Grant	\$ 6,750,964	10-11, 13-14	Under Construction
	Trail System Expansion	All	2006 Bond	\$ 1,178,000	13-14	
	Gateway Gardens Phase II	1	2008 Bond	\$ 1,000,000	10-11, 11-12	Schematic Design
	Hilltop Recreation Center	5	2000 Bond	\$ 5,947,113	10-11	Schematic Design
	Restroom Facility at Gillespie Golf Course	2	2008 Bond	\$ 200,000	13-14	
	Artificial Turf Installation at Hester Park Complex	5	2008 Bond	\$ 2,640,000	13-14	
	Neighborhood Park Renovation	1,2	2008 Bond	\$ 310,575	11-12, 12-13, 13-14	
	Ole Asheboro Park	2	2000 Bond	\$ 115,275	10-11	Pre-Bid
	Park Improvements at Hilltop Recreation Center	5	2006 Bond	\$ 375,000	13-14	Schematic Design
	Grimsley Pool Upgrade	3	2008 Bond	\$ 435,750	13-14	
	Pool Repairs	Multi	2008 Bond	\$ 215,000	10-11	Bid
	Skateboard Park	5	2006 Bond	\$ 575,000	13-14	
	Smith Senior Center Renovations	2	2008 Bond	\$ 200,000	10-11	Schematic Design
	War Memorial Stadium Renovations	2	2/3 Bond	\$ 1,424,770	13-14	Schematic Design
	TOTAL			\$ 25,197,552	7,895,275	



RANK	FY 2010-16 CIP APPROVED PROJECTS	COUNCIL DISTRICT	FUNDING SOURCE	BUDGET	FY ANTICIP. FUNDED	STATUS
	Gateway Gardens Phase II	1	2008 Bond	\$ 1,000,000	10-11, 11-12	Schematic Design
	Barber Park Phase II Master Plan Implementation	1	2008 Bond	\$ 3,000,000	10-11, 13-14	Schematic Design
	Keeley Park Development	2	2000 Bond & PARTF Grant	\$ 6,750,964	10-11, 13-14	Under Construction
	Neighborhood Park Renovations	1,2	2008 Bond	\$ 310,575	11-12, 12-13, 13-14	
	Parks, Open Space, and Greenway Acquisition	All	2006 Bond	\$ 830,105	13-14	
	Trail System Expansion	All	2006 Bond	\$ 1,178,000	13-14	
	Restroom Facility at Gillespie Golf Course	2	2008 Bond	\$ 200,000	13-14	
	Artificial Turf Installation at Hester Park Complex	5	2008 Bond	\$ 2,640,000	13-14	
	Park Improvements at Hilltop Recreation Center	5	2006 Bond	\$ 375,000	13-14	Schematic Design
	Grimsley Pool Upgrade	3	2008 Bond	\$ 435,750	13-14	
	Skateboard Park	5	2006 Bond	\$ 575,000	13-14	
	War Memorial Stadium Renovations	2	2/3 Bond	\$ 1,424,770	13-14	Schematic Design
	TOTAL			\$ 18,720,164		