



January 24, 2014

TO: Mayor and Members of Council *UTS*  
*for*  
FROM: Denise Turner Roth, City Manager  
SUBJECT: Items for Your Information

UPCOMING MEETINGS

- Jan 28 at 3:00 pm Council Work Session
- Feb 4 at 5:30 pm City Council Meeting
- Feb 13 at Noon Council Work Session
- Feb 18 at 5:30 pm City Council Meeting
- Feb 25 at 3:00 pm Council Work Session

**Council Follow-up Items**

**Motion to Reconsider**

As a follow-up to a request from Councilmember Tony Wilkins at the January 21, 2014 City Council meeting, attached is a memorandum from City Attorney Mujeeb Shah-Khan, dated January 24, 2014, explaining how a Motion to Reconsider applies to his motion that no property tax revenue could be used for the Steven Tanger Center.

**Residential Lot Widths and Setback Development Standards**

Attached is a memorandum from Planning Director Sue Schwartz, dated January 24, 2014, regarding the residential lot widths and setback development standards. This will be an item for Council's consideration at the February 4, 2014 City Council meeting.

**International Advisory Committee Revitalization Update**

Attached is a memorandum from Human Relations Director Dr. Love Crossling, dated January 22, 2014, providing an update on the revitalization of the International Advisory Committee.

**Food Insecurity and Food Deserts**

Attached is a memorandum from Community Recreation Service Manager Phil Fleischmann and Long Range and Strategic Planning Manager Hanna Cockburn, dated January 24, 2014, providing an update on the City's progress to help organizations with eliminating Greensboro food deserts.

**2013 Year-End Federal Lobbyist Report**

Attached is the 2013 Year-End Report on the federal lobbyist activities by Pillsbury Winthrop Shaw Pittman, LLP.

**Greensboro Ideas Website**

Attached is a press release regarding the re-launch of a City website that serves as an online hub for comments and conversations with the between City staff and residents. Website is located at: [www.greensboroideas.com](http://www.greensboroideas.com)

**Public Information Request Report**

Attached is the weekly Public Information Request Report for the week of January 24, 2014.

**Contact Center Feedback**

Attached is the weekly report generated by our Contact Center for the week of January 13, 2014 through January 19, 2014.

**Small Group Meetings**

Attached is the Small Group Meeting report for the week of January 24, 2014, between City Staff and [more than two but less than five] Councilmembers.

DTR/mm  
Attachments

Office of the City Attorney  
City of Greensboro



January 24, 2014

**TO:** Mayor and Council  
**FROM:** S. Mujeeb Shah-Khan, City Attorney  
**SUBJECT: Motion to Reconsider**

During the January 21, 2014 Council meeting, Councilmember Wilkins requested (and Council assented) that I explain how a Motion to Reconsider would apply to his January 7 motion to request that no property tax revenue could be used for construction, operation, and cost overruns involving the Steven Tanger Center for the Performing Arts (“STCPA”). This memorandum will discuss the Motion to Reconsider and how it would apply here.

Section 2-21 of the City Code allows the Council to reconsider prior actions. Subsection (a) is what allows a Motion to Reconsider:

- (a) The city council may reconsider any matter previously acted upon by it subject to the conditions set forth herein. A motion for reconsideration shall be made and acted upon no later than the day of the second regular meeting following the meeting at which such matter was previously considered. In the discretion of the city council, either at the same meeting in which the matter was favorably reconsidered or at any meeting thereafter, the city council shall finally dispose of the matter by taking another vote thereon.

(Greensboro City Code, Section 2-21(a).)

As the City Code does not specify who can make the Motion to Reconsider, Section 2-22 of the City Code states that if the procedure of the Council is not stated by an ordinance or state law, then Robert’s Rules of Order applies. Under Robert’s Rules, the Motion to Reconsider must be “made only by a member who voted with the prevailing side. In other words, a reconsideration can be moved only by one who voted *aye* if the motion involved was adopted, or *no* if the motion was lost. Robert, Henry M. (2000-11-16). Robert’s Rules of Order: Newly Revised (10th Edition) (Kindle Locations 6185-6187). Perseus Book Group-A. Kindle Edition.

So the only persons eligible to move to reconsider Councilmember Wilkins’ property tax motion would be: Mayor Vaughan, Mayor Pro Tem Johnson, Councilmember Barber; Councilmember Matheny, and Councilmember Hoffmann. The motion must be made by one of them. It can be seconded by any member of Council, regardless of whether or not they voted on the prevailing side. Robert, Henry M. (2000-11-16). Robert’s Rules of Order: Newly Revised (10th Edition) (Kindle Locations 6257-6258). Perseus Book Group-A. Kindle Edition.

As noted in Section 2-21, the Motion to Reconsider must be “made and acted upon no later than the day of the second regular meeting following the meeting at which such matter was previously considered.” In this case, the Motion must be made no later than the February 4, 2014 regular meeting of City Council (the first regular meeting following consideration was the January 21, 2014 meeting).

During the January 21 meeting, Councilmember Wilkins asked whether Council could extend the time for reconsideration by some action. During the discussion, a member suggested Council could do so merely by suspending the rules. However, it is the opinion of the City Attorney’s Office that suspending the rules would not serve that purpose. As the Motion to Reconsider is part of the City Code, the Code section would need to be amended to allow for extra time. For an amendment to affect Councilmember Wilkins’ property tax motion, the amendment should be considered at the February 4 meeting. The amendment would need six votes to pass on February 4. If Council wishes to pursue that option, please let me know.

Of course, any Councilmember could bring a similar motion related to property tax revenues and the STCPA at future Council meetings.

If you have any questions, please contact me at your convenience.

SMS

cc: Denise Turner Roth/City Manager  
Jim Westmoreland/ Deputy City Manager

Planning Department  
City of Greensboro



January 24, 2014

**TO:** David Parrish, Assistant City Manager

**FROM:** Sue Schwartz, FAICP, Director

**SUBJECT:** Development Standards for Residential Lot Widths and Setbacks

In established neighborhoods, there is often strong concern with new single-family infill development. In short, how does the new structure fit in with the character of the existing development? In April 2013, City Council directed staff to work with a cross section of stakeholder to explore these concerns further and recommend possible changes to the City's Land Development Ordinance. Specifically staff was requested to look at standards that address the consistency of lot width and the distance from the street.

Staff worked with a focus group consisting of members of the Neighborhood Congress, TREBIC, and developers over several months to formulate this change. As a result of this work, they came to a consensus that the one feature that had the largest impact on the character of a neighborhood block was not the width of the lot but rather the dwellings which were not constructed consistent with the "front setback" pattern of the neighboring lots. The diverse group worked well together in successfully creating and unanimously agreeing to a change in the Land Development Ordinance. Their proposal is to replace the current optional infill development language with a mandatory directive regarding single family detached dwellings to construct consistent with the development pattern of the existing neighborhood.

The amendment requires a single family detached dwelling to compute and comply with the average street setback determined by utilizing one of four scenarios. The scenarios account for developed lots on both sides of the subject site, a vacant lot is located within mean calculation, building orientation, and infill development on a corner lot. Also, included is the allowance for a Type I modification permitting a reduction in the front setback for single family detached dwellings.

The Planning Board has recommended the change and the public hearing to consider its adoption will be held at the February 4, 2014, City Council meeting.

SS



January 22, 2014

**TO:** Chris Wilson, Interim Assistant City Manager

**FROM:** Love Crossling, Director

**SUBJECT: International Advisory Committee Revitalization Update**

The International Advisory Committee (IAC) is an advisory committee of the Human Relations Commission (HRC) established in 2008. The goal of the IAC is to raise awareness of the needs of immigrant and refugee populations, as well as guide populations to community resources associated with housing, healthcare, education, and daily living. The mission of the IAC is as follows:

- Study and advise City Council on barriers relating to members of identifiable groups sharing common national origins.
- Study City policies, procedures, and processes that create barriers or impediments for of identifiable groups sharing common national origins.
- Analyze the barriers facing identified groups within the City and the larger community, and formulate recommendations to the HRC, to be presented to City Council.
- Educate and inform IAC members on local, state and national community and governmental systems; IAC members may share with their respective communities.

The Human Relations staff (HRD), in collaboration with the Chair of the Human Relations Commission, has worked diligently to revitalize the IAC. The revitalization is to take place in four phases as follows:

- **Appointment and orientation of IAC Chair (November 2013-January 2014):** Human Relations [HRD], in conjunction with the Community Relations division will evaluate the interest of residents who have participated in city-based initiatives (i.e. City Academy or noted members of the community who have taken interest in immigrant and refugee populations. The HRC Chair will assess the interest of members of the Commission who have expressed interest in these populations. After an interview process, the Commission Chair will appoint a leader of IAC. Orientation will be conducted to familiarize the newly appointed IAC Chair with functions of the HRC, mission of IAC, and preliminary plan for recruitment and community outreach.
- **Convening of Community Partners (February 2014):** HRD will work diligently to assist the IAC Chair connect with organizational leaders throughout the community who provide direct services to immigrant and refugee populations (i.e. Faith Action, CNNC, religious bodies, coalitions, etc.). The purpose is to foster relationships that will build trust with leaders, and thereby provide access to different populations for recruitment, and later education and outreach.

- **Development of Strategic Plan for Membership Recruitment (February 2014):** HRD in conjunction with the Community Relations division and the IAC Chair will identify significant community functions, meetings, and gatherings hosted by the populations utilizing, but not limited to, the five most frequently spoken languages in the Greensboro community. Once determined, the IAC Chair will make contact with leadership to set up visits to the various sites, with the purpose of sharing the mission and encouraging participation in IAC, and hear initial feedback regarding community needs.
- **Development and Implementation of Education and Outreach Efforts (Launched March 2014):** Once the first phase of recruitment is complete (considering that recruitment should be on-going), the IAC Chair will help new and returning members, as well as selected community partners, develop a plan for education and outreach. The topics will cover the areas of awareness, resources, and the celebration of diversity.

To date, the IAC revitalization is transitioning into phase two. As of January 2014, Umar Awan, has been appointed to the position as Chair of the IAC. Mr. Awan brings a plethora of experience to the table to include Civil Affairs, Chemical Operations Training, and Hazardous Waste Operations, Emergency Response with the United States Army as well as Anti-Human Trafficking/Refugee work with World Relief International. Mr. Awan holds relevant double masters degrees in the areas of in Conflict Analysis Resolution and Mediterranean Security from George Mason University and University of Malta and in International Global Studies and Political Science from the University of North Carolina at Greensboro. In addition to a wealth of experience and education, Mr. Awan speaks both native Urdu and Punjabi. He attributes his passion for the improvement of conditions for immigrant and refugee populations to his first-hand experiences as an immigrant.

The Human Relations department, to include the HRC is confident that Mr. Awan will be an effective leader and conduit of change for the IAC. The Director of Human Relations has taken the responsibility of making preliminary acquaintances with leaders of community organizations (Faith Action, CNNC, Latino Coalition, African Coalition, etc.) since September 2013, in preparation for the transition of the new Chair during phase 2.

Members of Council will be regularly notified via IFYI of the completion of phases 2-4 by March 2014. We welcome the ongoing in-put of Council members, and look forward to collaboration as the opportunity presents. Should you have any additional questions, please feel free to contact me for follow-up.

LC

cc: Allen Hunt, Human Relations Supervisor  
Betsey Richardson, City Clerk  
Jim Westmoreland, Deputy City Manager



January 24, 2014

**TO:** Chris Wilson, Interim Assistant City Manager  
David Parrish, Assistant City Manager

**FROM:** Phil Fleischmann, Community Recreation Services Manager  
Hanna Cockburn, Long Range and Strategic Planning Manager

**SUBJECT:** City of Greensboro Efforts to Address Food Insecurity and Food Deserts

On November 19, 2013, the Greensboro City Council requested staff research city, state, federal and internal budget funding sources available that could help organizations with eliminating Greensboro food deserts. The council further requested that local institutions of higher learning be included. This memo along with attachments demonstrates staff progress to date.

Food insecurity refers to the lack of access to enough food for an active, healthy lifestyle for all family members, or to an individual's inability to obtain nutritionally adequate foods. According to the NC Association of Feeding America Food Banks, the Greensboro/High Point/Winston-Salem metropolitan statistical area has one of the highest rates of food insecurity in the nation. The prevalence of "food deserts" in Greensboro, or areas in which there is no close access to healthy foods, is a chief contributor to the city's food insecurity. The City of Greensboro is committed to working to address the issue of food insecurity in our community, and is working with multiple partners in four principal ways in order to do so:

- 1) Facilitating opportunities for the development of public and private lands for the purpose of producing food locally
  - Recent revision to the Land Development Ordinance (LDO), which establishes a framework for the creation of freestanding community gardens, and urban farms, within the city limits, making it easier for private entities to initiate these types of uses. Adopted by Council on December 17, 2013, the text amendment of the LDO allow for community gardens and urban farms to be the primary use of a property. Previously, these two uses were allowed only as accessory uses. Because of this change, there are now more opportunities for community gardens and urban farms to be developed within the city.



- Continuing to add to the inventory of community gardens located on public lands. The City is currently involved in the maintenance and oversight of five community gardens located on city owned parcels within food deserts: Steelman Park, the Village at Northside, Keeley Park, Maywood Street Park, and at the Caldcleugh Multicultural Arts Center.
  - Conducting an on-going search for external funding sources available to community groups, and serving as a resource for groups wishing to apply for external funding. (Attachment)
- 2) Providing free or low-cost educational opportunities and resource information to those interested in a variety of sustenance-related topics
- Classes on topics such as healthy eating, permaculture, sustainable agriculture, gardening basics, growing produce, etc. are offered by the Greensboro Public Library and Parks and Recreation throughout the year.
  - Resident access to garden mentors provided by the Cooperative Extension service is facilitated by Parks and Recreation.
  - Staff provides technical assistance to anyone interested in forming community gardens, urban farms, etc.
- 3) Operating or facilitating the operation of venues for children and families to acquire healthy foods in underserved areas
- Donating produce, which is unclaimed from the City's community gardens to organizations such as Share the Harvest in an effort to aid in food distribution to needy families. In 2013, over 400 pounds of produce was donated to Share the Harvest.
  - Providing free breakfast, lunch, and healthy snacks to qualifying children in the citywide summer day camp program offered at 10 community recreation centers, as well as the summer playground program. In 2013, over 33,000 meals were provided.
  - Working with the non-profit Out of the Garden Project to offer a summer camp at Folk Community Recreation Center which provided breakfast and lunch to youth, educated participants about gardening and healthy eating, and served as a food pantry location.
  - Working with Greensboro Farmers Market Inc. to operate the City-owned Farmers Curb Market, a venue selling local produce which utilizes the SNAP (Supplemental Nutrition Assistance Program) EBT initiative which matches customers' withdrawal amounts dollar per dollar up to \$20.

- Continuing to facilitate the redevelopment of the City-owned Renaissance Shopping Center, ensuring that a grocery store will provide access to healthy foods within a food desert area.
- 4) Providing in-kind services or resources to individuals or groups in order to address food insecurity
- Examples include providing the vacant Folk Community Recreation Center for the use of the Out of the Garden Project (referenced above). In lieu of a rental payment, Out of the Garden completed a much-needed painting project at the facility valued at \$6,190.
  - In 2013, Parks and Recreation staff contributed over 1,100 total work hours assisting with community garden efforts in Greensboro.

To effectively address food insecurity, a collaborative approach involving public and private entities is necessary. The City continues to explore partnership opportunities, which would aid in addressing food insecurity. For example, the City is working with North Carolina A&T State University in the development of student experiences which would result in further food production and distribution to areas in need.

Future areas of focus include exploring the possible creation of a mobile farmers' market in collaboration with Guilford County; integrating additional educational components into City summer camps, Library, and after-school programs; exploring collaborative opportunities with a new citizen-led food council and working with residents to identify and develop additional community garden and urban farm locations throughout Greensboro. Also, the City continues to explore options for utilizing vacant City-owned properties which are awaiting redevelopment for temporary use for food production.

PF/HC  
Attachments

cc: Sue Schwartz, Planning Director  
Barbara Harris, Neighborhood Development Director  
Wade Walcutt, Interim Parks and Recreation Director  
Brigitte Blanton, Libraries Director

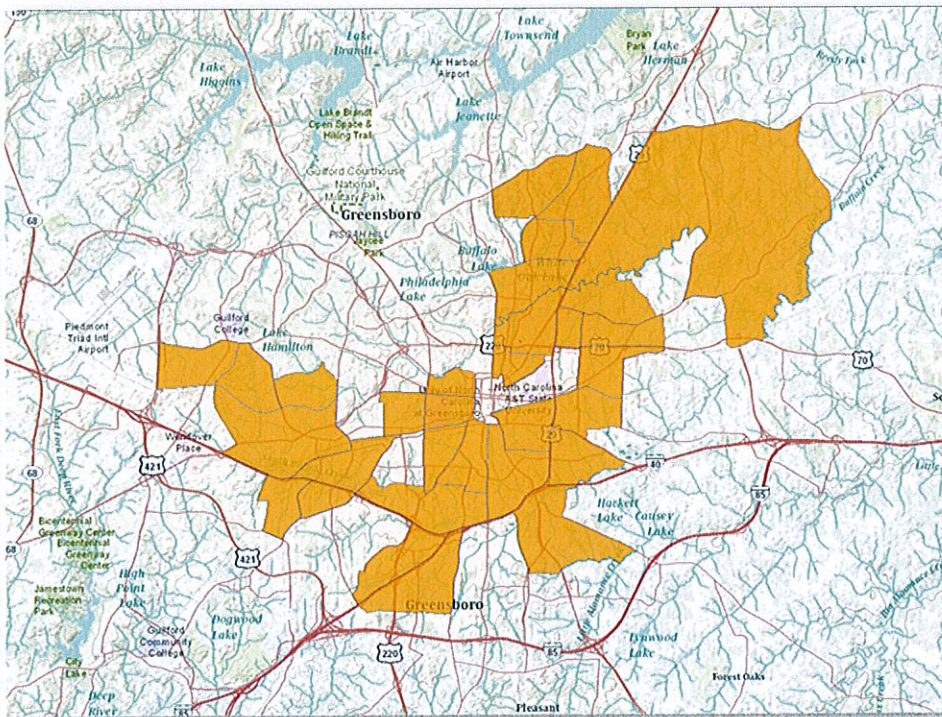
## An Overview of Food Deserts in Greensboro

### “Food Deserts” Defined

The United State Department of Agriculture (USDA) defines food deserts as census tracts where households lack access to healthy food options and are experiencing high levels of poverty. In an urban area like Greensboro, the USDA identifies food deserts as census tracts where at least 33% of the population lives farther than ½ mile from the nearest grocery outlet and the poverty rate is above 20% or the median household income is less than 80% of the metropolitan region’s median household income.

Twenty-nine of the seventy-five Census tracts that lie within the Greensboro City Limits meet both criteria, accounting for 38% of the City’s total population. USDA’s designation of food deserts is based on the 2010 list of supermarkets, the 2010 Decennial Census, and the 2006-10 American Community Survey.

The highlighted areas within the map below indicate the food deserts present in Greensboro.



Reference: Economic Research Service (ERS), U.S. Department of Agriculture (USDA). Food Access Research Atlas:

<http://www.ers.usda.gov/data-products/food-access-research-atlas.aspx>.

### **Policy Framework**

Adopted in 2003, the Connections 2025 Comprehensive Plan provides a wide range of policy recommendations related to social equity, sustainable development, resource protection and empowerment. Though the Comprehensive Plan does not speak directly to the issue of food security, each policy area relates to food security and food deserts in some fashion.

The Connections 2025 Comprehensive Plan identified approximately one-quarter of the City's land area in 2003 as vacant, with some capacity for infill development. A more recent analysis showed 10% of tax parcels within the City Limits as vacant. This underutilized land presents a potential opportunity for repurposing a portion of these lands – even on a temporary basis -- for the production of fresh foods through free-standing community gardens and urban agricultural projects. A program focused on City owned vacant lands could help address food deserts within the City. Further study and analysis is needed to identify locations both public and private that could be targeted for these types of uses.

### **Regulatory Framework**

Over the summer, City staff began drafting a text amendment in response to a number of proposals related to urban farming operations and free-standing community garden activities that did not fit cleanly into existing ordinance provisions. An amendment to the Land Development Ordinance (LDO) adopted at the December 17, 2013 Council meeting establishes a regulatory framework for community gardens and urban farming operations as principle uses. The new regulations are intended to enable projects to move forward while ensuring that the impacts to surrounding properties are considered and addressed.

### **Related Development Projects with City Participation**

The Redevelopment Commission has executed a lease with Eastern Development and Growth Enterprise (EDGE), a local non-profit organization to establish an urban farm on Redevelopment Commission owned property located on Phillips Avenue. EDGE is working closely with North Carolina A&T State University on this project. The operation will consist of high tunnel greenhouses to produce vegetables in raised beds. The City is supporting this effort by leasing the land at \$1 per year, and providing funding to cover the installation of a water meter, the water capacity use fees and tap fees. North Carolina A&T State University is partnering with EDGE to implement a USDA grant

The City will explore additional development projects as opportunities become available.

## Funding Options for Combating Food Deserts

The Planning and Neighborhood Development Departments have researched potential federal programs targeted to combat food scarcity issues, which are included within this document. In addition, the City is actively working with a citizen-comprised food council, the Guilford County Department of Health, and the Cooperative Extension Service to explore additional funding and resource options to address food deserts.

Potential federal funding programs include:

- 1) **Community Economic Development Program (HHS):** The CED program provides technical and financial assistance for healthy food ventures implementing innovative strategies designed to: (1) improve access to, and purchase and consumption of healthy, affordable foods; and (2) address the economic needs of low-income individuals through the creation of employment and business opportunities in low-income communities. All projects must work to serve a food desert, which is defined as a low-income community where a substantial number or share of residents has low access to affordable and healthy food retailers and in which healthy food options are hard to find or are unaffordable.
  - Eligible Activities: Funded projects can be non-construction or construction projects. For non-construction projects, the grant period is 3 years and funds can be used for costs associated with business start-ups or business expansion, such as start-up capital for operating expenses, but not long-term or ongoing operating expenses. Incubator development is allowed as long as the focus is healthy food and can demonstrate substantial and specific job creation for low-income individuals. For construction projects, the grant period is 5 years and facility construction can be undertaken as needed to support business creation or expansion or job creation. Many projects utilize grant funds for a loan or a revolving loan fund to provide loans to businesses and/or as an equity or stock investment. An applicant can use grant funds to support one or multiple project strategies. Examples of successful uses of funds include: financing the construction of grocery stores, providing direct assistance to farmers, supporting urban and rural farmers markets and retail markets, expanding existing food distribution businesses, and supporting food business entrepreneurs.
  - Eligible Applicants: An applicant for funding must be a non-profit Community Development Corporation with a principal purpose of planning, developing, or managing low-income housing or community economic development activities that has a Board consisting of community, business, and civic leaders. The organization's designation as a CDC does not need to be specified on any official documents as long as the preceding requirements are met.
  - Funding: In this year's solicitation \$9.4 million in funding was made available under the program and HHS expected to make 13 awards averaging \$720,000 per project period (expected floor: \$100,000; expected ceiling: \$800,000). There is no cost sharing/matching requirement for a CED project.

- 2) **Community Food Projects (USDA):** The CFP program provides grants to support projects that meet the food needs of low-income people, increase the self-reliance of communities in providing for their own needs, and promote comprehensive responses to local food, farm, and nutrition issues. Grants are awarded for projects, planning, and training and technical assistance. A wide range of activities, such as urban agriculture and targeted markets to address food deserts, have also been awarded. For example, projects linking low-income populations to fresher foods through farmers' markets have previously qualified. The range of grant awards and their duration depend on the type of project, but all types of projects require a local match. The Senate Agriculture Appropriations bill proposes a significant increase in funding for the CFP program for FY 2014 and the as-yet-unenacted Farm Bill calls for \$10 million in funding for the program annually going forward.
  
- 3) **New Markets Tax Credit (Treasury):** The NMTC is a non-refundable tax credit intended to encourage private capital investment in eligible, impoverished low-income communities, including food deserts. NMTCs are allocated by the Community Development Financial Institutions Fund within the U.S. Treasury under a competitive application process. Investors who make qualified equity investments reduce their federal income tax liability by claiming the credit. To date, the CDFI Fund has made 495 awards totaling \$26 billion in allocation authority.
  
- 4) **People's Garden Initiative (USDA):** USDA has funded a number of projects in recent years to help communities establish community and school gardens through collaborative efforts. The grants awarded under this initiative are small, but have been used to serve thousands of students attending elementary schools in several states around the country. In most cases, grants have been provided to high-poverty schools to promote healthy food education and hands-on gardening in the school curriculum. Applicants would enter into a cooperative agreement to develop and run community gardens at eligible high-poverty schools. The total amount of funding under the program is approximately \$1 million, so grant awards will likely only range in the thousands or tens of thousands dollars.
  
- 5) **Small Business Innovation Research Program (USDA):** The SBIR program provides grants to qualified small businesses to stimulate technological innovations in the private sector and to commercialize USDA-supported research. Grant amounts are limited to \$100,000 and \$500,000 per project and limited to eight months and to two years, respectively, depending on the type and phase of the project. In previous years, grants have been awarded to small and mid-size farms and ranches that sell to local markets and to implement a community-supported agriculture (CSA) model to bring their locally grown food to inner city households and schools, among other types of project. In particular, under the CSA model, a farmer or community garden grows food for a group of local residents – members/shareholders/subscribers – who pledge support to the farm/garden at the beginning of the year by agreeing to cover its expected costs and risks. In turn, the members receive shares of the farm/garden's production during the

growing season. Appropriations for the SBIR program will typically range between \$15-20 million per year.

- 6) **Promise Zone Designation:** Under the Promise Zones initiative, the federal government will partner with high-poverty urban communities (e.g. neighborhoods) to create jobs, increase economic activity, improve educational opportunities, leverage private investment, and reduce violent crime. Twenty high-poverty communities will receive the Promise Zone designation over the next four years (i.e. five each year, beginning in 2013) and each Promise Zone designation will last 10 years.
- **Preference Priority for Federal Funding:** Promise Zone designees will receive competitive preference priority for the Administration's "signature" placed-based investment programs:
    - Choice Neighborhoods (HUD): Supports locally driven solutions for transforming high-poverty neighborhoods by revitalizing distressed housing, improving education, and increasing local economic activity
    - Promise Neighborhoods (ED): Builds a pipeline from the earliest ages of educational support services around a strong school environment, focused on high school graduation and college matriculation
    - Byrne Criminal Justice Innovation (DOJ): Targets neighborhoods with hot spots of violent and serious crime by employing data-driven strategies that show evidence of
  - A community designated as a Promise Zone will receive three key benefits from such a designation:
    - On-the-ground technical assistance from federal staff to help the community navigate federal programs/regulations, use existing funds more effectively, and implement revitalization efforts
    - Preference priority (e.g. additional points in competitions) for federal funds awarded via competitive grant opportunities, such as the Choice Neighborhoods, Promise Neighborhoods, and Byrne Criminal Justice Innovation programs
    - Tax incentives for employers to create jobs and attract private capital within the Zone (if authorized by Congress)

AMENDING CHAPTER 30 (LDO)  
AN ORDINANCE AMENDING THE GREENSBORO CODE OF ORDINANCES WITH RESPECT  
TO ZONING, PLANNING AND DEVELOPMENT

(Editor's Note: Added text shown with underlines and deleted text shown with strikethroughs.)

Section 1. That Table 8-1 within Section 30-8-1, Permitted Use Table, is hereby amended by adding a row for a use labeled "Community Gardens" within the Use Category of Agricultural Uses, a "U" in the R-3, R-5, R-7, RM-5, RM-8, RM-12, RM-18, MU-L, MU-M, MU-H, and TN zoning districts, and a "30-8-10.6(C)" in the standards column.

Section 2. That Table 8-1 within Section 30-8-1, Permitted Use Table, is hereby amended by adding a row for a use labeled "Urban Farms" within the Use Category of Agricultural Uses, and a "S" in the R-3, R-5, R-7, RM-5, RM-8, RM-12, RM-18, MU-L, MU-M, MU-H,C-N, C-L, and TN zoning districts, and a "30-8-10.6(D)" in the standards column.

Section 3. That the introductory paragraph for Section 30-8-7.4, Parks and Open Areas, is hereby amended to read as follows:

30-8-7.4 Parks and Open Areas

Uses focusing on natural areas consisting mostly of vegetation, passive and active outdoor recreation areas, ~~community gardens~~, and having few structures.

Section 4. That Section 30-15-4, Terms Beginning with C, is hereby amended by adding the definition for "Community Gardens" within alphabetical order as follows:

Community Gardens (Principal Use)

Areas of land used solely to grow and harvest food crops and non-food ornamental crops, for personal or group use, consumption, or donation. Community Gardens may be divided into separate plots for cultivation by one or more individuals or may be farmed collectively by members of the group and may include common areas maintained and used by the group.

Section 5. That Section 30-15-20, Terms Beginning with U and V, is hereby amended by adding the definition for "Urban Farms," within alphabetical order as follows:

Urban Farms (Principal Use)

Areas of land used for the raising and harvesting of trees (excluding forestry), vines, seeds, plants and crops, as well as the keeping and raising of animals (including fish) when located within city limits. Urban farms may include intensive agriculture and a retail component.

Section 6. That Subsection (A) of Section 30-8-4.1, Agricultural Use Group, is hereby amended to read as follows:

(A) Typical Use Types

The following are examples of typical agricultural uses:

- 1) Forestry and Crops
- 2) Community Gardens



### 3) Urban Farms

Section 7. That Section 30-8-10.6, Agricultural Uses, is hereby amended by inserting a new subsection (C), Community Gardens, to read as follows:

#### (C) Community Gardens

- 1) A community garden shall be used for growing and harvesting food crops and ornamental crops, for consumption or donation. On site sales are prohibited.
- 2) A community garden exceeding one acre in size shall be permitted with the approval of a Special Use Permit.
- 3) A "Use Registration Permit" from the city is required if the community garden is a new use or a change in use for a zone lot.
- 4) Detached accessory structures such as storage or utility buildings, gazebos, trellises, or accessory structures are permitted, subject to an approved zoning and/or building permit. The maximum size for an accessory structure affiliated with a community garden, permitted by right, in a residential district is 12 feet by 12 feet and shall not exceed 12 feet in height. A larger structure may be permitted with the approval of a Special Use Permit (see Sec. 30-4-10).
- 5) All storage structures housing fertilizer, gas, or other chemicals shall be ventilated.
- 6) Community gardens are not permitted to have electricity. Electricity is permitted with the approval of Special Use Permit (see Sec. 30-4-10).
- 7) If fencing is installed, such fencing shall not be opaque and shall be subject to the standards of Sec. 30-9-4
- 8) Lighting shall be limited to lights controlled and activated by motion sensor devices for a duration of 15 minutes or less.
- 9) Community Gardens shall be managed and maintained in compliance with all applicable standards of this ordinance and the City Code of Ordinances, including but not limited to those pertaining to:
  - a) Nuisance abatement;
  - b) Stormwater management;
  - c) Site accessibility;
  - d) Signage;
  - e) Soil erosion and sedimentation control;
  - f) Tree conservation; and
  - g) Landscaping.
- 10) Gardeners are required to adhere to this ordinance. If any Community Garden is found to be in violation of this ordinance, the owner of the property and the party identified on the "Use Registration Permit" (if different) will be notified and subject to remedies and penalties of any such violation in accordance with Article 5.

Section 8. That Section 30-8-10.6, Agricultural Uses, is hereby amended by inserting a new subsection (D), Urban Farms, to read as follows:

#### (D) Urban Farms

- 1) Urban farms shall be managed and maintained in compliance with all applicable standards of this ordinance and the City Code of Ordinances, including but not limited to those pertaining to:

- a) Nuisance abatement;
  - b) Stormwater management;
  - c) Site accessibility;
  - d) Signage;
  - e) Soil erosion and sedimentation control;
  - f) Tree conservation; and
  - g) Landscaping.
- 2) A "Use Registration Permit" from the city is required if the urban farm is a new use or a change in use for a zone lot.
  - 3) All keeping, grazing or feeding of animals as an accessory to the urban farm shall comply with Section 30-8-11.3, Animals and Livestock.
  - 4) An aquaculture license, written permission and/or a capacity use permit, if applicable, from the North Carolina Department of Agriculture and Consumer Services is required of any applicant farming fish.
  - 5) All storage structures housing fertilizer, gas, or other chemicals shall be ventilated.
  - 6) If fencing is installed, such fencing shall not be opaque and shall be subject to the standards of Sec. 30-9-4.
  - 7) Urban farms are only permitted on parcels that do not contain single-family dwellings. However, a caretaker dwelling is permitted per Sec. 30-8-11.4.
  - 8) The minimum lot size to establish an urban farm is 30,000 square feet.

Section 9. That Subsection (D) of Section 30-9-4.5, Prohibited Fence/Wall Heights, is hereby amended to read as follows:

(D) fences or walls topped with barbed wire or razor wire in residential zoning districts, C-N, C-L, MU- and TN zoning districts, except those service a public institution for public safety or security purposes.

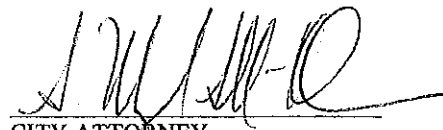
Section 10. All ordinances in conflict with the provisions of this ordinance are repealed to the extent of such conflict.

Section 11. This ordinance shall become effective upon date of adoption.

THE FOREGOING ORDINANCE WAS ADOPTED  
BY THE CITY COUNCIL OF THE CITY OF GREENSBORO  
ON THE 17TH DAY OF DECEMBER, 2013 AND WILL  
BECOME EFFECTIVE UPON ADOPTION.

ELIZABETH H. RICHARDSON  
CITY CLERK

APPROVED AS TO FORM

  
CITY ATTORNEY



Pillsbury Winthrop Shaw Pittman LLP  
2300 N Street, NW | Washington, DC 20037-1122 | tel 202.663.8000 | fax 202.663.8007

**MEMORANDUM**

To: Denise T. Roth, City Manager, City of Greensboro  
Pat Danahy, President and Chief Executive Officer, Greensboro Partnership

From: Craig Saperstein  
Elizabeth Moeller  
The Honorable Greg Laughlin

Date: December 17, 2013

Re: Year-End Report on Federal Lobbying Activities for the City of Greensboro and the Greensboro Partnership

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After a successful first year of collaboration with the City of Greensboro and the Greensboro Partnership in 2012, Pillsbury's Public Policy team has appreciated the opportunity to capitalize on our momentum by continuing to pursue funding and policy changes for a variety of priorities that benefit the city and the Triad during 2013.

Over the course of the year, our team has identified and evaluated federal funding opportunities for Greensboro; analyzed and advocated for potential changes in policy that could benefit the city; provided "intelligence" on relevant political developments; and helped forge collaboration between regional stakeholders on several key economic development projects. We are pleased that the federal government continues to recognize the strength of the municipal, business, and regional leadership, as well as the potential for Greensboro's citizens to be on the cutting edge of solving problems and generating ideas. We are pleased that our advocacy efforts have once again facilitated a strong return on investment.

Through our consistent outreach to key decision makers, the City and the Partnership have established significant credibility with our congressional delegation, high-ranking White House officials, and key staff contacts at the U.S. Departments of Commerce, Transportation, Justice, and Homeland Security, among other agencies. We are confident that the relationships we have forged with influential decision makers will lead to continuing success and a sterling reputation for Greensboro in Washington, D.C. Indeed, Mayor Vaughan's invitation to participate in a White House forum with President Obama, along with a select group of newly elected mayors illustrates the strong reputation Greensboro has developed in Washington.

This memorandum outlines Pillsbury's work for the City and the Partnership throughout 2013. We look forward to strategizing with Greensboro's new City Council, City staff, and Partnership officials to identify other opportunities in which federal resources can help our city achieve its priorities over the coming year.

## **I. Funding for Greensboro's Priorities in 2013**

Throughout the first half of the year, we have gathered intelligence and advocated for federal funding opportunities to provide resources to buttress Greensboro's economic development activities, transportation system, and public safety. These priorities have included: (1) expansion of the HondaJet facility at Piedmont Triad International Airport ("PTI"); (2) funding to further establish the aerospace "ecosystem" to surround and sustain PTI; (3) growth at the Gateway University Research Park and the Joint School of Nanoscience and Nanoengineering within it; (4) economic development in Greensboro's city center; and (5) funding to enhance the City's firefighting capabilities in East Greensboro. We are happy to report that meaningful progress has been made in advancing each one.

### **A. Funding for HondaJet Expansion**

Earlier this year, the U.S. Economic Development Administration ("EDA") announced that it would award \$1.5 million in funding to the Piedmont Triad Airport Authority ("PTAA") in support of Phase 3 construction of PTI's Taxiway M extension, which will provide access to new airport development for Honda Aircraft Co. The EDA award came on the heels of the Federal Aviation Administration's ("FAA") announcement last year of a grant to the PTAA of \$6,140,296 that also supported the Taxiway M extension and the replacement of pipeline needed to make the taxiway operational. With respect to the FAA grant, we advocated for the allocation of unobligated FAA funds to support PTI airport improvements and were pleased that FAA prioritized these improvements in obligating these previously unobligated funds.

The PTAA developed a successful plan to implement construction of Taxiway M to allow Honda to expand its operations at the airport and acted to piece together several million dollars of funding to begin construction. Pillsbury's Public Policy team arranged for EDA's regional representative to visit the airport to learn about the PTI expansion and to view firsthand the site at which Honda is expanding its operations. We also arranged for Greensboro and PTAA officials to meet with high-ranking EDA staff at the agency's headquarters in Washington both this year and last year to further discuss the airport expansion plans. Our team worked consistently with staff for the North Carolina congressional delegation – including Senators Hagan and Burr and Reps. Coble and Watt – as well as staff from the Governor's Washington office to ensure their support for the grant opportunity. We also raised awareness about the airport's ambitious expansion plan with the Deputy Assistant Secretary of Transportation for Intergovernmental Affairs and the White House Director of Intergovernmental Affairs. We are confident that the collective outreach to key officials in EDA, the White House the U.S. Department of Transportation, the state, and to our congressional delegation played an important role in this year's EDA award and the increase in the size of last year's FAA's grant award from \$1.4 million to \$6.1 million.

### **B. Funding to Enhance PTI's Aerospace Ecosystem**

Throughout the first half of the year, we gathered intelligence on President Obama's Advanced Manufacturing initiative and identified several funding opportunities to City staff, the City Council's Economic Development Subcommittee, and the Greensboro Partnership that could accelerate and strengthen the airport expansion. This research and analysis culminated in a

productive conversation among key stakeholders from Greensboro and the Triad region – including representatives from the City, the Partnership, the PTAA, the Piedmont Triad Partnership (“PTP”), the Gateway University Research Park and North Carolina A&T – in which all parties agreed to move forward together in pursuing a planning grant under the Administration’s Investing in Manufacturing Communities Partnership (“IMCP”).

IMCP is a two-phase grant opportunity administered by EDA. During the first stage (the implementation strategy grant phase), the government awarded grants of \$200,000 to communities that presented viable strategies for attracting and expanding private investment in the manufacturing sector and increasing international trade and exports. Applicants were asked to focus on identifying targeted industries and specific public investments that will enhance the attractiveness of the region to private investment, with special attention given to the role of small and medium sized manufacturing firms. Such projects were also required to be regional in scope and focus on manufacturing sectors that demonstrate comparative advantages in the marketplace.

In September, EDA announced a \$200,000 IMCP grant award to be administered by the PTP, in conjunction with our other stakeholders. With the assistance of the requested funds, the PTP will collaborate with a consortium of aviation-related companies, research institutions (including those mentioned above), government agencies, and the Greensboro Partnership to develop the Aviation Innovation Partnership. The Aviation Innovation Partnership will utilize the IMCP funds to strengthen the regional aviation cluster and encourage further investment on a greater scale in three ways. First, the participants will create a full map of the region’s aviation-related, knowledge-based assets to facilitate connections between companies and regional institutions of higher education. Second, the partnership will identify known aerospace companies to help develop improvements to supply chain structures. Last, the consortium will create a plan for strategic investments in the aviation cluster. Ultimately, these investments will create opportunities for entry into new markets and expand the aerospace industry in the Piedmont Triad region. With the release of the second phase of the IMCP competition on December 10, 2013, we look forward to strategizing with our group of stakeholders regarding a larger-scale opportunity for federal assistance.

#### C. Gateway University Research Park

In May, the Gateway University Research Park applied for federal funding under the multi-agency Make It in America Challenge. Pillsbury’s team advocated for the Gateway Park’s application with officials at the participating agencies, as well as with members of our congressional delegation. With funds from the challenge, the Gateway Park proposed to maximize the Joint School of Nanoscience and Nanoengineering’s advanced manufacturing capabilities by forming an Advanced Manufacturing Collaboration for Technology and Training. This collaborative would leverage assets from the Gateway Park, the Joint School, the North Carolina Manufacturing Extension Partnership, and the Manufacturing Solutions Center of Conover, N.C. to provide enabling infrastructure, joint research and development focused on rapid commercialization, nanomanufacturing problem solving, and business assistance. The collaborative would also provide workforce training and foster direct student interaction with businesses.

Although the Gateway Park did not receive a grant of funding in this cycle of the challenge, we understand from federal officials that the Park put forward a strong proposal and that it may be considered for the next round of funding. We will continue to pursue this funding opportunity.

**D. Firefighter Staffing**

This fall, the Greensboro Fire Department (“GFD”) put forward a compelling application for funding under the U.S. Department of Homeland Security’s (“DHS”) Staffing for Adequate Fire and Emergency Response (“SAFER”) program. This program provides funding directly to fire departments to help them increase or maintain the number of front line firefighters available in their communities and to enhance the local fire departments’ abilities to comply with federal staffing, response and operational standards. In its SAFER application, the GFD proposed utilizing SAFER funds to hire an additional company in east Greensboro to minimize resource drawdowns and to provide enhanced coverage for much of Greensboro’s critical infrastructure. Such funds would help the GFD retain its ISO 1 rating, which facilitates significant reductions in homeowner insurance premiums for residents in the Station 57 service area.

In conjunction with the GFD’s application, Pillsbury arranged meeting with key officials at the DHS and with our congressional delegation to advocate for the funding award. We also worked with Senator Hagan’s office; the Senator sent a strong letter of support for the application and provided counsel to City staff and to Chief Grayson on strategies related to the application. We look forward to hearing about a potential award for the Department over the coming weeks.

**II. Visit of Greensboro Representatives to Washington, D.C.**

Pillsbury’s Public Policy team was pleased to arrange meetings for two delegations of key stakeholders from Greensboro over the past year. These meetings allowed federal officials to hear firsthand about Greensboro’s key needs and priorities and permitted Greensboro’s stakeholders to learn about new funding opportunities.

**A. Public Safety Visit – June 2013**

In June, Deputy City Manager Jim Westmoreland, Greensboro Police Department (“GPD”) Chief Ken Miller, GFD Chief Greg Grayson, and Guilford/Greensboro 911 Director Wesley Morris visited Washington for a day full of meetings to advocate for Greensboro’s public safety priorities.

**1. Bureau of Justice Assistance**

The Bureau of Justice Assistance is the U.S. Department of Justice’s primary grant-making agency and provides funding support to local police departments in the areas of law enforcement, justice information sharing, countering terrorism, managing offenders, combating drug crime and abuse, adjudication, crime prevention, protecting vulnerable populations, and capacity building. In our meeting with several key BJA staff, Chief Miller and the Deputy City Manager learned about several of BJA’s key funding opportunities and were informed about several case studies in which successful community policing, mentoring, and property crimes

mitigation practices were implemented. We learned valuable information about the types of projects BJA prefers to fund and were intrigued to discover that BJA prefers to fund nascent projects, rather than projects that are already well developed, such as the GPD's electronic monitoring program. This information will guide our future strategy for BJA applications.

We also learned that several formula funding allocations to the GPD may be used to fulfill some of the Department's key priorities, including electronic monitoring and bulletproof vest purchasing. Our team looks forward to strategizing with Chief Miller and the Deputy City Manager on future funding opportunities for the GPD in 2014.

## 2. Office of Rep. Coble

As a senior member of the House Judiciary Committee, Rep. Howard Coble (R-NC) is well positioned to provide support to Greensboro's public safety priorities, given that committee's jurisdiction over law enforcement and criminal justice issues. In a meeting with Rep. Coble's chief of staff, the public safety team articulated their departments' various priorities for law enforcement, fire, and emergency response services. With respect to law enforcement, Chief Miller discussed the GPD's desire to construct a new command center for key law enforcement activities, as well as a mobile command center. Director Morris raised the importance of transitioning the 911 unit's radio technology to the P25 standard, while Chief Grayson highlighted the GFD's staffing needs, as well as the importance of funding through the Metropolitan Medical Response System ("MMRS") program. Rep. Coble has been a champion for Greensboro's public safety grant applications in the past and this meeting further solidified his strong support for the City's public safety departments.

## 3. Office of Community Oriented Policing Services

The Office of Community Oriented Policing Services ("COPS") aims to advance the practice of community policing in state and local law enforcement agencies via grant awards and information sharing to police departments. Last year, Pillsbury's team successfully advocated on the City's behalf for the GPD to receive a COPS grant to implement the stratified model of policing, which Chief Miller identified as a key departmental priority.

In our meeting with COPS Principal Deputy Director (and then-Acting Director) Joshua Ederheimer, agency officials praised GPD, under Chief Miller's leadership, as a model for police departments around the nation and encouraged Chief Miller to share the best practices he has implemented with other departments. The meeting also provided the opportunity for Chief Miller to identify several GPD priorities that could be eligible for COPS funding, including the Family Justice Center, technology resources, a records management system, and hiring school resource officers. Ederheimer informed us that, given the tight federal budget, COPS will be focusing increasingly on technical assistance opportunities and "microgrants" for discrete law enforcement projects. In all, the meeting facilitated a productive exchange of views and underscored the positive progress the GPD has made under Chief Miller's leadership.

## 4. Department of Homeland Security

DHS allocates funding for firefighting activities via its Assistance for Firefighters Grant ("AFG") program, as well as the SAFER program described above. In a long and informative

meeting with a variety of representatives from DHS, Chief Grayson and Director Morris had the opportunity to learn more about the types of projects DHS favors for AFG and SAFER funding and to advocate for the GFD and the 911 office's greatest needs. In particular, Chief Grayson explained the importance of funding to staff Station 57 in east Greensboro under the SAFER program and for thermal imaging equipment under the AFG program. We received valuable feedback on how the GFD's applications for these priorities could be improved, facilitating much stronger applications submitted only weeks later. We also learned that 911 equipment may be included in an AFG grant application, which was a valuable lesson for both the GFD and the 911 office.

#### B. Economic Development Visit – July 2013

In July, former Mayor Perkins, City Manager Roth, former Greensboro Partnership Vice President Jason Cannon, PTAA Director Kevin Baker, and Joint School of Nanoscience and Nanoengineering Dean Jim Ryan visited Washington to participate in key strategic meetings. These visits provided the opportunity to (1) identify strategic priorities, including those discussed above; (2) discuss these priorities with key congressional delegation and federal agency staff; and (3) establish a course of future action on these items. As described above, the internal and external meetings during both trips were quite productive and a good use of time for all involved. Our meetings included the following:

##### 1. Congressional Delegation

Our meetings with Senators Hagan and Burr, Rep. Coble, and staff for Rep. Watt (the Congressman was unable to join us at the last minute because of his participation in a committee markup) focused primarily on Greensboro's economic development grant applications for the IMCP challenge and the Make It in America competition.

With respect to the IMCP opportunity, we reminded our elected officials about the Triad's existing strength in the aerospace industry and the need to leverage our high concentration of colleges/universities in helping develop an "aerospace ecosystem" that will attract major aerospace employers to come (and just as importantly, to stay) in Greensboro. We explained that, with the requested IMCP funds, a consortium of aviation-related companies, research institutions, government agencies, and economic development organizations will develop an Aviation Innovation Partnership to strengthen the regional aviation cluster and encourage further investment on a greater scale. With such investments, we asserted, our cluster/ecosystem will facilitate high-paying jobs and revitalize our historic manufacturing sector. In addition, we noted that the partnership has the potential to connect two traditionally disparate communities: east Greensboro (the home of our research institutions) and west Greensboro (the home of our airport).

With respect to the Make It in America grant, we emphasized that the Joint School equips its students with the training needed to support and expand North Carolina's advanced manufacturing industry. We noted that Gateway aims to maximize the Joint School's advanced manufacturing research capabilities and stimulate economic development by establishing the Advanced Manufacturing Collaboration for Technology & Training, which will leverage the assets and relationships of Gateway, the Joint School, the North Carolina Manufacturing



Extension Partnership, and the Manufacturing Solutions Center in Conover. We highlighted that the partnership will provide workforce training and foster direct student interaction with these businesses and will train 200 individuals for higher levels of employment and create 100 positions within the research park. Senator Hagan was particularly interested in this grant opportunity, given her strong support for funding the Joint School as a state senator.

Each of the congressional delegation members with whom we met expressed support for our priorities and excitement about their potential. Prior and subsequent to our meetings, we worked with staff for Senators Hagan and Burr and Rep. Coble staff on letters of support to be sent to federal agencies for the grant opportunities and they transmitted those letters.

## 2. Executive Office of the President – Office of Intergovernmental Affairs

Like our other meetings, the meeting in the West Wing of the White House, with the Director and Associate Director of the Office of Intergovernmental Affairs, was a success. Unlike our other meetings, the primary focus of our conversation at the White House was the Tanger Performing Arts Center. We described the substantial progress the City and the private sector have made in securing funding for the Center and establishing a plan for its construction and use. We also thanked the Director for his role in helping inspire a strong push for the Center when we first met with him in January 2012. The White House is confident based on its experience with similar projects that the Center, along with other downtown improvements such as the Downtown University Village, will make Greensboro an appealing home for young professionals and other new workers who are critical to the City's long-term success.

## 3. SelectUSA

SelectUSA is the first-ever interagency initiative to promote and facilitate foreign direct investment in the U.S. and provides a point of contact in Washington for economic development organizations, companies, and municipalities to receive counseling and ombudsman services. Most specifically, SelectUSA staff can help organizations with data, analysis, and best practices to inform strategic planning for investment promotion.

The Director of SelectUSA – with whom our firm has worked on many occasions – provided a detailed description of the services SelectUSA could provide to the City, the Greensboro Partnership, the Piedmont Triad Airport Authority, and the Gateway University Research Park. Moreover, the Director and his staff came prepared with specific information about foreign direct investment in the Piedmont Triad and in North Carolina as a whole.

The initiative's staff encouraged Greensboro to send representatives to SelectUSA's first-ever Investment Summit in Washington on October 31-November 1, 2013; Penny Whiteheart from the Piedmont Triad Partnership attended on our region's behalf. The summit was attended by U.S. and international investors, EDOs, senior Obama Administration officials, and state and local government representatives.

Our team provided a high-level overview of Greensboro's major economic development projects and brainstormed about how we can best promote our city and our region's assets to foreign investors or foreign companies looking to locate. Beyond the Investment Summit, we

look forward to a variety of interactions with SelectUSA staff to develop Greensboro's foreign investment messaging.

#### 4. Economic Development Administration

In a long, free-flowing meeting with our key staff contact at EDA, we made our case for our grant applications for the Make It in America and IMCP opportunities described above. We learned that both opportunities were extremely competitive, but received positive feedback on the quality of both applications.

We also talked at length about the development of an "accelerator" program in Greensboro that brings entrepreneurs together to build start-ups and to innovate in coordination with our research institutions and existing businesses. Our EDA staff contact shared with us several examples of existing accelerators/incubators that could serve as a model for an accelerator facility and program in Greensboro; some of these accelerators/incubators were financed with EDA funds. If the City is able to generate further interest in the accelerator program, we have the opportunity to apply for EDA funds to launch the facility as part of EDA's basic economic development funding program. We will follow up with EDA staff as warranted on this promising opportunity. Moreover, we were pleased to participate in a visit to Greenville, S.C. with stakeholders from Greensboro to observe a successful accelerator in operation.

Finally, we discussed details of administering the Strong Cities, Strong Communities grant that Greensboro was awarded last September. We started to work through several administrative issues and agreed to establish clear and consistent lines of communication with EDA on the grant opportunity as it moves forward.

#### 5. U.S. Department of Transportation

In a meeting with officials from the Federal Highway Administration and the Federal Aviation Administration, we described the components of the PTI Airport expansion plan and emphasized Greensboro's support for (and ultimate benefit from) an airport that houses thousands of aerospace and logistics workers. We noted that, at the appropriate time, the airport will likely request funding from the FAA to fulfill several key components of its expansion and emphasized that the expansion of the airport and the development of the surrounding aerospace ecosystem will be a local, state, federal, and private partnership. We were pleased with the positive response we received from the officials with whom we met.

### **III. Outreach, Research, Monitoring, and Policy**

Throughout the course of the year, we have gathered "intelligence" on and monitored funding opportunities and key policymaking activities that could have an impact on Greensboro. We frequently provide written analysis on funding opportunity announcements to City and Partnership staff and update them on legislative and regulatory developments that could have a significant impact on the City's finances and infrastructure. We also speak regularly to Greensboro's congressional delegation and to agency staff to learn about funding and policy opportunities and to inform them about activities taking place in Greensboro. We visited Greensboro on several occasions over the past year and met with City staff, Greensboro-based congressional delegation staff, officials from the Greensboro Partnership, and the PTAA

executive director, among others. Through these meetings, we continually gain a greater understanding of municipal and regional priorities and have provided strategic counsel as situations involving the federal government have arisen.

On the policy front, we have assisted the City in its efforts to promote workforce development reforms that are consistent with the practices employed by our local workforce development board. We arranged and attended a series of meetings for members of the Guilford County workforce board during their visit to Washington and interfaced with key Senate staff regarding legislative changes that would be beneficial to our board as the Senate debated legislation to reauthorize the Workforce Investment Act. It is apparent that key federal decision makers continue to view Greensboro and Guilford County as leaders in the workforce development area and, as such, our workforce development staff and board members are viewed as valuable resources for workforce policymakers.

We have also assisted the Greensboro Partnership in its ongoing efforts to receive funding for the Greensboro Community Development Fund under the U.S. Department of the Treasury's Community Development Financial Institutions ("CDFI") Fund. In particular, we have engaged with Senator Hagan's office to seek specific feedback from the Treasury Department on the Partnership's CDFI application to ensure that the Community Development Fund is eligible for future funding. Such funding will help facilitate critical lending to small businesses in Greensboro that are currently underserved by traditional financial institutions.

With respect to Greensboro's food insecurity issues, we analyzed several potential opportunities to leverage Greensboro's urban farming potential. We also provided details to City staff on the U.S. Department of Health and Human Services' ("HHS") Community Economic Development Healthy Food Financing Initiative, in which HHS solicited applications for non-profit Community Development Corporations to identify innovative strategies to both improve access to healthy, affordable foods and to create employment and business opportunities in low-income communities. We informed City staff that, under the funding opportunity, a Community Development Corporation could utilize federal funds to undertake activities such as financing the construction of grocery stores, providing direct assistance to farmers, supporting urban and rural farmers' markets, expanding food distribution businesses, and supporting food business entrepreneurs. This year, HHS was to allocate \$9.4 million in funding for approximately 13 awards, averaging \$720,000 per project. As described below, we look forward to identifying further opportunities to alleviate food insecurity issues in Greensboro over the coming year.

In addition, we have provided advice and assistance to Greensboro College as it sought renewal of its accreditation. This assistance included research into potential federal funding for the college, conversations with congressional staff about potential options, and consultation with the college's president and counsel. We are pleased to hear that Greensboro College has recently been re-accredited and look forward to further assisting with the college as needed.

#### **IV. Strategy Considerations for 2013**

Over the coming months, Pillsbury's Public Policy team aims to continue to identify and pursue funding opportunities and policy measures that could help Greensboro. In particular, we look forward to organizing a planning meeting with the new City Council members, as well as

the City's department heads, to discuss how federal funding could benefit priorities being pursued by each component of the city government. We have already conducted such a planning meeting with Pat Danahy from the Greensboro Partnership and look forward to working with the Partnership's new government affairs staff person once that individual begins work.

In preparation for our planning activities and for our future advocacy efforts, we hope to identify opportunities related to the following priorities:

- **IMCP – Phase 2:** Our region's success in securing funding for a planning grant under the first phase of the IMCP challenge signifies that we are well positioned to compete effectively in the second phase of the competition. Winners will be classified as "manufacturing communities," a special designation that comes with an array of benefits including: elevated consideration for federal dollars and assistance across 10 cabinet departments/agencies, totaling \$1.3 billion; a dedicated federal liaison at each of these agencies who can act as their concierge to the specific services they need; and recognition on a government website, accessible to prospective private foreign and domestic investors, looking for information on communities' competitive attributes. The Commerce Department has noted that communities must present strategies that identify technologies or industries in which their communities would be competitive in the future and must propose investments in areas such as: workforce and training, advanced research, infrastructure and site development, supply chain support, export promotion, and capital access. Our team looks forward to working with the same consortium that cooperated effectively to achieve the IMCP Phase 1 grant to achieve similar success in the second phase.
- **Promise Zones:** As Mayor Vaughan told President Obama earlier this month, Greensboro has implemented a holistic community stabilization approach that uses a "one touch" model for assessing and addressing the basic needs of individuals, families and neighborhoods. Building off the one-touch model, our team will explore the potential for Greensboro to apply for designation as a "Promise Zone," which will allow the city to partner with the federal government to address multiple community revitalization challenges with on-the-ground technical assistance in navigating federal programs and regulations. With such a designation, Greensboro would also receive, through upcoming federal competitive grant competitions administered by the U.S. Departments of Housing and Urban Development, Justice and Education, increased access to financial resources to help the City carry out its strategy. The President has also recommended that Congress authorize Promise Zone Tax Credits, under which private businesses in Promise Zones would receive tax incentives for employing and investing in Promise Zones to create jobs and attract additional private investments. Five cities per year over the next three years will be designated as Promise Zones, though Congress has not yet authorized the tax credits component of the initiative.
- **Urban Agriculture/Food Deserts:** We understand that a disproportionate segment of Greensboro's population lives in a food desert, in which healthy foods are not readily accessible or affordable. At the same time, with federal seed money, urban farming operations at North Carolina A&T or at community gardens, among other resources, have the potential to increase access to healthy foods among Greensboro's

food insecure population. Following up on our research earlier this year, our team will explore the potential of an application under next year's HHS Community Economic Development Health Food Financing Initiative, in which winners are awarded funds and technical assistance to establish healthy food ventures that employ innovative strategies designed to both improve access to healthy, affordable foods and to create business and employment opportunities in low-income communities. Our team will also evaluate whether any projects at North Carolina A&T or at community gardens are eligible for funding opportunities offered by the U.S. Department of Agriculture with respect to urban farming.

- **Transportation:** We look forward to continuing to strategize with City and Greensboro Partnership leadership on Greensboro's key transportation priorities, including road construction and local and regional transit service. In particular, we hope to have an in-depth discussion with the City's transportation planners and with the Piedmont Authority for Regional Transit service about how federal funds can be leveraged to improve their programs and infrastructure. In previous discussions, we have learned that local transportation planners are most interested in receiving funding for transit operating expenses rather than expansion, subject to some exceptions. However, Congress will be working on legislation to reauthorize federal transportation on a long-term basis over the coming year; this legislation may present opportunities for Greensboro to share its experience and its key needs as new policy is established. We will keep our congressional delegation abreast of any transportation priorities identified and will actively monitor competitive funding opportunities that arise as a result of the transportation policy reauthorization legislation. In particular, we will once again be active in trying to locate funds that went unobligated from previous federal grants or earmarks.
- **Gateway University Research Park:** Although the Gateway Park has not yet been awarded federal funding, we continue to believe that it has articulated a strong story in the course of its applications and in meetings in Washington. We have made significant progress in making federal officials – including those at EDA and the White House – aware of the state-of-the-art facility, the groundbreaking research taking place at the facility, and the economic development potential (both for white collar and manufacturing jobs) of its outputs. We will continue to promote the Park with agency officials and congressional delegation staff. Moreover, we will continue to seek opportunities for funding with EDA, as well as several other agencies, including the Department of Labor, the National Science Foundation, the Department of Defense, and the National Institute for Standards and Technology. Finally, we look forward to further integrating the Joint School into efforts to receive funding for our airport ecosystem and the accelerator program.
- **Downtown University Village:** Federal funding to support infrastructure improvements and program development for the proposed Downtown University Village could be a valuable resource in jumpstarting the project. We look forward to strategizing with leaders in the community about the types of federal assistance that would be most beneficial for the Village.

- **Business Relocation:** We will continue to promote Greensboro in Washington as city that features a business-friendly climate, a strong public-private partnership, and a motivated and well-trained workforce for companies that may wish to re-locate their headquarters or build facilities in the city. In particular, we will maintain frequent contact with SelectUSA, and will monitor opportunities that may arise among our firm's client base and our strong international network. We will also explore the potential of leveraging federal funding to help incentivize a company to locate facilities and workers in the city.
- **Public Safety:** Following up on our success in securing funds for the stratified policing model in 2012, we look forward to finding resources to support the GPD's other key priorities, including extension of the successful Electronic Monitoring program for post-conviction parolees and purchase of new equipment to analyze ballistics. Similarly, we look forward to continuing to promote the need for funding for the Greensboro Fire Department to support more personnel and equipment in an east Greensboro fire station. After a productive and informative meeting at the U.S. Department of Homeland Security in June, we were impressed by the strong narrative put forward in the Fire Department's latest SAFER application and we are confident federal officials now better understand the importance of such funding.

\* \* \* \* \*

We have enjoyed the opportunity to identify concrete federal priorities for Greensboro, advocate for those priorities, and, in many cases, achieve them. We are grateful for the support of the City Council and staff, as well as the Greensboro Partnership, and look forward to continuing our successful efforts together in 2014.



**CITY OF GREENSBORO  
FOR IMMEDIATE RELEASE**

Contact: Donnie Turlington  
Phone: 336-373-3769

***Website Designed to Capture Comments and Ideas from Residents***

GREENSBORO, NC (January 24, 2014) – The City of Greensboro has re-launched [www.greensboroideas.com](http://www.greensboroideas.com) to serve as an online hub for comments and conversation on a variety of topics. The current featured category on the site encourages residents to offer their ideas about the future of the Renaissance Shopping Center on Phillips Avenue

The site's categories will change periodically and focus on topics of importance to the entire city or specific topics of interest to residents in a select City Council district. The site is moderated by the City's communications and information technology staff.

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The City works with the community to improve the quality of life for residents through inclusion, diversity, and trust. As the seventh largest employer in Greensboro, the City has a professional staff of 2,800 employees who maintain the values of honesty, integrity, stewardship, and respect. The City is governed by a council-manager form of government with a mayor and eight council members. For more information on the City, visit [www.greensboro-nc.gov](http://www.greensboro-nc.gov) or call 336-373-CITY (2489).



# Current Public Records Requests Update January 24, 2014

Date Requested	Requestor	Subject	Status
<b>Closed Public Information Request for the Week of January 24, 2014</b>			
5/30/2013	Charles Cherry	Pending GPD Lawsuits	Initial records have been fulfilled. Requestor has been nonresponsive in providing details related to second part of the request as of 1/24/14.
6/10/2013	George Hartzman	Renaissance/Bessemer Shopping Center Emails- 7,973	On 1/8/14, Batch 2,3,4,and 5 have been burned onto a disk and requestor has picked up information.
7/18/2013	Roch Smith	GPD Database Indexes	Initial documents provided. City IT continuing to review for contractual records as of 1/24/14.
7/23/2013	Roch Smith	Council members Information Requests	Under review with Information Technology as of 1/24/14.
7/24/2013	Roch Smith	Incumbent Candidate Requests	Under review with Executive Department as of 1/24/14.
7/24/2013	George Hartzman	Incumbent Candidate Requests	Under review with Executive Department as of 1/24/14.
7/24/2013	Billy Jones	Incumbent Candidate Requests	Under review with Executive Department as of 1/24/14.
8/5/2013	Mike Carter	Email Correspondence from 8/1/11 to 8/5/13	Legal expects to have several batches of emails to be ready for release next week.
8/21/2013	Mr. Lassiter	Emails: P&R and Developmental Associates from 1-1-12 to 8-18-13 Email: 765	On 1/17/14, Requestor has been notified that the disc can be picked up at the City Information Desk. Legal expects to have an additional batch of emails for release in the upcoming weeks.
11/18/2013	George Hartzman	Downtown Hotel Grant Incentive	Staff is collecting the requested information.
11/26/2013	Christopher Brooks	SWAT Team Deployment Logs	Under review with the Police Department as of 1/24/14
12/2/2013	George Hartzman	Elm Street Center, LLC	Staff is continuing to review the request for available information.
12/5/2013	George Hartzman	Loans & Incentives (2009-Present)	On 1/17/14, initial information was provided to the requestor.
12/5/2013	Billy Jones	Loans & Incentives (2009-Present)	On 1/17/14, initial information was provided to the requestor.
12/11/2013	George Hartzman	GPAC: Binding Contracts	Staff is searching for available records responsive to this request.





Date Requested	Requestor	Subject	Status
12/11/2013	Billy Jones	GPAC: Binding Contracts	Staff is searching for available records responsive to this request.
12/12/2013	George Hartzman	GPAC: Architecture Contract and Cost	Staff is searching for available records responsive to this request.
12/12/2013	Billy Jones	GPAC: Architecture Contract and Cost	Staff is searching for available records responsive to this request.
12/16/2013	George Hartzman	Prison Farm, Economic Feasability Study	Staff is searching for records responsive to this request.
12/16/2013	Billy Jones	Same as G Hartzman - Prison Farm, Feasability Study	Staff is searching for records responsive to this request.
12/16/2013	Billy Jones	203 S. Elm Street	Staff is searching for records responsive to this request.
12/16/2013	George Hartzman	Low water pressure at Koury Development	Initial records have been provided to requestor.
12/17/2013	Eric Robert	South Elm Street Redevelopment Area	Initial records provided to requestor the week of 1/6/14. Staff reviewing and compiling additional records.
12/18/2013	Roch Smith	Database Index/Indexes	Staff is compiling databases.
12/26/2013	George Hartzman	Aquatic Center Power Bill	Staff is awaiting final power bill, expected in mid-January.
12/26/2013	Billy Jones	Aquatic Center Power Bill/Randalman Dam	Initial records have been provided to requestor. Staff is awaiting final power bill, expected in mid-January.
1/6/2014	George Hartzman	GPAC: Community Foundation Second Request	Staff is reviewing the request.
1/6/2014	Billy Jones	GPAC: Community Foundation Second Request (same as Hartzman's)	Staff is reviewing the request.
1/6/2014	Billy Jones	LeBauer Park - All Information	Documents should be available early next week.
1/7/2014	Billy Jones	Incentives	Economic Development staff is reviewing records and will provide records in City's possession.
1/13/2014	George Hartzman	John Lomax's Greenway Apartments	Staff is searching for available records.
1/13/2014	George Hartzman	Project Haystack	Initial records have been provided. Staff is conducting a review of emails.
1/13/2014	Billy Jones	Project Haystack (Same as #3165)	Initial records have been provided. Staff is conducting a review of emails.
1/13/2014	Billy Jones	John Lomax's Greenway Apt (same as #3162)	Staff is searching for available records.
1/13/2014	Sal Leone	Project Homestead	Case is under review in Legal.



Date Requested	Requestor	Subject	Status
1/13/2014	Terra McKee	Termination	Information should be available by early next week.
1/13/2014	Terra McKee	GPD Crime Analysis Unit Emails from 1/1/12 to 1/13/14	A follow-up for more information was sent to requestor on 1/23/14. Awaiting reply from requestor.
1/14/2014	Roch Smith	PIRT 2602 Follow Up/Record	Legal is conducting a review of the emails.
1/16/2014	David Roberts	Permitting Information	Information Technology is seeking records related to the request as of 1/24/14.
1/21/2014	George Hartzman	City of Greensboro Info request on Koury Corporation's \$200,000	Staff is compiling records
1/21/2014	Billy Jones	City of Greensboro Info Request on Koury Corp's \$200,000 (Same as PIRT # 3192)	Staff is compiling records.
1/21/2014	Alexander Walle	Area Neighborhood Associations	Information should be available by early next week.
1/21/2014	George Hartzman	GPAC small group meetings documents	Information should be available by early next week.
1/22/2014	Marilyn Baird	Better Building Project	Staff is searching for available records responsive to this request.
1/23/2014	George Hartzman	Question regarding city funds	Staff is searching for available records responsive to this request.
1/23/2014	Billy Jones	Question on City Funds (same as 3200)	Staff is searching for available records responsive to this request.
1/23/2014	Tony Cleveland Sr	Salary of all employees assigned to field operations	Staff is searching for available records responsive to this request.
1/23/2014	Bulent Bediz	Lien breakdown	PIRT is expected to close today or early next week.
1/24/2014	Billy Jones	Haystack Liberty PIRT	Information should be available by early next week.
1/24/2014	Billy Jones	Possible studies conducted by Timmons Company RE: Project Haystack	Staff is searching available records responsive to this request.
1/24/2014	Roch Smith	Haystack Study	Initial information provided to requestor on 1/24/14.



Date Requested	Requestor	Subject	Status
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### Closed Public Information Request for the Week of January 24, 2014

11/18/2013	George Hartzman	Downtown Hotel Incentive Grant Emails: 1,121	PIRT closed on 1/23/12. Reply sent to requestor.
12/4/2013	George Hartzman	Downtown Hotel-Follow-up Questions	PIRT was closed on 1/17/14, information provided to requestor.
12/4/2013	Billy Jones	Downtown Hotel-Follow-up Questions	PIRT was closed on 1/17/14, information provided to requestor.
12/16/2013	Billy Jones	Feasibility Study	PIRT is closed. Response sent to requestor on 1/23/14
12/18/2013	Roch Smith	License Plate Readers by GPD	PIRT is closed. Information was sent to requestor on 1/24/14.
12/31/2013	Billy Jones	Economic Incentive Strategic Formula	Information provided to the requestor on January 23, 2014. This closes the request.
1/2/2014	George Hartzman	GPAC: Community Foundation Information	Response sent to requestor on January 23, 2014. This closes the request.
1/2/2014	Billy Jones	(same as 3136) GPAC: Community Foundation Information	Response sent to requestor on January 23, 2014. This closes the request.
1/8/2014	Justin Hampton	City of Greensboro Employee Information	PIRT is closed. Response sent to the requestor on 1/23/14.
1/9/2014	Ben Holder	Security Video Request	PIRT is closed. Requestor picked up disk on 1/24/14.
1/13/2014	Sal Leone	Emails from Camille Bosworth from 7/1/13 re:PIRTs	PIRT is closed. Information was sent to requestor on 1/24/14.
1/15/2014	Linda West	Vehicle Tax	PIRT is closed. Response sent to the requestor on 1/23/14.
1/16/2014	Michelle Schmidt	Historical Water Consumption Date from 1960 to present	PIRT is closed. Response sent to requestor on 1/23/14.
1/17/2014	Catherine Carlock	Economic Development Financials	PIRT is closed. Response sent to requestor on 1/24/14.
1/23/2014	Alexander Walle	Telephone pole question	Information provided to the requestor on January 24, 2014. This closes the request.

<b>Weekly Totals (1/21/14-1/24/14):</b>	
Number of PIRTS Opened	14
Number of PIRTS Closed	15
Average Completion Time	11.53 days
<b>Totals Since January 1, 2014:</b>	
Number of PIRTS Opened	59
Number of PIRTS Closed	67
Average Completion Time	14.40 days

## **Contact Center Weekly Report Week of 01/13/14 – 01/19/14**

### **Contact Center**

4197 calls answered this week

### **Top 5 calls by area**

#### **Water Resources**

Balance Inquiry – 714  
IVR/Pay by Phone – 215  
New Sign up – 161  
Cutoff Requests – 107  
Const. & Maint. – 106

#### **Field Operations**

Bulk/Recycle Calendar – 80  
Bulk Guidelines – 73  
HHW/Transfer– 51  
Loose Leaf Collection – 49  
Mattress Go Round - 49

#### **All others**

Police/Watch Operations – 185  
HR/Employment – 61  
Privilege License – 43  
Guilford Metro - 36  
Parking Enforcement - 30

### **Comments**

We received a total of 2 comments this week:

#### **Field Operations – 2 comments:**

- Thank you to the crew who came back a third time to collect leaves at this location. It was appreciated.
  
- Caller wants to thank the young man that picked up the yard waste today. She said he did such a great job and did not think twice about picking up the limbs. She had about 15 limbs that were out. The young man on the back of the truck got them all. She wants the supervisor to give him a thank you from her for a job well done.

### **Overall**

Calls about employment and for parking enforcement increased last week. Call volume was steady through the end of the week.



# SMALL GROUP MEETINGS 2014

Small Group Meeting Dates & Times	Councilmember Attending	Person Contacted / Department	Subject	Council Notification Date
January 23, 2014 11:00 - 12:30	Councilmember Marikay Abuzaiter Councilmember Sharon Hightower Councilmember Jamal Fox Councilmember Nancy Hoffmann	Deputy City Manager Jim Westmoreland	University Square Campus (formally DUC), Project Haystack, and EDDBS Downtown Building Improvement Grant Program	January 24, 2014
January 23, 2014 1:15 - 2:30	Mayor Pro Tem Yvonne Johnson Councilmember Mike Barber	Deputy City Manager Jim Westmoreland	University Square Campus (formally DUC), Project Haystack, and EDDBS Downtown Building Improvement Grant Program	January 24, 2014
January 24, 2014 11:00 - 12:30	Mayor Nancy Vaughan Councilmember Zack Matheny Councilmember Tony Wilkins	Deputy City Manager Jim Westmoreland	University Square Campus (formally DUC), Project Haystack, and EDDBS Downtown Building Improvement Grant Program	January 24, 2014