City of Greenville

City Council Goals & Priorities
2018–2020

Greenville Means Business
OUR MISSION

The City of Greenville’s mission is to provide all citizens with high-quality services in an open, inclusive, professional manner, ensuring a community of excellence now and in the future.

OUR VISION

The City of Greenville is a vibrant, innovative, and inclusive community with unique and sustainable neighborhoods; an abundance of first-class arts, cultural and recreational opportunities; well-maintained and cost-effective infrastructure; a diversity of transportation options; and a strong business climate supported by entrepreneurialism and top-quality educational institutions.

OUR VALUES

Integrity — We will be truthful, dependable, and fair in all actions.
Respect — We will value each person for their thoughts, opinions, and diversity.
Professionalism — We will be professional and efficient in our work.
Fairness and Equity — We will practice fairness and equity in all decisions.
Teamwork — We will work together in a shared responsibility of service.
Accountability — We will be accountable for our actions and decisions to all we serve.
Commitment to Service and Excellence — We will strive for excellence and be committed to providing high-quality services to our citizens and customers.
CITY COUNCIL

P.J. Connelly
Mayor

Rose Glover
Mayor Pro-Tem
District 2

Kandie Smith
District 1

Will Bell
District 3

Rick Smiley
District 4

William Litchfield
District 5

Brian Meyerhoeffer
At-Large
During the annual planning session on January 26–27, 2018, the Greenville City Council established its goals and priorities for the next two years. The Council established five goals and eight priorities.

Following the planning session, City staff created a plan of action for each priority. That plan of action is detailed in this 2018–2020 Strategic Plan.

This document lists the action steps for each of the Council's priorities and provides updates on the progress toward achieving the priorities established by the City Council.

CITY COUNCIL GOALS

1. Be a safe community
2. Build great places that thrive by:
   • Creating and sustaining complete neighborhoods
   • Growing a green, resilient city
   • Making a healthy and vibrant city
   • "Both sides of the river"
3. Grow the economic hub of Eastern North Carolina through proactive recruitment of business
4. Enhance accessible transportation networks and public building, public infrastructure development
5. Build a high performing organization, and govern with transparency and fiscal responsibility
CITY COUNCIL PRIORITIES

Priority 1: Proactive economic development including the seven recommendations from staff and a disparity study

Action Step 1: Explore a formal economic development partnership.
Update: The City of Greenville, Greenville Utilities, Pitt County, and the Committee of 100 collaborated for Convergent Economic Development Study in February 2018. The consultant held stakeholder input sessions in April 2018.

Action Step 2: Explore creating “shovel-ready” industrial sites and/or park and shell buildings.
Update: The City of Greenville engaged Creative Consulting in February 2018 to study 15 potential industrial sites throughout the City and County. The site analysis includes review of site criteria and a list of priority sites and the rationale. A final version of the study is expected to be complete in August 2018.

Action Step 3: Revise and expand the outdoor dining policy.
Update: The City of Greenville is working to revise and expand the outdoor dining program. The goal is to make the processes easier to navigate and offer outdoor dining in a larger geographic area than currently allowed. Preliminary discussions began with City staff involved in the outdoor dining permit process in May 2018. City staff is currently conducting field visits and meeting one-on-one with City staff to better understand the ordinance implementation. In addition, City staff is currently benchmarking other communities in North Carolina and college communities to understand how their outdoor dining programs work.

Action Step 4: Consider parking study recommendations.
Update: The City of Greenville hired Walker Parking Consultants in 2017 to study parking in uptown Greenville and make recommendations. The final report of the parking study was received in December of 2017. The consultant presented the recommendations to City Council in February 2018 through an informational presentation only. The recommendations address personnel, equipment, future parking needs, financial structure, etc.

Action Step 5: Develop programs to support small businesses.
Update: The City of Greenville began to explore options for assisting small businesses in late January 2018. Initiatives include revising the Small Business Plan Competition and creating a Small Business Assistance Program. City staff benchmarked other communities to gauge small business offerings in February 2018. A small business...
Priority 1 cont.
survey was launched in March of 2018 and approximately 60 responses were received. In March of 2018, City staff also began working on a “Greenville Means Business” web landing page that will consolidate area small business resources and provide easy-to-navigate processes. Feedback was received from the City’s Redevelopment Commission (RDC) in May 2018 on the Small Business Plan Competition, and City staff presented the Small Business Assistance initiative at the Chamber of Commerce Small Business Expo in May of 2018.

**Action Step 6: Modernize the permitting and plan review process.**
**Update:** The City began to explore a plan to modernize the City’s permitting and plan review processes in December 2017. City staff met with members of the Pitt County Economic Development Partnership in March 2018 and received verbal and written feedback. A process review with City staff that work in Public Works, Planning, Building Inspections, and the Fire Department took place in March-April 2018. An additional development community stakeholder input session was held in April 2018. The Technical Review Committee (TRC) was reactivated in June 2018. Customer service training took place for staff involved in the permitting and plan review process in June 2018.

**Action Step 7: Consider the job creation grant.**
**Update:** The City is crafting an incentive program that will elevate our competitiveness for companies that are seeking a new location or expanding. This incentive program provides a grant to a company creating new full-time jobs and is locating or expanding in the Greenville City Limits or ETJ. There were multiple presentations to the City Council and revisions to the draft program in 2017 and 2018. Most recently, City staff presented to City Council in June 2018 at a workshop.
CITY COUNCIL PRIORITIES

Priority 2: Infrastructure (strategic with roads and sidewalks)

Action Step 1: Complete the G.K. Butterfield Transportation Center. Complete.
 Update: Complete. Ribbon-cutting ceremony will be held on August 8, 2018 with services beginning at the new facility on August 9, 2018.

Action Step 2: Continue with the final two years of the 5-year roadway resurfacing plan. Begin the development of the next 5-year roadway resurfacing plan. Ongoing. Projects included in the current resurfacing contract are underway and will be completed by the end of the year.
 Update: Staff continues to implement the original 5-year resurfacing plan with the recent award of the 2018 Street Resurfacing project to Rose Brothers Construction. Major thoroughfares that are part of the contract include Fifth Street, Arlington Boulevard, Red Banks Road, and Hooker Road. Staff will be generating a preliminary list of roads for 2019 for evaluation by the fall 2018. The next 5-year plan for road resurfacing will be developed in FY 19.

Action Step 3: Design and construct the final phase of Arlington Boulevard between Red Banks Road and Hooker Road. Ongoing. Final design will be complete by December of 2018 with bids awarded by April of 2019 and construction initiated by summer of 2019.
 Update: The design has been contracted to The East Group. The subsurface testing and preliminary design with a recommended plan of rehabilitation of the road and storm sewer along that portion of Arlington Boulevard is to be completed by September of 2018.

Action Step 4: Initiation of construction of the Safe Routes to School sidewalk construction project. Ongoing. Bidding and NCDOT concurrence of award by the fall of 2018 with construction to be completed in spring of 2019.
 Update: The City has received final approval from the State Historic Preservation Office for the project and we are underway with preparing the plans and specification for bidding.
CITY COUNCIL PRIORITIES

Priority 2 cont.

Action Step 5: Initiate design for Fire Station #7.
Update: Some scoping of project underway. Expected to begin design in late 2018.

Action Step 6: Begin construction of the South Tar Greenway between Pitt Street and Nash Street.
Update: Construction contract was awarded by the City Council on June 25, 2018, as well as the supplemental agreement with NCDOT for additional funding for the project.

Action Step 7: Coordinate with the NCDOT to initiate the next phase of the signal timing optimization project.
Update: NCDOT is preparing a Memorandum of Understanding (similar to City/State agreement for Greenville Boulevard) for the Memorial Boulevard corridor.

Action Step 8: Coordinate with NCDOT on roadway projects.
Update: Engineering and MPO continue to work with NCDOT on pending NCDOT projects listed below.

### 10th Street Connector
- Total Project Cost: Approx. $69.9 Million
- Cost to the City: Approx. $2.4 Million
- Estimated Construction Completion: Spring 2019

### Memorial and NC 43 Intersection Improvement
- Total Project Cost: Approx. $2.35 Million
- Cost to the City: No Cost to the City
- Estimated Construction Timeline: ROW and Construction – FY 2018

### Dickinson Avenue Modernization
- Total Project Cost: Approx. $15.5 Million
- Cost to the City: Approx. $1.6 Million
- Estimated Construction Timeline: Construction – FY 2018 to 2019

### US 13 Bridge Replacement Project:
- Total Project Cost: Approx. $9.3 Million
- Cost to the City: No Cost to the City
- Estimated Construction Schedule: ROW – FY 2018
- Construction – FY 2019 to 2021

### Greenville Southwest Bypass
- Total Cost: Approx. $239.8 Million
- Cost to the City: No Cost to the City
- Estimated Construction Completion: Spring 2020

### Fire Tower Rd/Portertown Rd Widening
- Total Project Cost: Approx. $29.98 Million
- Cost to the City: Approx. $150,000 for Sidewalks
- Estimated Construction Timeline: Construction – FY 2019 to 2022

### Allen Road Widening
- Total Project Cost: Approx. $19.43 Million
- Cost to the City: Approx. $150,000 for Sidewalks
- Estimated Construction Timeline: Construction – FY 2021 to 2023

### Evans Street/Old Tar Road Widening
- Total Project Cost: Approx. $87.17 Million
- Cost to the City: Approx. $240,000 for sidewalks
- Estimated Construction Timeline: Construction – 2021 to 2024

### 14th Street Widening
- Total Project Cost: Approx. $12.4 Million
- Cost to the City: Approx. $200,000 for sidewalks
- Estimated Construction Timeline: Construction – Begin FY 2022
- Completion – FY 2024

### Greenville Signal System Upgrade
- Total Project Cost: Approx. $9.8 Million
- Cost to the City: Approx. $912,000 (via Memorandum of Agreement)
- Estimated Project Timeline: Construction FY 2023

Pending.

Ongoing. Construction expected to begin in August 2018 and be completed by summer of 2019.

Ongoing. Expected to be ready by fall of 2018.

Ongoing. Staff will be updating Council as milestones are reached.
Priority 3: Arts/Entertainment

Action Step 1: Convene local arts groups to partner on visual as well as performing arts events.

Update: The City and Uptown Greenville provided support to Inner Banks Media’s efforts in creating a mid-week concert series at the Town Common. The “Concert on the Common” also received support from several other local businesses, and the concerts attracted crowds from Greenville and beyond. Recreation and Parks also recently partnered with the Greenville Noon Rotary to bring the six-week Field of Honor display to the Town Common. This will be an annual display.

Action Step 2: Continue efforts to activate the Town Common with concerts, activities, and programs.

The addition of the City’s inaugural “Movie in the Park” created a well-attended new event and is leading to a five-movie series annually. Two additional movies will be scheduled this fall. "Yoga in the Park" events were held each Tuesday during the spring, and "Zumba in the Park" was hosted on Thursday evenings in April, May, and June. Additionally, the Town Common has hosted the new "Concert on the Common" and continues to hold the "Sunday in the Park" concert series each Sunday throughout the summer. The Field of Honor flag display has also brought visitors to the Town Common, including for the opening ceremony and a Flag Day event. The City has also taken the lead on the annual Independence Day celebration at the Town Common.

Ongoing. Planning "Movie in the Park" events for September and October of 2018 and again in the spring. Sunday in the Park runs through August of 2018.
CITY COUNCIL PRIORITIES

Priority 3 cont.

**Action Step 3:** Work with partners to publish a single, annual directory of all local arts organizations and the arts and events opportunities they provide for residents and visitors.

*Update:* Recreation and Parks Arts Coordinator attends monthly meeting of area arts organizations in an effort to foster communication, coordination, and possible partnerships in the delivery of area arts services, programs, and events. There are close to 50 such arts organizations that share their plans for programs and events. A directory of these organizations has been established and an online calendar of the arts services and events is being coordinated through the Pitt County Arts Council.

**Action Step 4:** Meet with leadership of the recently renovated Uptown Theater regarding possible partnerships and promotional initiatives.

*Update:* City leadership met with CommunitySmith Managing Partner Holton Wilkerson and, while work on the theater is still in progress, the project is scheduled to be completed in the fall of 2018.

**Action Step 5:** Explore the development of an arts district.

*Update:* The Pitt County Arts Council has been working on an Arts District Research Study since 2016, and it will be continuing this study with the anticipated designation of Greenville as a SmART City by the North Carolina Arts Council. The SmART City Resource Team will include City of Greenville representation. A SmART City designation would include a $15,000 grant from the NC Arts Council.

**Action Step 6:** Develop opportunities for visual arts classes to be hosted outside at the Town Common.

*Update:* Recreation and Parks staff is in discussion with the Executive Director of the Pitt County Arts Council at Emerge regarding "en plein air". This would be arts activities outside, and several possibilities for such activities and events at the Town Common are being considered.

**Action Step 7:** Investigate partnering with others to establish an annual Food Truck Rodeo with music, contests, games, and entertainment at the Town Common.

*Update:* Recreation and Parks staff are gathering best practices from other recreation departments and municipalities who have held successful rodeos. Staff also contacted a potential non-profit partner for co-sponsoring. Work is being done to identify a funding source.

**Ongoing.**

**Ongoing.** Staff will meet with representatives of the theater in the fall after its completion to discuss the possibility of partnerships and promotional initiatives.

**Ongoing.**

**Pending.** Staff hopes to begin activities in the spring of 2019.

**Ongoing.**

A Saturday in September of 2018 has been reserved at the Town Common for this potential event.
CITY COUNCIL PRIORITIES

Priority 4: Cleanliness and beautification

**Action Step 1:** Develop a plan to enhance city entrances and gateways including litter removal, mowing, and additional landscaping.
**Update:** Currently utilizing City staff to supplement contract mowing crews to better maintain City entrances/gateways. In FY-19, the City will take over litter and mowing responsibilities on Stantonsburg Road and Memorial Drive from NCDOT. This work will be contracted out.

**Action Step 2:** Work with the NCDOT to implement the gateway program.
**Update:** We have received updated NCDOT reimbursement data to develop a comprehensive plan to contract out the litter and mowing of six (6) NCDOT entryways/gateways.

**Action Step 3:** Market and attract additional partners to adopt city streets through the Adopt-a-City-Street program.
**Update:** Recycling Coordinator joined the Public Works staff on June 25, 2018 and assumed the Adopt-a-Street program duties. Adopt-a-Street had approximately 25 active participants during 2018. Recruiting memberships is the primary action for remaining months of this year.

**Action Step 4:** Conduct a public information campaign to encourage a clean city and litter removal of neighborhoods and businesses.
**Update:** Public Works and PIO remain proactive in educating citizens about solid waste collection practices using a variety of tools such as curbside cart information stickers, social media and Public Stuff. In conjunction with Code Enforcement, Public Works conducted a successful Spring Clean-Up during 2018.

Ongoing.

Ongoing. Staff is preparing the contract and will be soliciting bids soon.

Ongoing. PWD staff will work with the Public Information Office to promote the program and recruit new members for remainder of 2018.

Ongoing.
CITY COUNCIL PRIORITIES

Priority 5: Develop and implement a comprehensive approach to storm water management

Action Step 1: Continue to support the work of the Stormwater Advisory Committee (SWAC) through their review of ordinances, levels of service, revenues, and capital projects.
Update: SWAC has met nine times and completed their review of the Stormwater Program and Utility. The group has identified the extent of service and level of service for the program. They are currently reviewing capital projects and assisting with prioritization.

Action Step 2: Once the SWAC makes recommendations, provide a presentation to the City Council for final deliberations.
Update: Based on the above decisions, a recommendation for Council is being finalized that includes: extent of service, level of service, rate increase, and several years of prioritized projects.

Action Step 3: Begin the construction of the Town Creek Culvert project.
Update: Trader Construction was issued a Notice to Proceed on February 28, 2018. They promptly mobilized to the site and have substantially completed drainage improvements in the Town Common parking lot, excavation/sodding of Town Common wetland area, and First Street culvert improvements. They are currently working at Third Street with other utility work underway at Fourth Street.

Action Step 4: Complete the FY18 Storm Water Repair Project.
Update: Trader Construction was issued a Notice to Proceed on March 15, 2018. To date, Greenfield Blvd., Brookgreen Road, Glasgow Lane, and York Road are substantially complete. Staff has requested a second crew from Trader and is currently working on Task Orders for Fifth Street, First Street, Rock Springs Road and South Wright Street.

Action Step 5: Initiate design for one or more of the following priority storm water projects: St Andrews Stabilization Project; Elm St between 4th Street and Tar River outfall; Arlington Boulevard crossings between Evans Street and Hooker Road; Harding Street and 1st Street systems.
Update: A Task Order has been issued for design of the Arlington Boulevard road system in conjunction with the design for pavement improvements on Arlington. All other projects were presented to the SWAC for prioritization.

Ongoing. The SWAC is expected to present a summary of its meetings to the City Council in fall of 2018.
Pending. This report will be presented to the City Council during one of its workshop meetings in the fall of 2018.
Ongoing.
Ongoing. This is a one-year contract with Trader Construction.
Ongoing. There will be a SWAC presentation to the City Council in the fall of 2018.
Priority 6: Continue to implement the Town Common Master Plan

Action Step 1: Complete and dedicate the Sycamore Hill Gateway Project at Town Common.

Update: Rhodeside and Harwell has completed 60% construction documents. The 90% construction documents submittal will be issued to the City in early fall for permitting and bidding. Bid documents will be issued in October 2018 and construction contract awarded in November 2018. Construction will take approximately nine months to complete.

Action Step 2: Continue efforts to have a watercraft rental company available on site at Town Common.

Update: Kayak/Canoe launch construction is underway at Town Common, as is the work on RFP for possible development of a restaurant/event space in the 1.46 acres of the park that has no Land and Water Conservation Fund (LWCF) development restrictions. In addition, the Town Creek Culvert Project is currently limiting parking space available at Town Common. Once responses to the RFP have been received, a decision made regarding future of this acreage, and a more definitive understanding of parking limitations is at hand, staff will move forward with an RFP for one or more watercraft rental companies to establish a portion of their business within the park in proximity to the launch. In the meantime, we will continue the practice of allowing a local kayak/canoe vendor(s) the right to deliver and pick up watercraft at Town Common when renting to area customers.
CITY COUNCIL PRIORITIES

Priority 6 cont.

Action Step 3: Develop a plan for more programming and activities at the Town Common.
Update: Following the City's first "Movie in the Park" on June 15, additional movie nights are planned for fall 2018 and spring of 2019. This series was developed in a collaborative effort between the City Manager’s Office, Public Information of Office, and Recreation and Parks. Recreation and Parks staff is considering options that would allow for distinct, separate areas at Town Common to be booked which would enable multiple events to be held simultaneously. Recreation and Parks staff worked with the Public Information Office to create a one-stop website page highlighting upcoming events at Town Common to increase public awareness of how active the park is with third-party events and City-sponsored programming.

Action Step 4: Create and issue an RFP for a restaurant/event space to be developed in the 1.46 acres of Town Common that has no Land and Water Conservation Fund (LWCF) development restrictions.
Update: The City has received a proposal from The East Group to create an RFP for a development in this area of Town Common. The City will execute an On-Call Contract Amendment with The East Group for professional services for development of this RFP in mid-September 2018 and issue a notice to proceed.

Ongoing.

Pending. After receiving the RFP from The East Group, GRPD will advertise the RFP for 30 days. Responses to the RFP will be received in early September of 2018.
CITY COUNCIL PRIORITIES

Priority 7: River Access, Tar River Vantage Points, and Tar River Legacy Plan Additions

**Action Step 1: Explore the acquisition of riverside lake lands as recommended in the Tar River Legacy Plan.**

**Update:** Staff is researching possible acquisition of specific parcels along the Tar River that have lakes and would lend themselves to the development of facilities for a variety of recreational pursuits, such as fishing, kayaking, canoeing, paddle-boarding, sculling, residential camping, BMX, zip-lining, environmental education, and even canopy tours. Some funding was identified within Recreation and Parks capital budget, but outside sources of funding will also be needed for acquisition, and are being sought. Plan to apply for NC Parks and Recreation Trust Fund (PARTF) grant for facility development in 2019, once acquisition is accomplished.

**Action Step 2: Develop mountain bike trails connecting to greenway and river overlook.**

**Update:** The grant application process is underway with the NC Trails Program for development of a mountain bike trail on city property with connections to the South Tar Greenway.

**Action Step 3: Investigate the creation of a gravel trail around the Beech Street connector pond along with fishing access.**

**Update:** Preliminary evaluation of a half mile gravel trail around the Beech Street Connector pond has been completed. Estimated cost for this project (clearing, gravel installation, a few signs and benches) is $20,000. At this time there are no funds identified for construction.

**Action Step 4: Identify a site for establishing an additional overlook/ river access along the Tar River, design overlook and simultaneously seek no rise certification from NC Department of Environment at Natural Resources and the US Army Corps of Engineers.**

**Update:** Overlook opportunities have been identified at the intersection of the South Tar River Greenway and the Greenmill Run Greenway. Funding for the design and no rise certification has not yet been identified. The City is also exploring the potential of developing a boat dock facility at Town Common after receiving a no-rise certification.

**Action Step 5: Seek grant opportunities to expand trails and greenways along the river.**

**Update:** Note Action Step #2.
CITY COUNCIL PRIORITIES

Priority 8: Enhance Public Safety through Street Lighting, Cameras, and Community Police Relations

Action Step 1: Establish 5-year street lighting plan with GUC to include expectations, priorities, responsibilities and costs regarding the scope of the citywide lighting project.

Update: A 4-year conversion plan was developed and accepted by GUC to convert remaining city street lights to LED. The first year of the plan includes areas north of the river before moving into the Grid area.

Action Step 2: Assess and implement the installation of new poles/lights in areas where the LED lighting conversion has been completed with the goal of eliminating any remaining areas that are underserved with light.

Update: Additional infill lights have been added to the west side following initial conversion to LED. This process will repeat each year as existing conversions are completed in years 1-4.

Action Step 3: Leverage technology to [remotely] adapt the lighting level for public safety needs on an ongoing/recurring basis.

Update: Vendor has been selected by GUC for adaptive lighting in the uptown area. Equipment has been ordered by GUC along with new, decorative lights for the uptown area (approximately 200).

Action Step 4: Public Safety Cameras: Continue the expansion of the public safety camera network to include the exploration of a neighborhood partnership program.

Update: City has 389 total cameras (includes parks and City facilities). There was $1 million allocated in 2017-2018 budget for lights and cameras ($650,000 used for cameras).

Action Step 5: Police community stakeholders meeting.

Update: First event was held on June 21, 2018 at First Presbyterian Church. This annual meeting included the PCRC, NAB, Civic Liaison Partners, Interfaith Clergy
Priority 8 cont.

members, Citizens Police Academy alumni, Special Interest groups (NAACP, SCLC, LGBT, AMERICAN and others) for the purpose of reviewing current outreach programs and partnerships to identify improvements and increase our effectiveness in our outreach programs.

**Action Step 6: Police community fair - Annual event designed to invite the general public for engagement and education on police functions and initiatives in a relaxed fair-like setting.**

*Update:* Venue has been secured. Planning stages for the tables, displays underway.

*Timeline:* Event is planned for October 4, 2018

**Action Step 7: Safe police encounters – Ongoing education initiative to improve public safety when stopped by the police and the complaint process. This will include focused training sessions and supporting videos and publications distributed throughout the year at numerous events.**

*Update:* Introduction made at Interfaith Clergy meeting (May 2018). Presentation made at June 11, 2018, City Council meeting. Completed list of outreach events through end of 2018 reaching estimated 300,000 citizen contacts.

**Action Step 8: PAL and Police Explorers – Continued support for the PAL afterschool programs, youth camps, sports programs, and police explorers program.**

*Update:* The summer programs include three PAL Summer Camps, two Youth Police Academies, three tackle football teams, and one cheer leading squad in the American Youth Football and Cheer League. The PAL Program also sponsors two teams in the Jackie Robinson Baseball League.

**Action Step 9: Diversity recruiting – Improve diversity in department through focused outreach.**

*Update:* Currently, Center City officers strive to share information during events like the Umbrella Market, Concert on the Common, etc. Additionally, efforts to recruit and share information about GPD were made during recent BLET graduations at Pitt Community College (PCC), Edgecombe Community College and Wayne Community College.
CITY COUNCIL PRIORITIES

Priority 9: High performing organization

Action Step 1: Provide “at market” pay and benefits to attract and retain top talent by allowing funds in budget to provide for market based increases in pay and benefits.

Update: On June 14, 2018, Council adopted the FY 2018-19 Budget and approved the FY 2019-20 Financial Plan for the City which include an average employee wage increase of 2.7%. Council also approved a 2.1% adjustment of the salary ranges in order to maintain market competitiveness. An increase equally across all pay ranges in the City’s salary structure will positively impact the City’s ability to compete with the market for talent. The budget also includes an increase of $10 per pay period in the City’s contribution to each general employee’s 401(k) supplemental retirement plan, increasing the City’s contribution from $30 to $40 per pay period.

Action Step 2: Offer internal and external opportunities for professional growth and development, through training, education, and mentoring.

Update: More than 100 supervisory employees have successfully completed the Supervisory Training and Refresher (STAR) Program since its inception in 2013. During FY 2017/18, the City also offered customer service, social media, safety, and a variety of other training to employees, as well as provided funding to allow selected employees to attend the Municipal Administration Course offered through the UNC School of Government and the Pitt County Greenville-Pitt County Chamber of Commerce Leadership Institute. Funding permitting, employees attend conferences, seminars, and workshops on behalf of the City. Additionally, Council has approved the addition of a full-time Training and Development Specialist within the Human Resources Department.

Action Step 3: Expand efforts to make City government reflect the diversity of Greenville to effectively meet the needs of all citizens, by having diverse panels for every new-hire or promotional process.

Update: The City of Greenville is an equal opportunity employer and strives to increase diversity in the employment and promotional opportunities at all levels of the workforce. To the extent possible, each interview panel represents a diverse representation of perspectives and backgrounds with regard to gender, race, and other characteristics. Additionally, when feasible, a Human Resources Department employee serves as a member of the interview panel for new hire and promotional processes.

Ongoing.
Priority 9 cont.

**Action Step 4:** Expand the City’s Wellness program to enhance and maintain the optimal health of employees and retirees by increasing incentives.
**Update:** By participating in well-being activities such as biometric and preventive care screenings and health coaching, employees and retirees are eligible to earn up to $300. The incentive was doubled from $150 to $300 effective January 1, 2018 to further incentivize employees and retirees for their voluntary participation in various wellness activities.

**Action Step 5:** Expand the scope of services of the employee health clinic to enhance the health and well-being of employees and retirees on the plan.
**Update:** Since opening on May 1, 2017, the employee health clinic has provided a variety of services and has expanded its scope of services to enhance the health and well-being of employees and retirees covered under the City’s health plan. On August 1, 2017, pre-65 retirees became eligible to use the clinic, and on May 1, 2018, pharmacy services were added to provide onsite dispensing of commonly prescribed medications. Effective July 1, 2018, the number of provider hours increased to 12 hours per week, and covered spouses and dependent children at least 13 years old will be able to use the clinic.

**Action Step 6:** Provide employees with access to information regarding upcoming City initiatives and events.
**Update:** The City’s wellness coordinator provides regular updates to employees concerning various healthy activities and programs. The City’s PIO provides information to all City employees for numerous events happening around the City. The Human Resources Department provides resources for professional development initiatives. Employee safety guidelines, training, and informative web sites are provided to employees to help enhance the awareness of on-the-job safety.

**Action Step 7:** Sponsor annual teambuilding exercises for each work group including the department heads and City Council.
**Update:** The Training and Development Specialist will develop and conduct a variety of training programs for employees, including sponsoring teambuilding exercises to empower work groups toward common goals.
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