

# NOTES

TO: Honorable Mayor and City Council Members

FROM: Ann E. Wall, City Manager

DATE: January 24, 2018

SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Brock Letchworth, Public Information Officer, regarding Town Creek Culvert outreach
2. A memo from Ken Graves, Assistant City Manager, regarding the permitting and site plan review process

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Attachments



## Memorandum

**To:** Ann Wall, City Manager

**From:** Brock Letchworth, Public Information Officer *KBL*

**Date:** January 23, 2018

**Subject:** Town Creek Culvert Outreach

As we approach the start of construction on the Town Creek Culvert drainage project in the uptown area, the Public Information Office is implementing a plan for community outreach to keep local businesses and residents informed.

A video providing an overview of the Town Creek Culvert was recently completed. It was presented as part of a presentation to bond rating agencies last week. Additionally, the video has been posted online on a recently created subdomain of the City's website specifically for the project, <http://tcc.greenvillenc.gov>. This subdomain will be utilized to post updates on construction, road closings, detours, and other news.


Additionally, we are working on a small pamphlet that will be provided prior to construction to business owners in the uptown area for their own reference and their patrons. This publication will provide an overview of the project and more information on how to get updates. We are also creating signage to be posted uptown to draw attention to local businesses during the disruptive construction.

Other outreach methods will include regular social media updates, a dedicated point of contact for project information, and an email account specifically for Town Creek Culvert questions or concerns ([towncreekculvert@greenvillenc.gov](mailto:towncreekculvert@greenvillenc.gov)). We will also post updates in the City Page Ad in The Daily Reflector, and we are finalizing an agreement with the Pitt County Post that will include the establishment of links for project information.

A Town Creek Culvert pre-construction meeting will be held on Friday, February 2. Current outreach plans and other ideas will be discussed at that time. Additionally, the City will be offering a pre-construction meeting for business owners.

These are just some of the steps we are taking. We will continue to be flexible throughout the duration of construction and adjust communication strategies as needed to ensure effectiveness.

**MEMORANDUM**

**TO:** Ann Wall, City Manager  
**FROM:** Ken Graves, Assistant City Manager   
**DATE:** January 23, 2018  
**SUBJECT:** Permitting and Site Plan Review Process

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In our continuing effort to support #Greenvillemeansbusiness, City staff is working to modernize the City's permitting and site plan review process. In recent weeks, City staff developed an internal team of employees who are directly involved in the various aspects of the development review process. In addition to the city staff, local community stakeholders have been identified to solicit feedback and gain an understanding of what works and what needs improvement. This extensive stakeholder group consists of area contractors, developers, land surveyors, and engineering/architect firms. This effort also includes engaging communities who have undertaken this effort to understand the best practices and implementation strategies.

In today's fast-paced, highly competitive environment, many in the development business are increasingly exposed to cities that offer a "fast track" permitting option and a single point of contact for communication. Companies consider this level of service when making decisions about which communities to invest in. As such, Area Development Magazine ranked "fast track permitting" as #12 out of 28 in their *2016 Critical Site Selection Factors*. This list is created annually by surveying site selectors, company executives, and others who are directly involved in decision making for companies choosing a location.

Meetings with key City staff, local community stakeholders, and communities that offer this service have begun to identify the best path forward. In addition to some one-on-one meetings, which have already been held, group meetings are being planned for February. Contact with the various groups will take place between Monday, January 29<sup>th</sup> and Friday, February 2<sup>nd</sup> to determine availability and location. As this effort continues to move forward, the Mayor and City Council members will be informed of the meeting progress, findings, and solutions.

cc: Emanuel McGirt, City Attorney  
Michael Cowin, Assistant City Manager