

NOTES

TO: Honorable Mayor and City Council Members
FROM: Ann E. Wall, City Manager
DATE: August 8, 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 the 2018-20 City Council goals and priorities
2. A memo from Gary Fenton, Director of Recreation and Parks, regarding the Town Common floating kayak launch delay
3. A memo from Gary Fenton, Director of Recreation and Parks, regarding the River Park North STEAM grant
4. A memo from Michael Cowin, Assistant City Manager, regarding Bradford Creek Golf Course
5. A memo from Les Everett, Chief Building Inspector, regarding building permits issued during July for new residential and commercial construction
6. Monthly Report from Inspections Division for July

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Attachments



Memorandum

To: Ann Wall, City Manager

From: Brock Letchworth, Public Information Officer *KBL*

Date: August 8, 2018

Subject: City Council Goals and Priorities

The Public Information Office has completed the update on the 2018-20 City Council Goals and Priorities document. This document lists the action steps for each of the Council's priorities and provides updates on the progress toward achieving them.

The document is linked on the City's website, and hard copies will be distributed to the City Council prior to its meeting on Thursday, August 9. The document is also attached for your review.

cc: Michael Cowin, Assistant City Manager
Ken Graves, Assistant City Manager

City of Greenville

City Council Goals & Priorities
2018–2020

**Greenville
Means
Business**



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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.

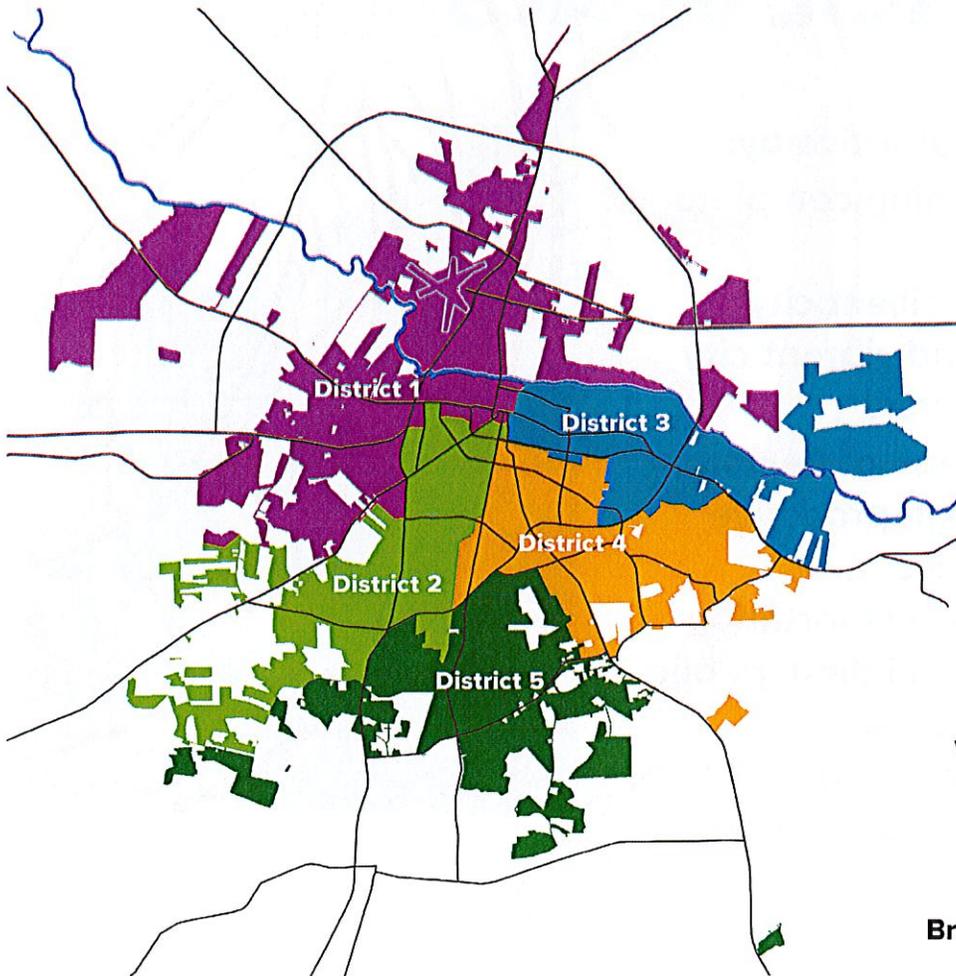
Teamwork — We will work together in a shared responsibility of service.

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



2018–2020 CITY COUNCIL GOALS & PRIORITIES

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.

Ongoing. Discussions continue on proposed organizational structure.

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.

Ongoing. City expects the final version of the site study to be complete in August of 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.

Ongoing. Staff anticipates presenting an ordinance to the City Council in September 2018

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.

Ongoing. Staff is reviewing recommendations and will be bringing them to the City Council in Fall of 2018.

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

Ongoing. Staff is working on revisions to the Small Business Plan Competition. City staff will launch the “Greenville Means

CITY COUNCIL PRIORITIES

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.

Business” web pages in August of 2018. In addition, GTV and social media will also be used to promote area small businesses and resources.

Ongoing. The next steps include hiring a single point-of-contact to streamline communication (July 2018), hiring a Training and Development Specialist to provide ongoing staff training (July 2018), holding educational and informational meetings with the development community (as needed), providing a “fast-track” or expedited plan review option (4th QTR 2018), and allowing electronic submission of plans and permits (1st QTR 2019).

Ongoing. Staff is working on a scoring system and process flow chart. This program will be back on the City Council’s agenda in August 2018 for action.

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.

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.

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.

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.

Ongoing. Projects included in the current resurfacing contract are underway and will be completed by the end of the year.

Ongoing. Final design will be complete by December of 2018 with bids awarded by April of 2019 and construction initiated by summer of 2019.

Ongoing. Bidding and NCDOT concurrence of award by the fall of 2018 with construction to be completed in spring of 2019.

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.

Pending.

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.

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

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.

Ongoing. Expected to be ready by fall of 2018.

Action Step 8: Coordinate with NCDOT on roadway projects.

Update: Engineering and MPO continue to work with NCDOT on pending NCDOT projects listed below.

Ongoing. Staff will be updating Council as milestones are reached.

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: 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

CITY COUNCIL PRIORITIES

Priority 3: Arts/Entertainment

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

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.

Ongoing.

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.

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

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.

Ongoing.

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.

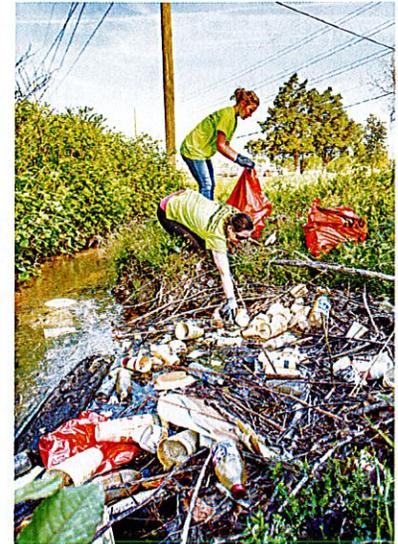
Pending. Staff hopes to begin activities in the spring of 2019.

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. 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.

Ongoing. The SWAC is expected to present a summary of its meetings to the City Council in fall of 2018.

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.

Pending. This report will be presented to the City Council during one of its workshop meetings in the fall of 2018.

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.

Ongoing.

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.

Ongoing. This is a one-year contract with Trader Construction.

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. There will be a SWAC presentation to the City Council in the fall of 2018.

CITY COUNCIL PRIORITIES



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.

Ongoing. A dedication is anticipated in early fall of 2019.

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

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.

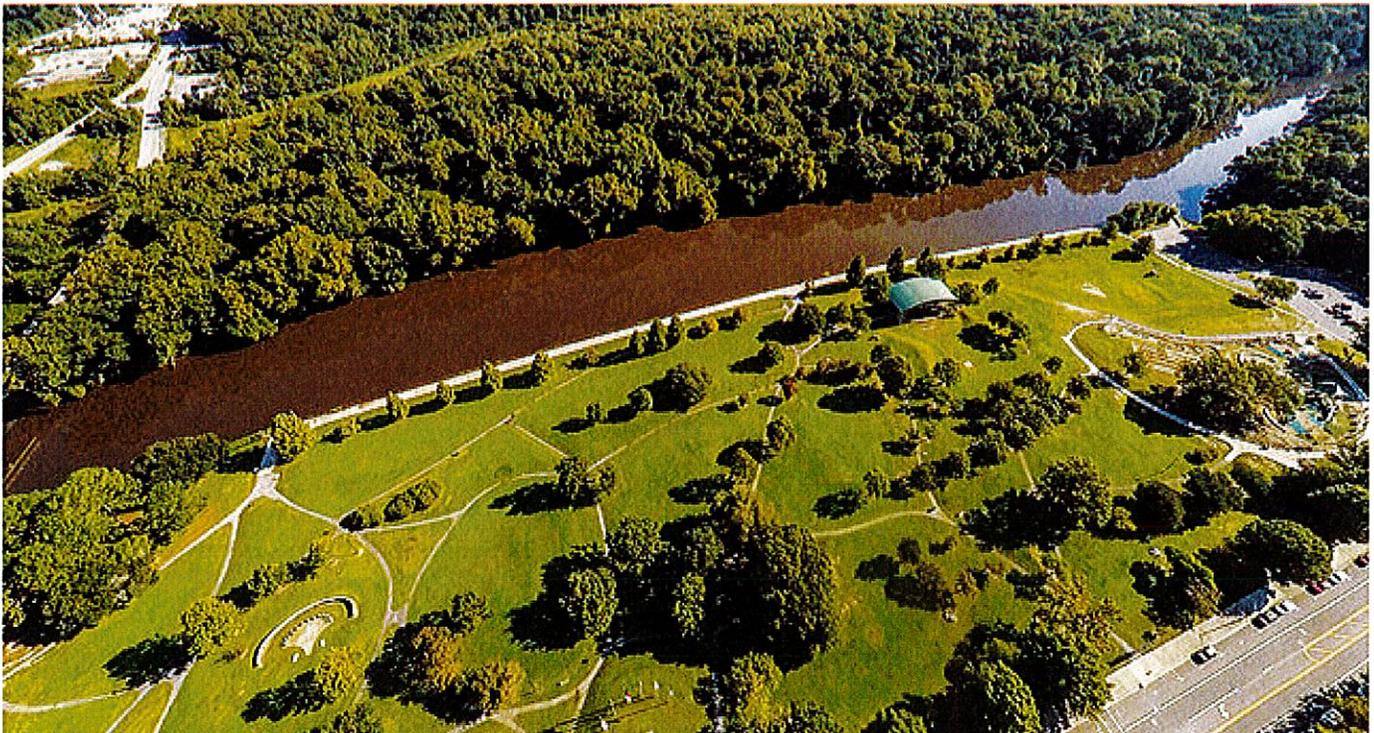
Action Step 3: Develop a plan for more programming and activities at the Town Common. Ongoing.

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.

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.

Pending.

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.

Pending. Successful applicants for an NC Trails Program grant will be notified in October of 2018.

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.

Pending.

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.

Ongoing. Notice to proceed with the design of the boat dock will be issued in August of 2018.

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.

Pending.

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.

Ongoing. Year 1 of the plan set to begin in July of 2018.

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.

Ongoing.

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.

Ongoing.

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.

Ongoing.



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.

Complete for 2018.

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

CITY COUNCIL PRIORITIES

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

Pending.

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.

Ongoing.

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.

Ongoing. The two Youth Police Academies have been completed; 17 students “graduated” from the first session on June 15 and 20 students from the second session on June 21.

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.

Ongoing.

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.

Ongoing.

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.

Ongoing. Recruitment is underway for the Training and Development Specialist.

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.

Ongoing.

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.

CITY COUNCIL PRIORITIES

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. Ongoing.

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. Ongoing.

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. Ongoing.

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. Pending.

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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Memo

To: Ann Wall, City Manager
From: Gary Fenton, Director of Recreation and Parks 
Date: August 8, 2018
Re: Town Common Floating Kayak Launch – Construction Delays

Construction activity for the floating kayak launch at the Town Common has come to an abrupt halt, due to several consecutive days of significant rain. Consequently, water levels along the river bank at the boat ramp and construction limits are over six feet above normal. This has repeatedly hindered construction, and the weather forecast for Greenville continues for quite some time with a good chance of daily rain.

Unfortunately, the rain delays have affected project completion and the ribbon cutting originally proposed for August 17th. Although the contractor can continue work at the top of the river bank and parking lot, ramp and bank stabilization construction will take at least another two to three weeks, contingent on favorable weather. The City has requested a recovery schedule from the contractor so that we may forecast the new date of substantial completion, and reschedule the ribbon cutting.

We will keep City Council updated on the progress.

Please let me know if you have any questions.

Thank you.

cc: Michael Cowin, Assistant City Manager

Memo

To: Ann Wall, City Manager
From: Gary Fenton, Director of Recreation and Parks 
Date: August 8, 2018
Re: River Park North STEAM Grant Year II

In July of 2018, *Love A Sea Turtle* (LAST), in partnership with River Park North, was awarded \$22,212.99 in the NC Science Museums Grant (NCMG) program. This is the second installment of a two year grant that will allow River Park North to continue offering science, technology, engineering, arts, and math (STEAM) programming to public groups and individuals throughout the year.

Note: This is the second and final year of the grant. A new grant application will be submitted later in the fiscal year for fy 20 funding.

Project Details: River Park North's STEAM Lab officially opened on March 22, 2018, and was supported in part by the first installment of this grant. The lab includes an augmented reality sandbox, a large viewing microscope to allow multiple users the ability to study specimens together, a virtual reality experience providing users different experiences ranging from swimming with whales to flying through the sky, and a 3-D printer to print participants' creations.

The lab also utilizes several high quality testing machines that allow River Park North to maintain water quality records from different collection points throughout the park. Along with other hands-on implements, the lab encourages users to assemble various structures using .75"x 4.5" "KEVA planks," along with various LEGO blocks.

NCMG funds allow River Park North to employ a STEAM Lab Coordinator to ensure groups are scheduled, program goals are tracked and met and the lab and equipment are properly maintained.

Grant acceptance and the accompanying budgetary amendment item will be brought before Council later this month.

Please let me know if there are any questions.

cc: Michael Cowin, Assistant City Manager
Dean Foy, Parks Superintendent
Mark Tysinger, Parks Coordinator, River Park North
Becky Derderian, Grants Accountant, Financial Services

Memo

To: Ann Wall, City Manager
From: Michael Cowin, Assistant City Manager 
Date: August 8, 2018
Re: NTC – Bradford Creek Golf Course

Staff and I recently met with representatives of Billy Casper to review the financial performance of the Bradford Creek Golf Course for the fiscal year ending 2017-18. Billy Casper began the contract management of the course as of January, 2018. Therefore, the first half of fiscal year 2017-18 was under the direction of the City of Greenville while the second half was under Billy Casper. City staff worked closely with Billy Casper over the second half of fiscal year 2017-18 to fully transition the management of the course.

For fiscal year 2017-18, revenues for the Bradford Creek Golf Course came in at approximately \$533,143, which was down \$35,622 as compared to fiscal year 2016-17 revenues of \$568,765. This represented a 6.2% reduction in revenue. However, total expenses for fiscal year 2017-18 came in at approximately \$691,296, which was \$113,739 less than actual expenses of \$805,035 for fiscal year 2016-17. This represented a 14.1% reduction. Overall expenses exceeded revenues by approximately \$158,154 for fiscal year 2017-18 as compared to \$236,270 for fiscal year 2016-17. This is a reduction of approximately \$78,116 in the City's subsidy for the Bradford Creek Golf Course from fiscal year 2016-17 to fiscal year 2017-18. The following is a summary:

	<u>FY2017-18</u>	<u>FY2016-17</u>	<u>Difference</u>
Revenues	\$ 533,142	\$ 568,765	\$ (35,623)
Expenses	691,296	805,035	(113,739)
Net	<u>\$ (158,154)</u>	<u>\$ (236,270)</u>	<u>\$ 78,116</u>

Both Billy Casper and the City have great expectations for fiscal year 2018-19. For the 2018-19 budget year, expenses for the golf course are expected to exceed revenues by approximately \$49,122. In addition, per the contract with Billy Casper, the City's net subsidy of the course is capped at \$100,000. Given that fiscal year 2018-19 will represent the first full year of operation under Billy Casper, 2018-19 will mark the first year that the City is subject to the cap.

Billy Casper is currently working on a report for Council that will outline all the events taking place at the course and the marketing efforts being taken to promote its services. We will be sharing this information with you over the coming months. Please let me know if you have any questions. Thanks

Memorandum

To: Ann Wall, City Manager

From: Les Everett, Chief Building Inspector 

Date: August 1, 2018

Subject: New Building Permit Report

The following is a list of Building Permits issued for NEW Residential and Commercial construction for the month of July 2018

Builder	Address	Type	Cost
Kidd Construction Group, Llc	2124 Remington Ct A	Duplex Townhome	304,560
Kidd Construction Group, Llc	2124 Remington Ct B	Duplex Townhome	0
Porter Building Company, Llc	2229 Brookville Dr A	Duplex Townhome	210,000
Porter Building Company, Llc	2229 Brookville Dr B	Duplex Townhome	0
Wainright Builders	101 South Pointe Dr A	Duplex Townhome	293,475
Wainright Builders	101 South Pointe Dr B	Duplex Townhome	0
Wainright Builders	3905 Granada Dr A	Duplex Townhome	293,475
Wainright Builders	3905 Granada Dr B	Duplex Townhome	0
Wainright Builders	3909 Granada Dr A	Duplex Townhome	293,475
Wainright Builders	3909 Granada Dr B	Duplex Townhome	0
Wainright Builders	3901 Granada Dr A	Duplex Townhome	293,475
Wainright Builders	3901 Granada Dr B	Duplex Townhome	0
Wainright Builders	500 Hillshade Ct A	Duplex Townhome	263,550
Wainright Builders	500 Hillshade Ct B	Duplex Townhome	0
Wainright Builders	504 Hillshade Ct A	Duplex Townhome	264,750
Wainright Builders	504 Hillshade Ct B	Duplex Townhome	0
Cherry Construction Company	3757 Ashford Pl	Single Family Residential (new)	237,825
Clark, Bill Homes Of	3301 Rounding Bend Rd	Single Family Residential (new)	280,275
Clark, Bill Homes Of	2633 Rhinestone Dr	Single Family Residential (new)	156,675
Clark, Bill Homes Of	2109 Moxie Ln	Single Family Residential (new)	238,050
Clark, Bill Homes Of	2112 Moxie Ln	Single Family Residential (new)	240,675
Clark, Bill Homes Of	121 Rockland Dr	Single Family Residential (new)	164,250
Clark, Bill Homes Of	112 Rockland Dr	Single Family Residential (new)	200,925
Clark, Bill Homes Of	128 Rockland Dr	Single Family Residential (new)	179,550
Clark, Bill Homes Of	2629 Rhinestone Dr	Single Family Residential (new)	181,125
Clark, Bill Homes Of	3208 Rounding Bend Rd	Single Family Residential (new)	239,850
Clark, Bill Homes Of	147 Rockland Dr	Single Family Residential (new)	188,250
Edmonson Construction Company	3309 Pacolet Dr	Single Family Residential (new)	122,400
Edmonson Construction Company	412 Kiese Dr	Single Family Residential (new)	127,800
Mq Construction, Inc	909 Dearborn Ct	Single Family Residential (new)	181,050
Wallace Construction Co, Dill	300 Boyne Wy	Single Family Residential (new)	284,250
	Total		5,239,710

(Previous year and month comparison of new construction)

2018-2019July

Residence:	15 Permits	3,022,950
Duplex T:	16 Permits	2,216,760
<u>(8 Bldgs/16 Units)</u>		
Total:	31 Permits	5,239,710

2017-2018July

Residence:	32 Permits	6,930,800
Duplex T:	2 Permits	255,000
<u>(1 Bldg/2 Units)</u>		
Multi-Family	21 Permits	1,562,400
<u>(3 Bldgs/21 Units)</u>		
Business:	2 Permits	484,411
Total:	57 Permits	9,232,611

F/Y Total: 31 Permits 5,239,710

F/Y Total: 57 Permits 9,232,611

Cc: Ann Wall, City Manager
 Doc: 1085223

