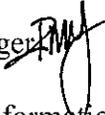




August 19, 2011

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

**IFYI HIGHLIGHTS**

- Contact Center Feedback
- Public Hearing for White Street Landfill
- GPD Community Survey Results
- Barber Park Phase Two Scope

**Contact Center Feedback**

Attached is the weekly report generated by our Contact Center for the week of August 8, 2011 – August 14, 2011.

**Public Hearing for White Street Landfill**

Attached is a Notice of Public Hearing regarding the proposal to award a contract to Gate City Waste Services, LLC to perform push and pack solid waste disposal operations in Phase III of the White Street Landfill and potentially construction and debris disposal in Phase II. Also attached is the overview site plan of the White Street Landfill.

**Greensboro Police Department Community Survey Results**

Attached is a memorandum from Police Chief Ken Miller, dated August 19, 2011, providing the results of the external community survey, which was conducted by MarketWise, Inc., in April and May of this year.

**Barber Park Phase Two Scope**

The plans for the next phase at Barber Park, which is currently not funded, includes a maintenance and storage facility that will provide needed space for equipment and work space for Park Maintenance. In preparation of the proposed project, subsurface soil investigation will take place within the next 30 to 45 days. Residents will notice excavation activity because of this work. This testing will close out all the items that were left over during the initial testing and remediation. The purpose of this subsurface exploration is to evaluate subsurface conditions, building and pavement support, below grade walls, construction consideration and site location. A geologist will be on site to log any subsurface materials, if any are encountered, during the borings. While Phase II is not currently funded, the testing will help us chose the best location for the maintenance facility and complete the necessary design work.

RMY/mm  
Attachments

cc: Office of the City Manager  
Global Media Distribution

**Public Affairs**  
**Contact Center Weekly Report**  
**Week of 8/8/11 - 8/14/11**

**Contact Center**

5133 calls answered this week

**Top 5 calls by area**

Water Resources

Balance Inquiry- 1352  
New Sign up - 228  
General Info - 222  
Cutoff Requests - 128  
Cut-on/Same day - 102

Field Operations

HHW/Transfer - 115  
Bulk Guidelines - 102  
Repair Green Can - 70  
No Service/Garbage - 62  
General Info - 40

All others

Police/Watch Operations - 255  
Courts/Sheriff - 73  
Overgrown Lots - 49  
Police Records - 47  
P&R/Athletics - 43

**Comments**

We received a total of 4 comments this week:

**Fire Department - 1 comment:**

- On August 10, 2011, I will celebrate my 2<sup>nd</sup> "re" birthday because of the heroic efforts of 4 GFD firefighters on 8/10/09. I suffered sudden cardiac arrest at my workplace and the Greensboro Fire Department along with Guilford County EMT's brought me back to life and rushed me to Cone Hospital for further life saving efforts. Your firefighters gave me all they had and then some on that day. I have tried to stay in touch with some of the firefighters but they move around quite a bit. I saw a few firefighters recently at Harris Teeter and they told me they were from Station 49 on Friendly. One of them looked at me and said that he knew me because he was the one who pumped on my chest on 8/10/09. I thanked him again. I stopped by Station 49 later and found out that the firefighter who spoke to me had just been on the job for a short time on 8/10/09 and I was his first life save. I cannot tell you his name but we will never forget that day. Thanks again for helping to save my life.

**Police Department - 2 comments:**

- I just want to thank the city for the law enforcement on New Garden Road on the new section recently completed. It is great that they have set up the reminders and are there in person to make that section safer! We live on Timberoak and there have been so many speeders through there, it is dangerous. We are also concerned that the no-turn on right is not being followed in the morning hours off Brassfield. Please thank the proper divisions for us and continue the great work!
- Thank you for working New Garden between Jefferson and Brassfield today and setting up the speed detectors! The "no turn on red hours", seem to be another concern at Brassfield. Thank you for your presence and slowing things down and making them safer for all of us especially the residents in Woodland Hills!

**Transportation - 1 comment:**

- Citizen has a complaint regarding the new yellow turn arrows at some of the signals in Greensboro. He did not know he had to yield to on-coming traffic when the arrow turned yellow and was almost in an accident due to this. How has the public been educated about the traffic signal changes with turning yellow arrows?

**Overall**

Calls about overgrown lots and for athletics increased last week. Otherwise, we received the normal mix of calls. Call volume was steady through the end of the week.

# GreensboroGreensboroGreensboro

## NOTICE OF PUBLIC HEARING

Please take notice that the City Council of the City of Greensboro will hold a public hearing on Tuesday, September 20, 2011, at 5:30 p.m. in the Council Chamber in the Melvin Municipal Office Building, 300 W. Washington Street, Greensboro, NC to receive public comments on the following: Proposal to award a contract to Gate City Waste Services, LLC to perform push and pack solid waste disposal operations in Phase III of the White Street Landfill and potentially construction and debris disposal in Phase II. A copy of the Request for Proposals for these services and the response of Gate City Waste Services, LLC is available for inspection and copying at the McGirt-Horton Branch of the City of Greensboro Library System located at 2501 Phillips Avenue and at the Office of the City Clerk in the Melvin Municipal Office Building. These documents can also be found online at <http://www.greensboro-nc.gov/index.aspx?page=576>.

a. This solid waste disposal operation for Phase III shall serve the entire population of the City of Greensboro. The City covers an area of approximately 132 square miles and has a population of approximately 260,000 persons. This is approximately 55% of the population of Guilford County. The construction and debris disposal operation for Phase II shall serve the entire county.

b. The Phase III waste stream shall be limited to City collected municipal solid waste. This includes residential and commercial waste collected by the City. This also includes waste water refuse (primarily sludge) from the City's wastewater treatment facilities. Phase II waste stream shall be limited to construction and debris disposal.

c. The projected useful life of Phase III of the landfill is between 4.5 to 7.5 years. The projected useful life of Phase II of the landfill is approximately 10 years.

d. This proposed contract is consistent with the City of Greensboro's 2009 solid waste management plan in that the City will continue to collect and dispose of its municipal waste in a landfill. This proposed contract will diverge from this solid waste management plan by no longer utilizing Greensboro's transfer station and by placing this municipal waste in the White Street Landfill. All other portions of this plan, including provisions for waste reduction, reuse, and recycling remain unaffected.

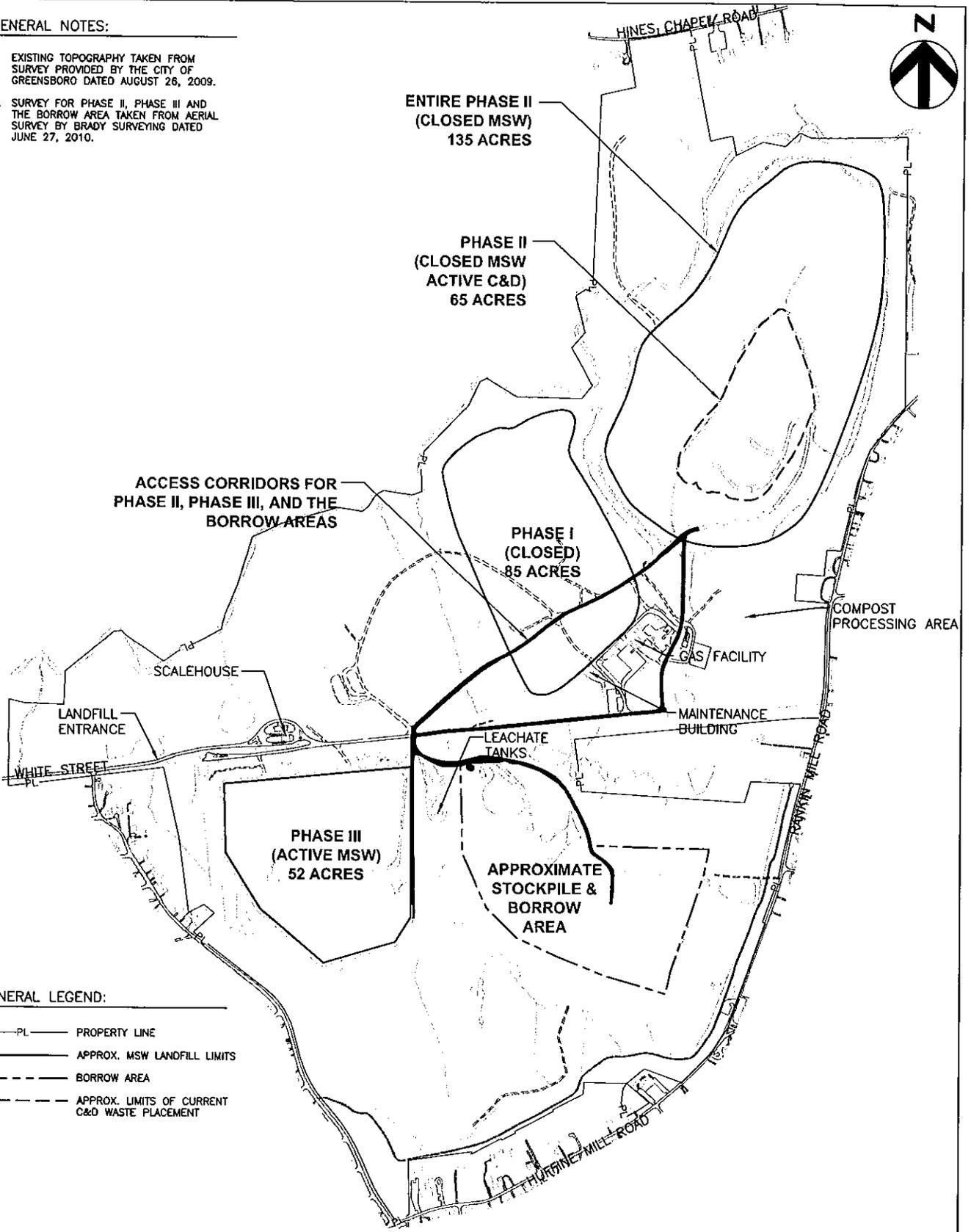
e. The contract shall only provide the contractor the right to operate within the defined boundaries of Phase III and potentially Phase II as identified on the following site plan. The contractor shall direct the incoming trucks, receive the waste on the working face of the landfill and compact the waste. The contractor shall haul and place the daily intermediate cover. The contractor shall maintain Phase III (and potentially phase II) of the landfill area, including seeding of the slopes, erosion control, dust control and maintenance of the roadways. The City shall operate the scale house, set the tipping fees charged to customers, determine the quantity of waste to be accepted at the landfill, maintain the lechate and gas collection systems, and maintain

responsibility for all other areas of the White Street Landfill. The City shall be responsible for the closure of the landfill.

Pursuant to the Policies of the City of Greensboro, opponents and proponents shall have the right speak at this public hearing. At the close of the hearing, the City Council of Greensboro may take an initial vote on whether or not to approve the contract. The second vote and final approval of the contract would be scheduled for the next regular meeting of the City Council on Tuesday, October 4, 2011, at 5:30 p.m., at the Council Chamber in the Melvin Municipal Office Building of the City of Greensboro.

**GENERAL NOTES:**

1. EXISTING TOPOGRAPHY TAKEN FROM SURVEY PROVIDED BY THE CITY OF GREENSBORO DATED AUGUST 26, 2009.
2. SURVEY FOR PHASE II, PHASE III AND THE BORROW AREA TAKEN FROM AERIAL SURVEY BY BRADY SURVEYING DATED JUNE 27, 2010.



**GENERAL LEGEND:**

- PL — PROPERTY LINE
- APPROX. MSW LANDFILL LIMITS
- - - - - BORROW AREA
- - - - - APPROX. LIMITS OF CURRENT C&D WASTE PLACEMENT



HDR Engineering, Inc.  
of the Carolinas

N.C.B.E.L.S. License Number F-0116  
440 S Church Street, Suite 1000 | Charlotte, NC 28202

**WHITE STREET LANDFILL  
OVERALL SITE PLAN**

SCALE 1" = 1200'

DATE

JULY 2011

FIGURE

1



August 18, 2011

**TO:** Mr. Rashad Young, City Manager

**FROM:** Chief K. C. Miller, Chief of Police

**SUBJECT:** Results of External Community Survey Conducted by Marketwise Associates

The Greensboro Police Department commissioned a community survey designed to measure Greensboro residents' perceptions of crime and safety, and Greensboro Police officers. The Greensboro Police Department values its relationships with community members, and finds great benefit in receiving impartial input at how the public views us. The survey, conducted by MarketWise, Inc., used quantitative and qualitative market research methods to provide understanding of key issues affecting the public's perception of the police department.

The telephone survey of 401 Greensboro adults was conducted in April and May of this year. The survey was designed to gather opinions from a representative cross section of the City's population. Data was also analyzed based on respondents' address locations within our Patrol Divisions' boundaries.

**Key findings:**

- Eight-five percent of Greensboro residents feel safe in their neighborhoods (nine percent of respondents were neutral in regards to this question)
- Seventy percent of respondents have a positive or very positive impression of Greensboro Police and find them to be courteous, professional and responsive to community needs (seventeen percent of respondents were neutral in regards to this question)
- Eighty percent of residents feel as safe or safer in their neighborhood than they did a year ago (five percent of respondents were neutral in regards to this question)
- Burglaries, break-ins and theft are the primary safety concerns of 51% of the people surveyed
- Residents also recommended ways to improve the Greensboro Police Department. Among them were: increasing the number of officers; working more closely with Community Watch organizations; and, reducing response times

When considering that Police tend to have contacts with people during stressful and heated times in their lives, the results of this survey are a remarkable testament to our officers' professionalism.

The Police Department's Management Accountability and Performance (MAP) goal is for 75% of our residents to have a positive impression of the Police Department for the coming fiscal year. We will use the results of this survey to guide us in the work needed to accomplish this goal.

By examining our strengths and weaknesses, we can develop more effective strategic plans, better allocate resources, and implement best professional practices to improve our relationships with the community, reduce crime, and improve the quality of life in Greensboro. Also attached, is a PowerPoint presentation from MarketWise, Inc. that contains additional information about the survey.

KCM/gmr  
Attachment

cc: Mr. Michael Speedling, Assistant City Manager  
Ms. Denise Turner Roth, Assistant City Manager



# 2011 Greensboro Police Community Survey

Prepared by:

**MarketWise**

5500 Executive Center Drive, Suite 126  
Charlotte, North Carolina 28212  
704-332-8433

**MarketWise**

1

MW# 3-11-3-1 (463)



## Objectives

The primary objectives of the survey are to:

- Measure residents' perceptions of the Greensboro Police
- Explore perceptions of crime and safety in neighborhood and in the City overall
- Measure perceptions of the effectiveness of the Greensboro Police in neighborhood and overall

**MarketWise**

2



## Methodology

- 401 completed telephone interviews with adults in Greensboro, NC
- Conducted April 25 through May 24, 2011 by MarketWise, Inc.
- Dual frame sample:
  - Random sample of landline telephone numbers
  - Random sample of cell phone numbers
- The sample was stratified by the four GPD Divisions which were defined by zip codes.
  - If zip codes crossed into more than one Division, streets and other landmarks were used to help place respondents into the correct Division.
  - At least 100 interviews were completed in each Division.

MarketWise

3



## Methodology

- To qualify, respondents had to live within the City limits of Greensboro.
- Questionnaire administered in English or Spanish.
  - 29 interviews (7%) conducted with persons of Hispanic ancestry.
- Interviews lasted 14 minutes on average.

MarketWise

4



## Comparison of Demographic For Greensboro With Sample Demographics

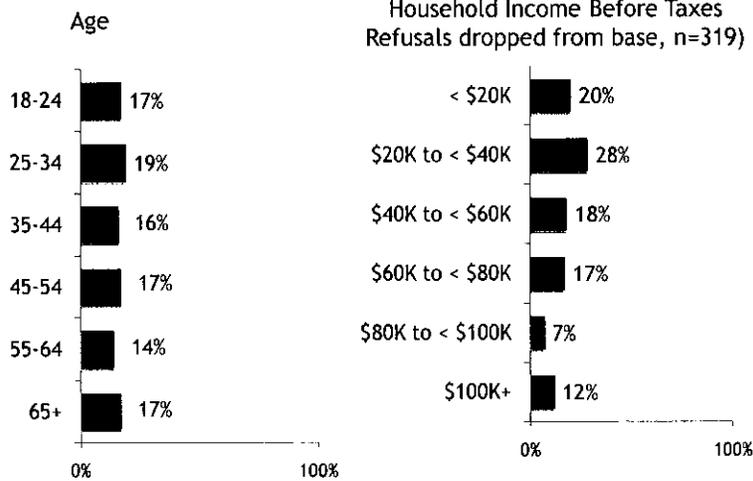
	Projected Census Data	GPD Survey (n=401)	# of Respondents in Sample
<b>Gender (Q1)</b>			
Male	47%	50%	202
Female	53%	50%	199
<b>Race/Ethnicity (Q2)</b>			
White, non Hispanic	54%	54%	218
African American	37%	32%	129
Hispanic	4%	7%	29
Other minorities	5%	6%	25

Source for Greensboro Demographics: <http://www.greensboro-northcarolina-living.com/demographics/> May 2011

MarketWise



## Respondent Profile



MarketWise



## Rating Scales

- To measure perceptions, respondents used rating scales from 1 to 10.
- To simplify interpretation, data have been collapsed into categories and labeled. For example:

Very Positive		Positive		Neutral/ Mid-Scale		Total Negative			
10	9	8	7	6	5	4	3	2	1

10,9=Very positive 8,7=Positive 6,5=Mid-scale 4,3,2,1=Total Negative

MarketWise

7



## About Analysis

- Mean (or average) ratings are calculated with respondents who answered “don’t know” dropped from the base.
- Margin of error for the total sample of 401 is  $\pm 4.9$  percentage points at the 95% confidence level.
  - This means that if the survey were replicated 100 times, 95 out of the 100 times, the results from the sample should vary no more than  $\pm 4.9$  percentage points from the true results in the targeted population.

MarketWise

8



## Results for Total Sample

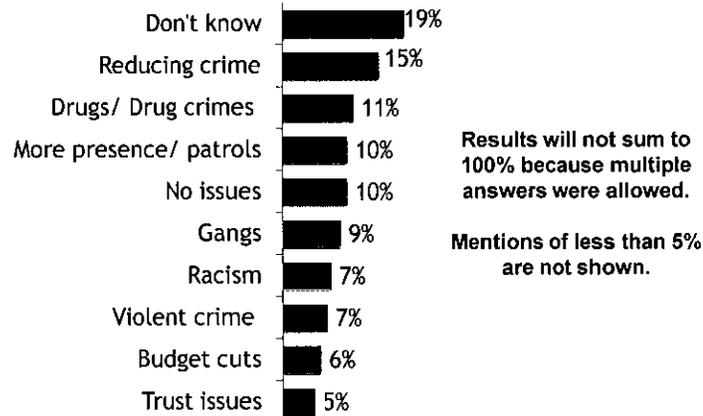
MarketWise

9



## What are the biggest issues facing the Greensboro Police Department?

Unaided, Open-Ended Question  
Total Respondents (n=401)



0%

50%

MarketWise

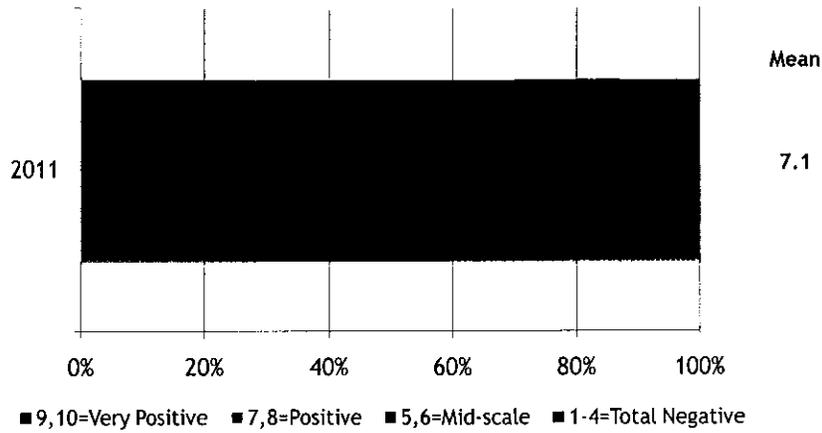
10



### Overall Impression of the Greensboro Police

Total Sample

Don't know responses dropped from base (n=392)



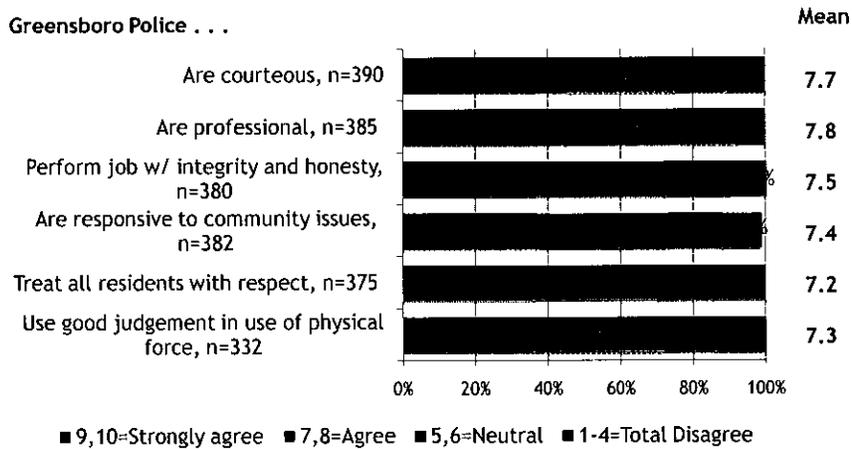
MarketWise



### Perceptions of the Greensboro Police

Total Sample

Don't know responses dropped from base



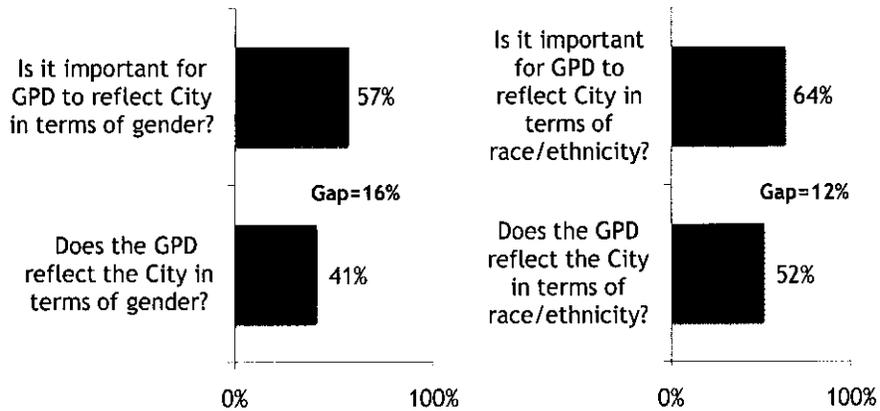
MarketWise



### Importance/Performance of Greensboro Police in Reflecting Greensboro Demographics

Total Sample (n=401)

Percent Responding "Yes"



MarketWise

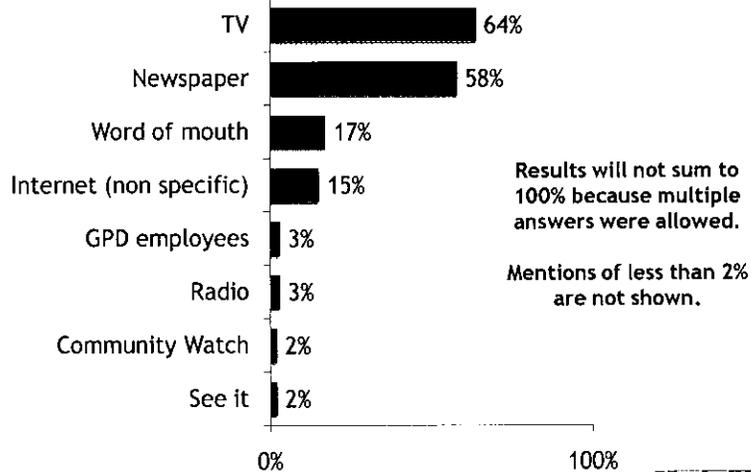
13



### Where do you get information about crime and safety issues related to the City of Greensboro?

Unaided, Open-Ended Question

Total Respondents (n=401)



MarketWise

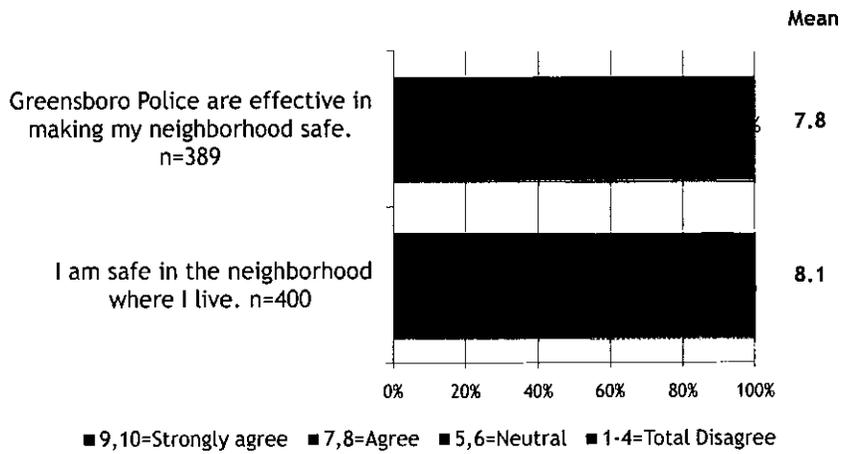
14



## Agreement with Statements About Neighborhood Safety

Total Sample

Don't know responses dropped from base



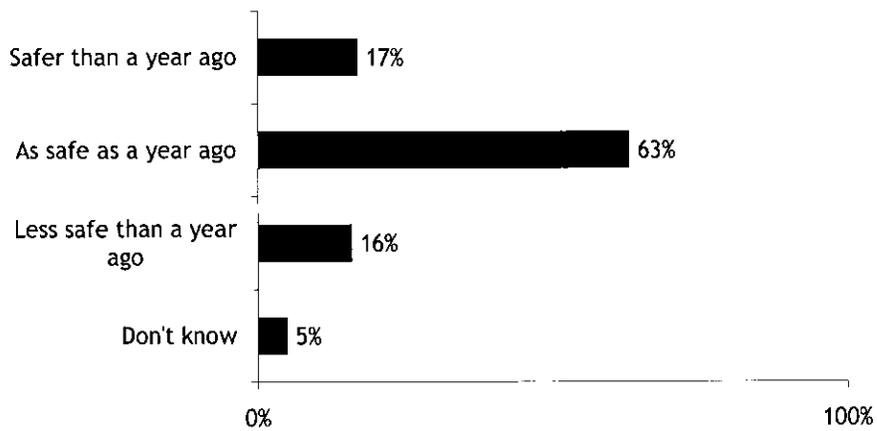
MarketWise

15



## Thinking about your neighborhood, would you say it is . . .

Total Sample (n=401)



MarketWise

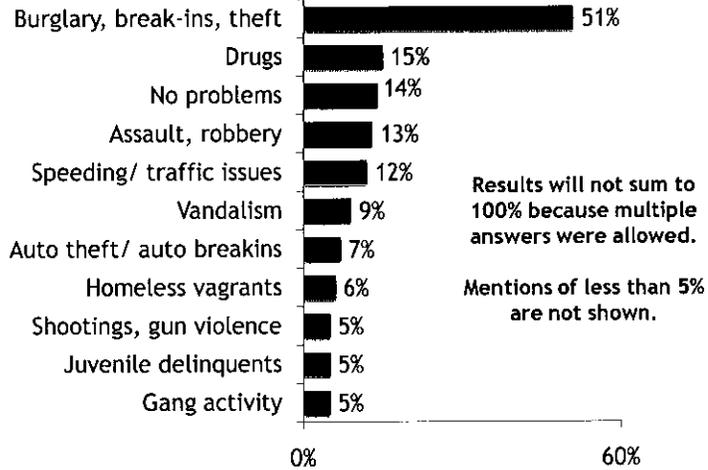
16



### What do you believe are the primary crime and safety concerns in your neighborhood?

Unaided, Open-Ended Question

Total Respondents (n=401)



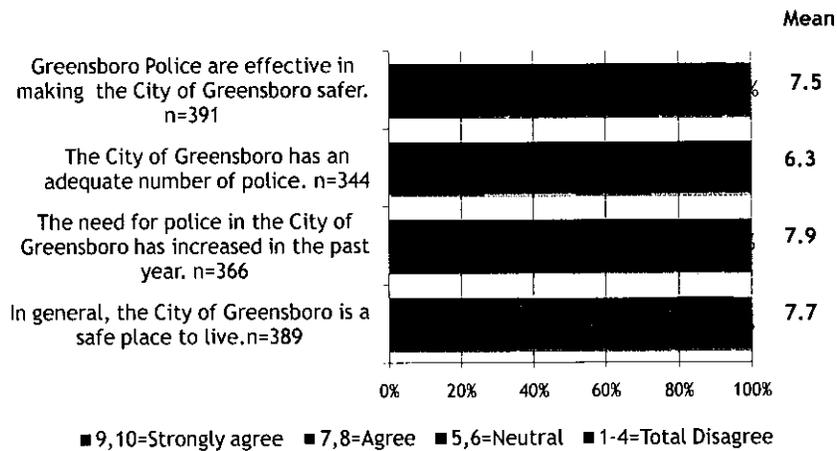
MarketWise



### Agreement with Statements About City of Greensboro

Total Sample

Don't know responses dropped from base

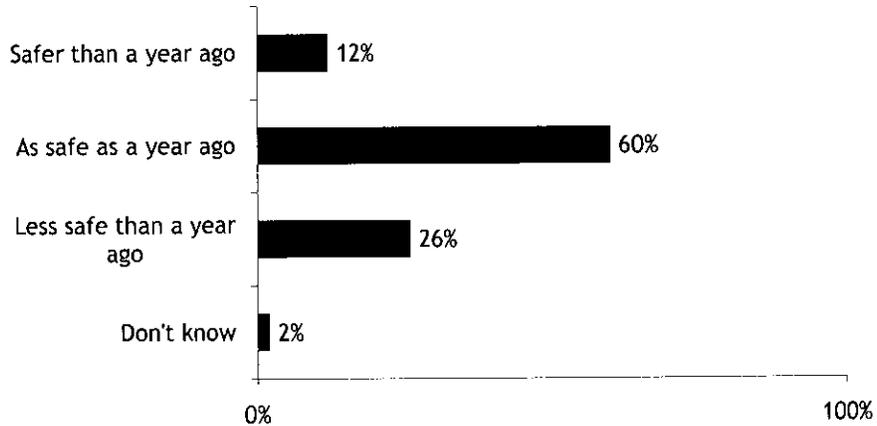


MarketWise



Thinking about the City of Greensboro overall,  
would you say it is . . .

Total Sample (n=401)



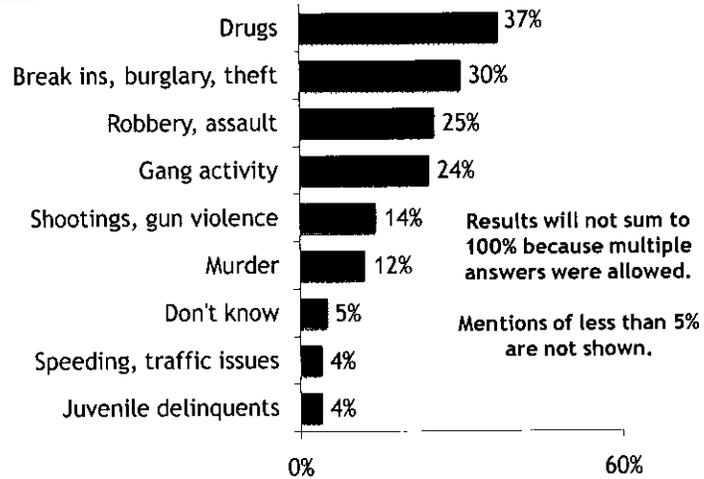
MarketWise

19



What do you believe are the primary crime and safety  
concerns for the City of Greensboro overall?

Unaided, Multiple Answers Allowed  
Total Sample (n=401)



MarketWise

20