



September 9, 2011

TO: Mayor and Members of Council

FROM: Rashad M. Young, City Manager 

SUBJECT: Items for Your Information

IFYI HIGHLIGHTS

- Contact Center Feedback
- 9/13 & 9/20 City Council Meeting Items
- Parks and Recreation FY 10-11 Annual Report
- Statewide Diversity Reception
- COPS Grant
- Grants

Contact Center Feedback

Attached is the weekly report generated by our Contact Center for the week of August 29, 2011 – September 4, 2011.

September 13, 2011, City Council Meeting

Agenda Item #7: National Public Relations Initiative: Attached is background information related to the National Public Relations Initiative, which is on the agenda for the September 13, 2011, Council Meeting, at the request of Councilmember Matheny.

September 20, 2011, City Council Meeting

Extension of Agreement with Republic Services of NC, LLC: Attached is a memorandum from Field Operations Director Dale Wyrick, dated September 7, 2011, regarding the extension of the current disposal agreement with Republic Services of NC, LLC, through December 31, 2011. This item will be on the September 20, 2011, Council agenda for consideration.

Parks and Recreation FY 2010-2011 Annual Report

Attached is the City of Greensboro Parks and Recreation Annual Report for fiscal year 2010 – 2011. This report highlights the major accomplishments over the last year for the department.

Statewide Diversity Reception

The Human Relations Commission (HRC), in partnership with the Diversity Leadership Conference, is hosting a special reception in recognition of September as *Statewide Diversity Month*. The reception will be held on Thursday, September 15, 2011, from 5:30 pm - 7:00 pm at the International Civil Rights Center and Museum. The Governor's Diversity Month Proclamation will be read by HRC Chair Nancy Hoffmann, followed by a tour of the museum. The event will be free of charge for attendees.

The Diversity Leadership Conference on September 16, 2011, is presented by the Committee for Persons with Disabilities, The HR Group, Vocational Rehabilitation of NC, and the News and Record.

Community Oriented Policing Services (COPS) Grant

Attached is a memorandum from Police Chief Kenneth Miller, dated September 9, 2011, regarding the results of a site visit on August 25, 2011, by Grant Monitoring Specialist Alex Edwards, with the US Department of Justice, related to the COPS grant the City received.

Grants

Attached is an updated list of grants for which the City intends to apply that do not require a match. Under the policy adopted by City Council, grants that do not require a match are not required to receive formal Council action.

**Public Affairs Department
Contact Center Weekly Report
Week of 8/29/11 - 9/4/11**

Contact Center

5614 calls answered this week

Top 5 calls by area

Water Resources

Balance Inquiry – 1489
New Signup – 263
Bill Extension – 250
General Info - 211
Cut-on/Same Day - 165

Field Operations

Landfill/HHW/Transfer - 123
Bulk Guidelines – 101
Repair Green Can - 93
No Service/Garbage - 70
No Service/Yard Waste - 42

All others

Police/Watch Operations – 243
Courts/Sheriff - 67
Privilege License - 41
Tax Department - 34
Overgrown Lots - 27

Comments

We received a total of 4 comments this week:

Field Operations -- 2 comments:

- Customer wants to suggest that the city place a site at the Fire Stations around the city to dispose of batteries (household batteries only). Most people will not go to Patterson to dispose of batteries. It will help keep the batteries out of the Landfill. Or have another way. The recycle truck can pick them up.
- Recycle every other week just does not make sense. You need to pickup bags of recycling. This is just crazy.

Transportation – 1 comment:

- To whom it may concern: I have noted that the bike lanes, specifically on Spring Garden St., have been used wrongly as a passing lane by vehicles and I would like to express my concern for the cyclists using these lanes. Today I was passed twice in my car after stopping for turning traffic as vehicles entered the bike lanes. Last Thursday, I saw a tractor driving in the bike lanes from Merritt Dr. on Spring Garden to Aycock St. Not only does this endanger cyclists, it is illegal and dangerous to other vehicles that stop for turning traffic on Spring Garden. It is my fear as a student, cyclist, and friend of many cyclists, that if this practice of using the bike lane for cars and large farm and construction equipment continues, that someone will be seriously injured or worse, killed.

Water Resources – 1 comment:

- Customer wanted to suggest that Water Resources could save a lot of effort and money if they were to make attempts to call the customers that are scheduled for disconnection due to non-pay. He says that if he had gotten a call, even an automated one, he would have taken notice and immediately paid the bill, thus saving us two trips to his house.

Overall

Calls about the reversal of the Millstream annexation increased last week as customers had questions about reimbursement of legal fees, property, and vehicle taxes. Calls about privilege licenses and overgrown lots remained steady. Call volume continued to be busy through the end of the week.



Memorandum

To: Members of Greensboro City Council
From: Jason Cannon, Vice-President of Governmental Affairs, The Greensboro Partnership
Date: September 7, 2011
Re: Earned Media/National Public Relations Initiative

In September 2009, the Greensboro Partnership began working with RLF Communications, with start-up funding provided by the Cemala Foundation and the Partnership itself, to proactively spread the word about Greensboro through national media outlets.

The objective of RLF Communications' work with the Partnership is to encourage economic development by raising the city's overall national profile in the media. When companies and individuals are considering locations for business expansions or relocations, major events, and conventions, the goal is to ensure that Greensboro is in the "considered set" of southeastern competitor cities, including Chattanooga, Louisville, Greenville, Richmond and Raleigh/Durham.

Since engagement by the Greensboro Partnership, RLF has created and executed a national media relations campaign to better tell the Greensboro story, focusing on four broad themes: Education, Sports/Tournament Town, Business/Entrepreneurship and Quality of Life.

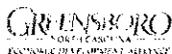
This use of national media relations as an element of ongoing marketing and promotional efforts is not unusual, and many other cities across the country employ public relations firms to generate media coverage and raise awareness of their communities.

Thanks to support from local organizations and Greensboro Partnership stakeholders, RLF has secured **34 national media stories and 9,947,815 national readership impressions, worth a total of \$2,203,000 in media value**, in the past 21 months. This includes coverage in high-profile outlets such as the Associated Press, *The Wall Street Journal*, *The Los Angeles Times*, MSN Money, and *USA Today*.

Given the success of the media relations campaign and the benefits brought to Greensboro as a result, the Greensboro Partnership respectfully requests City Council's approval of a \$20,000 investment to assist in the continuance of this initiative.

Enclosed you will find a more detailed overview of the Greensboro Partnership's National Public Relations Initiative, including challenges, objectives, strategies, tactics and results. Also attached is a second-quarter report detailing RLF's efforts on the initiative from April 1 – June 30, 2011, as well as a selection of articles born from RLF's efforts.

As always, thank you for your time and consideration. Please do not hesitate to contact me at 336-387-8330 or jcannon@greensboro.org should you have any questions.



Greensboro Partnership's National Public Relations Initiative Overview

Background

RLF began work with the Greensboro Partnership in September 2009, with funding provided by the Partnership itself and the Cemala Foundation. RLF was engaged to provide proactive national media relations to aid the Greensboro Partnership in its mission of creating, expanding and attracting business while advancing the quality of life for all.

Challenge

With a resurgence of its core downtown district, diverse neighborhoods, an enviable higher education system, and an outstanding base of companies across a wide range of industries, Greensboro is a community where the best and brightest companies and individuals from around the country should desire to work, live, play and visit.

The challenge was that this story was not adequately being told. Although a number of different groups within the Greensboro community were communicating the city's benefits and successes (City Council, economic development, convention and visitor's bureau and individual entities such as the Coliseum, museums and universities), there was no over-arching effort to more effectively tell the Greensboro story, particularly on a national level.

Objective

The objective of RLF's work for the Partnership was (and continues to be) encouraging economic development by raising the city's overall national profile in the media. When companies and individuals are considering locations for business expansions, business relocations, major events and conventions, and the like, the goal is to ensure that Greensboro is in the "consideration set" along with Charlotte, Raleigh, Durham and other southeastern competitor cities. Since engaged by the Greensboro Partnership, RLF has created and executed a focused national media relations campaign to better tell the Greensboro story, raise the city's profile and reach audiences that matter to the future of our community.

Strategy

To develop an effective media relations strategy, RLF and the Greensboro Partnership held a series of preliminary input sessions with organizations and individuals, including members of the City's communications staff, whose stories would help promote Greensboro to external audiences.

As a result of these input sessions, which were enhanced by insightful feedback from City staff, an initial strategy was developed to secure media coverage by focusing on four broad themes to raise Greensboro's national profile:

1. Education
2. Sports/Tournament Town
3. Business/Entrepreneurship
4. Quality of Life

As part of the campaign strategy, RLF and the Greensboro Partnership also established benchmarks for success by measuring Greensboro's share of media coverage relative to competitor cities, as determined by the Partnership with input from City communications staff: Chattanooga, Louisville, Greenville, Richmond, and Raleigh/Durham.

The Partnership's use of national media relations as an element in its ongoing marketing and promotional efforts is not unusual. Many other cities around the country employ public relations firms to generate media coverage and raise awareness of their communities.

Tactics

To achieve the set objective of encouraging economic development by raising the city's national profile in the media, RLF pursued the following tactics:

- Establish informational interview meetings with organizations and individuals - including entrepreneurs and professionals in key industry clusters, local colleges and universities, museums and other cultural attractions, and major sport organizations and facilities - whose stories would help promote Greensboro to external audiences.
- An active participant in these informational interview meetings, the City assisted efforts to promote Greensboro in a positive light by providing input on initiatives and programs like the Greensboro Development Services Center and the Volunteer Center 9/11 Commemorative. In addition, members of the City's communications staff attend quarterly stakeholder meetings, from which the Partnership and RLF draw the bulk of story leads.
- Build, maintain and update a broad media database of reporters who should have Greensboro on their radar screen. This database encompasses print (newspaper, magazines), broadcast (TV, radio) and online. The database includes media who cover the four themes (Education, Sports/Tournament Town, Business/Entrepreneurship and Quality of Life) identified as key areas of focus.
- Research, develop and proactively pitch media on Greensboro-related stories on an ongoing basis. Develop themes and specific ideas that resonate with media and generate positive media coverage. Monitor relevant media outlets for industry trends and story ideas.
- Coordinate, prepare and facilitate interviews between media and key Greensboro organization leaders, including employees of the City.

Results

By the Numbers

Since the fourth quarter of 2009, RLF has secured the following on the Partnership's behalf:

- **9,947,815 national readership impressions**
- **34 stories**
- **\$2,203,000 total media value**

Story Breakdown

Since the Greensboro Partnership started work with RLF Communications, Greensboro has won increased national media coverage in the four areas designated as key for economic development.

- **Business/Entrepreneurship**
Articles about the Greensboro Development Services Center (story lead courtesy of the City Council), America's Best Manufacturing Locations (Greensboro included) and a profile on Greensboro-based RF Micro Device as "Building an Innovation Culture" have been included in *IndustryWeek*, the premiere trade publication for the manufacturing industry. In addition, stories on the Commercialization of Micro-Nano Systems (COMS) have appeared in a variety of national electronic manufacturing industry websites.
- **Quality of Life**
Articles about The Volunteer Center 9/11 Commemorative, the Greensboro Children's Museum's Edible Schoolyard and the International Civil Rights Center & Museum have appeared in major national media outlets, including the Associated Press, AOL.com, CNN iReport blog and *The Washington Post*.
- **Education**
Articles about the Joint School of Nanoscience and Nanoengineering (JSNN)'s emerging concussion detection technology, as well as the University of North Carolina at Greensboro's "UNC-G in Three" initiative have appeared in major national media outlets, including *The Wall Street Journal*, Los Angeles Times online, MSN Money and ESPN.com.
- **Sports**
Articles about the Wyndham golf championship's ground breaking use of social media, the ACC Hall of Champions opening, John Isner's record-breaking tennis match, and the general appeal of the city as a "tournament town" have appeared in major national media outlets, including CBSsports.com, *Sports Business Daily*, Yahoo! Sports, NBCSports.com and AOL.com.

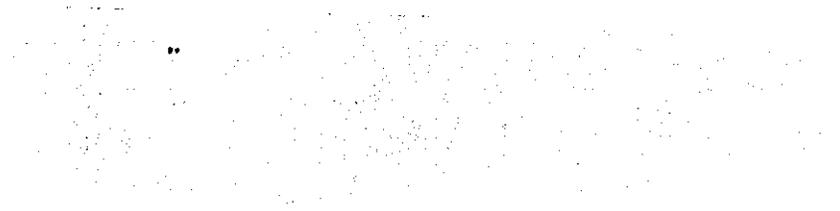
REL COMMUNICATIONS

Greensboro Partnership
National Media Relations Effort
April 1 – June 30, 2011





RLF COMMUNICATIONS



Overview

When RLF began work with the Greensboro Partnership in September 2009, we developed an initial strategy to secure media coverage by focusing on four broad themes to raise Greensboro's national profile:

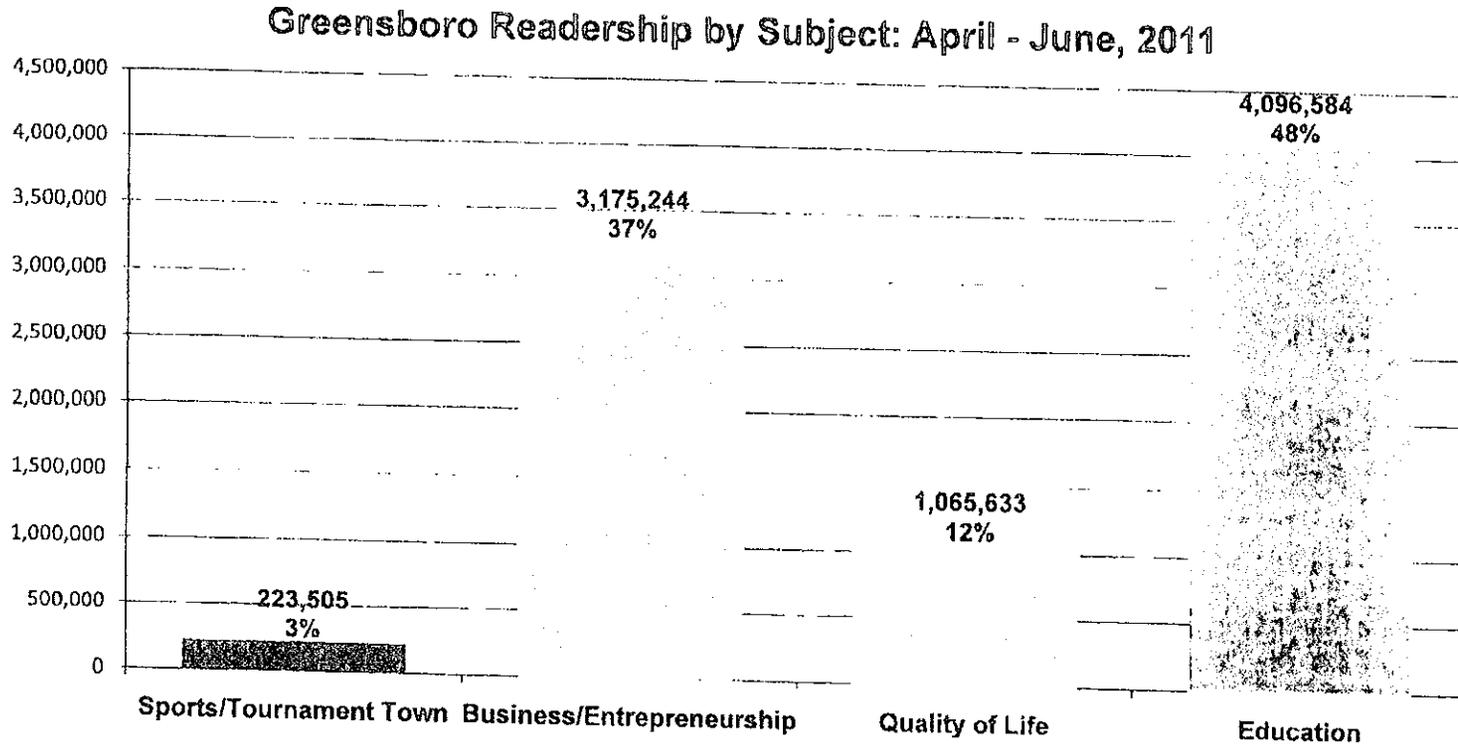
1. Education
2. Sports/Tournament Town
3. Business/Entrepreneurship
4. Quality of Life

Media Measurement and Analysis

- Using the article's length, we calculate the advertising equivalency for every article using a formula developed specifically for the public relations industry. We use specialized services, such as Factiva and PR Trak, to determine these values.
- RLF Communications conducts ongoing monitoring of Greensboro's national media coverage, as well as competitor cities: Chattanooga, Louisville, Greenville, Richmond, and Raleigh/Durham.

RE COMMUNICATIONS

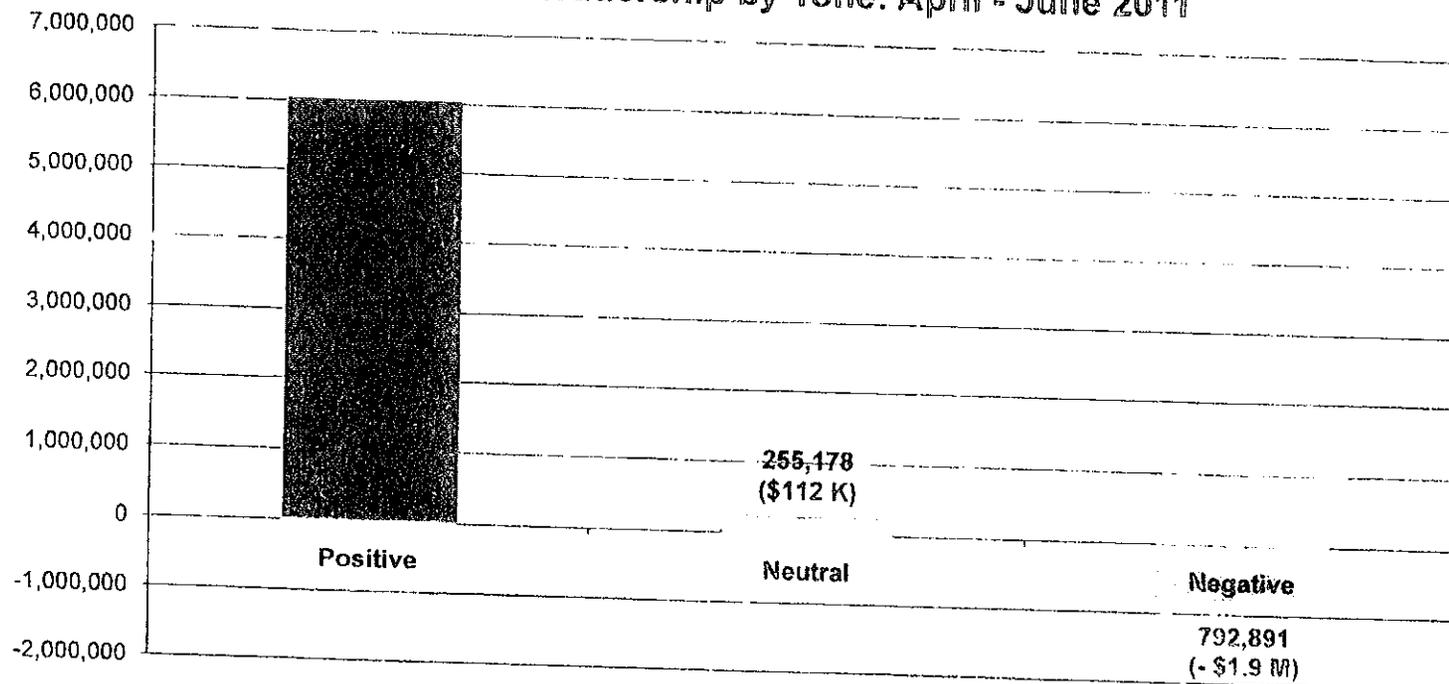
In total, from April 1 – June 30, 2011, national media coverage of Greensboro reached approximately 8,560,966 readers, worth a total of \$1,060,854.65 in media value. See below for a breakdown of this total by subject matter.



RIE COMMUNICATIONS

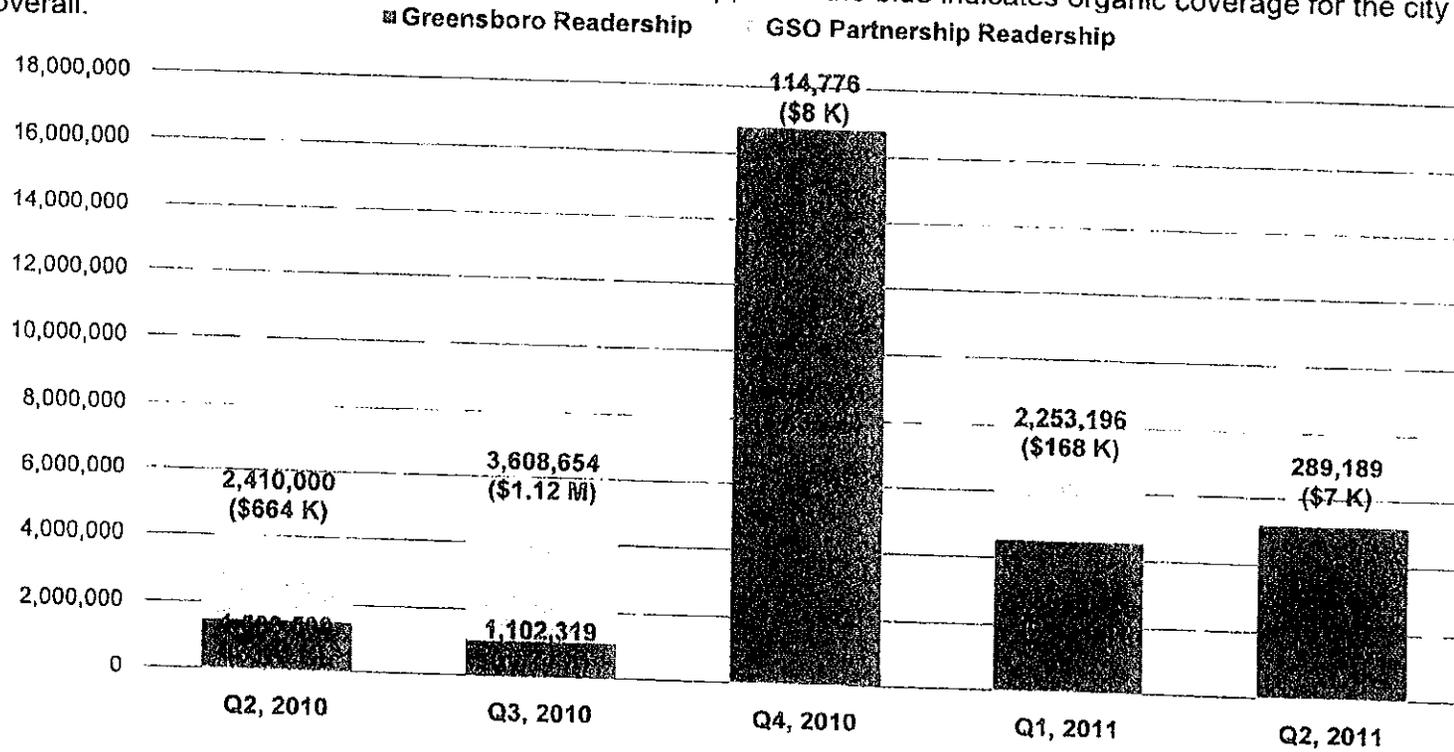
From April 1 – June 30, 2011, Greensboro secured approximately 6,041,988 positive readership impressions, 255,178 neutral impressions, and 792,891 negative impressions. This is the first quarter we have reported a negative story for Greensboro. It resulted from CNN's "Defining America" profile on the city.

Greensboro Readership by Tone: April - June 2011



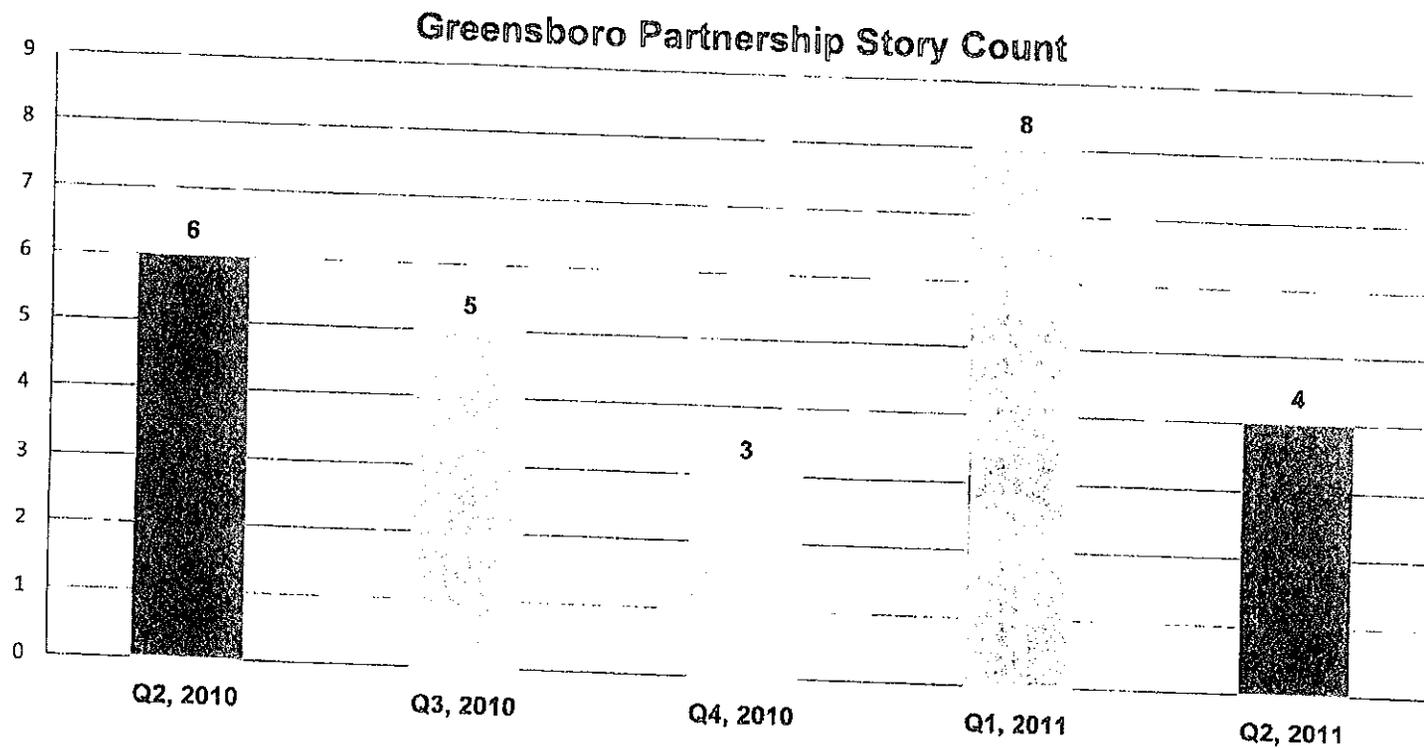
RLF COMMUNICATIONS

Through ongoing media relations work with the Partnership, RLF continues to obtain national media coverage. In the second quarter of 2011, RLF secured 289,189 in readership with a total media value of \$7,740.26. While readership was high, these were trade publications which do not carry high media values. The red represents coverage obtained by RLF on behalf of the Partnership, while the blue indicates organic coverage for the city overall.



RLF COMMUNICATIONS

RLF provides national media coverage for Greensboro each quarter. In the second quarter of 2011, RLF obtained a total of four stories.



RLF COMMUNICATIONS

GREENSBORO, N.C.

Education

RLF obtained coverage for the University of North Carolina at Greensboro in an article featured on SayCampusLife.com. This article highlighted UNCG as one of the five colleges to make the nationally based Education Trust's affordability grade in 2011. UNCG was chosen based upon its net annual cost, graduation rate and low-income student enrollments. UNCG Chancellor, Linda P. Brady, was quoted about the university's dedication to providing a college education to deserving students regardless of their financial situation.

Quality of Life

RLF outreach helped highlight Greensboro's Proximity Hotel becoming LEED Platinum Certified. As the first hotel to receive the US Green Building Council's highest award, the Proximity has earned the title of greenest hotel in the country. The hotel received coverage in *Energy Digital* as well as *Property Magazine*.

CNN brought quality of life coverage in Greensboro as part of its "Defining America" summer series across the nation. RLF helped provide CNN with content for their cultural census of the city, which resulted in a CNN iReport story about a downtown Greensboro First Friday event.

CNN later reported a negative story on the ongoing racial tensions in Greensboro. The highlight of the story was the positive mention of the International Civil Rights Center & Museum, which RLF helped coordinate. Outside of RLF's outreach, CNN's *Eatocracy* released two features celebrating Greensboro cuisine, new and old. The first highlighted Donut World, a new addition to Greensboro that has local donut lovers converting from the North Carolina standard, Krispy Kreme. The second focused on the history and cultural significance of liver mush, a classic North Carolina treat that has withstood the test of time.

GREENSBORO, N.C. (continued)

Sports

CBS Sports, ESPN, and MLB.com all mentioned the Greensboro Grasshoppers when they played the Hagerstown Suns. Bryce Harper, the No. 1 overall pick, who will play for the Washington Nationals, blew a kiss on his way to home plate during the game.

The *National College Athletic Association (NCAA)* also reported how Greensboro's Grandover Resort was selected to be the site of the 2011 NCAA Division III Men's Golf Championship. Guilford College and the Greensboro Sports Commission hosted the 37-team event. Not only was Greensboro home to this year's championship, but home to this year's championship winner as well. In a six-shot win, Greensboro College captured their first championship title since 2000.

Business

U.S. Agriculture Secretary Tom Vilsack chose the Gilbarco Veeder-Root plant in Greensboro as the location for his formal announcement of the federal government's initiative to increase the production and use of renewable biofuels by providing financial assistance to gas stations and biorefineries. The Veeder-Root plant produces flexfuel-friendly E-85 pumps. This story received coverage from numerous outlets including *Forbes, MSN Money, ABC News, CBS News, The Boston Globe, and Bloomberg.com.*

The Financial and Automobile Magazine provided coverage of Greensboro's Honda Aircraft Company. HondaJet successfully reached a maximum operating altitude of 43,000 ft. during flight testing at the company's headquarters in Greensboro. *Bloomberg BusinessWeek* also did a profile on the founders of Market America, which is based in Greensboro. And *Forbes* ranked Greensboro as the fourth least expensive place for doing business in America.

RLF COMMUNICATIONS

SAMPLES OF RLF
PARTNERSHIP COVERAGE
Second Quarter 2011

EDUCATION COVERAGE

Home College Guide Online Education College Admissions Smart Tools Shopping

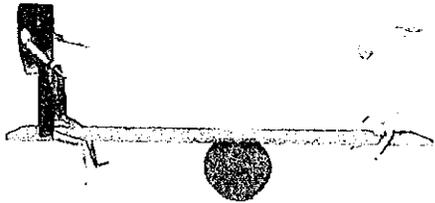
5 Colleges Make the Affordability Grade

Topics
Select Category

Success Financing Textbooks Tools

Achieving success requires 3 key ingredients: 1) planning, 2) wise planning, 3) a 2nd step.

Open our success module for FREE guides on these key success elements



Few colleges are deemed affordable for low-income students

Attending college requires a substantial investment from families with very few low-cost options available excepting for public two-year community and technical colleges. While two-year institutions certainly have a place in our terms, these schools only offer a partial answer to obtaining a four-year degree as students must successfully transfer if they are to secure a completed bachelor's degree.

The Education Trust

There are a handful of colleges making the affordability grade with the Education Trust identifying five that pass muster in its just-released report: [How the Wrong Financial-Aid Policies Hurt Low-Income](#)

AdChoices
University of Phoenix
Official Site - Start Class Today
Online and Campus Degree Programs
Top 2011 Online Grants
Grant Funding May Be Available

RFC COMMUNICATIONS

QUALITY OF LIFE COVERAGE

CNN iReport

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Blog

Defining America: Report in Greensboro, North Carolina

It's not just a report. It's a story. It's a story that's being told by the people who live in the most diverse place on the planet. Our report includes a story by CNN iReporter, a story by CNN iReporter, and a story by CNN iReporter.

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About the iReport Blog

It's not just a report. It's a story. It's a story that's being told by the people who live in the most diverse place on the planet. Our report includes a story by CNN iReporter, a story by CNN iReporter, and a story by CNN iReporter.

Categories

- 10/10/10
- 10/10/10
- 10/10/10
- 10/10/10
- 10/10/10

energydigital
global energy portal

The Plum Card

MARKET SECTORS: OTHER ENERGY

Proximity Hotel: The Greenest Hotel in America

The LEED Platinum certified Proximity Hotel in Greensboro, North Carolina, is the greenest hotel in America.

By John H. ...

SEARCH

CURRENT ISSUE | BACK ISSUES | ARCHIVE

April 10, 2010

CLICK HERE TO ENLARGE DIGITAL IMAGE

The Plum Card

U.S. Green Building Council (USGBC) GreenSource

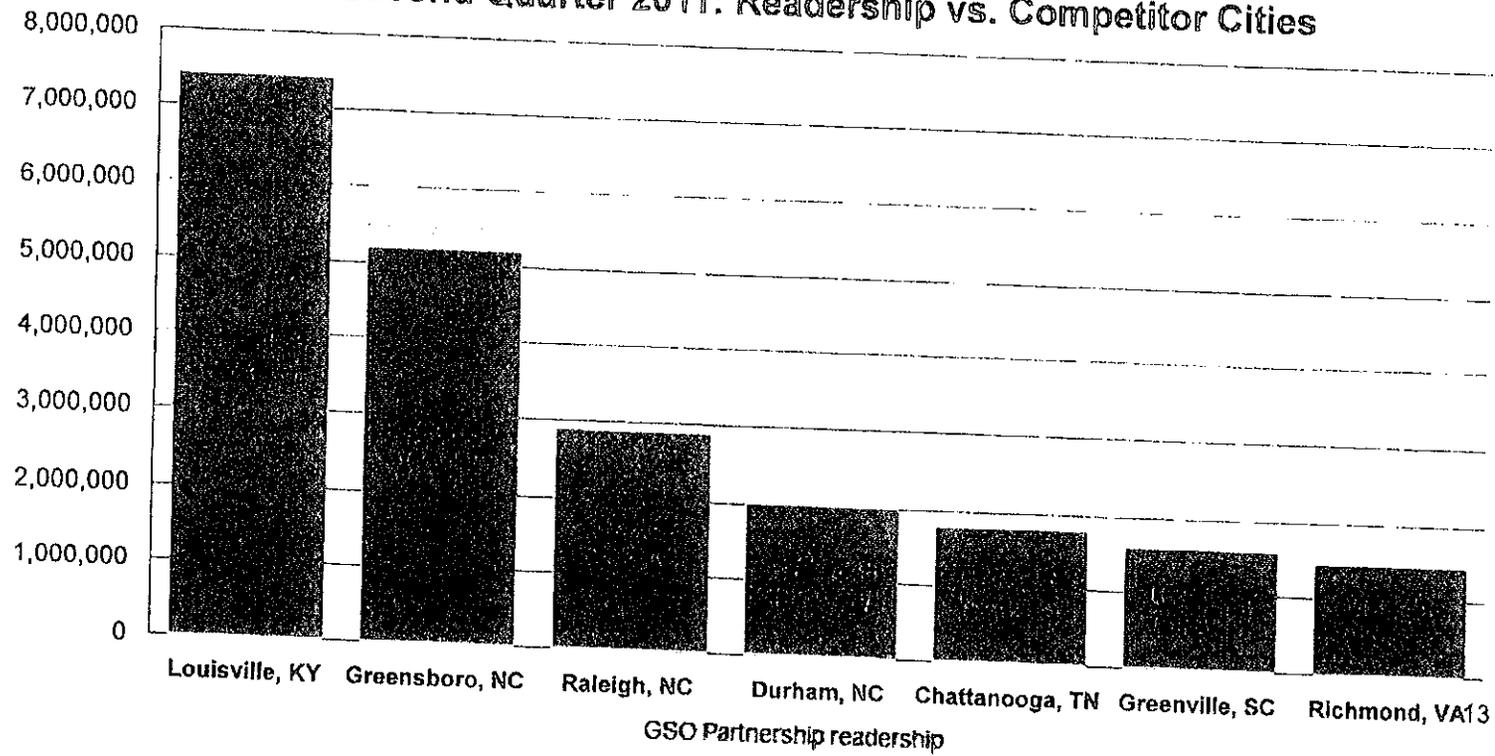
Start Booming

OPEN

COMPETITOR CITIES COVERAGE OVERVIEW

RLF monitors national media coverage for six cities identified as "competitors" by the Greensboro Partnership. What follows is an overview of coverage we've seen from these cities over the past three months. The red notes the RLF coverage for Greensboro.

Second Quarter 2011: Readership vs. Competitor Cities



REF COMMUNICATIONS

LOUISVILLE, Ky.

Sports

USA Today provided coverage of the 2011 Senior PGA Championship, held at Louisville's Valhalla Golf Club. While the rainy weather made for less than ideal conditions on the course, the event was a success in bringing an estimated \$25 million to the Louisville economy.

The annual Kentucky Derby race received significant coverage in Yahoo! Sports, *The New York Times* and *ESPN*. Churchill Downs was also became the victim of turbulent weather in June when a tornado touched down at the Louisville track. Fortunately, the home of the Kentucky Derby sustained minimal damage and was able to continue its nightly races as scheduled. *CNN*, Reuters, and *TIME* are a few of the outlets to cover this story.

Business

The Louisville Zoo gained national attention when it successfully completed "Operation Snowflake," the adoption of an orphaned polar bear cub from Alaska. *Fox News*, *MSNBC*, and *The Huffington Post* were among many media outlets that featured this heartwarming story.

Bloomberg BusinessWeek continued their coverage of YUM! Brands Inc. and their latest success in China. The article focused on the Louisville-based company's \$862M buyout of Little Sheep Group Ltd., operator of a Chinese chain of hot pot restaurants.

RFI COMMUNICATIONS

RALEIGH, N.C.

Education

Forbes and *Bloomberg BusinessWeek* both featured an article on the North Carolina Schools Coalition's fight to keep an additional cent on the state sales tax. The expiration of that extra penny would mean a loss of \$1.1 billion generated for public schools. If the House includes this much needed funding in their budget cuts as expected, it could seriously damage the state's public school system and cause thousands to lose their jobs.

Business

Raleigh earned the number one spot on *Forbes's* annual list of the "Best Places for Business." Raleigh was chosen for having a strong educational presence with University of North Carolina, Duke University, and North Carolina State all close by. Employers are attracted to Raleigh for its low costs of doing business and educated labor force. With the second highest net migration rate in the country over the past five years, Raleigh is seen as "a hot hub" for business.

REF COMMUNICATIONS

RICHMOND, Va.

Quality of Life

Richmond was featured in an Associated Press article about the Civil War's 150th anniversary on April 12. This date not only marked the beginning of the Civil War, but the beginning of the end for the Confederacy, an institution that is still very much a part of Southern Culture today. The Museum of the Confederacy in Richmond commemorated the date with a series of events. The story was also featured by *NPR* and *MSNBC*.

Sports

Bloomberg, *The Washington Post*, and Yahoo! Sports were among the outlets to report VCU's "fairy tale" journey to the Final Four. The Rams made headlines throughout the season, with an uncharacteristic number of upsets against teams that have historically been basketball powerhouses. VCU's record season came to an end with a loss to Butler, landing them fourth place in the tournament.

 **[PRINT]** **ESPN.com:** Freeskiing

[Print without images]

ESPN

Monday, January 3, 2011

Brain injury detection on the hill?

By Cameron Walker
ESPN Action Sports

A handheld tool being developed to catch head injuries in the field could be a boon for skiers and snowboarders. Researchers from a range of disciplines working together at the Greensboro Joint School of Nanoscience and Nanoengineering in North Carolina are designing a portable device that can test for mild traumatic brain injury -- which can include a concussion -- on the spot, anywhere from a ski slope to the scene of a car accident.

Mild brain injuries may sound, well, mild -- but they're among the hardest things for doctors to diagnose, says Marinella Sandros, the researcher leading the project. And they can be trouble. If you shake off a good bell-ringing and keep skiing, you're more likely to fall again and re-injure yourself.

Repeated concussions have been linked to loss of memory and other brain functions, and years of hard hits can cause problems from dementia to depression to Parkinson's disease.

Sandros and her team are developing a device that would use a blood, saliva, or urine sample from a person with a suspected head injury. A chip will sense the presence of compounds in the body that the brain releases when it's injured -- a test that could be done quickly on the scene of an accident, whether on the hill or on the football field, and by anyone from military medics to first responders at an accident.

Catching concussions and other brain injuries right after they happen could prevent the risk of further injury. If head injuries can be looked at within the first few hours, treatment is much more effective.

It may be several seasons before skiers might see patrol wielding one of these, but researchers anticipate having a prototype by the end of 2011. A device may be widely available, following testing and clinical trials, within five years.

These days, people must often rely on subjective methods -- like whether a person is acting dazed or confused, or has balance problems--to spot mild brain injuries, says the University of North Carolina at Greensboro's Kristine Lundgren, who is working on the project. Hospitals rely on methods like MRIs and CAT scans, which look at physical changes in the brain -- changes that often don't show up with a mild brain injury.

Tests looking at brain injuries from a molecular point of view require specialized equipment and training, and are primarily done in research labs. "What we're really looking to do is take out all of those complexities and package this in a way that's going to be much more usable on the spot," says Vince Henrich, the director of the Center for Biotechnology and Health Research at UNCG and a microbiologist on the project.

The researchers hope their device might be as widely available as automated external defibrillators (AEDs),



Olympic Gold Medalist Torah Bright suffered three concussions in the month leading up to the Vancouver Games. New concussion-detection technology could prevent back-to-back head trauma.

which were once found only in hospitals but now have a place in many ski patrollers' first aid kits.

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Video: Quake Griffin Mixtape!

Corey Brewer Set to Sign With Mavs

Wednesday, March 2nd, 2011 at 4:53 pm | no responses

5 1

ACC Hall of Champions Debuts

The Atlantic Coast Conference (ACC) Hall of Champions debuted at the Greensboro Coliseum Complex in Greensboro, N.C. today. Below you'll see comments from ACC Commissioner John Swofford and local representatives, along with a list of features that'll be included at the hall:

"The opening of the ACC Hall of Champions is an exciting moment for the Atlantic Coast Conference," said Swofford. "It's extremely fitting that this tribute to our league is not only in Greensboro, where our conference was founded, but also a part of the Coliseum Complex where so much of our basketball history and tradition has taken place."

The \$2.3 million Hall of Champions measures 8,100-square-feet, with additional phases set to open in the future. The Hall of Champions will feature many exciting exhibits highlighting the history of the Atlantic Coast Conference, including:

-Interactive Broadcast Exhibit that allows patrons to call the sports shots. Visitors can review classic plays from the ACC's 58-year sports history, receive pre-recorded commentary tips from broadcast icons like Jay Bilas, and have an opportunity to commentate plays themselves from behind a replicated professional sports broadcasting desk.

-Interactive Trivia Exhibit challenges visitors to go head-to-head to prove their ACC sports trivia knowledge. Questions cover all twelve colleges in the ACC and results are announced on a state-of-the-art scoreboard.

-World of the ACC™ Multi-Media Exhibit is located in the Hall's main entrance and features a four-foot, 360-degree, state-of-the-art video globe that will amaze and delight guests with a unique, multi-media display of conference highlights. The globe is nestled in a collegiate rotunda constructed of ACC school-themed columns, one column for each of the 12 schools in the conference, and flanked by exhibits dedicated to men's and women's basketball, football and current national champion teams.

-Life-sized Mascots from all twelve colleges in the ACC are stationed throughout the Hall, where visitors can pose and be photographed with them.

-Independent Kiosks for each of the 12 ACC schools showcases content and memorabilia provided directly from each school.

-Visual Timeline of the 58-year history of the ACC, including athletic highlights, as well as social achievements such as integration and the introduction of women's sports.

-Overhead Banners highlighting national championships in all 25 ACC sports.

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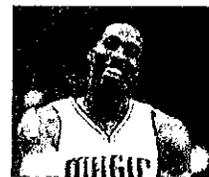
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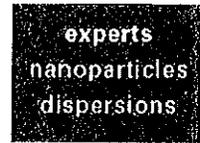
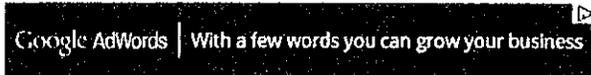
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Greensboro selected to host global nanotechnology conference

(Nanowerk News) Organizers of a prestigious international nanotechnology commercialization conference coming to Greensboro, N.C. anticipate record attendance at the annual event scheduled for August 28 – 31. The Commercialization of Micro-Nano Systems (COMS) conference is presented by the Micro and Nanotechnology Commercialization Education Foundation (MANCEF). It brings together leaders from around the globe, across many industry sectors, to focus not just on science and technology – but on solutions in Small Tech commercialization.

Greensboro is home to The Joint School of Nanoscience and Nanoengineering (JSNN), the host of this year's event. JSNN, together with Gateway University Research Park, is one of the top economic development initiatives in the region. The conference is expected to draw not only scientists and researchers, but also private companies eager to generate new business. Greensboro has emerged in recent years as a leader in the innovative nanotechnology industry, with the JSNN offering skilled faculty and state of the art equipment, like the Carl Zeiss Helium Ion Microscope

"We are excited to show the world what we are accomplishing here in Greensboro," said Andrew Wooten, Director of Outreach and Commercialization at JSNN and Gateway University Research Park "Our community has provided incredible support. Now our major focus is to establish additional partnerships with industry leaders and bring desirable knowledge-economy jobs to our region."

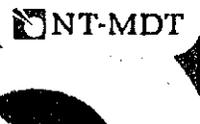
The COMS2011 conference will take place at the Grandover Resort and Country Club in Greensboro.

Source: JSNN

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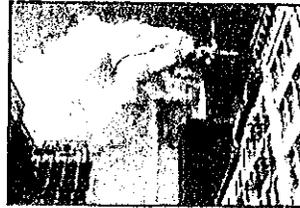
Trace and High Spatial Resolution X-ray Spectrometry for the Nano-World





August 26, 2011

NOT EVERYONE WAS EVIL ON 9-11-01



FILE - In this Sept. 11, 2001 file photo, the twin towers of the World Trade Center burn after hijacked planes crashed into them in New York. As the post-Sept. 11 decade ends, some foreign families of the victims are eager to move past the tragedy. But though the pain transcended borders, foreign families have battled to cope with their loss from afar. (AP Photo/Diane Bondareff, File) Associated Press

(<http://orangeleader.com/breakingnews/x2134986354/NOT-EVERYONE-WAS-EVIL-ON-9-11-11>)

Emergency responders share stories of survival, heroism

Associated Press

[Associated Press \(http://www.ap.org\)](http://www.ap.org)

NEW YORK CITY — It was a beautiful, sunny, 70-degree morning with clear blue skies. Police Capt. Terry Revella (Ret.) of the New York State Department of Environmental Conservation was on his way to work at his NYC headquarters when a dispatcher radioed him and said, "Captain, you need to get to the World Trade Center ASAP. A plane just crashed into it."

On the other end of the country on that same September morning 10 years ago, Debra Tosch was attending a canine search specialist class in Washington state when she heard of the attack. In North Carolina, Greensboro Fire Department Assistant Chief Alan "Skip" Nix was serving as the safety/special operations officer. In the hours and days following the most devastating attack on American soil in modern history, Revella, Tosch and Nix would aid their fellow Americans in their own ways. Their stories and how they are working to remember 9/11 today are below.

The Haunting at Ground Zero

Revella pulled up next to the north tower of the WTC and could see the gaping hole that plane put into its side. The exact outline of the wings and fuselage was visible.

"I met up with one of my officers, Jeff Cox, and we had just started to run up to the north tower when Jeff said, 'Captain, what are those black dots around the outside of the tower?'" Revella recalls. "I said, 'They're people, Jeff.' He said, 'No. That can't be.'"

As people started to jump, one by one, two by two, Revella and Cox could see they were, in fact, hundreds of desperate souls deciding their own fate.

"This moment has remained the most difficult and haunting to me to this day," Revella says.

Moments later, Revella and Cox were briefly trapped when the south tower collapsed. They were found by a firefight work.

"We immediately started to set up an Incident Command Post at Public School 89, which is about ten blocks from the Revella. He did not return home for 17 days." I served as the on-scene coordinator for the governor, to the city. While assistance and instruction in getting backhoes, bulldozers ... anything else that was needed to remove debris in hop survivors."

Now living in Las Vegas, Revella is coordinating one of the largest 9/11 remembrance events in the West; 911 Remembrance Las Vegas, to be held Sept. 9 through 11, will include a heroes parade and race/walk, among other events. "Our event is going to show that unity and spirit of America we had on 9/11," Revella says.

A National Effort

Debra Tosch and her canine partner, a black Labrador named Abby, were part of the second group of search-dog teams, arriving at ground zero about 11 days after the attacks.

"We would search when requested, and when not searching with Abby I would work with another handler and use one of the search cameras," Tosch recalls. "We did not find anyone, but I feel confident that we did our job of making sure no one was left behind."

Tosch went on to become executive director of the National Disaster Search Dog Foundation in Ojai, Calif. The experience of 9/11 helped her realize the importance of training.

"It has motivated me to have the Search Dog Foundation build a National Training Center ... handlers from all across the country can come train on deployment scenario props that are designed to prepare them for the most difficult deployments they may face," Tosch says.

A 9/11 anniversary event is planned "to bring handlers and supporters of the Search Dog Foundation to the site of the National Training Center and unveil the beginning of the construction. Handlers perform a demonstration and a Canine Memorial Wall will be unveiled. Tosch is hoping to open the training center Sept. 11, 2012.

A Friend In Need

Being in North Carolina, Nix was not geographically close to any of the events on 9/11. But when the terrorist attack occurred, he received a call from the wife of one of the firefighters in New York who was dispatched to the twin towers. She lived in Greensboro, and two of her daughters were attending college in Charlotte, about an hour and a half away.

"We sent two firefighters to the school and brought her kids back to Greensboro to be with their mother," Nix recalls. "That afternoon we took food to the home, spent time with the family and prayed with them before we left. We checked on them daily when, four days later, she was informed that [her husband] had been killed in the collapse."

The comfort and compassion Nix and his colleagues showed a fellow firefighter's family reflects the spirit of the community. The Volunteer Center of Greensboro, N.C., has been chosen to lead in the 10th Anniversary 9/11 Day of Remembrance Observance along with New York City and others. The event will take place from Sept. 9 through 11.

"Not only will we honor those who gave their life that day but also the men and women of the United States military who have given their lives since 9/11," Nix says. "America will always be great as long as we have men and women who are willing to choose others over themselves."



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[Home](#) : [Leadership & Strategy](#) : Greensboro Strives to Put the Service in Development Services

Greensboro Strives to Put the Service in Development Services

City aims to speed development approvals by having all planning services under one roof.

Monday, March 07, 2011

By Josh Cable When it comes to industrial expansion or relocation projects, Greensboro, N.C., Assistant City Manager of Economic Development Andy Scott has learned that time is of the essence.

"If we can do anything on our end to reduce the amount of time and the trouble and expense of the review process, it's something to our benefit, because that makes us more competitive with other locations," Scott says.

The city had that objective in mind when it established the Greensboro Development Services Center earlier this year. The center consolidates the city's key technical-review, permitting and building-inspections staff members from three separate buildings into one.

Staff members from every department needed to approve a development plan are available Monday through Friday mornings to review sketch plans and hold technical-review committee meetings.

"Any day that you have an issue, between 8 in the morning and noon, you can go to development services and all of the relevant departments are represented and you can be heard," Scott explains. "So instead of just having once-a-week [plan] submission, we have a rolling submission."

Thanks to the one-stop approval structure, a review process that previously might have taken a month or more can be completed in a matter of days, according to the city.

"What we were looking for was, 'How do we take some of the pain and uncertainty out of the review process for the builder, the developer or the property owner?'" Scott explains. "How do we make it more efficient, how do we have fewer people touch the plan, and how do we get better decisions faster?"

The upgrades to the development-approval process go beyond the fact that previously siloed city staff members now are under one roof.

Coinciding with the new centralized facility, the city now offers:

- Pre-development meetings that allow any interested party to obtain zoning information on how a piece of property can be developed for commercial or residential construction.
- Electronic plan submission and review. Thanks to an interactive whiteboard with touch-screen technology, city staff members can project, review and edit a developer's plan on-screen, so a developer can leave the meeting with a revised plan in hand.

The electronic process also means developers no longer have to submit 14 copies of multiple pages, which was the average number for development plans, Scott adds.

"Developers and engineers pretty much agree that it cost about \$700 in reproduction costs to do that," Scott explains. "By moving to electronic-plans transfer, we save a lot of time and a lot of energy and lot of trees."

Cross-training to Boost Efficiency

Scott points out that the city already had "very aggressive" customer service goals in place for its technical-review committee and building-plan review process "but chose not to change those in the first year [of the new center] because we didn't want people to feel pressured."

"We wanted them to learn the system," Scott says.

Long-term, though, the city aims "to get even more aggressive with our turnaround times, because ultimately the test of this is more efficiency on our end and better turnaround times on the customer's end," he says.

One way that the city will try to boost efficiency is by cross-training employees.

"One of the other issues that we had when we were more siloed, and I'll use planning as an example because I know more about that than some of the others, was we had individual silos within the silo," says Scott, who served as the city's director of Housing and Community Development (now the Department of Planning and Community Development) from 1993 to early 2009. "So if your job to



Andy Scott: The city wanted to take "some of the pain and uncertainty out of the review process."

review plans was landscaping, you did landscaping. And then for zoning, you passed it onto somebody else, and for setbacks you passed it on to yet another person. So in planning you might have three or four different people look at the same plan.

"Our goal is to do enough cross-training that 75% of the time one person from planning, one person from transportation, one or two at most from water resources, would look at the plan."

The city also hopes that the centralized work environment will promote collaboration among those involved in the development-approval process.

"Having all these folks working together on a daily basis and getting to know each other and each other's issues instead of being in separate offices spread across the city, that's making better problem-solvers of them," Scott says.

Reputation Matters

With the new Development Services Center, city officials hope to make it easier for contractors and residents to do business with the city. And that, hopefully, will make a positive impact on Greensboro's economic development efforts.

"There's a small stable of economic development consultants who control the majority of industrial relocation, and you generally pick up a reputation for being a good place to work with or not," Scott says. "And anything we can do to enhance that is just that much more helpful."

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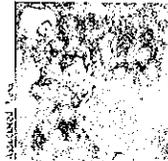
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THE WALL STREET JOURNAL

Wednesday, May 12 2010 D1

Scenic Routes Road-Tested by the Pros

Auto Makers Scout
Winding Byways,
Sights That Make
Driving Trips Fun

By JOSEPH B. WHITE

DRIVING is too often a chore undertaken to get from home to work on all-too-familiar routes. But where to go when you want to take in some scenery, play honky, or do something more ambitious with your driving machine than push the speed limit in the E-Z Pass toll lane? The idea of the Sunday drive may sound quaint for people who have no choice but to hurry from Point A to Point B all week, but it's great when you have a little time and an itch to explore



WORK & FAMILY

Speeding College to Save \$10,000

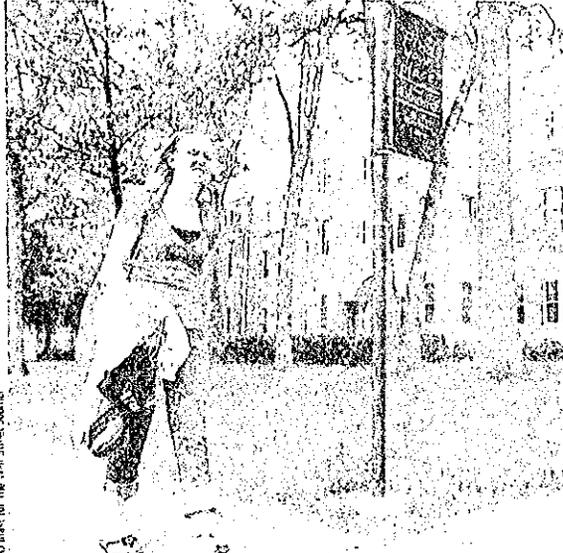
By SUE SUELLENBARGER

When Samantha Chapman chose to go to Manchester College last year, there was one big deciding factor: The Indiana school had a new program that would let her speed to a bachelor's degree in just three years, saving her family about \$10,000.

For years, the amount of time it takes to earn a bachelor's degree has been going up. Less than one-third of students at four-year colleges graduate within four years, Education Department data show. But now, a growing number of residential colleges and universities have begun offering accelerated three-year degrees. In the past 15 months alone, at least a dozen schools have rolled out three-year programs including the University of North Carolina, Greensboro, and Hartwick College in Oneonta, N.Y.

The programs are a draw for the driven, high-achieving students every college wants. Most screen out applicants unlikely to succeed on a fast track and dangle carrots to lure those who can, offering not only cost savings but coveted priority-registration privileges and special advisers.

The programs can be arduous. Some require a heavy workload of year-round studies. They also often require students to choose a major during their freshman year and then stick to it—something many 18-year-olds may find difficult. Many programs reduce the time students have to dabble in extracurricular activities or explore subjects unrelated to their majors. At Bates College, Lewiston, Maine, which has offered a three-year degree program since 1965, the 1968 campus yearbook labeled it "an academic endurance race."



Samantha Chapman chose Manchester College, in part, for its three-year degree program. Total saving: about \$10,000, but no summers off.

And many kids end up slowing down. At Florida State University, which launched a three-year program in 2000, about 40% of three-year enrollees wind up staying four years, to add another major, study abroad or take part in student government, says Linda Mahler, the program's director. After arriving on campus, "they decided they weren't in a big hurry" after all, she says.

While enrollments are small so far, the three-year programs are generating a lot of interest. Hartwick, which

announced its program last year, expects to enroll twice as many freshmen as expected or about 75 to 100 of an incoming class of 450 to 500, says Margaret Drugovich, president.

The University of North Carolina, Greensboro, which announced its program in February, has received 319 inquiries among an entering freshman class of 2,500, says Steve Roberson, dean of undergraduate studies. Enrollment in Florida State's program rose 73% to 123 last fall from 71 in

Please turn to page D6

Eric: Hear about Pete's mom?

Jan: Yes, Dad?

Eric: She wanted to take care of him after she went

Jan: He counted on it.

Eric: Nobody counted on the bills.

Jan: Can't he do it for everything, can't he?

Eric: ????

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Field Operations Department
City of Greensboro



September 7, 2011

TO: Rashad M. Young, City Manager
FROM: Dale Wyrick, P.E., Director
SUBJECT: Amendment to Disposal Agreement with Republic Services of North Carolina, LLC

This purpose of this memo is to inform you that staff has received signed copies of a second amendment to the current disposal agreement with Republic Services of North Carolina, LLC. This amendment extends the existing agreement, which is scheduled to expire September 30, 2011, through December 31, 2011. At this time, no other extensions or amendments to the disposal agreement have been explored.

This disposal agreement with Republic Services has been in place since October 1, 2006. Currently, municipal solid waste (MSW) is taken to the City's transfer station located at 6310 Burnt Poplar Road. Under separate agreement with Hilco Transport, that waste is transported to the Uwharrie Environmental Landfill, located in Mt. Gilead, North Carolina, where it is disposed. The current cost for hauling waste with Hilco is about \$13.32 per ton, combined with a disposal rate of \$24.34 per ton, for a total of \$37.66 per ton hauling and disposal cost.

Funding for the disposal of municipal solid waste was budgeted in 551-6509-09.5429 for FY2011-12. No additional funds are required for this amendment. Under the terms of the disposal agreement, the City pays \$24.34 for each ton of MSW delivered to Uwharrie Environmental Landfill. Assuming a 3-year average monthly tonnage collected by the City, the disposal costs to the City by this extension will be approximately \$845,000.

Figured as shown below:

3-year average City-collected tonnage for October:	11,887 tons
3-year average City-collected tonnage for November:	10,944 tons
3-year average City-collected tonnage for December:	<u>11,750 tons</u>
3-month total tonnage:	34,581 tons

$(34,581 \text{ tons})(\$24.34/\text{ton}) = \$841,702$, say \$845,000.

Per your request, this amendment will be placed on the August 20, 2011 City Council meeting agenda for Council approval. If further is required, please advise.

ddw



Greensboro Parks & Recreation
FISCAL YEAR 2010-2011
Annual Report





Departmental Highlights

Our Mission

"The Greensboro Parks & Recreation Department exists to provide professional and diverse leisure opportunities through inclusive programs, facilities, parks and open space, ensuring that Greensboro is a desirable place to work, live and play."



Message from Director Greg Jackson...

We are pleased to share this Fiscal Year 2010-2011 Annual Report, highlighting major accomplishments for the Greensboro Parks & Recreation Department. This year saw the release of bond dollars, which enable us to move forward with several significant projects, including the completion of Phase I of the Gateway Gardens and the beginning of construction at Keeley Park.

The department was reorganized to improve facility maintenance and expand programming opportunities for our residents. Our staff and management team remain dedicated to providing high quality customer service for the residents of Greensboro. We continue to build and strengthen community partnerships to ensure leisure recreation at its finest for people of all ages, abilities and from all walks of life.

Departmental Highlights

- **Keeley Park Phase I:** Construction began in July 2010
- **Gateway Gardens Phase I:** Grand opening was held on April 10, 2011
- **Village at Northside Park:** KaBOOM! playground and community garden build day was held on May 21, 2011
- **Hagan-Stone Park:** Park master plan was completed; construction began on the Bradley's Fun For All Playground
- **Athletics:** Hosted the Metropolitan Junior Baseball League World Series in July 2010
- **Greensboro Sportsplex:** Olympic Gold Medalist Misty May-Treanor conducted volleyball clinics for over 200 participants in October 2010
- **City Arts:** Hosted "The Flag of Hope" in March 2011, featuring Latino artist Edwin Gill in a nationwide traveling "Hands-on Art for Social Change" project



Awards & Recognitions

- Greensboro named "2010 Playful City USA" by the KaBOOM! Corporation
- Greensboro named "Tree City USA" by the National Arbor Day Foundation



Grant Awards

- **The Hope Project:** \$200,000 from the Joseph M. Bryan Foundation and the Weaver Foundation
- **City Arts Music Center:** \$12,500 Cultural Partners Investment grant from the United Arts Council; and \$6,700 grant from the Community Foundation of Greater Greensboro for Music for a Sunday Evening in the Park
- **Greensboro Seniors:** \$5,443 grant and \$3,500 Title III-D grant from the Piedmont Triad Council of Governments for health promotion
- **Athletics/Kernodle School:** \$5,000 Special Events and Tourism Related Activities Committee (SETRAC) grant from Greensboro Area Convention and Visitor's Bureau
- **Trails and Greenways:** \$5,000 Adopt-a-Trail grant from the NC Department of the Environment and Natural Resources for boardwalk replacement on the Piedmont Trail
- **Caldcleugh Multicultural Arts Center:** \$2,350 grant from the United Arts Council to provide lighting and sound workshops for the We Are One program
- **Greensboro Youth Council:** \$1,500 grant from the Community Foundation of Greater Greensboro for *Camille's Magic Closet* project





ANNUAL BUDGET & PARTNERSHIPS

Greensboro Parks & Recreation ended Fiscal Year 2010-2011 with revenue increases in areas such as concessions, contacted tennis fees, contracted parks and recreation programs, non-resident fees, group sales, and rentals. Bond project dollars were released for the completion of Phase I of the Gateway Gardens and Phase I construction at Keeley Park.

EXPENDITURES:

Total Personnel Services	8,694,682
Total Employee Benefits	3,477,207
Total Maintenance & Operations	<u>6,259,167</u>
TOTAL EXPENDITURES	18,431,056

REVENUE:

TOTAL REVENUE	4,137,725
----------------------	------------------

NET COST OF OPERATIONS:

14,293,331

ATTENDANCE:

Participation	1,890,589
Visitation	<u>5,410,668</u>
TOTAL ATTENDANCE	7,301,257

NUMBER OF VOLUNTEERS:

9,032

HOURS OF VOLUNTEER SERVICE:

77,971

Partnerships: Maintaining strong community partnerships are an important part of the continued success of the Greensboro Parks & Recreation Department. Below are examples of community groups, organizations and local businesses that have supported our programs and facilities in Fiscal Year 2010-2011.

- | | | | |
|----------------------------------|---|---------------------------------------|----------------------------------|
| Action Greensboro | Greensboro Area Convention and Visitors' Bureau | Latham Entertainment | Syngenta |
| African American Atelier | Greensboro Bar Association | Lowell Traditional Dancers | Teen Grantmaking Council |
| Alcohol & Drug Services | Greensboro Beautiful, Inc. | Margie Motsinger | Teens Taking Action |
| Allen Industries | Greensboro Challenger League | Mateer Storage Trailer Rental, Inc. | Tex & Shirley's |
| ARC of Greensboro | Greensboro Chamber of Commerce | Mentality Enterprises Inc. | The Community Foundation |
| Art Alliance of Greensboro | Greensboro Children's Museum | Moore Music | of Greater Greensboro |
| Awards of Excellence | Greensboro Coliseum | Music Go Round | The Friends of Greensboro |
| Baskin Robbins | Greensboro College | Natural Science Center | Parks & Recreation Foundation |
| Be Active NC | Greensboro Colt Baseball | NC A&T State University | The Hope Project |
| Bennett College | Greensboro Palomino Baseball | NC Wildlife Habitat Foundation | The Joseph M. Bryan Foundation |
| Big Brothers, Big Sisters | Greensboro Swim Association | NC Wildlife Resources Commission | The Magic Art Bus |
| Bill Parham | Greensboro United Soccer Association | Negro Business & Professional Women | The North Carolina Dance Project |
| Black and Latino Achievers | Guilford County Department of Public Health | News & Record | The Rhinoceros Times |
| Blue Cross Blue Shield of NC | Greensboro Habitat for Humanity | NIA Community Action Center, Inc. | The Weaver Foundation |
| Bojangles | Greensboro Housing Authority | North Carolina Cooperative Extension | Tiny Treasures |
| Bonset America | Greensboro Housing and Urban Development | Service in Guilford County | Toastmasters |
| Boys and Girls Club | Greensboro Opera Company | North Carolina Families United | Tobacco Reality Unfiltered |
| Bridge to Sports | Greensboro Pacesetters | Omega Sports | Trek Bicycles |
| Celebration Station | Greensboro Police Department | Outback Steak House | Triad Chevy Club |
| Center for Visual Artists | Greensboro Public Library | Papa John's | Triad Stage |
| Children's Home Society | Greensboro Radiology | Parisi Speed School | Triad Youth Lacrosse Association |
| Christ United Methodist Church | Greensboro Sports Commission | P.F. Chang's | UNC Greensboro |
| College Bound Sisters | Greensboro Transit Authority | PGA Tour/ Wyndham Championship | United Arts Council |
| Communities in Schools | Greensboro Tile and Stone | Piedmont Community College | United Parcel Service |
| Cookie Lee Jewelry | Greensboro United Soccer Assn. | Piedmont Land Conservancy | United States Tennis Assn. |
| Crescent Rotary Club | Guilford County Open Space Committee | Piedmont Triad Council of Governments | Upward Bound |
| Cyrus Arts Productions | Guilford County Parks & Recreation Commission | Piedmont Triad Woodturners Assn. | V.I.P. for VIP |
| Dancers of Transformation | Guilford County Schools | Pizza Hut | Wal-Mart Foundation |
| Department of Social Services | Guilford Education Alliance | Polo Ralph Lauren | Wamersville Historical |
| Dick Broadcasting Company | Guilford Technical Community College | Precision Instruction | and Beautification Society |
| Earth Fare | Heritage Green | Price Waterhouse Coopers | Weatherspoon Art Museum |
| Eastern Music Festival | High Lonesome Strings Bluegrass Assn. | Protect the Force | WIA Youth Services |
| Evonik Stockhausen | HIP Labels | Reclaiming Futures | Win Win Resolutions |
| Fat Tire Society | Hispanic Arts Initiative | Replacements Ltd. | Wise Guys |
| FedEx | Hungry Howie's | Rotary District 7690 | WKZL 107.5 Radio |
| First Tee of the Triad | Hype 4 Life | Shamrock Paper Co. | WMJI 105.7 Radio |
| Friends of Green Hill Cemetery | JobLinks | Sheraton at Four Seasons | Word Reform Baptist Church |
| Fun For All Playground Committee | Juvenile Court Counselors | Southeast Merchants Assn. | WOZN 98.7 Radio |
| Gateway Civitans | KaBOOM! | Southern Guilford New | Xerox |
| Girls Inc. of Guilford County | Kidzone | Generations Rotary Club | XPEDEX |
| G-PAL | Koury Convention Center | Summit Rotary Club | YMCA and YWCA |
| Greenlight Counseling | Krispy Kreme | SunTrust Bank | Youth Focus |

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North Carolina

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- Parks
- Parks & Rec Calendar
- Parks & Rec News
- Planning & Project Development
- Programs
- Teens
- Volunteers



Photos taken left to right: Walter Harris, Alexandria Stewart, Bob Gingham

City Government » Departments I-W » Parks & Recreation

PARKS & RECREATION

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The Greensboro Parks & Recreation Department is a nationally-accredited, three-time winner of the National Gold Medal for Excellence in Leisure Services!



The Greensboro Parks & Recreation Department exists to provide professional and diverse leisure opportunities through inclusive programs, facilities, parks and open space, ensuring that Greensboro is a desirable place to work, live and play.

Greensboro Parks & Recreation Department
Administrative Offices
1001 Fourth Street
Greensboro, NC 27405
336-373-2574, 336-373-2060 (fax)
[Contact Us](#)

News

- Greensboro Youth Council to hold summer orientation
- Citywide Seniors' Bowling League to meet
- Greensboro Playwrights' Forum Presents World's Newest Play
- Choral Society of Greensboro collaborates on 9/11 Memorial Concert
- Drama Center & Guilford County Schools Present Macbeth July 28-30

[More >>](#)

Visit us online at www.greensboro-nc.gov/leisure for leisure recreation at its finest!

Featuring parks, gardens, lakes, trails,
recreation centers, athletics, classes, events
volunteer opportunities and more!

Greensboro Parks & Recreation Department
1001 Fourth Street • Greensboro, NC 27405
336-373-CITY (2489) • 336-373-2060 (fax)
www.greensboro-nc.gov/leisure

As an eco-friendly measure, this annual report is only available in electronic format.

Police Department
City of Greensboro



September 9, 2011

TO: Michael Speedling, Assistant City Manager

FROM: Chief Kenneth C. Miller

SUBJECT: COPS Site Visit Outcome

The Greensboro Police Department was awarded a 2010 Community Oriented Policing Services (COPS) Hiring Grant to pay for thirty additional officers (salary + benefits) to increase the active force and improve community policing efforts. A site visit was conducted by the COPS Office on August 25, 2011.

The COPS Office conducts grantee site visits to ensure compliance with grant terms and conditions. These visits also provide firsthand observation of the grantee's community policing strategies. Promising practices identified during site visits are documented and may be shared with the law enforcement community. Technical assistance and follow-up are conducted to address potential and actual vulnerabilities. The purpose of site visits is therefore three-fold: review community policing activities, ensure grantee compliance, and provide service and technical assistance. This review is generally performed over a one or more day period and provides an opportunity for agency representatives to seek assistance on any grant implementation issues.

Attached you will find the official response from the COPS Office with regard to the outcome of the GPD's site visit from Alex Edwards, Grant Monitoring Specialist.

Receiving COPS funding will allow for greater manpower for the Greensboro Police Department. The additional positions requested for the department will increase everyday presence in the community, in the designated response zones, and allow for faster response time. It will also accommodate more staff to participate in community meetings, SCORE and other activities of the nature, voluntary annexations and the ability of the department to address community concerns identified by the City Council.

KCM/ch
Attachment

cc: Police Resource Management



U.S. Department of Justice

Office of Community Oriented
Policing Services (COPS)

Grant Monitoring Division
145 N Street NE
Washington, DC 20530
800-421-6770
(202) 616-8650 (Fax)

September 3, 2011

Via Email and U.S. Mail

Ms. Courtney Hemphill
City of Greensboro Police Department
300 West Washington Street
Greensboro, NC 27401

Dear Ms. Hemphill,

Thank you for your cooperation during the site visit conducted on August 25, 2011. I would like to extend my sincere appreciation to you and the City of Greensboro Police Department team for the planning and preparation you did for the site visit. You did a superb job orchestrating the round of interviews, scheduling the tour, and arranging all the documents I requested. Your conscientiousness did not go unnoticed.

The U.S. Department of Justice, Office of Community Oriented Policing Services (COPS) is required by Federal regulations to monitor all programs, projects, and activities funded by us to ensure your department's compliance with the terms and conditions for each COPS grant and to review your department's community policing efforts.

The COPS grant reviewed during the site visit was the COPS Hiring Program grant #2010UI.WX0018. Based on the information submitted during the site visit, I do not require any further information. I would, however, like to provide you with additional feedback in some other important areas.

Community Policing

Currently, your department is pursuing the community policing strategies as described in your grant applications. I wish you continued success in the implementation of your community policing efforts throughout the county.

Nonsupplanting Requirement

All COPS grantees are prohibited from supplanting throughout the grant period. COPS grant funds may only be used to pay for officers' salaries as of the grant award date.

Based on my review of the documentation provided during the site visit, it has been determined that your department is in compliance with the nonsupplanting requirement.

Reporting

Your department appears to be filing the programmatic and financial progress reports and other required documentation in a timely and accurate fashion.

Retention

As a reminder, all COPS Office hiring program grantees are required to retain the additional COPS-funded officer positions funded under the CIIP grant program with local funding at the conclusion of the grant. If circumstances arise which appear to prevent retention, your department should immediately notify your COPS grant program specialist.

You may contact your Grant Program Specialist, Priya Sarathy-Jones, Grants Administration Division, at (202) 353-9790, if you have any questions concerning your COPS grant or for further grant program information.

Once again, thank you and for the assistance provided to me during the grant monitoring site visit. The COPS Office is vested in facilitating your success with community policing implementation. Please direct any correspondence to me at Alex.edwards@usdoj.gov or you may call me at (202) 616-3557 for any questions concerning this letter.

Sincerely,



Alex Edwards
Grant Monitoring Specialist

Cc: Priya Sarathy-Jones, Grant Program Specialist
Grant #2010UL.WX0018



CITY OF GREENSBORO GRANT APPLICATIONS

<u>Grantor</u>	<u>Grants Projects / Description of Purpose</u>	<u>Amount Requested</u>	<u>Department Requesting Funding</u>	<u>Council Notification Date</u>	<u>Status</u>
Department of Homeland Security	FY 2011 Homeland Security Grant for NC Bomb Team Association will be utilized for chemical, biological, radiological, nuclear and explosive weapons incident equipment. This equipment maintains the current standard of interoperability among bomb squads on a state wide basis and will enhance regional response capabilities.	\$6,946	Greensboro Police Department	September 9, 2011	Approved by Department on September 7, 2011
2011 National Association of Drug Diversion Investigators (NADDI)	2011 National Association of Drug Diversion Investigators (NADDI) Grant	\$800	Police Department	August 12, 2011	Approved by Department Director August 11, 2011
Shane's Inspiration & Landscape	2011 Together We Play Grant: provides playground design and equipment for accessibility for disabled children	\$150,000	Parks and Recreation Department	July 29, 2011	Approved by CMO on July 27, 2011
Weaver Foundation	2011 Junior Board Grants Program: Youth First Teen Summit educates middle school youth on social and health issues	\$750	Parks and Recreation Department	July 22, 2011	Submitted
NC 911 Board	2011 NC 911 Board Grant	\$3,500,000	Guilford Metro 911	June 24, 2011	Approved by CMO on June 20, 2011
Department of Justice	2011 Department of Justice Paul Coverdell Forensic Science Improvement Grant Program	\$175,000	Greensboro Police Department	June 17, 2011	Approved by CMO on June 16, 2011
US Department of Justice office of Community Oriented Policing Services (COPS)	Greensboro Child Response. This grant provides the training component for the Governors Crime Commission Child Response Initiative Grant.	\$206,781	Greensboro Police Department	May 20, 2011	Approved by CMO on May 19, 2011
Edward Byrne Memorial JAG	Policing initiative electronic monitoring program.	\$300,000	Greensboro Police Department	May 20, 2011	Approved by CMO on May 19, 2011
NC Governors Highway Safety Program	Update and/or add equipment to be utilized at Checkpoint events and crash scenes. Increases safety of officers and the public.	\$17,000	Greensboro Police Department	May 13, 2011	Approved by Dept. on May 6, 2011



CITY OF GREENSBORO GRANT APPLICATIONS

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<u>Grantor</u>	<u>Grants Projects / Description of Purpose</u>	<u>Amount Requested</u>	<u>Department Requesting Funding</u>	<u>Council Notification Date</u>	<u>Status</u>
National Institute of Justice	2011 Forensic Science Training If funded, the grant will allow forensic personnel to attend diverse forensic science training, both regionally and nationally. The department will also host training opportunities benefiting our department and surrounding agencies, as required in the grant solicitation.	\$376,907	Greensboro Police Department	April 22, 2011	Approved by CMO on April 21, 2011
North Carolina Department of Cultural Resources	Federal Historic Preservation Fund (Dept. of Interior, National Park Service) City wide architectural survey update supports Sunset Hills National Register Project	\$18,000	Planning and Community Development Department	March 25, 2011	Approved by Dept. on March 22, 2011
National Institute of Justice	Funding to assist with solving cold cases with DNA	\$65,812	Police Department	March 11, 2011	Approved by Dept on Feb. 11, 2011
Office of Juvenile Justice and Delinquency Prevention	Comprehensive Anti-Gang Strategies and Programs (Hope Project)	\$750,000	Parks and Recreation Department	March 11, 2011	Cancelled by Funder
North Carolina Housing Finance Agency	Single Family Rehab Program	\$200,000	Planning and Community Development Department	March 11, 2011	Approved by CMO on April 29, 2011