



June 22, 2012

IFYI HIGHLIGHTS

TO: Mayor and Members of Council
FROM: *DT* Denise Turner Roth, City Manager
SUBJECT: Items for Your Information

- Water Service Disconnect / Landlords vs Tenants
- Cottage Grove Initiative
- BetterBuilding Grant Budget
- Compressed Natural Gas Fueling Station
- 2012 City & County Employee Campaign
- Commission on the Status of Women Item of Interest
- Coca-Cola's Recycle & Win

Council Follow-Up Items

- **Water Service Disconnect / Landlords versus Tenants**
As a follow-up to a request from Councilmember Bellamy-Small at the February 21, 2012 Council meeting, attached is a memorandum from Water Resources Director Steve Drew, dated June 15, 2012, regarding City policy for when a landlord doesn't pay their water bill and water is disconnected for the tenant.
- **Cottage Grove Initiative**
As a follow-up to questions from Mayor Pro Tem Johnson at the April 16, 2012 City Council meeting, attached is a memorandum from Dyan Arkin Community Planner of Planning & Community Development, dated June 7, 2012, regarding the Collage Grove Initiative.
- **BetterBuildings Grant Budget**
As a follow-up to questions from Councilmember Wade at the May 15, 2012 Council meeting, attached is a memorandum from Barbara Harris, Development Division Manager, of Planning and Community Development, dated June 21, 2012, providing an update on the BetterBuildings grant funding allocations.

Compressed Natural Gas Fueling Station

Attached is an invitation to the grand opening of Greensboro's first compressed natural gas fueling station. The grand opening is scheduled for Friday, June 29, 2012, from 10am – Noon at the Hugh Medford Service Center at 401 Patton Avenue.

2012 City and County Employee Campaign

Attached is a memorandum from Assistant City Manager Andrew Scott, dated June 6, 2012, regarding the 2012 City and County Employee Campaign.

Commission on the Status of Women Items of Interest

Attached is a memorandum from Human Relations Director Dr. Anthony Wade, date June 21, 2012, regarding items of interest of the Commission on the Status of Women.

Coca-Cola's "Recycle & Win"

Attached is a press release from Coca-Cola Bottling Company Vice President of Corporate Affairs Lauren Steele, dated June 20, 2012, promoting the Triad's recycling efforts with the Coca-Cola's "Recycle & Win" campaign.

Contact Center Feedback

Attached is the weekly report generated by our Contact Center for the week of June 11, 2012 through June 17, 2012.

Small Group Meetings Report

For the week of June 15, 2012 through June 21, 2012, there were no small group meetings between City Staff and [more than two but less than five] Councilmembers.

Grants Report

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.

DTR/mm
Attachments

cc: Office of the City Manager
Global Media

Water Resources Department
City of Greensboro



June 15, 2012

TO: Denise Turner Roth, Interim City Manager

FROM: Steven D. Drew, Director Water Resources *S. D. Drew*

SUBJECT: Water Service Disconnect / Landlords versus Tenants

Water Resources staff was requested by Councilmember Bellamy-Small to address situations where the landlord collects for water and sewer service in the rent but does not pay the bill resulting in the tenant's water service being disconnected.

Disputes between the tenant and the landlord concerning their lease agreement are a private matter. Landlords may keep water accounts in their name and rent out the property; however, doing so leaves the landlord's property at risk of having a lien placed against it if the bill isn't paid. The change in the lien law (July 2010) makes it clear that the account must be in the tenant's name for the owner to be protected against having a lien placed against the property if the City utility bill goes unpaid.

There have been cases when a landlord decided to keep water service in their name as a means of trying to force the tenant out. This is illegal, but is a private matter. It is not possible or required for the City to know when these situations occur. If water service is in the landlord's name, the landlord may call the City to have the service disconnected. The City's obligation is to restore water service if the tenant provides a deposit to sign up for service and establish an account. Ordinance requires residential tenants to pay a \$150 deposit and a service charge to sign up for service. If a tenant cannot pay the deposit, the City cannot restore water service.

The only time the City is involved with a landlord and tenant dispute, is during a legal eviction process. If the landlord provides proper eviction documentation issued by the Sheriff's office, the City will take the account out of the tenant's name and stop water service.

SD

cc: Michael Speedling, Assistant City Manager



June 7, 2012

TO: Andy Scott, Assistant City Manager
FROM: Dyan Arkin, Community Planner
SUBJECT: Cottage Grove Initiative
Willow Oaks Phase III - South English Street

There is still excitement in and around the Cottage Grove Initiative, which is the South English Street corridor from Spencer Street north to the railroad tracks just south of East Market Street. Included in this phase are the Avalon Trace Apartments, along Avalon and Apache, and Bingham Park.

Purpose Built Communities continues to provide technical assistance for this initiative, which is based on their holistic model that typically includes mixed-income housing, radically improved cradle-to-college educational opportunities, youth and adult development programs, jobs and job training, health and wellness programs, transportation access, recreational opportunities and commercial investment.

There are many exciting events happening in the Cottage Grove Neighborhood during the week of September 10, 2012.

- Habitat for Humanity will be kicking off a home sponsored by the North Carolina Bar Association.
- Housing Greensboro will be running their "Paint the Town Initiative."
- Global Green USA will be in Greensboro from September 12-14th and will host a sustainable design workshop.
- BetterBuildings Neighborhood Sweeps – special events and door-to-door canvassing.

The Cottage Grove community and its partners are working on other events for that week as well.

Opportunities in progress or being explored include:

- Incorporation of Cottage Grove Initiative lead organization (CGI) is complete. The 501(c)(3) application is under way.
- Three board members from the steering committee and three board members from the community have been seated. The remaining three board members are being recruited.
- CGI Interim Director Skip Crowe has been working with commercial property owners to identify additional uses of the vacant or underutilized properties along Banner Avenue.

- Through a \$150,000 grant received from Wells Fargo, Habitat for Humanity is conducting interviews with community residents and collecting neighborhood data and parcel observation. This information will be used to inform the Master Planning process.
- Additional partners have been identified and will be focusing resources on the Cottage Grove neighborhood.
- Community meetings are being held at various venues approximately once a month.
- A Memorandum of Understanding was signed between NC-A&T and Hampton University Partnership Elementary School. A&T is providing support for teacher development as well as tutoring for the students.
- Last year's application for the Federal Promise Neighborhoods Grant was not successful, and the process of submitting a new application, due on July 27, 2012, is underway.
- Discussions regarding disposition of the 176-unit Avalon Trace complex are ongoing with the owner, Builders of Hope and the lending entity that holds the loan on the property. A charette is being planned for early 2013 to determine highest and best use.
- The environmental assessment of Bingham Park is essentially complete and Parks & Rec is waiting on the final report. Once received, a planning process will be defined to create a passive recreational space that serves to unify the communities of Eastside Park and Cottage Grove.

This is not a city-led initiative, but it overlaps with the Willow Oaks redevelopment area, so funds previously budgeted for Phase III are being used in conjunction with funds from other sources to master plan and redevelop the area. The transformative involvement of residents in the Cottage Grove Community is exciting for the city to witness during this revitalization effort.

DA/av

Cc: Sue Schwartz, Director of Planning & CD
Barbara Harris, Development Division Manager, Planning & CD

Department of Planning and Community Development
City of Greensboro



June 21, 2012

TO: Denise Turner Roth, City Manager
FROM: Barbara Harris, Development Division Manager
SUBJECT: BetterBuildings Grant Budget

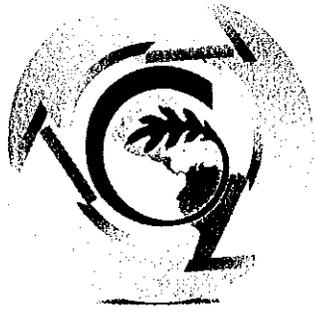
In response to a request from City Council for an update on Better Buildings grant funding allocations I have provided the Dept. of Energy approved grant budget below.

Residential Upgrades	\$ 2,518,427
Commercial Rebates	728,750
Intro Packages	120,217
Marketing & Community Outreach	259,541
Quality Assurance	114,481
Business Development/Job Creation	88,600
Data Collection	24,983
Financing (Loan Loss Reserves & Interest Rate Buy Downs)	645,000
Administration	500,000
Total	\$ 5,000,000

To more directly respond to the question asked by Council, the allocation for residential upgrades is \$2,518,427 and the allocation for administration is \$500,000. Please let me know if additional information is needed.

BH

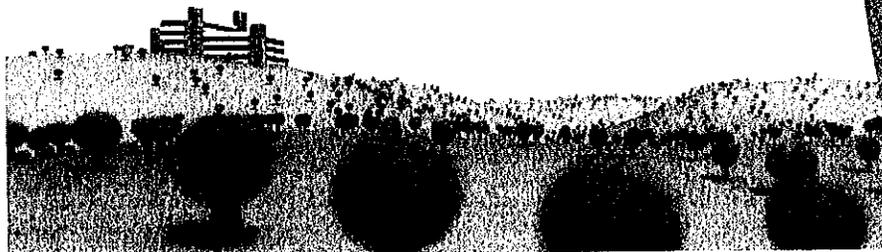
cc: Sue Schwartz, Director



You're Invited

**Grand Opening for the
City of Greensboro's First
Compressed Natural Gas
Fueling Station**

*Come celebrate another
milestone for a domestically-
produced renewable fuel.*



Friday
June 29, 2012
10 am - 12 Noon
401 Patton Ave
Greensboro, NC
27406

RSVP:

Nancy Lindemeyer
City of Greensboro
336-373-3642
nancy.lindemeyer@
greensboro-nc.gov

Did You Know?

Compressed Natural Gas (CNG) vehicles demonstrate an 80 percent reduction in ozone-forming emissions compared with formulated gasoline and costs about 30 percent less per gallon than gasoline.



**Office of the City Manager
City of Greensboro**



June 06, 2012

TO: Denise T. Roth, Interim City Manager
FROM: Andy Scott, Assistant City Manager
SUBJECT: 2012 City and County Employee Campaign

For years the City of Greensboro and Guilford County have collaborated on the City and County Employee Campaign (CCEC), an employee giving campaign that promotes and supports agency philanthropic efforts focused upon improving the well-being of our community.

The campaign is overseen by the Volunteer Advisory Committee (VAC), which is composed of City of Greensboro and Guilford County employees. The VAC oversees campaign activities and determines the eligibility of CCEC participating organizations. On May 3, 2012, the VAC met to discuss whether the CCEC should remain federated vs. branding the campaign as a United Way CCEC.

The CCEC has historically been a federated campaign that served as a community serving charity on behalf of the City and County. Federated campaigns raise and distribute money for worthwhile causes identified by the VAC. Federations have partner/member agencies that apply to be members of their federation through an application process, like the United Way of Greater Greensboro and its partner agencies. In the case of United Way, those agencies are a part of the United Way federation. Agencies that do not belong to a federation are unaffiliated and exist as their own entity. Through the CCEC, employees have engaged in charitable giving to both federated and unaffiliated nonprofits locally, regionally and statewide.

The United Way of Greater Greensboro, a participating organization in the CCEC, has administered the campaign for years and processed donation pledges for an administrative fee. On February 9, 2012, United Way notified the CCEC that it would no longer manage federated campaigns, choosing instead to focus on United Way branded campaigns that promote the impact of United Way, its partner agencies and results that are tied to health and human services in Greensboro.

From a logistical standpoint, the administrative fee charged last year by the United Way for its services was 7 percent of the amount raised by the CCEC. The CCEC raised \$246,764 and the administrative cost paid to the United Way was \$17,263. This includes the cost to create separate materials listing all eligible federations and agencies.

Several organizations were available to replace the United Way; however, each would also charge an administrative fee. Given the decrease in charitable giving over the years and the fact

that campaign administrative fees further decrease the funds available to the community, the CCEC had to make a selection regarding its future operations.

The United Way offers a cost-effective option to the CCEC, as it does to the business community. United Way can manage the CCEC for no administrative fee if the campaign chose to become a United Way branded campaign. Please note that employees can write-in or donate to an unaffiliated agency at an 8 percent administrative fee. The campaign would primarily promote United Way, its goal to address the critical needs and the impact of 89 funded programs and initiatives of partner agencies. United Way campaign materials are provided at no cost.

On May 10, 2012, the VAC voted to become a branded United Way CCEC. Information was forwarded to CCEC affiliated/unaffiliated partner agencies on May 23, 2012 informing them of the campaign's status as a branded United Way CCEC and thanking them for their collaboration with the City of Greensboro and Guilford County throughout the years in support of the CCEC.

Dialogue continues with the United Way of Greater Greensboro regarding the operation of this year's campaign. While the campaign has changed in terms of its structure, CCEC still allows our employee giving campaign, through United Way agencies, to contribute to the improvement of the quality of life for the residents of Greensboro and Guilford County.

Human Relations Department
City of Greensboro



June 21, 2012

TO: Sandy Neerman, Interim Assistant City Manager
FROM: Dr. Anthony Wade, Human Relations Director
SUBJECT: IFYI – CSW Items of Interest

The Commission on the Status of Women (CSW) has several items of interest that are provided below for your information.

The CSW continues to partner with the YWCA in co-sponsoring the Brown Bag Lunch Series. On June 26, 2012, the topic will be breast density awareness and the panelists will include Addy Jeffrey, Dr. Margaret Bertrand and Gina Waters. Other activities include the CSW will have a vendor table/booth at the upcoming Sisters Network “Wait and See Doesn’t Work for Me” Breast Cancer Symposium being held at Sheraton Four Seasons Greensboro from 10am – 2pm on Saturday, June 23, 2012.

The CSW, in partnership with the Greensboro Parks and Recreation Department, is sponsoring a 50+ Forum on Wednesday, June 27, 2012 from 9am to 1pm at the Smith Senior Recreation Center. The forum includes panelists who will be speaking on subjects such as wills/estate planning, wellness, and resources that are available to our senior community. It also features blood pressure and chiropractic screenings with medical professionals, as well as consultations on hearing, diabetes and mental health issues. An interactive workshop will be conducted on exercising for seniors. Representatives from public health agencies, insurance and medical equipment companies, and private medical providers will be on hand to talk to participants about their questions and concerns.

The CSW, in partnership with Senior Resources of Guilford, Inc., will present a Breast Density Awareness Program at 10 am Thursday, June 28, 2012 at the Dorothy Bardolph Human Services Center, 301 E. Washington Street. The program will inform the public about the risks associated with breast density. The event includes a video presentation on breast density and a personal story by Greensboro resident Addy Jeffrey who was diagnosed with breast cancer in 2011.

The CSW submitted a Resolution for consideration by the National Association of Commissions for Women (NACW) during its annual conference being held in Charleston, West Virginia from July 25 through July 28, 2012. The Resolution is requesting that the NACW support federal legislation requiring screening mammography reports provided to patients to specify breast density information. Additionally, the CSW submitted an achievement award nomination for the Breast Density Awareness Program “How Dense Are You?” which will be decided during the NACW conference as well.

AW



For more information, contact: **Lauren C. Steele, Coca-Cola Consolidated**
704-557-4551, lauren.steele@ccbcc.com

Coca-Cola 'Recycle & Win' to Promote Triad's Recycling Efforts

Partnership Provides Public Incentive to Increase Recycling

Greensboro, NC (June 20, 2012) – In an effort to promote recycling efforts, Triad cities Greensboro, Winston-Salem and High Point in partnership with Coca-Cola and Harris Teeter are introducing Recycle & Win – a proven “green” initiative which rewards residents “caught” recycling properly.

To implement and promote Recycle & Win, Coca-Cola and Harris Teeter have invested over \$250,000 in the program which includes mailing of an educational packet to all single-family households in Greensboro, Winston-Salem and High Point the week of June 25th.

The mailer outlines the Do's and Don'ts of recycling, along with instructions on how to win a \$50 Harris Teeter gift card by placing a “Give it Back” sticker on curbside recycling bins or carts. To help residents understand which items are accepted for recycling, an additional YES! sticker, with photos of permitted recyclables, is also included in the mailer.

Greensboro Mayor Robbie Perkins notes that, “We applaud Coca-Cola for this program and are excited to bring it to Greensboro. Programs like this make recycling fun while highlighting how all of our city residents can do their part to keep Greensboro clean and green.”

Winston-Salem Mayor Allen Joines said that timing of Recycle & Win is perfect. “Our city recently issued larger recycling carts to our citizens,” he said. “With the help of Coca-Cola and Harris Teeter, we'll be able to increase participation in our recycling program and put those larger carts to good use.”

“What a wonderful way for Coca-Cola and Harris Teeter to be involved in their communities!” said High Point Mayor Becky Smothers. “I'm sure that High Point residents will benefit from Recycle & Win's educational component, and a \$50 gift card is a great incentive to increase our recycling efforts.”

“Coca-Cola is proud to bring the Recycle and Win initiative to Greensboro, Winston-Salem and High Point.” said Lauren Steele, Vice President, Corporate Affairs, Coca-Cola Bottling Company Consolidated. “Recycle and Win has helped increase recycling rates in every community where it has been introduced and we anticipate similar results in the Triad. Today, more than ever, the Coca-Cola Company believes it is important to

educate everyone on the importance of recycling and recycling properly. We also believe that recycling should be a rewarding experience, and what better way to encourage people to recycle than by giving them an opportunity to be a winner!" Steele, a long-time proponent of recycling added.

The Coca-Cola Prize Patrol will begin visiting neighborhoods the week of July 9th and will award a total of 400 \$50 Harris Teeter Gift Cards during the 26 week long program.

"Harris Teeter made recycling a priority in its corporate office years ago and recently Coca-Cola created an opportunity for us to take that same green message into the community through its Recycle & Win program," said Catherine Reuhl, Communication Manager for Harris Teeter. "Recycle & Win has proven successful in a few of our other markets in North Carolina, and we know the Triad is going to show fantastic recycling results as well. We all owe Coca-Cola big thanks for developing the Recycle & Win program. We should also thank city leaders in Greensboro, High Point and Winston-Salem for letting us bring Recycle & Win to their towns, and finally, we need to thank community members in this area for getting involved in the program as well."

Coca-Cola Bottling Co. Consolidated is the largest Coca-Cola Bottler in the United States. The Company is a leader in the manufacturing, marketing and distribution of soft drinks.

*Recycle and Win!*

**Public Affairs
Contact Center Weekly Report
Week of 6/11/12 - 6/17/12**

Contact Center

4626 calls answered this week

Top 5 calls by area

Water Resources

Balance Inquiry – 906
New Sign up – 176
Sign up/Owners – 138
Cutoff Requests – 113
General Info – 112

Field Operations

Bulk Guidelines – 110
No Service/Garbage – 61
Repair Can/Garbage – 61
HHW/Transfer – 58
E-Waste Collection – 55

All others

Police/Watch Operations – 258
Privilege License – 107
HR/Employment – 90
Courts – 79
Police Records – 75

Comments

We received a total of **1** comment this week:

Water Resources – 1 comment:

- Why am I paying a fee to make it more convenient for you to collect money? And paying no one to do so? This is the internet. It's automatic. You should charge less because I didn't want paper statements or because I am not standing in that sweaty line downtown making everyone's life miserable.

Overall

Calls about privilege licenses and employment increased last week. Call volume was steady through the end of the week.



City of Greensboro Grant Applications Submitted

<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>
Institute of Museum and Library Services	The Greensboro Public Library is partnering with North Carolina A & T State University's Bluford Library on an NC A&T IMLS Learning Labs in Libraries and Museums Initiative Grant application. The purpose of the grant is to use current research and new media to develop 21st century skills. The project targets middle and high school students attending the Early and Middle College schools at NC A&T. The Greensboro Public Library will not receive funding but will serve as a virtual partner and consultant to connect teen library users from the branch libraries located near NC A & T to the Learning Lab@ Bluford Library. Partnership on this grant with NC A&T, the City and Guilford County Schools may assist NC A&T in leveraging up to \$100,000 in funding to serve middle and high school students.	\$0	Greensboro Public Libraries & Museum	June 22, 2012	Approved by Department on June 15, 2012