



October 19, 2012

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

IFYI HIGHLIGHTS

- FY 2011-2012 Event Sponsorship
- Post RUCO Study Committee
- GTA Smart Card Implementation
- East Greensboro Summit
- Police Community Forums
- Pilot Food Truck Program Update

Council Follow-Up Items

FY 2011-2012 Event Sponsorship

As a follow-up to Council's request from the October 4, 2012 Work Session, attached is a memorandum from City Clerk Betsey Richardson, dated October 15, 2012, providing the list of events where the City sponsored a table at the event for FY 2011-12.

Post RUCO Study Committee

As a follow-up to Council's request from the October 16, 2012 City Council meeting, attached is a memorandum from Planning and Community Developments Director Sue Schwartz, dated October 19, 2012, regarding information about the composition of the Post RUCO Study Committee.

GTA Smart Card Implementation

As a follow-up to Council's request from the October 16, 2012 City Council meeting, attached is a memorandum from Transportation Director Adam Fischer, dated October 19, 2012, regarding the implementation of the Greensboro Transit Authority's (GTA) Smart Card system.

East Greensboro Summit

Attached is a flyer for the East Greensboro Summit that is being held Monday, October 29, 2012 from 6-8pm at Dudley High School Auditorium.

Police Community Forums

Attached is the press release for the Greensboro Police Community Forums: Progress and Plan, which provides the upcoming schedule.

Pilot Food Truck Program Update

Attached is a memorandum from Small Business Coordinator Reggie Delahanty, dated October 19, 2012, providing an update on the pilot food truck program as well as the schedule for November.

Contact Center Feedback

Attached is the weekly report generated by our Contact Center for the week of October 8, 2012 through October 14, 2012.

Small Group Meetings

For the week of October 11, 2012 through October 18, 2012, there were no small group meetings between City Staff and [more than two but less than five] Councilmembers.

DTR/mm

Attachments

cc: Office of the City Manager
Global Media



October 15, 2012

TO: Denise Turner Roth, City Manager

FROM: Betsey Richardson, City Clerk

SUBJECT: Sponsorship for tables for events for FY2011-12

Please find below a chart outlining the tables for events sponsored by the City for Fiscal Year 2011-12 for Councilmembers, Managers, and City Staff to attend as requested at the October 4, 2012 Work Session of Council.

Name of Event	Attendees	Cost of Table	Date
State of Our Community	Council/City Staff Only*	\$395	August 2011
NCCJ	Council/Managers/Staff	\$1,500	November 2011
Greensboro Partnership Dinner	Council/City Staff Only*	\$1,250	January 2012
Greensboro Sports Council	Mayor paid for Council / Managers to attend	\$900	April 2012
Guilford Merchants Association/Police & Citizens Appreciation Dinner	City Council purchased a few tickets not a table in 2012	2 tickets were purchased by Council; cost of ticket \$15	May 2012
	Total:	\$4,045	

* The Greensboro Partnership sponsored the cost of the tables for Councilmembers for these events. The amounts shown reflect the cost for City Staff to attend the events.

BR
 Attachment



October 19, 2012

TO: Denise Turner Roth, City Manager
FROM: Sue Schwartz, FAICP, Director
SUBJECT: Post RUCO Study Committee

Background

At the October 16, 2012 meeting, City Council members requested information about the composition of the Post RUCO Study Committee. Legislation passed during the 2011 session by the General Assembly in effect ended the City's Rental Unit of Occupancy (RUCO) program. The committee began work in March 2012 with the charge to develop a draft ordinance for Council consideration based on those changes to the NC General Statutes concerning rental properties and the minimum housing code.

Below is a roster of the committee and staff members and the organizations they represent. The committee continues its work with the goal of having a working draft by the end of the month.

Chair: Bryon Nelson who was the Chair of the RUCO Board.

- Greensboro Neighborhood Congress Michael Pendergraft
- Greensboro Landlord Association Dawn Cheney
- TREBIC Marlene Sanford
- Greensboro Housing Coalition Beth McGee Huger
- Piedmont Triad Apartment Association Thomas White
- Greensboro Minimum Housing Commission Tim Vincent, Jeff Nimmer*
- Greensboro Human Relations Commission Paul Ksieniewicz
– Montgomery/ Wells Housing Committee

*The Chairs of the Minimum Housing Commission and Human Relations Commission were asked to appoint a member of their respective commissions to the study committee. Mr. Vincent was the Chair of the Minimum Housing Commission but was unsure of his schedule therefore he appointed himself with Mr. Nimmer to serve as an alternate.

City of Greensboro Staff

Sue Schwartz	PCD	Lori Loosemore	PCD
Cyndi Blue	PCD	Michael Blair	PCD
David Lindsay	Greensboro Fire Department		
Brian James	GPD		
Robert Nunn	Human Relations Commission		
Mike Williams	City Attorney's Office		

Dates of Post RUCO Study Committee meetings

3-2-12	3-22-12
5-4-12	6-20-12
9-20-12	9-28-12
10-8-12	10-18-12

SS

Department of Transportation
City of Greensboro



October 19, 2012

TO: Denise Turner Roth, City Manager
FROM: Adam Fischer, P.E. Director of Transportation
SUBJECT: GTA Smart Card Implementation Savings

Each year GTA is required to invest 1% of the funds received from the Federal Transit Administration (FTA) on routine capital improvements to enhance transit operations. On October 16, 2012, City Council approved budget ordinance amendment of up to \$100,000 to implement a "Smart Card" system, which will enhance transit operations and meet the FTA requirement to invest 1% on routine capital improvements.

The Smart Card is a reusable plastic card that can be utilized by frequent GTA customers on the fixed route system. Fares can be added to the SMART card and the SMART can be reused on any fixed route bus. The smart cards will lower ticket-printing costs, decrease equipment maintenance costs, cut error rates, minimize cash handling, decrease distribution costs and enhance the collection of ridership statistics. It is estimated that the SMART card will save between \$3000 and \$5,000 per year in reduced printing costs and reduced maintenance costs. The savings will be used to offset operating expenses, like increased fuel costs, or possibly used to enhance other transit amenities, such as benches and trash cans, at bus stop locations.

If you have questions or need additional information, please contact me at 373-2861 or Libby James at 373-2820.

AF

cc: Jim Westmoreland, P.E. Deputy City Manager
Libby James, Public Transportation Manager

East Greensboro Summit



East Greensboro Summit Monday, October 29 ♦ 6-8 pm

Dudley High School Auditorium ♦ 1016 Lincoln Street

☞ *Join Greensboro Mayor Robbie Perkins and City Council members T. Dianne Bellamy-Small and Jim Kee for an in-depth conversation about East Greensboro and the future of the City of Greensboro.*

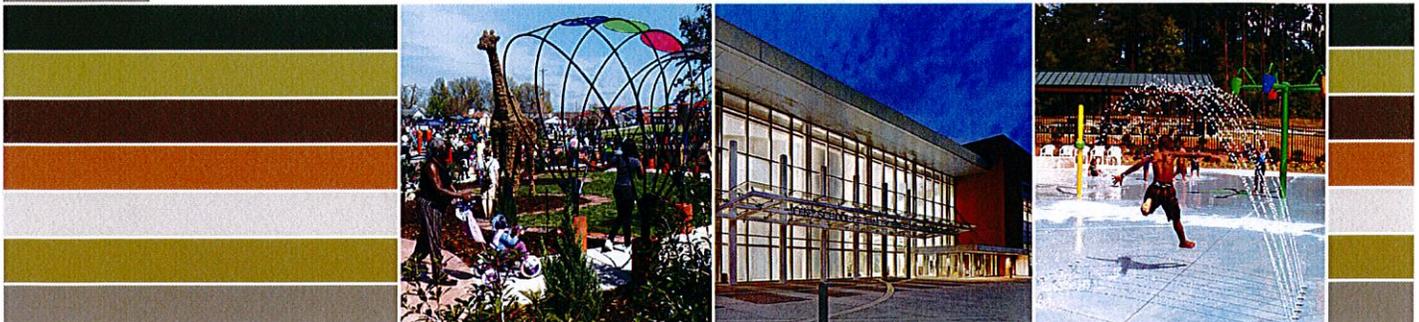


Parity Study Follow-up Meeting

Residents are cordially invited to discuss the Parity Study for East Greensboro with City Councilwoman T. Dianne Bellamy-Small.

Thursday, November 8 ♦ 6 pm

Eastern Division Police Substation ♦ 1106 Maple Street



For more information, call 336-373-CITY (2489)

www.greensboro-nc.gov/EGreensboroSummit



GREENSBORO

**CITY OF GREENSBORO
FOR IMMEDIATE RELEASE**



"Partnering to fight crime for a safer Greensboro"

Contact: Susan Danielsen
Phone: 336-574-4002

Greensboro Police Community Forums: Progress and Plans

GREENSBORO, NC (September 27, 2012) – The Greensboro Police Department is hosting its second series of community forums in October and November. Open to all city residents, the forums are an opportunity for the department to share its accomplishments and initiatives, hear from you, and discuss ways to partner to make our city safer.

"We remain committed to connecting with our residents and hearing about what is important to them," said Greensboro Police Chief Ken Miller. "These community forums are another way to share information about what is happening inside the police department, learn about public safety issues of most interest to our citizens, and continue to build productive relationships."

Miller will kick off each forum by highlighting some of the department's initiatives, accomplishments and challenges. He will also introduce a new organizational vision, mission and strategic plan.

Each forum begins at 6:30 pm and is expected to last about two hours. Reservations are not required.

October 9	Glenwood Recreation Center	2010 Coliseum Blvd
October 11	Lindley Park Recreation Center	2907 Springwood Drive
October 18	Public Safety Training Facility	1510 N Church Street
October 23	Eastern Division Community Room	1106 Maple Street
October 30	Trotter Recreation Center	3906 Betula Street
November 14	Lewis Recreation Center	3110 Forest Lawn Drive

For more information, please call Captain Brian Cheek at 336-433-7329, or Susan Danielsen at 336-574-4002.

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October 19, 2012

TO: Denise Turner Roth, City Manager
FROM: Reggie Delahanty, Small Business Coordinator
SUBJECT: Commerce Place Food Truck Pilot Program Update

Food truck operators report that sales in Week 3 of the Pilot Program fall in line with those of week 2. From my personal observation, the two least attended sessions of the past week were Friday night's dinner, which did not have the benefit of a First Friday happening concurrently and the Monday, October 15th lunch, which was the only session with inclement weather. Only one truck was present on Monday as the three other scheduled trucks elected not to show.

Attached to this memo you will find both the initial schedule for October 29- November 30th as well as a preliminary summary of data from the UNC Greensboro group's first two weeks of data collection and observation activities.

Seven new mobile food units have submitted applications for November participation, joining two off the wait list in addition to the original 11 September applicants. Only one operator has elected to not continue at any participation level in November bringing the total number of participating mobile food units to 19.

I will continue to accept applications from interested operators and if spots become open will work to include them on the schedule. Any changes to the schedule will be posted as we are made aware on the city website at www.greensboro-nc.gov/foodtrucks and on twitter.com using the #GSOFoodTruck hashtag.

Data on the pilot program and food trucks in general continues to be collected both by Downtown Greensboro Inc. in the form of a survey and by UNC Greensboro's Communications Department in the form of both an online survey and in person interviews. All public input is welcomed. The online versions of these surveys can be accessed at:

- <http://downtowngreensboro.net/blog/food-truck-evaluation-survey/>
- www.gsofoodtrucks.com

RD
Attachments

Prepared by: Marianne LeGreco, PhD; Department of Communication Studies; UNCG

Date: 10/17/2012

Contact: melegrec@uncg.edu

The following document is a preliminary data summary based on the first two weeks of observation and data collection. Upon the completion of the food truck pilot project, we will provide a more in-depth report for the DGI Board and the Greensboro City Council before the November 7th public hearing. An academic report will also be presented at UNCG during the Spring 2013 semester.

This preliminary data report has been prepared for Downtown Greensboro, Inc. for their meeting dated 10/18/2012. Please contact Dr. LeGreco for use of this data beyond the 10/18/2012 meeting.

Data for this project includes onsite observations, onsite structured interviews, and online follow-up surveys. Data was collected in 2-hour blocks during each lunch and dinner session for the first week (10/1-10/5). Data collection continues in 2-hour blocks during 15% of the remaining lunch and dinner sessions. All 2-hour blocks were randomly selected.

The purpose of the UNCG Communication Studies data collection is to provide more detail about the onsite component of the food truck pilot project. Our population is individuals who visit food trucks, and any results should *not* be generalized to the Greensboro community as a whole.

Data collection is ongoing, and information included in this report is current through 10/17/2012.

Customer Counts

Monday 10/1 (11am-1pm): 144 people

Tuesday 10/2 (11am-1pm): 256 people

Wednesday 10/3 (10am-12pm): 83 people

Thursday 10/4 (1pm-3pm): 121 people

Friday 10/5 (12pm-2pm): 339 people

Friday 10/5 (6:30pm-8:30pm): 306 people

Friday 10/12 (12:pm-2pm): 242 people

Remaining data collection includes plans to observe a complete lunch shift (10am-3pm) at least twice in order to provide customer counts for a complete shift.

Preliminary Quantitative Data Summary

To provide you with some information before the 11/5/2012 Public Hearing, we have some data to share from the online surveys. These data are frequency reports and some basic descriptive data. Again, data collection is ongoing, and we have only recently started entering the data from the Lunch and Dinner structured interviews.

Total # of Online Surveys Returned: 191

Total # of Lunch Interviews: 76

Total # of Dinner Interviews: 24

Details from 191 Online Surveys:

131 came for a work break	184 said they would come back
52 came for leisure	2 said they would not come back
8 did not answer	5 did not answer

Participants' Zip Codes:

27401: 28 people	27407: 9 people
27402: 0 people	27408: 24 people
27403: 12 people	27409: 9 people
27404: 0 people	27410: 34 people
27405: 9 people	Other: 54 people
27406: 12 people	

We can account for some range in zip codes for those individuals who work downtown. At the same time, we have noted some accounts of people coming from zip codes outside Greensboro to try the food trucks. I personally interviewed a woman who came from Kernersville just for the food trucks.

Most Reviewed Trucks:

Baguettaboutit: 68 reviews (6 shifts)	1618 Mobile Kitchen: 36 reviews (3 shifts)
Hickory Tree BBQ: 38 reviews (6 shifts)	

Preliminary Qualitative Data Summary

Some reports of other plans in Downtown Greensboro included: shopping (1 response), dance class (1 response), event at the Marriott (1 response), walking around/hanging out (5 responses), First Fridays (8 responses), Natty Greene's (1 response), Other bar (1 response)

The space really operated as a social space in a unique way. One woman reconnected with the doctor who delivered her baby. People meet up for lunch. Two couples brought their own table and chairs. Participants also reported that one of the food trucks brought picnic blankets during a Friday lunch shift. In other words, there was a sense of community being built at the food trucks.

Families, in particular, made note of the benefits of having the food trucks downtown on a Friday night. Participants said that they often did not get to go to restaurants, because it was too difficult to take their children. At the food trucks, they could get dinner and let their children run around the green space at Commerce Place. Some families used the food trucks as a meet up space.

Participants also noted some suggestions for improvements: some of the generators are very loud; there is a need for seating; sometimes lines were quite long; some would like to see hand sanitizer

The importance of "local" food trucks was raised by several participants. Several customers stated a preference for local, Guilford County food trucks; however, not at the expense of the quality of food. A handful of customers did raise the need to balance the food trucks with local, downtown restaurants. At the same time, a handful of customers also said that their plans to go to a downtown restaurant would not be derailed by the presence of the food trucks.

Commerce Place Food Truck Pilot Schedule: November 2012

Monday Lunch	Tuesday Lunch	Wednesday Lunch	Thursday Lunch	Friday Lunch	Friday Dinner
29 Big City Sandwiches Captain Ponchos Carolina Corn Roasters Hickory Tree BBQ	30 Baguettaboutit Taste of Creole Concessions Taqueria El Azteca Marty's BBQ	31 Carolina Corn Roasters Hickory Tree BBQ The Great Escape My Dream Cakes	1 Taqueria El Azteca C's Little Enterprise Big City Sandwiches Taste of Creole Concessions	1618 Mobile Kitchen Parlez-Vous Crepes Stamey's Bandito Burrito	2 My Dream Cakes Marty's BBQ Mama Dukes The Great Escape
5 Bandito Burrito C's Little Enterprise My Dream Cakes Hickory Tree BBQ	6 Chirba Chirba Taste of Creole Concessions Baguettaboutit The Great Escape	7 1618 Mobile Kitchen Mama Dukes Marty's BBQ Taqueria El Azteca	8 Bandito Burrito My Dream Cakes Carolina Corn Roasters King Creole	The Great Escape Stamey's Baguettaboutit C's Little Enterprise	9 Hickory Tree BBQ Carolina Corn Roasters King Creole Captain Ponchos
12 No Trucks	13 Chirba Chirba Big City Sandwiches Bandito Burrito Taste of Creole Concessions	14 1618 Mobile Kitchen Mama Dukes My Dream Cakes Taqueria El Azteca	15 Hickory Tree BBQ The Great Escape Captain Ponchos Taste of Creole Concessions	Parlez-Vous Crepes Taqueria El Azteca King Creole Marty's BBQ	16 C's Little Enterprise Baguettaboutit Captain Ponchos Hickory Tree BBQ

Monday Lunch	Tuesday Lunch	Wednesday Lunch	Thursday Lunch	Friday Lunch	Friday Dinner
19 1618 Mobile Kitchen Dugogi Mama Dukes C's Little Enterprise	20 Chirba Chirba Dugogi Bandito Burrito Marty's BBQ	21 No Trucks	22 No Trucks	23 No Trucks	23 No Trucks
26 Mama Dukes Big City Sandwiches Captain Ponchos The Great Escape	27 Baguettaboutit King Creole Hickory Tree BBQ Bandito Burrito	28 Dugogi Taste of Creole Concessions Taqueria El Azteca Carolina Corn Roasters	29 Big City Sandwiches King Creole My Dream Cakes C's Little Enterprise	30 1618 Mobile Kitchen Parlez-Vous Crepes Stamey's Captain Ponchos	30 Dugogi Baquettaboutit Marty's BBQ Mama Duke's

**Public Affairs
Contact Center Weekly Report
Week of 10/8/12 – 10/14/12**

Contact Center

4875 calls answered this week

Top 5 calls by area

Water Resources

Balance Inquiry – 1030
IVR/Pay by Phone – 247
New Sign up – 155
General Info – 119
Cut on/Same Day – 115

Field Operations

Bulk Guidelines – 95
E-Waste Pick up – 72
Repair Can/Garbage – 53
No Service/Garbage – 52
Holiday Schedule – 51

All others

Police/Watch Operations – 306
Employment – 89
Courts/Sheriff – 62
Board of Elections – 40
Privilege License – 40

Comments

We received a total of **2** comments this week:

Executive – 1 comment:

- It doesn't appear that anyone is updating the City's ARRA website. The latest data looks like 2010. It is not a good reflection on the City to not have updated that information.

Water Resources – 1 comment:

- Caller believes it is not justified to increase quarterly sewer rates when initial rates are higher than inside city rates. Customer feels sewer charges should be based on consumption or number of residents in dwelling and not a flat rate across the board.

Overall

Calls related to the new pay by phone system for water bills remained steady while calls about employment continued to increase last week. Calls for the Board of Elections also increased. Callers were glad to know that the garbage collection schedule did not change last week due to Columbus Day. Call volume was very busy through the end of the week.