



April 18, 2014

TO: Mayor and Members of Council
FROM: Jim Westmoreland, City Manager
SUBJECT: Items for Your Information

UPCOMING MEETINGS

- Apr 21 at 5:30 pm District 1 Neighborhood Walk
- Apr 22 at 2:00 pm Council Work Session
- Apr 24 at 5:30 pm District 5 Budget Meeting
- Apr 25 at 10:00 am Economic Development Committee Meeting

Community Budget Meetings

Below is the community budget meetings schedule by Council districts. For more information about the City's budget, visit www.greensboro-nc.gov/budgetprocess.

District 1	Tuesday, April 29	5:30 pm	Warnersville Recreation Center
District 2	Monday, May 5	5:30 pm	Peeler Recreation Center
District 3	Tuesday, May 13	5:30 pm	Natural Science Center
District 4	Thursday May 8	5:30 pm	Lindley Recreation Center
District 5	Thursday, April 24	5:30 pm	Adams Farm Swim & Tennis Club

Neighborhood Walks

Below is the spring neighborhood walks schedule by Council districts.

District 1	Monday, April 21	5:30 pm	Eastside Park
District 2	Thursday, May 29	5:30 pm	Downtown: Part II
District 3	Monday, April 28	5:30 pm	New Irving Park
District 4	Monday, May 12	5:30 pm	Hunter Hills
District 5	Monday, May 19	5:30 pm	Adams Farm

Greensboro Fifth Greenest City in America

Greensboro was named the fifth greenest cities in America by NerdWallet. To read the full article, visit <http://www.nerdwallet.com/blog/cities/greenest-cities-america/>.

Park & Stride Campaign

Attached is an article written by Transportation's Parking Operations and Enforcement Manager Robin Davenport, titled "Striding for Community Success" from the February 2014 issue of the International Parking Institute Magazine featuring the City's Park and Stride Campaign.

Public Information Request Report

Attached is the weekly Public Information Request Report for the week of April 18, 2014.

Contact Center Feedback

Attached is the weekly report generated by our Contact Center for the week of April 7, 2014 through April 13, 2014.

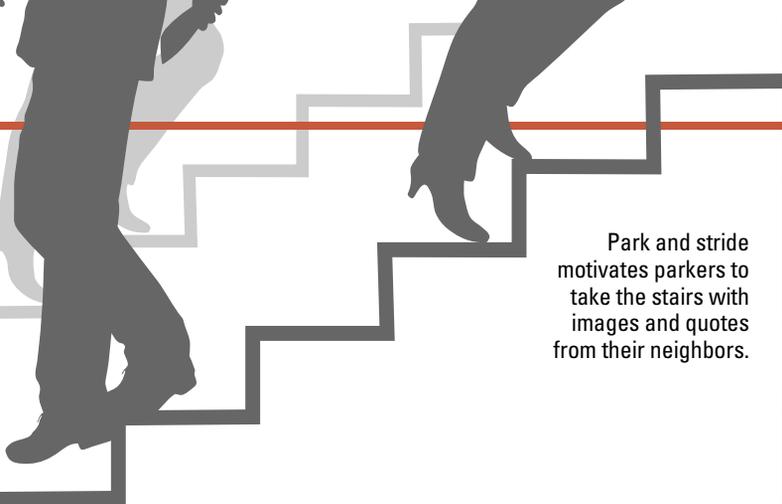
Grant Report

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.

JRW/mm
Attachments



STRIDING FOR COMMUNITY SUCCESS



Park and stride motivates parkers to take the stairs with images and quotes from their neighbors.



By Robin Davenport

Parking professionals team up with wellness experts in Greensboro, N.C., to get the whole community moving.

This is the month gym memberships, purchased with all good intentions 30 days ago, lose their luster. Attendance falls—that extra half-hour of sleep is much more appealing than a few miles on the treadmill, after all—and many of us lose our will to keep exercising.

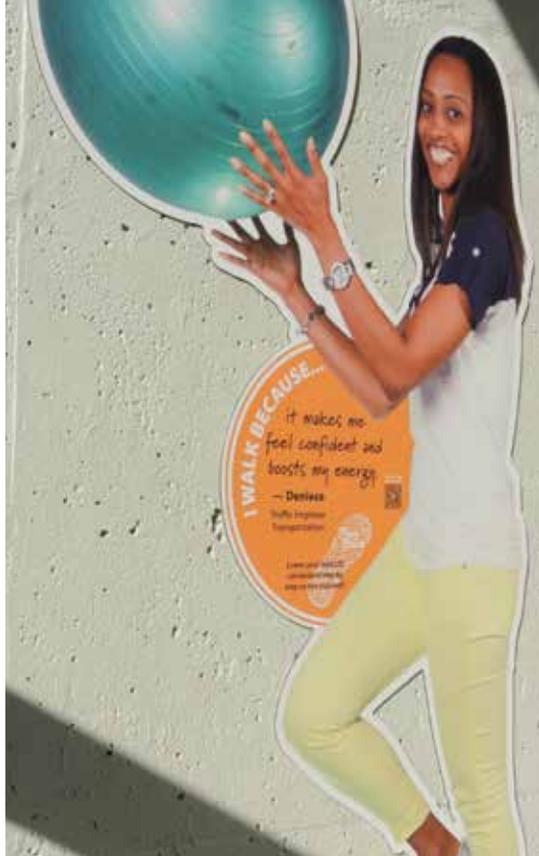
Here in Greensboro, N.C., we've found what we hope will be a fun way to keep our residents moving and healthier. No gym membership required, either! In fact, it's as easy as parking a car.

Park and Stride is a public service campaign in the City of Greensboro that promotes increased daily physical activity in the lives of our employees and residents. This program encourages stairwell use in the four downtown city-owned parking decks; stair climbing is a low-cost and convenient way to add exercise into one's daily routine, and climbing them in a natural way throughout the week is much easier than making time for a gym machine.

The Study

The initial partnership that made the program possible was between the City of Greensboro and the University of North Carolina-Greensboro (UNCG). UNCG staff was interested in conducting a study of the number of patrons who used the stairs in the parking decks and the local city hall building. After an initial





assessment, UNCG staff installed positively-themed prompt signs at the elevators in the four city decks and city hall to get patrons thinking about using the stairs and their legs instead of elevators and buttons to go from floor to floor.

Several weeks after the signs were installed, staff conducted a second study of stairwell use to determine if the positive signage prompted any changed behavior. The study results reflected there was a slight increase in overall stairwell use. UNCG later provided grant money for improvements and enhancements for the stairwells in the parking decks in a continuing effort to encourage and promote wellness in the city.

As part of this project, the city's parking operations office worked in conjunction with wellness city staff to partner with UNCG to develop a story mural in the downtown Church Street Parking Deck. An art student at UNCG developed a story line with graphics that offer a visual timeline of a variety of Greensboro historical events; some of its details are also offered in Spanish. The art student also involved local children with the African American Atelier—a local nonprofit arts organization that promotes cultural awareness and sensitivity—to assist with painting the characters in the stairwell.

Supplies for the project cost about \$2,000, which was covered by the initial grant, and the art student managed the project as part of a class project.

Making it Competitive

Last year, the parking operations office learned there was a remaining balance in the initial grant fund that had to be used by its expiration at the end of the year. Staff there notified the city's new wellness professional and began a conversation about the best way to use that

money. Together, they decided to hold a contest for city employees to design a program to promote the use of city garage stairwells. Contestants had to develop a health and wellness-based theme to encourage citizens to use the stairs, propose installation details (mounting something directly on the walls, framing posters for the walls, or other options), and provide an estimated cost to implement their proposed program.

As a result of the contest, the program that became Park and Stride was born. The city's decision to add a full-time wellness professional to staff increased resources and greatly helped focus and develop the project. In May 2013, the city conducted an RFP and reached out to local businesses to get the project off paper and into its garages.

Resident Involvement

To achieve the Park and Stride vision, 44 outstanding city employees who make wellness a part of their everyday lives were photographed. Each photograph was reproduced to be a life-size employee portrait, which was then printed on metal and routed to shape. These images were installed on the walls of the stairwells and actually look like people walking the stairs. The following information was included: employee's first name; work title; statement that begins, "I walk because...;" a related healthy tip; logo; and QR code that takes visitors to a city website with wellness tips, healthy recipes, and information on local services to help residents get and stay fit.



Because the main audience is anyone who is about to ride the elevator, it was also important to include a point-of-decision prompt. Elevator wraps were installed with the following text: “I walk because I choose to add a little extra activity into my daily routine. And if the stairs aren’t an option, what can you do today to improve all your tomorrows?”

The goals of the elevator wraps are:

- To encourage anyone who is able to take the stairs.
- To address the fact that not everyone can choose to take the stairs.
- To support people in making healthy choices, recognizing that sometimes the healthy choice is to not take the stairs.

Success

Installation of the images began Sept. 3 and was completed in phases in the city’s four parking decks. The project officially opened at the Greensboro Fire Department’s 2013 Step Up Greensboro 9/11 Memorial Climb in the Bellemeade Street Parking Deck. A Greensboro firefighter who was personally affected by the events of 9/11 was chosen to pose for one of the featured images.

An important part of the project was to celebrate the installation and get the word out around town through a Park and Stride Photo Contest on Instagram. The contest ran from Sept. 16 through Oct. 12. This was a virtual contest in which residents photographed



Wall-mounted images and elevator wraps encourage users to get more exercise.

It was important to set goals for the City of Greensboro’s Park and Stride project. The goals helped focus what we hoped to accomplish and structure the program for the greatest benefits. Program objectives are:

- Increase daily physical activity for our employees and visitors (both stair climbers and elevator users).
- Post point-of-decision prompts.
- Post motivational signage.
- Increase the attractiveness of the stairs to those who might choose the elevator.
- Encourage a community dialogue about wellness via social media.

themselves adding steps or any other kind of activity to their day. They were asked to upload those images to the Instagram photo sharing site and indicate why they walk by tagging each photo #IWalkGSO @IWalkGSO. From this contest, two winners were selected; both received their own life-size images that will be installed in the one of the city parking decks. The contest was open to everyone because a healthy City of Greensboro benefits us all.

This was a great collaborative project between several city departments and was quite a success with the images that were produced and installed. The city is focused on providing healthy lifestyle choices for its employees, citizens, and visitors to downtown. This definitely sheds new light on endless possibilities for downtown parking decks as a partnering opportunity for Wellness. Come visit the City of Greensboro, and Park and Stride with us!



ROBIN DAVENPORT is parking operations and enforcement manager with the City of Greensboro Department of Transportation. She can be reached at robin.davenport@greensboro-nc.gov or 336.373.2156.



Current Public Records Requests Update April 17, 2014

Date Requested	Requestor	Subject	Status
8/5/2013	Mike Carter	Email Correspondence from 8/1/11 to 8/5/13	GPD and Legal reviewing email search.
1/13/2014	Terra McKee	GPD Crime Analysis Unit Emails from 1/1/12 to 1/13/14	GPD and Legal reviewing email search.
2/4/2014	Terra McKee	City of Greensboro lawsuits	Legal compiling information.
2/14/2014	Paul Clark	Civil Rights Museum Records	Legal reviewing email search.
3/5/2014	Jason Huber	Complaint Review Committee info	Staff compiling information.
3/5/2014	George Hartzman	Koury Rain Tax Payments	Legal reviewing the information.
3/14/2014	Earl Jones	Vendor contracts	Staff compiling information.
3/17/2014	George Hartzman	Settlement of claims	Legal reviewing this request.
3/24/2014	Jorge Cornell	Request for all public records RE: Jorge Cornell	Legal reviewing information.
3/24/2014	Rob Conrad	Request for info RE: Avaap and Tekterra	Legal reviewing email search.
4/4/2014	George Hartzman	Emails to or from Councilman Mike Barber	Staff compiling information.
4/14/2014	George Hartzman	Wyndham Championship	Staff compiling information.
4/14/2014	Margaret Banks	Email search for Mel's Pressure Washing, Melvin Dick, Mattie Dick	Staff compiling information.
4/14/2014	George Hartzman	Econ. Dev. and Impact strategy report for South Elm Development	Staff compiling information.
4/15/2014	Billy Jones	City Council Meeting minutes for April 1, 2014.	Response sent to requestor on 4/15/2014. Requestor seeking additional information.
4/15/2014	Ben Holder	Agenda, Notes, Meetings City Manager Jim Westmoreland attended	Staff compiling information.
4/15/2014	Ben Holder	Request regarding pressure washing	Staff compiling information.
4/15/2014	Ben Holder	Inquiry regarding Ramey Kemp and Associates	Staff compiling information.
4/15/2014	Ben Holder	On-Call Consultants	Staff compiling information.
4/16/2014	James Tate	Request regarding 118 Erwin Street	Staff compiling information.



Date Requested	Requestor	Subject	Status
4/17/2014	Abigail Bains	Passive Soil Gas	Staff compiling information.
4/17/2014	Billy Jones	History of payments from City to Organizations	Staff compiling information.
4/17/2014	Jeff Sykes	Follow-up request RE: Bostons House of Jazz	Staff compiling information.
4/17/2014	Jeff Sykes	Email search from July 14, 2013 to Sept 30, 2013	Staff compiling information.

Weekly Totals (4/14/14 - 4/17/14):		
	Number of PIRTS Opened	18
	Number of PIRTS Closed	13
	Average Completion Time	8.23 days
Totals Since January 1, 2014:		
	Number of PIRTS Opened	245
	Number of PIRTS Closed	274
	Average Completion Time	16.40 days



Closed Public Information Requests For the Week of April 17, 2014

Tracking Number	Date Requested	Date Closed	Business Days Open	Requestor	Subject
3267	2/20/2014	4/17/2014	8 weeks	Mallory Horne	Email search from April 15, 2012 to the present.
3359	3/19/2014	4/15/2014	27 days	Eric Robert	Contract between City and Greensboro Parking Group LLC
3372	3/25/2014	4/16/2014	22 days	George Hartzman	DGI executive meeting minutes
3409	4/7/2014	4/17/2014	10 days	Billy Jones	Request for emails and texts from Councilman Mike Barber
3410	4/7/2014	4/14/2014	7 days	Billy Jones	Request for text messages from Councilman Mike Barber
3412	4/9/2014	4/17/2014	8 days	Ben Holder	Additional info RE: Mel's Pressure Wash
3414	4/10/2014	4/14/2014	4 days	Sidney Gray	Good Repair Ordinance
3415	4/11/2014	4/14/2014	3 days	Jeff Sykes	Info RE: pressure/power washing services
3417	4/14/2014	4/17/2014	3 days	George Hartzman	Info request RE: First Tee of the Triad and Gillespie Golf Course
3418	4/14/2014	4/17/2014	3 days	George Hartzman	Contract for water purchases from Burlington
3420	4/14/2014	4/17/2014	3 days	George Hartzman	List of all the members on all City Boards and Commissions
3422	4/14/2014	4/15/2014	1 day	George Hartzman	Contract for SoccerOp Management LLC
3423	4/15/2014	4/15/2014	0 days	Ben Holder	Email search for Melvin Dick

Contact Center Weekly Report **Week of 04/07/14 – 04/13/14**

Contact Center

4446 calls answered this week

Top 5 calls by area

Water Resources

Balance Inquiry – 856
IVR/Pay by Phone – 205
New Sign up – 134
Cutoff Requests – 126
Cut-on/Same Day – 99

Field Operations

Storm Debris Pickup – 208
Bulk Guidelines – 82
HHW/Landfill – 56
Mattress Collection – 54
Pothole Repair – 52

All others

Police/Watch Operations – 184
Computer Help Desk – 53
HR/Employment – 46
Privilege License – 42
Guilford Metro – 27

Comments

We received a total of 7 comments this week:

Field Operations – 2 comments:

- Customer wanted to say thanks for paving E. Market. The road drives much better than it has in years.
- Caller was really impressed with how quick the city responded to the storm debris issue. States they are doing a great job and this does not go unnoticed.

Police – 2 comments:

- Caller wanted to commend the wonderful officer that reported to his accident last night. An 18 wheeler pushed him 20 feet and two of his tires blew out. The officer kindly gave him a ride to get one of his other tires replaced. He was the one highlight of the night and the caller was very thankful he received such excellent service from the Greensboro Police Department.
- On February 5, 2014, my vehicle broke down on Freeman Mill Rd. What I would consider one of your best officers responded to my desperate situation and not only helped me move my disabled vehicle off the road and out of the way of traffic, but, since I was on my way to my attorney's office, went above and beyond the call of duty to the point of transporting me to my attorney's office. I wanted his appropriate superior to be aware that the officer was a credit to his profession and deserves due recognition and an official thanks from me. He did not have to go out of his way to these extremes in assisting me to such an extent. I am a disabled Vietnam veteran (USMC 3rd RECON) and would like this acknowledgment of his service rewarded in some manner, if nothing more than conveying my appreciation for all of his efforts.

Water Resources – 3 comments:

- Why doesn't Greensboro have the ability to allow tenants to sign up online or over the phone? It is beyond belief that someone has to either come into the office or mail something to sign up. Customer was able to sign up in five minutes in Charlotte. This is really unbelievable.
- States IVR (pay by phone system) is a ridiculous system. Customers should be able to call and do payment over the phone (with live person). Caller can't get in to make payment at location or online and she does not have a computer. Caller also says it takes forever to get the system to work. She doesn't understand why reps that answer the phone can't take the payment. Would like another method of payment to be formed.
- Caller very frustrated by pay by phone system. Feels it is unreliable and overly sensitive, often cannot enter information quickly enough to make a payment. Wishes we would upgrade to something that works.

Overall

Calls about storm debris collection continued to impact our call volume. Calls about potholes also increased last week. Call volume was busy through the end of the week.



City of Greensboro
Grant Applications Submitted

Grantor	Grants Projects / Description of Purpose	Amount Requested	Department Requesting Funding	Council Notification Date	Status
Wal-Mart Foundation/ Sam's Club Community Grant Program	Through the Local Giving Program, the Wal-Mart Foundation/Sam's Clubs support the needs of their communities by providing grants to local organizations. The Greensboro Police Department (GPD) Traffic Safety Unit will utilized the grant funds if awarded to provide lunches for the volunteers at the live "A MSG 2 Die 4" live events and for promotional items such as posters, sunglass holders, etc. to promote the program.	\$2,500.00	Police Department	April 17, 2014	Approved by Department April 11, 2014
Wal-Mart Foundation	The Greensboro Police Department's Police Neighborhood Resource Center (PNRCs) will use the grant funds if awarded to support the 1 st Annual Youth Conference program to be held on June 24-26, 2014. The funds will go towards the purchase of supplies (notebooks, paper, pens), games, CPR certifications, graduation certificates, t-shirts and food/drinks.	\$1,000.00	Police Department	April 17, 2014	Approved by Department April 11, 2014