



April 22, 2011

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

**Highlights**

- Contact Center Feedback
- April 26, 2011 Work Session
- Follow-up Budget Questions
- Redistricting Next Steps
- Summer Playground
- Grants

**Contact Center Feedback**

Attached is the weekly report generated by our Contact Center for the week of April 11, 2011 – April 17, 2011.

**April 26, 2011 Work Session**

In anticipation of the April 26, 2011 Work Session related to deliberation of the Solid Waste proposals, attached are the following items that were previously provided to Council:

- The Evaluation Form used during the interviews on March 22, 2011.
- A copy of NC G.S.143-129.2, which sets out the terms by which the City Council should evaluate the proposals and make a selection.

**Follow-up Budget Questions**

Staff is working to respond to all questions Council asked related to the budget and will include a comprehensive memo in next week's *Items for Your Information* (IFYI).

**Redistricting Next Steps**

Attached is a memorandum from GIS Manager Stephen Sherman, dated April 21, 2011, providing the next steps for the redistricting process.

**Summer Playground Program**

Attached is a memorandum from Parks and Recreation Director Greg Jackson, dated April 19, 2011, providing an update on the 2011 Summer Playground Program, including changes to the program.

**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 4/11/11 - 4/17/11**

**Contact Center**

4539 calls answered this week

**Top 5 calls by area**

**Water Resources**

Balance Inquiry- 1013  
New Sign up - 347  
General Info - 123  
Cut off request - 105  
Pay by Phone - 79

**Field Operations**

Bulk Guidelines -114  
Landfill/Transfer/HHW - 78  
Storm Debris Pickup - 75  
Repair green can - 70  
Yard waste guidelines - 53

**All others**

Police/Watch Operations - 263  
Parks & Rec./Administration - 43  
Courts - 42  
Privilege License - 35  
Streetlight outage - 32

**Comments**

We received a total of 7 comments this week:

**Field Operations - 5 comments:**

- Feels solid waste should pick up cartons at the curb because this service should be provided through his property tax. Does not feel citizens should have to drop off cartons at recycle sites, or to cut them down for the recycle container.
- Thanks for a job well done on storm damage clean up..... City did a wonderful job...tax money well spent.
- Caller upset about the potholes in Greensboro. His car had to be realigned because of a pothole. Wants to know where the money is going. Why is it that we have money for a new Aquatic Center and no money for potholes. Wants to know why is it that the rich sections of town have nice roads but the regular neighborhoods/average joe have really bad potholes. He will ask News2 and Fox8 to inquire about the problem with potholes.
- Idea about how to get people to recycle more: Thinks customers should be able to pick how many weeks out of the month they want trash pick up. Recycling pick up is completely free, but we charge \$10 a week, flat rate, for trash. If some of those people can get it down to 1 pick up a month, then it would be free. If it's more than that, then we should charge \$10 per pick up. It's an incentive to recycle, and also cut down on trash pick up service.
- Caller wanted to thank the city for the great job in helping him with his yard waste pickup after the storm.

**Transportation - 1 comments:**

- Not happy to see street signs at this intersection that say "Tanger Rd". Doesn't live on Hobbs Rd but finds it upsetting that we would change the name in honor of the Tanger family - there are many families that have contributed much to the city...are we going to honor them? Will we be changing other streets in honor of high profile families??

**General City - 1 comments:**

- Resident wanted to thank the City of Greensboro for all the work we do. We have beautiful parks and wants us to know she really appreciates them.

**Overall**

Storm related calls continue to come in steadily, and are expected to continue after the new storm this past weekend. Streetlight outages are also on the increase. Call volume was busiest early in the week.

**City of Greensboro RFP #11-695  
Municipal Solid Waste Management Services  
Interview Evaluation Form**

Company Name: \_\_\_\_\_

<u>Key Criteria</u>	<u>Notes</u>
<p><b>Qualifications, Staffing, and Experience of the Respondent</b> Qualifications and experience of the Company, Company's staff, teaming partners and subcontractors. Demonstrated experience with projects of similar type and magnitude. History of successful project implementation.</p>	
<p><b>Master Plan/Approach</b> Company's proposed transition from the current contracts, utilization of City's current property or assets, including those at White Street. Long term diversion from landfilling or enhancement of recycling. Schedule for implementation.</p>	
<p><b>Company Financial Depth and Stability</b> Demonstrated ability to meet stated goals of the proposal and fund project implementation. Track record on funding similar projects.</p>	
<p><b>Viability of Proposed Technology</b> Proposed technology is valid and performance has been demonstrated on previous projects using similar feedstock and throughput levels.</p>	

<p><b>Consideration of Community Concerns</b>          Potential for impacts including traffic, odors, noise, affect on property values. Company's plan to mitigate impacts to community. ..</p>	
<p><b>Integration of System Components</b>          Does offerer propose to manage only MSW disposal, or are other components enhanced, such as increasing recycling or waste diversion?</p>	
<p><b>Economic Development</b>          Potential for project to positively impact local economy by addition of jobs, future development, etc.          Impact to current solid waste staff jobs?</p>	
<p><b>Financial Offering to the City</b>          Costs to City, tipping fee structure, escalators, up front cash payments, lease payments, host fees, revenue sharing.</p>	

**§ 143-129.2. Construction, design, and operation of solid waste management and sludge management facilities.**

(a) All terms relating to solid waste management and disposal as used in this section shall be defined as set forth in G.S. 130A-290, except that the term "unit of local government" also includes a sanitary district created under Part 2 of Article 2 of Chapter 130A of the General Statutes, an authority created under Article 1 of Chapter 162A of the General Statutes, a metropolitan sewerage district created under Article 5 of Chapter 162A of the General Statutes, and a county water and sewer district created under Article 6 of Chapter 162A of the General Statutes. As used in this section, the term "sludge management facility" means a facility that processes sludge that has been generated by a municipal wastewater treatment plant for final end use or disposal but does not include any component of a wastewater treatment process or facility that generates sludge.

(b) To acknowledge the highly complex and innovative nature of solid waste and sludge management technologies for processing mixed solid waste and sludge generated by water and wastewater treatment facilities, the relatively limited availability of existing and proven proprietary technology involving solid waste and sludge management facilities, the desirability of a single point of responsibility for the development of facilities and the economic and technical utility of contracts for solid waste and sludge management which include in their scope combinations of design, construction, operation, management and maintenance responsibilities over prolonged periods of time and that in some instances it may be beneficial to a unit of local government to award a contract on the basis of factors other than cost alone, including but not limited to facility design, operational experience, system reliability, energy production efficiency, long-term operational costs, compatibility with source separation and other recycling systems, environmental impact and operational guarantees. Accordingly, and notwithstanding other provisions of this Article or any local law, a contract entered into between a unit of local government and any person pursuant to this section may be awarded in accordance with the following provisions for the award of a contract based upon an evaluation of proposals submitted in response to a request for proposals prepared by or for a unit of local government.

(c) The unit of local government shall require in its request for proposals that each proposal to be submitted shall include all of the following:

- (1) Information relating to the experience of the proposer on the basis of which said proposer purports to be qualified to carry out all work required by a proposed contract; the ability of the proposer to secure adequate financing; and proposals for project staffing, implementation of work tasks, and the carrying out of all responsibilities required by a proposed contract.
- (2) A proposal clearly identifying and specifying all elements of cost which would become charges to the unit of local government, in whatever form, in return for the fulfillment by the proposer of all tasks and responsibilities established by the request for the proposal for the full lifetime of a proposed contract, including, as appropriate, but not limited to, the cost of planning, design, construction, operation, management and/or maintenance of any facility; provided, that the unit of local government may prescribe the form and content of the proposal and that, in any event, the proposer must submit sufficiently detailed information to permit a fair and equitable evaluation of the proposal.

- (3) Any other information as the unit of local government may determine to have a material bearing on its ability to evaluate any proposal in accordance with this section.

(d) Proposals received in response to a **request for proposals may be evaluated on the basis of a technical analysis of facility design, operational experience of the technology to be utilized in the proposed facility, system reliability and availability, energy production balance and efficiency, environmental impact and protection, recovery of materials, required staffing level during operation, projection of anticipated revenues from the sale of energy and materials recovered by the facility, net cost to the unit of local government for operation and maintenance of the facility for the duration of time to be established in the request for proposals and upon any other factors and information that the unit of local government determined to have a material bearing on its ability to evaluate any proposal, which factors were set forth in said request for proposal.**

(e) The unit of local government may make a contract award to any responsible proposer selected pursuant to this section based upon a determination that the selected proposal is more responsive to the request for proposals and may thereupon negotiate a contract with said proposer for the performance of the services set forth in the request for proposals and the response thereto, the determination shall be deemed to be conclusive. Notwithstanding other provisions of this Article or any local law, a contract may be negotiated and entered into between a unit of local government and any person selected as a responsible proposer hereunder which may provide for, but not be limited to, the following:

- (1) A contract, lease, rental, license, permit or other authorization to design, construct, operate and maintain a solid waste or sludge management facility upon such terms and conditions, for such consideration, and for such duration, not to exceed 40 years, as may be agreed upon by the unit of local government and the person.
- (2) Payment by the unit of local government of a fee or other charge to the person for acceptance, processing, recycling, management and disposal of solid waste or sludge.
- (3) An obligation on the part of a unit of local government to deliver or cause to be delivered to a solid waste or sludge management facility guaranteed quantities of solid wastes or sludge.
- (4) The sale, utilization or disposal of any form of energy, recovered material or residue resulting from the operation of any solid waste or sludge management facility.

(f) Except for authorities created pursuant to Article 22 of Chapter 153A of the General Statutes, the construction work for any facility or structure that is ancillary to a solid waste or sludge management facility and that does not involve storage and processing of solid waste or sludge or the separation, extraction, and recovery of useful or marketable forms of energy and materials from solid waste at a solid waste management facility shall be procured through competitive bidding procedures described by G.S. 143-128 through 143-129.1. Ancillary facilities include but are not limited to roads, water and sewer lines to the facility limits, transfer stations, scale houses, administration buildings, and residue and bypass disposal sites. (1983, c. 795, ss. 4, 8.1; 2005-176, s. 1; 2007-131, s. 3.)

Information Technology  
City of Greensboro



April 21, 2011

**TO:** Denise Turner, Assistant City Manager  
**FROM:** Stephen Sherman, GIS Manager  
**SUBJECT:** Redistricting Preclearance

The next step in the redistricting process will be to secure preclearance for the new boundaries from the US Department of Justice (DOJ) under the provisions of Section 5 of the Voting Rights Act. Under this Act the City will be required to prove that the redistricting plan “neither has the purpose nor has the effect of denying or abridging the right to vote on account of race, color or membership in a language minority.”

The existing council district plan is referred to as the “benchmark” plan and the DOJ will determine if, when the proposed plan is compared to the benchmark plan, the result is “retrogression in the position of racial minorities with respect to their effective exercise of the electoral franchise.” If the DOJ concludes that the new Council districts have either a discriminatory purpose or a retrogressive effect the plan will be rejected and the current district boundaries will remain in effect.

The DOJ has recently expanded upon what were already extensive requirements for the submission packet. Over the weekend City staff will continue ongoing efforts to assemble the required submission packet which includes background information surrounding the change and the required demographic information. Once the submission is received by the DOJ, they will have 60 calendar days in which to reject, approve or request an additional 60 days to review the changes.

During the review process the DOJ will also consider information submitted by interested individuals or groups. Written comments should be sent to the Voting Rights Section, Civil Rights Division of the Department of Justice. Comments can also be submitted via the DOJ’s website.

SS/ss

**Parks and Recreation Department ..  
City of Greensboro**



April 19, 2011

**TO:** Denise Turner, Assistant City Manager  
**FROM:** Greg Jackson, Director <sup>neg.</sup>  
**SUBJECT:** Summer Playground Program 2011

Over the past nine months, staff has been evaluating the options for the 2011 summer playground program. Recognizing the importance of engaging youth in summer programs that positively impact their life, staff recommends reducing the number of summer playground locations from thirteen to seven. To compensate for the closed summer playground sites, staff proposes to increase the number of slots at summer day camps in recreation centers and also implement a reduced fee structure.

The reduced fee program will be based upon a family's qualification for the free and reduced lunch program offered in schools. A child on the free lunch program at school will get a fee reduction of 90% off summer day camp registration and a 70% reduction if they qualify for a reduced lunch. Summer day camp registration is \$70 at Leonard, Lewis, Trotter, Brown, Lindley and Craft recreation centers. A 90% discount equates to a camp registration fee of \$7 per week or \$63 for nine weeks of summer camp. A 70% reduction equates to \$21 per week of camp or \$189 for nine weeks of camp.

Registration is \$60 at Peeler, Windsor, Warnersville and Glenwood recreation centers. A 90% discount equates to a camp registration fee of \$6 per week or \$54 for nine weeks of summer camp. A 70% reduction equates to \$18 per week of camp or \$162 for nine weeks of camp.

The base registration amount for the various recreation centers were established sometime ago. Staff will evaluate the registration fee for next summer in an effort to create a more consistent fee across the system.

Staff considered many factors when determining which summer playgrounds to keep open, including:

- Attendance figures from summer 2010
- Proximity of the playground site to a recreation center
- Barriers between a playground site and a recreation center
- Access to alternative sites for the summer food program
- Median family income in census tracts surrounding playground sites

Based upon the above criteria, staff recommends closing the following six summer playgrounds for the reasons identified:

- Ardmore Park-low attendance and close proximity to two summer day camps
- Carriage Hills Park-high median family income and low attendance in 2010
- Kirkwood Park-high median family income and low attendance in 2010
- Sussman Park-proximity to Warnersville Recreation center and another summer food program option in close proximity
- Tuscaloosa Park-low attendance and close proximity to another summer playground site
- Woodmere Park-close proximity to a Peeler Recreation center and another summer food program option in close proximity

That will leave seven summer playgrounds still in operation-Arlington Park, Douglas Park, East White Oak, Eastside Park, Hampton Park, Hannaford Park and Steelman Park. The staff from the closed summer playgrounds will be moved into recreation centers to allow for an increase in the number of summer day camp slots and still maintain a camper to counselor ratio of 15:1. Last year summer camp registrations were capped at 60 per recreation center. This year we will increase that number to 75 in most of the recreation centers and 90 in recreation centers that have the capacity to handle that many-Leonard, Trotter and Windsor.

The goal of getting children into summer day camps at recreation centers is focused on creating a safer environment and a better camp experience. Our summer playground program is supervised daily with a check-in registration process to ensure that the children's activities are monitored onsite. This program does allow the kids to come and go as they please throughout the day. Thus, when they leave the playground, the children are not supervised and ensured a safe environment.

The summer playground program is also less structured and can be heavily influenced by weather. Last summer, Greensboro experienced many days with temperatures in the 90s. The summer playground children and counselors are outside all day with no indoor space to get out of the heat. In addition, if it rains, the summer playgrounds close and children are sent home. Summer day camps maintain a camper to counselor ratio of 15:1 and kids are supervised the entire time they are in camp. Parents have to sign out their child(ren) at the end of the day. In addition, summer day camp offers children more activities such as swimming, field trips, arts and crafts, athletic activities, guest speakers and special events.

The reduced fee program is intended to ensure that all children have an opportunity to attend summer day camp by reducing the financial hurdle for those most in need. By using the free and reduced lunch program administered by Guilford County Schools (GCS), Parks and Recreation can utilize an existing qualifier without having to administer the criteria. Parents can provide the letter from GCS showing which lunch program they qualify for and will receive the appropriate registration reduction.

To estimate the financial impact of the reduced fee program on summer day camp revenue, staff considered several factors. First, staff believes summer camp registrations will increase by at least 15 to 20 children at all recreation centers. Second, staff reviewed the percentage of children on the free and reduced lunch program in Guilford County Schools. If the percentage of camp

registrants closely mirrors the percentage of children in Guilford County Schools in the free and reduced lunch program, summer camp revenue will remain level with previous years.

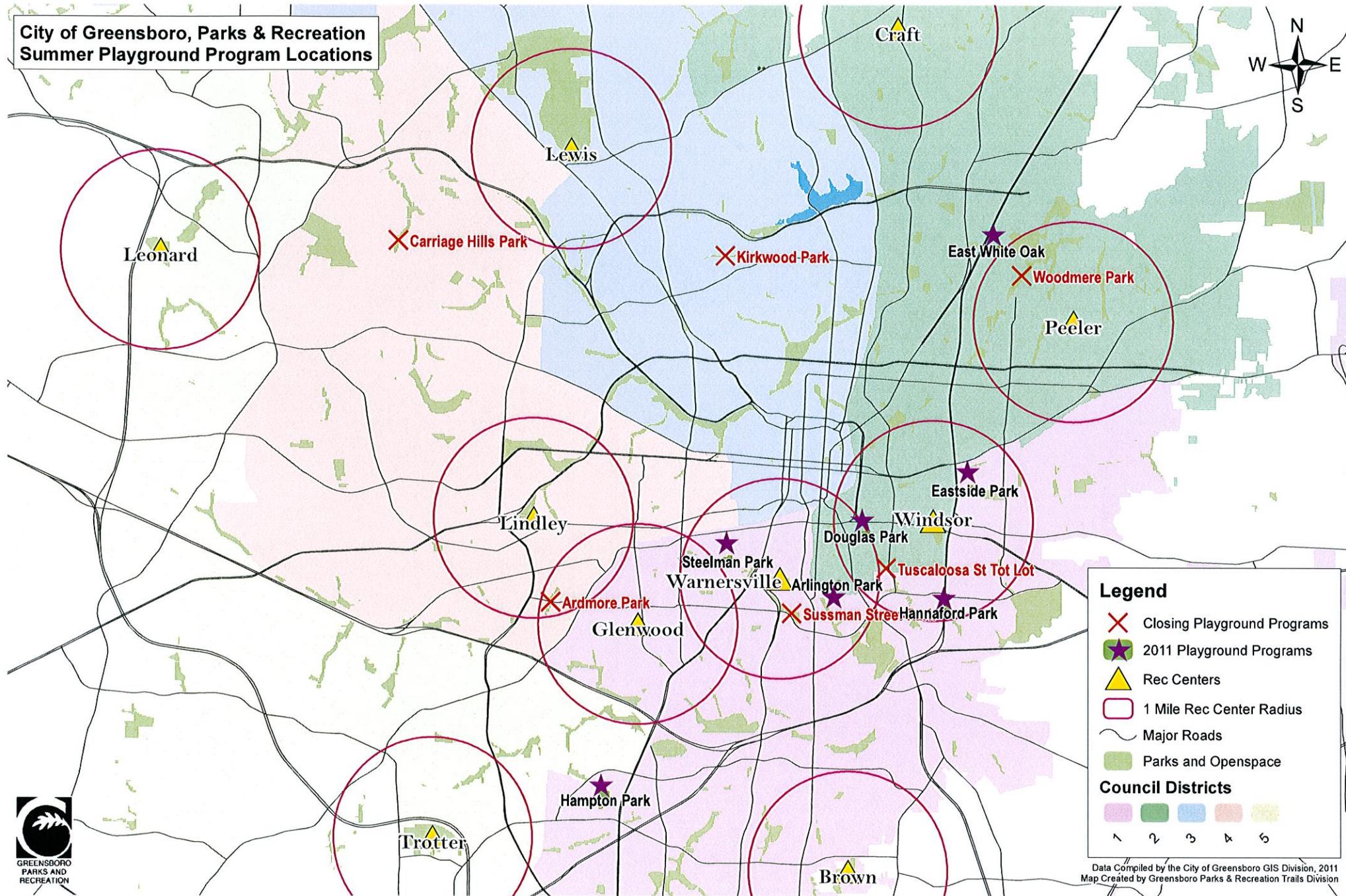
Summer camp registration has already started and camp begins in eight weeks. It is important that the department communicate this change in summer time activities now so that parents can plan accordingly. If you have questions or need additional information, please let me know.

GJ

Attachment: Summer Playground Map

cc: Wade Walcutt, Community Recreation Services Division Manager

**City of Greensboro, Parks & Recreation  
Summer Playground Program Locations**



**Legend**

- Closing Playground Programs
- 2011 Playground Programs
- Rec Centers
- 1 Mile Rec Center Radius
- Major Roads
- Parks and Openspace

**Council Districts**

- 1
- 2
- 3
- 4
- 5



Data Compiled by the City of Greensboro GIS Division, 2011  
Map Created by Greensboro Parks & Recreation Trails Division

